

A Research Study of Students' Perception for Selection of CHARUSAT in 2016

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Received: 12-08-2017

Revised: 30-08-2017

Accepted: 31-08-2017

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Abstract:

In the light of growing competition among institutions of higher education and dynamic demand of academic programmes among students, it becomes imperative to study the factors that affect students' selection of universities. The paper aims to identify perception of the students through independent / antecedent variables like academic quality, infrastructure, placements, research projects, etc. A total of 1,292 student respondents were studied through a structured questionnaire by using descriptive research design. The analysis depicted Academic Quality and NAAC Accreditation as important factors influencing students' selection of CHARUSAT. Further, the result of factor analysis revealed the importance of Students Support and Counselling, Fostering of Campus Life / Infrastructure and Students Convenience in students' selection.

INTRODUCTION

Education is one among the necessary facets of humankind. Selecting university is a part of career decision-making. According to Gati and Asher (2001), this term refers to a process that is undertaken by an individual, who is considering pursuable career alternatives, compares them, and then selects one. The choice of university education and the topic of career are closely related to each other. According to Germeijs et al. (2012) it creates a "mini-cycle", which is a part of the whole career development cycle. Choosing the right institute associated with a good university is becoming more and more important for young students today. At present there are total 50 universities in Gujarat, out of which 17 are State Private Universities, 22 are State Government and three are

Central Government Universities, two are private aided Universities, and six are Institutes of National Importance. There are total 2,055 colleges in Gujarat.

Every year, in Gujarat, near about 78,000 students enrol in Post-Graduation and 9,70,000 students enrol in Undergraduate programmes. Many factors can influence a student's decision, including parents, coaches, religious figures, or any role model in a student's life. However, with the myriad of institutions and courses around, it is very persistent to understand the factors that influence selection of a university. The process of university selection and the factors of significant influence have been a frequent research topic during past many years. Numerous variables which affected choice process have been examined in an attempt to understand the factors influencing

selection of students for university. In a fast-changing educational services scenario in India, higher education institution needs to understand its customer needs and wants in order to remain competitive.

Charotar University of Science and Technology (CHARUSAT), Changa, Gujarat (Estd. 2009) is a State Private University established under State Private Universities Act. Presently, CHARUSAT offers more than 64 programs in eight different institutes under the tutelage of six faculties. CHARUSAT has more than 6,500 students and 510 employees, and capital outlay of Rs. 100 crores with a total intake of 2,249 students every year. Given the competitive scenario and in order to meet the needs of aspiring students effectively, it is very important for proactively studying factors that affect selection of CHARUSAT by the students. The research paper investigates the phenomena and criteria of students' university selection and provides inputs for decision makers.

Literature Review

The issue of selection criteria for university has been researched widely. Several studies have addressed the issue of students' choice criteria and have identified several determinants. Some of the elements of university selection are student clubs, sports activities, social activities, scholarships, post education benefits, number of students studying in university, library, friendship environment, fee, dining facilities, departments in university, campus and academic staff (Yamamoto G, 2006).

Veloutsou C, Lewis. J & Paton R. (2004) carried out a research on information requirements and important parameters in selection of university for further studies. Total 306 pupils from schools of England, Scotland and Northern Ireland were administered a structured questionnaire. This paper identified the "academic" aspects of the university as the primary decision criteria for students. The location of the university, local infrastructure and local social life showed strong influence in the minds of students. It does not however, ignore the university environment and support services. These factors are considered 'hygienic' factors and are always envisaged or taken for granted by enquiring student. Further, content and reputation of the department are considered vital for selection of specific course(s).

In 1981, David Chapman established a model of *Student College Choice* which identified three major external influences namely (i) significant person which includes friends, parents, and high school personnel;

fixed college characteristics consisting of cost (financial aid), location, availability of programme and college efforts to communicate with students by way of written information, campus visits and admissions / recruitment (Chapman, 1981).

Baird (1967) determined that presence of good faculty; extraordinary educational criteria and special programmes which were looked upon by students.

Bowers and Pugh (1972) identified good faculty and high standards as most important factors, while Chapman (1979) identified quality of the institution and cost as the most important elements.

Murphy (1981) acknowledged that high academic reputation and cost are the important determinants of student's choice while Maguire and Lay (1981) recognised financial aid, peer influence, special programmes, size of the institution, location, athletic facilities and social activities are the most important factors in choosing an educational institution.

Disenza et al. (1985) and Hossler (1985) named academic reputation, peer influence, financial assistance, and location as the most important factors.

