

An Exploration into the Factors Driving Students to Select Private Universities- A case of Karnataka state in India.

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Abstract

The purpose of this research paper is to investigate the factors influencing Indian students to choose a private university for an academic purpose. In this is exploratory study with mixed-methods approach. 566 online responses are collected using a structured questionnaire. Descriptive Statistics, Exploratory Factor Analysis (EFA) are used to explore the key factors influencing admissions in private universities. The key factors which influences the students decision to select the Private University in Karnataka are faculty support after class hour, communication to students, safety and security in University Campus, Quality of laboratories, Overall environment and ambience, class room cleanliness and hygiene, availability of personal grooming (soft skill), library resource, University examination system, space outside classroom, course details in program regulations, quality of teaching, university brand equity, hostel food quality and nutrition, hostel accommodation(hygiene and cleanliness), comfortable accommodation in hostel and hostel staff attitude during emergency. This will allow private university of Karnataka to take care of all possible factors to attract and retain customers.

Keywords: Private University, Selections Criteria, Factor analysis, Student, Karnataka

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Introduction

In India, universities compete both internationally and nationally with an increasing number of institutions, such as other “new” or internationally emerging universities, colleges and even corporate training courses. As the competitions among universities are intensifying, they increasingly behave as a corporation (Jarvis, 2000). Although some raise the questions about the ethicality of considering students as customers. It has been appreciated that, if correctly understood and correctly applied by professionals in education, it can be beneficial rather than harmful (Harvey, 1996). Attracting applicants with a desirable profile is becoming increasingly difficult for universities. Both customers and suppliers in this situation are highly interested in selecting and working with correct “partners”. Because of intensified competition among universities, individual university aim to provide a focused educational experience with required knowledge and transferable skill to the targeted students. The decision about where to attend and which university to select is a difficult task for most of the graduate and post-graduate aspirant. It is a high involvement decision for them. Most of the studies conducted earlier in this area are country-specific. This research on the identification of factors which students are considering to select private universities in India is a unique in nature to fill the research gap of previous studies. This research will help various stakeholders of private universities in India to take a strategic decision.

This research article is organized in the following manner. This section gives a brief introduction about the education industry followed by the emerging university education market in India. The following section explains the literature related to the students determining factors to select the private university in national and international contexts. The third section is described to the objective of the study and followed by the rationale of the study. The fourth section deals with methodology including data source, sample frame and questionnaire design and pre-testing of the questionnaire. In the last section, the researcher analyses the data and presents the empirical results with managerial implication and conclusion.

Emerging University Education Market in India

The Indian higher education sector is faced with the daunting challenge of ensuring inclusive and quality education to all in an emerging regime of constrained budgetary allocation for higher education, particularly by state governments, coupled with increasing private sector participation. Further, even though increasing globalization has opened up opportunities in the higher education space, it has also compounded the severity of these challenges. Research shows that the Indian education sector, in terms of revenue, stood at \$97.8 billion in 2016. FDI in the education sector in India: \$1.4 billion (April 2000-Dec 2016). India has one of the world's largest higher education systems with enrollments of 33.3 million students in colleges, institutions, across 50,000+ higher education institutes and 750+ universities. Presently (2020) the number of universities are more than

930, out of which there are 345 private universities. In the next decade, India will experience enormous growth in its middle classes: from 50 million now, to 500 million by 2025. By 2020, India will be the world's third largest economy. The relationship between economic growth and growth in the tertiary enrolment ratio is particularly strong for economies with lower levels of GDP (purchasing power parity) per capita. As India's economy continues to grow, a huge number of first generation learners will demand access to higher education. In ten years' time, 25 million households across India will have an income equivalent to \$15,000 and will be able to pay fees for higher education, an increase of 15 million on today's enrolment rates. As per the UGC annual report 2018-19, after independence, there has been a phenomenal growth in university and students number in India. Now, it is a recorded fact that there is an increase of 52.35 times in the number of Degree awarding Universities/Institutes, 83.87 times increase in the number of colleges, and the students enrolment has gone up to over 178.09 times in the system of higher education as compared to the figures of Independence Year of India. The phenomenal increase in enrolment of this order would not have been possible without the growth in the number of institutions of higher learning, both universities and colleges in particular and increase in intake capacity of courses. Gross Enrolment Ratio (GER) in Higher Education in India is 26.3 per cent which is calculated for 18-23 Years of Age Group. GER for Male Population is 26.3 per cent and for females it is 26.4 per cent.