Litten (1980), Seneca and Taussig (1987) and Tierney (1983) found that academically talented students are looking for different attributes when compared with average students.

Joseph and Joseph (1998) acknowledged academic and programme, education cost, location and availability of recreation facilities, influence of peer and family as the four most important factors which influence students' choice. They also found that male students emphasis more on both the academic value of education and the social life at campus.

Houston, 1979; Krone et al., 1983; Webb, 1993; Joseph and Joseph, 1998 pointed out that programme-related issues such as flexibility and length of the programme, and reputation / prestige related issues influence student's selection. Applicants' choice processes are complex and not evenly supported by university departments (Brown C, Varle P, & Pal J, 2008). "Moments of truth" (or critical incidents) where applicants have a series of first encounters with a different person in the university are seen to be critical in many students' decision to choose a specific university course. The other nine factors were (in order of importance) academic reputation, distance from home, location, own perception, graduate employment, social life nearby, entry requirements, teaching reputation, quality of faculty, and research reputation.

Jafari P & Aliesmaili A. (2013) identified factors affecting university selection in Iran. Economic factors (labour market, tuition fee, job outside and inside university), university related factors (facilities, teachers academic reputation, internet, library, extracurricular activities, international linkages, rare courses), personal factors (personal interest, parental influence, teacher counselling, leniency towards religious matters), and social factors (security in city, facilities in and around university, university's moral reputation) that influence student's choice of university.

Khoso et al (2016) identified internal and external factors influencing students' choice of public / private universities in Hyderabad. They identified that

external factors like campus life, course content, reputation and ranking of the university influence more than internal factors in private universities.

Purpose and Significance of the Study

The present study provides insights into the phenomena of student's University selection process and suggests ways and means to those involved for the improvement of policies and practices. The information obtained from the present study will provide a better understanding of the factors affecting the selection of CHARUSAT. Moreover, the study will also add to the existing body of knowledge on higher education management. The research model for the study is depicted in Figure – 1.

Independent Variables (Factors Influencing Students Selection)		Dependent Variable (Students Selection of CHARUSAT)
Reputation of University <ul style="list-style-type: none">• Visionary and Sound Top Management• NAAC Accredited University		<ul style="list-style-type: none">• Reputation• Quality of Academic Input• Research Orientation• Caring Attitude towards Students• World Class Infrastructure• Job / Placement Records / Scope
Quality of Academic Input <ul style="list-style-type: none">• Industry Linked Syllabus• Self- Learning• Guest and Expert Lectures• Continuous Evaluation• Bridge Courses• Liberal Arts		
Research <ul style="list-style-type: none">• Summer Internship Projects• Consultancy offered by University• World Class Lab and Library Facilities• Publications		
Student Care <ul style="list-style-type: none">• Unique Mentor Mentee System• Medical Check Ups• Open door policy for grievance Redressal		
Infrastructure <ul style="list-style-type: none">• Classrooms equipped with Audio Visual Aids• Rest rooms for Boys and Girls• Air Conditioned Classrooms and Labs• Canteen Facilities & Food Parlours• High Speed Internet availability• Good Connectivity with nearby cities		
Job / Career Placements or Opportunities <ul style="list-style-type: none">• On Campus Placements• Training Sessions for Interview Preparation• Soft Skill Training• Grooming Sessions to crack the interview		
<ul style="list-style-type: none">• Tie Ups with Institutions of repute• Tie Ups with various Corporate Houses		
<ul style="list-style-type: none">• Industry Trained Faculty Members• Practical Assignments• Use of ICT in Education• World Class Study Material• Communication skills		
<ul style="list-style-type: none">• Comprehensive Projects• Industry Linkages• Availability of Latest Software for Research		
<ul style="list-style-type: none">• Counselling Sessions• Parent Teachers Meeting• Anti-Ragging and Women Cell		
<ul style="list-style-type: none">• Computer Labs equipped with High Speed Computers• Sound Library with variety of subject related books• Water Facilities• Sports Room• Wi-Fi Enabled Campus		
<ul style="list-style-type: none">• Off Campus Placement Assistance• Preparation for Competitive Examination• Sessions regarding job opportunities in Market		

Figure 1 – Research Model

Objectives of the Study

- To study the factors influencing students' selection of CHARUSAT.
- To study the relationship between demographic variables and factors influencing students' selection of CHARUSAT.

Research Methodology

Type of Research: Quantitative research

Research Design: Descriptive research design

Population / Sampling Frame: First Semester UG and PG students enrolled in CHARUSAT in the academic year 2016-17

Sampling Unit: Population survey

Data Collection Method: Survey method

Sample Size: 1,292 Students

Data Collection Tool: Structured questionnaire

Time Frame: June 25, 2016 to November 15, 2016

Data Analysis

The research studied students who had taken admission in CHARUSAT in the academic year 2016-17. A structured questionnaire was administered to identify the factors influencing selection of CHARUSAT. The data collected was analysed by using various statistical methods. Different techniques like Cross Tabulation, T-test and Factor Analysis were used to highlight the most relevant and important factors that are considered by students for selection for CHARUSAT.

It can be seen from the *Table 1* that the male-female ratio is about 56-44 per cent. Majority of students (67.41 per cent) have passed HSC as they have taken admission in various UG programmes of CHARUSAT. Almost about 33 per cent of students have graduation degrees as they have taken admission into PG programmes of CHARUSAT. Family income of 51.39 per cent of the students is less than three lacs. It shows that majority of the students are from middle-class family. With regards to education of parents of the students, around 42.49 per cent of parents' highest education qualification was a graduation degree. Further, it was found that more than half (53.25 per cent) of the students take a maximum of five days to decide admission in CHARUSAT after their first visit to CHARUSAT, while 11 per cent of students take more

than 15 days. Further, majority of the students (64.94 per cent) took direct admission through university merit list (includes Bachelor Degrees like BBA, BCA, B.Sc. etc.) and about 35.06 per cent of students through regulatory bodies. Sources of their information include CHARUSAT Students (19.82 per cent), friends (15.91 per cent), relatives (13.08 per cent) and parents (11.41 per cent) while flyers (0.18 per cent), banners (0.93 per cent) and television (2.79 per cent) contribute marginally.

It can be seen from the *Table 2* that the lowest mean value for all the 49 statements is 3.09. Variables like 'Separate Students' Rooms for Boys and Girls', 'CHARUSAT is NAAC Accredited University', and 'Quality of Academic Input' have very high mean scores of 4.30, 4.27 and 4.18 respectively. Students' perception on 'Off Campus Placement Assistance', 'Availability of High Speed Internet' and 'Ambience created by Air Conditioned Classrooms' have mean scores of 3.52, 3.51 and 3.09 respectively.

With regards to students' selection for CHARUSAT, it seems that 'Quality of Academic Input', 'Research Orientation', and 'Caring Attitude towards Students' are considered as important variables with mean scores of 4.18, 4.15 and 4.11 respectively.

It can be inferred from *Table 3* that there is not much difference between opinions provided by UG and PG Programme students. However, marginal difference exists in opinions with regards to factors like 'Research Orientation', 'Job / Placement Records / Scope' and 'Reputation'.

Table 4 shows relationship of variables with Gender, Education, Income and Highest Qualification of Parents. Significant relationship does not exist among variables as indicated by the shaded area (cell) in the table as P-values are greater than 0.05.

Factor analysis was carried out on all responses on 43 items using 'Principal Components Analysis' method. The results showed approximate Chi-Square value of 12610.572 at 903 degree of freedom under the Bartlett's Test of Sphericity, which is significant at the 0.05 level. Null hypothesis (correlation matrix is an identity matrix) is, therefore, rejected. The alternate hypothesis that the variables in the population are correlated is accepted. Further, Kaiser-Meyer-Olkin Measure of Sampling Adequacy is 0.857, which is

sufficiently large. Thus, factor analysis shall be considered appropriate for analysing the data. A total twelve (12) factors (out of 43 factors having eigenvalues more than 1.00) were considered for the data analysis. The results also show that these twelve factors account for 54.36 per cent of total variance which can be considered of moderate level (neither too high nor low).

In factors matrix (*Table 7*), the highest loading of 0.734 was found for factor / component 5. Therefore, it was decided to consider factor loading of 0.60 as a cut-off point for a statement to be associated with a factor. 19 items were considered for further association. *Table 8* shows newly extracted factors with their new names.

Findings

The major findings of the research are as follow:

- Out of 1,292 students, the male-female ratio is about 56-44 per cent.
- Almost half (51.39 per cent) of the students who have taken admission in CHARUSAT have annual family income of less than Rs. 3 lacs.
- About 42.49 per cent of students' parents have graduation degree as the highest education qualification.
- More than half (53.25 per cent) of the students take maximum 5 days to decide admission in CHARUSAT after their first visit to university.
- It was found that students get information about CHARUSAT from CHARUSAT Students (those who have studied at CHARUSAT), friends (other than who have studied at CHARUSAT), relatives and parents with 19.82, 15.91, 13.08 and 11.41 per cents respectively.
- Flyers, Banners, Television Ads and such factors account for 3.90 per cent of the sources of

information for students.

- Rest rooms, NAAC Accreditation, and Academic Quality are three most valuable variables considered by students for selection of CHARUSAT with mean scores of 4.30, 4.27 and 4.18 respectively.
- It was found that students' value Off-Campus Placement Assistance, High Speed Internet Availability, and Air Conditioned classrooms with mean scores of 3.52, 3.51 and 3.09 respectively.
- There is a significant relationship between factors namely Reputation, Quality of Academic Input, Research Orientation, Caring Attitude towards Students, World Class Infrastructure, Job / Placement Records / Scope and Income.
- The result of factor analysis indicates the following important factors namely Students Support and Counselling, Fostering of Campus Life / Infrastructure, Students Convenience, Students Placement, Qualified, Trained and Experienced Faculty Members, Smooth Transition Environment, Learning Environment, Networked / Collaborations for Academic Excellence, Mentoring, Library Resources, Governance & Leadership, and Basic Amenities which is being represented by three broad factors in *Table 8*.

Managerial Implications

As evident from the results and findings, it can be inferred that management should focus on few facets as depicted in *Table 8 and 9* in order to attract new students and create visibility of the university. However, there may be other facets that could be influencing factors in students' selection of CHARUSAT which can be further identified through systematic research.

Table 1 - Demographic Details

Gender	Male	Female				
	724 (56.04 per cent)	568 (43.96 per cent)				
Educational Qualification	HSC	Graduation	Diploma			
	871 (67.41 per cent)	418 (32.35 per cent)	3 (0.24 per cent)			
Family Income / Year (Rs.)	Less than 3,00,000	5,00,000 to 8,00,000	3,00,000 to 5,00,000	8,00,000to 10,00,000	More than10,00,000	
	664 (51.39 per cent)	304 (23.52 per cent)	215 (16.64 per cent)	63 (4.87 per cent)	46 (3.58 per cent)	
Highest Education Qualification of Parents	Less than HSC	HSC	Graduate	Post Graduate	Doctarate	Others
	218 (16.87 per cent)	298 (23.06 per cent)	549 (42.52 per cent)	170 (13.15 per cent)	21 (1.62 per cent)	36 (2.78 per cent)
Time Taken to Decide Admissionin CHARUSAT	<5 days	5 - 10 Days	10 – 15 Days	15 - 20 Days	> 20 days	
	688 (53.25 per cent)	302 (23.37 per cent)	146 (11.30 per cent)	84 (6.50 per cent)	72 (5.58 per cent)	
Category of Admission	Regulatory Bodies	University Merit List				
	453 (35.06 per cent)	793 (64.94 per cent)				
Source of Information about CHARUSAT	Newspaper	Internet	Parents	Relatives	Friends	CHARUSAT Student
	172 (5.33 per cent)	310 (9.63 per cent)	368 (11.41 per cent)	422 (13.08 per cent)	513 (15.93 per cent)	639 (19.82 per cent)
	Flyers	Banners	Television	Website	Career Guidance Seminars	School / College Teacher
	6 (0.18 per cent)	30 (0.93 per cent)	90 (2.79 per cent)	318 (9.86 per cent)	119 (3.69 per cent)	237 (7.35 per cent)

Table 2 – Mean Value / Scores on a scale of 5

Sl. No	Statements		University (Overall)
	I believe...		
1	Reputation of University	University has Visionary and Sound Top Management	3.91
2		University has Tie Ups with Academic Institutions of repute	3.92
3		CHARUSAT is NAAC Accredited University	4.27
4		University has collaborations with various Corporate Houses	3.90

Sl. No	Statements		University (Overall)
	I believe...		
5	Quality of Academic Input	Its syllabus caters to the need of Industry	3.84
6		It has a unique Continuous Evaluation System	3.99
7		It provides World Class and most updated Study Material	3.67
8		Identifies the individual limitations and organizes Special Classes for Slow Learners	3.78
9		Bridge Courses offered by CHARUSAT facilitates smooth transition from school to UG/ UG to PG programmes	3.81
10		University offers special courses to nurture Communication skills among the students	3.98
11		Holistic Development of students is ensured by offering various Liberal Arts Courses	3.98
12		University have Industry Trained Faculty Members to coach the students	3.84
13	Research Orientation	Faculty / Student Publications	3.69
14		University offers an environment of Self- Learning	3.65
15		Practical Assignments ensures application of classroom knowledge into reality	3.70
16		University arranges Guest and Expert Lectures of eminent personalities of various fields	3.82
17		University is promoting use of ICT in Education	3.66
18	Student Care	It has Unique Mentor Mentee System	3.65
19		University regularly organizes Counselling Sessions	3.97
20		It provides Transparent Merit Based Scholarships	3.82
21		It organizes Parent Teachers Meeting regularly	3.66
22		University has open Grievance Redressal System in Place	3.60
23		It strictly prohibits Ragging by implementation of Anti Ragging Policy	3.97
24		University has committed Women Cell to take care of female students	3.96
25	Infrastructure	It has Classrooms equipped with Audio Visual Aids	4.04
26		It's labs are equipped with High Speed Computer	3.95
27		It has separate Rest rooms for Boys and Girls	4.31
28		University has Sound Library with variety of books	4.00
29		It offers ambience by Air Conditioned Classrooms	3.09
30		It provides basic Amenities like Drinking Water Facilities	4.10
31		It has affordable Canteen Facilities & Food Parlours	4.09
32		University has dedicated Sports facilities for students	4.09
33		It provides High Speed Internet availability	3.51
34		It has Wi-Fi Enabled Campus	3.70
35		It offers Good Connectivity with nearby cities	3.69
36		It offers Hostel Facilities (In-Campus / Out-Campus)	3.78
37		It offers Transportation Facilities / Services	3.81
38	Job / Career Placements or Opportunities	It provides On Campus Placements	3.79
39		It offers Off Campus Placement Assistance	3.52
40		It prepares students for facing an Interview	3.63
41		It offers coaching for competitive exams	3.64
42		University emphasizes Training students in soft skills	3.68
43		It organizes Expert Sessions regarding job opportunities prevailing in Market	3.65

Table 3 – UG – PG Programme wise Mean Value / Scores

SINo.	I have selected CHARUSAT because of / it's...	University (Overall)	Students of UG Programme	Students of PG Programme
1	Reputation	4.03	4.01	4.07
2	Quality of Academic Input	4.18	4.17	4.20
3	Research Orientation	4.15	4.18	4.11
4	Caring Attitude towards Students	4.11	4.12	4.11
5	World Class Infrastructure	4.00	4.00	4.00
6	Job / Placement Records / Scope	3.97	3.99	3.94

Table 4 - Relationship of Variables with Demographic Variables

Sl. No	Statements		Gender (4)	Education (8)	Income (16)	Highest Education Parents (20)
	I believe...					
1	Reputation of University	University has Visionary and Sound Top Management	0.000	0.009	0.000	0.009
2		University has Tie Ups with Academic Institutions of repute	0.000	0.000	0.000	0.000
3		CHARUSAT is NAAC Accredited University	0.000	0.000	0.002	0.000
4		University has collaborations with various Corporate Houses	0.000	0.001	0.189	0.061
5	Quality of Academic Input	Its syllabus caters to the need of Industry	0.463	0.001	0.000	0.049
6		It has a unique Continuous Evaluation System	0.000	0.004	0.008	0.000
7		It provides World Class and most updated Study Material	0.000	0.000	0.000	0.000
8		It identifies the individual limitations and organizes Special Classes for Slow Learners	0.000	0.000	0.000	0.000
9		Bridge Courses offered by CHARUSAT facilitates smooth transition from school to UG/ UG to PG programmes	0.005	0.092	0.001	0.000
10		University offers special courses to nurture Communication skills among the students	0.000	0.022	0.037	0.001
11		Holistic Development of students is ensured by offering various Liberal Arts Courses	0.020	0.000	0.000	0.006
12		University have Industry Trained Faculty Members to coach the students	0.000	0.001	0.006	0.000
13	Research Orientation	Faculty / Student Publications	0.002	0.009	0.029	0.000
14		University offers an environment of Self- Learning	0.091	0.000	0.001	0.008
15		Practical Assignments ensures application of classroom knowledge into reality	0.001	0.053	0.000	0.033
16		University arranges Guest and Expert Lectures of eminent personalities of various fields	0.165	0.000	0.000	0.000
17	Student Care	University is promoting use of Information and Communication Technologies in Education	0.002	0.079	0.000	0.000
18		It has Unique Mentor Mentee System	0.000	0.003	0.001	0.000
19		University regularly organizes Counselling Sessions	0.000	0.076	0.002	0.065
20		It provides Transparent Merit Based Scholarships	0.001	0.000	0.000	0.000
21		It organizes Parent Teachers Meeting regularly	0.890	0.000	0.000	0.000
22		University has open Grievance Redressal System in Place	0.617	0.000	0.000	0.000
23		It strictly prohibits Ragging by implementation of Anti Ragging Policy	0.408	0.164	0.007	0.000
24		University has committed Women Cell to take care of female students	0.000	0.002	0.009	0.002

Sl. No	Statements		Gender (4)	Education (8)	Income (16)	Highest Education Parents (20)
	I believe...					
25	Infrastructure	It has Classrooms equipped with Audio Visual Aids	0.000	0.018	0.035	0.000
26		It's labs are equipped with High Speed Computer	0.014	0.006	0.007	0.000
27		It has separate Rest rooms for Boys and Girls	0.001	0.000	0.001	0.000
28		University has Sound Library with variety of books	0.000	0.001	0.011	0.000
29		It offers ambience by Air Conditioned Classrooms	0.029	0.000	0.000	0.000
30		It provides basic Amenities like Drinking Water Facilities	0.175	0.000	0.048	0.000
31		It has affordable Canteen Facilities & Food Parlours	0.001	0.001	0.001	0.084
32		University has dedicated Sports facilities for students	0.000	0.000	0.059	0.097
33		It provides High Speed Internet availability	0.000	0.000	0.283	0.000
34		It has Wi-Fi Enabled Campus	0.007	0.030	0.005	0.046
35		It offers Good Connectivity with nearby cities	0.000	0.000	0.000	0.000
36		It offers Hostel Facilities (In-Campus / Out-Campus)	0.095	0.003	0.004	0.000
37		It offers Transportation Facilities / Services	0.000	0.043	0.179	0.000
38	Job / Career Placements or Opportunities	It provides On Campus Placements	0.040	0.000	0.052	0.001
39		It offers Off Campus Placement Assistance	0.329	0.002	0.002	0.000
40		It prepares students for facing an Interview	0.098	0.000	0.068	0.002
41		It offers coaching for competitive exams	0.027	0.002	0.000	0.002
42		University emphasizes Training students in soft skills	0.016	0.002	0.000	0.000
43		It organizes Expert Sessions regarding job opportunities prevailing in Market	0.008	0.001	0.042	0.002
I have selected CHARUSAT because of / it's...						
44	Reputation		0.000	0.881	0.001	0.000
45	Quality of Academic Input		0.000	0.077	0.039	0.000
46	Research Orientation		0.000	0.003	0.000	0.000
47	Caring Attitude towards Students		0.000	0.000	0.000	0.292
48	World Class Infrastructure		0.952	0.005	0.000	0.053
49	Job / Placement Records / Scope		0.062	0.000	0.002	0.000

Table 5 - KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.857
Bartlett's Test of Sphericity	Approx. Chi-Square	12610.572
	df	903
	Sig.	0.000

Table 6 - Total Variance Explained

Component	Initial Eigenvalues							Extraction Sums of Squared Loadings					
	Total	Percentage of Variance	Cumulative Percentage	Component	Total	Percentage of Variance	Cumulative Percentage	Total	Percentag e of Variance	Cumulative Percentage			
1	7.045	16.383	16.383	27	0.627	1.458	82.343	7.045	16.383	16.383			
2	2.746	6.385	22.768	28	0.613	1.426	83.770	2.746	6.385	22.768			
3	2.131	4.956	27.724	29	0.583	1.357	85.126	2.131	4.956	27.724			
4	1.771	4.119	31.844	30	0.575	1.338	86.464	1.771	4.119	31.844			
5	1.502	3.493	35.337	31	0.559	1.300	87.764	1.502	3.493	35.337			
6	1.325	3.082	38.419	32	0.541	1.259	89.023	1.325	3.082	38.419			
7	1.312	3.052	41.471	33	0.516	1.201	90.223	1.312	3.052	41.471			
8	1.232	2.864	44.335	34	0.500	1.164	91.387	1.232	2.864	44.335			
9	1.144	2.661	46.996	35	0.481	1.119	92.506	1.144	2.661	46.996			
10	1.111	2.584	49.580	36	0.475	1.105	93.611	1.111	2.584	49.580			
11	1.041	2.422	52.002	37	0.452	1.051	94.662	1.041	2.422	52.002			
12	1.014	2.358	54.360	38	0.432	1.004	95.666	1.014	2.358	54.360			
13	0.975	2.268	56.628	39	0.412	0.959	96.625						
14	0.958	2.227	58.855	40	0.393	0.915	97.540						
15	0.931	2.165	61.021	41	0.362	0.843	98.383						
16	0.915	2.128	63.149	42	0.349	0.812	99.195						
17	0.910	2.116	65.265	43	0.346	0.805	100.000						
18	0.856	1.992	67.256										
19	0.819	1.905	69.161										
20	0.786	1.828	70.989										
21	0.752	1.749	72.738										
22	0.730	1.698	74.435										
23	0.726	1.688	76.123										
24	0.700	1.628	77.752										
25	0.677	1.575	79.326										
26	0.671	1.559	80.886										

Table 7 -Rotated Component Matrix^a

Statements	Component											
	1	2	3	4	5	6	7	8	9	10	11	12
University has Visionary and Sound Top Management	0.082	0.122	0.12	0.035	0.02	0.111	-0.099	-0.043	0.098	0.098	0.629	-0.026
University has Tie Ups with Academic Institutions of repute	0.115	0.182	0.001	0.108	-0.088	-0.068	0.058	0.615	0.091	-0.005	0.041	0.03
CHARUSAT is NAAC Accredited University	0.049	0.169	-0.097	0.079	-0.012	0.137	0.159	0.109	-0.245	0.05	0.481	0.347
University has collaborations with various Corporate Houses	0.004	0.073	-0.086	0.085	-0.068	0.15	0.403	0.187	-0.033	0.415	0.136	-0.06
Its syllabus caters to the need of Industry	0.206	0.208	-0.026	-0.049	0.15	0.131	-0.169	0.523	0.082	0.204	-0.138	0.212
It has a unique Continuous Evaluation System	0.21	0.248	0.044	-0.012	0.173	0.302	-0.169	-0.055	0.115	0.459	-0.149	-0.019
It provides World Class and most updated Study Material	0.127	0.002	0.144	0.008	0.107	-0.153	0.029	0.025	0.068	0.715	0.168	0.056
It identifies the individual limitations and organizes Special Classes for Slow Learners	0.121	0.025	0.104	0.041	0.003	0.173	0.024	0.097	0.711	0.097	0.047	-0.013
Bridge Courses offered by CHARUSAT facilitates smooth transition from school to UG or UG to PG programmes	0.14	0.024	0.252	0.022	-0.08	0.64	-0.024	0.117	0.083	-0.016	0.115	-0.159
University offers special courses to nurture Communication skills among the students	0.127	0.175	0.024	0.044	0.089	0.5	0.078	-0.13	0.154	0	0.092	0.258
Holistic Development of students is ensured by offering various Liberal/Arts Courses	0.299	0.251	0.074	-0.024	0.067	0.039	-0.246	0.031	0.259	0.114	0.173	0.442
University have Industry Trained Faculty Members to coach the students	0.039	0.036	0.16	0.128	0.734	0.034	0.048	-0.069	0.056	0.107	0.026	0.14
Faculty / Student Publications	0.45	0.092	0.052	0.121	0.599	0.027	-0.087	0.108	-0.065	0.081	-0.009	0.017
University offers an environment of Self- Learning	0.486	0.145	0.069	-0.067	0.405	-0.04	0.088	0.123	0.047	-0.042	0.369	-0.165
Practical Assignments ensures application of classroom knowledge into reality	0.289	0.208	0.109	0.082	0.176	0.305	0.106	0.427	-0.106	-0.037	0.054	-0.166
University arranges Guest and Expert Lectures of eminent personalities of various fields	0.512	0.365	-0.043	0.043	0.069	0.077	0.079	0.067	-0.206	0.089	0.199	-0.237
University is promoting use of Information and Communication Technologies in Education	0.55	0.213	0.047	0.133	0.288	0.152	0.053	0.114	-0.263	-0.004	0.13	-0.193
It has Unique Mentor Mentee System	0.593	-0.008	0.12	-0.008	-0.121	-0.067	-0.027	0.104	0.164	-0.021	0.009	0.07
University regularly organizes Counselling Sessions	0.65	0.132	0.066	0.136	-0.173	-0.1	-0.056	-0.17	0.07	0.147	-0.03	0.053
It provides Transparent Merit Based Scholarships	0.373	-0.161	0.028	0.076	0.144	0.386	0.346	0.091	0.031	-0.03	0.012	0.133
It organizes Parent Teachers Meeting regularly	0.641	0.016	-0.042	-0.113	0.05	0.016	0.034	-0.082	0.188	0.121	0.03	-0.022
University has open Grievance Redressal System in Place	0.61	-0.143	0.064	0.048	0.052	0.173	0.162	0.181	-0.083	0.039	0.035	0.194
Strictly prohibits Ragging by implementation of Anti Ragging Policy	0.415	-0.099	0.182	0.191	0.156	0.015	-0.107	0.267	-0.31	-0.135	0.097	-0.04

Component												
Statements	1	2	3	4	5	6	7	8	9	10	11	12
University has committed Women Cell to take care of female students	0.653	-0.049	0.237	0.034	0.105	0.173	-0.025	0.043	-0.034	-0.109	-0.198	0.03
It has Classrooms equipped with Audio Visual Aids	0.321	-0.016	0.564	0.046	-0.235	0.226	0.085	-0.107	0.035	0.197	0.114	0.177
It's labs are equipped with High Speed Computer	0.156	0.081	0.597	0.093	0.07	-0.145	0.33	0.114	0.039	0.082	0.214	0.039
It has separate Restrooms for Boys and Girls	0.017	0.238	0.358	0.067	0.157	-0.014	0.155	0.123	-0.091	-0.014	-0.014	0.611
University has Sound Library with variety of books	0.06	0.489	0.263	0.003	0.18	-0.057	0.072	-0.033	0.091	0.079	0.333	0.115
It offers ambience by Air Conditioned Classrooms	0.071	0.206	0.198	-0.03	-0.006	0.014	0.678	-0.091	0.036	0.013	-0.101	0.055
It provides basic Amenities like Drinking Water Facilities	0.093	0.307	0.597	0.138	0.006	0.279	-0.013	0.017	-0.075	0.017	-0.017	0.068
It has affordable Canteen Facilities & Food Parlours	0.104	0.372	0.575	0.189	0.031	0.201	-0.121	0.096	-0.107	-0.038	-0.021	-0.017
University has dedicated Sports facilities for students	0.088	0.652	0.241	0.168	0.118	0.197	-0.066	0.056	-0.046	-0.09	0.058	-0.039
It provides High Speed Internet availability	-0.016	0.66	0.152	0.051	0.011	-0.049	0.221	0.204	0.113	0.072	0.016	0.106
It has Wi-Fi Enabled Campus	0.012	0.709	0.091	0.062	-0.092	-0.001	0.039	0.066	-0.024	0.067	0.026	0.096
It offers Good Connectivity with nearby cities	0.18	0.317	0.211	0.088	0.149	0.037	0.337	0.172	0.309	-0.145	0.164	-0.054
It offers Hostel Facilities (In-Campus / Out-Campus)	0.019	0.122	0.543	0.027	0.139	0.093	0.155	-0.248	0.041	0.246	-0.208	-0.003
It offers Transportation Facilities / Services	0.149	0.123	0.609	-0.011	0.136	-0.092	-0.029	0.044	0.18	-0.114	0.073	0.019
It provides On Campus Placements	0.102	0.15	0.013	0.623	0.062	-0.013	0.001	-0.144	-0.061	-0.147	-0.02	0.219
It offers Off Campus Placement Assistance	-0.013	0.194	0.052	0.587	0.041	-0.103	0.167	0.175	-0.087	0.247	-0.072	0.047
It prepares students for facing an Interview	0.054	-0.18	0.164	0.654	-0.065	0.088	-0.136	0.129	-0.03	0.062	0.164	-0.095
It offers coaching for competitive exams	0.014	0.095	0.218	0.642	-0.022	0.107	-0.172	0.074	-0.137	0.087	0.08	-0.105
University emphasizes Training students in soft skills	-0.021	0.021	-0.019	0.586	0.167	0.015	0.107	0.061	0.313	-0.035	-0.075	0.045
It organizes Expert Sessions regarding job opportunities prevailing in Market	0.17	0.207	-0.107	0.536	0.095	-0.008	0.22	-0.195	0.228	-0.181	-0.005	-0.07

Table 8 - New Extracted Variables / Factors

Sr. No.:	Variables Extracted	New Name of the Extracted Component
1	University regularly organizes Counselling Sessions	<i>Students Support and Counselling</i>
	It organizes Parent Teachers Meeting regularly	
	University has open Grievance Redressal System in Place	
	University has committed Women Cell to take care of female students	
2	University has dedicated Sports facilities for students	<i>Foster Campus Life / Infrastructure</i>
	It provides High Speed Internet availability	
	It has Wi-Fi Enabled Campus	
3	It offers Transportation Facilities / Services	<i>Students Convenience</i>

Table 9 - Managerial Implications

Sr. No.:	University / Institution	Facet / Focus Area
1	University (Overall)	<ul style="list-style-type: none"> • Quality of Academic Input • Research Orientation • Caring Attitude towards Students • Students with Family Income less than Rs. 3 Lacs • Consider CHARUSAT Students, Friend, Relatives and Parents as a major source of Information or positive/ negative word of mouth

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