Literature review

There are several studies that contain various criteria for students use to select a university or college (Strasser, 2002). This author has found that determinant factors were divided into various clusters interest in the study, influence of others and career. According to Belanger et al. (2002), organizational literature, campus staff and students and other networking efforts are among the factors that influencing the selection of the university. Trim (2003) asserts the importance of professional relationship and relationship marketing approaches to the students expectations. Hill et al. (2003) have evaluated the quality of the academicians and student support systems as being the best factors in education marketing and education quality. Hawkins et al., (1998) has found that University reputation, quality, the awareness and response of the universities to the students plays a major factor to select the University by the students. Early research on factors underlying university choice suggested that financial, geographic and academic factors were important (Bowers, 1973). Aurand *et al* (2006) found four factors that a student look into to select the University are: (i) Image or reputation, (ii) cost, (iii) location. (iv) major offered. Conard and Conard (2000) has found out that academic reputation of the institution are closely associate with expertise of the faculty and up-to date technology use in the university.

When choosing to apply to a university by a student, the importance of academic quality is

unquestionable (Chapman, 1986), and the most important attributes when assessing this are quality of faculty and degree programmes offered (Coccari, 1995). However, students are often consider other attributes as follows.

- The reputation of the University in general, and the specific program in particular (Hayes, 1989) (Moogan, 1999), (Soutar, 2002), (Vaughn, 1978).
- The location of the university and geography of its surrounding. They are often perceived as aspects which will influence the choice of a specific institutions (Moogan, 1999), (Vaughn, 1978).
- The campus atmosphere is often considered by the student while selecting a University (Soutar, 2002)
- The Institutions' infrastructure, such as library, classrooms, computer labs, campus security and accommodation provided by the university (Coccari, 1995).
- Some of the infrastructure elements, such as laboratory equipment and the computing resources reported a good indicators (Litten, 1989)
- The costs associated with the study at the university (Chapman, 1986). This might be related to the university fees or and the cost of living in the area, but some suggest that it is the less important category in University selection (Joseph, 2000)
- The future career prospects and opportunities following graduation from the university (Chapman, 1986), (Soutar, 2002), (Hayes, 1989), (Newell, 1996).
- The quality of life during their studies (Chapman, 1986).

The external factor like university marketing communication tools that affect the selection criteria of the students are also discussed by several researchers. Gilley (1989) explained how radio, television, newspaper and magazine can be used to attract the publicity. Steele (2002) shown that how to build the effective communication with university students. According to Mayer et al(1999), communication technologies(Katz et al, 1999), such as CD's and DVDs in university advertisement (Furbeck et al, 2004) and web page properties(Erdal, 2001), have been preferred factor for consideration of university. Another research has been done by Alonderiene and Klimaviciene(2003) "Insight into Lithuanian students' choice of university and study program in management and economics", the empirical study revealed that when choosing a study program students' personal characteristic as well as study related factors, e.g. career possibilities, study prestige, etc., had the influence. When choosing a university, university reputation and city of the university were ranked top. For the research students preference, there is an interesting article by Jane Schmitt " Internet is a valuable tool to choosing the right college". The conclusion is much like the title itself, that the internet is the most helpful tools students use during the potential university research. Cubillo, in a study of "International students' decision making process" (Cubillo, 2006) Consider personal reasons,

country and city image, institution image and program evaluation plays an important role for university selection. A distinct and very important study has been on a topic, “Does graduating from a private university make a difference? Evidence from Italy” (Moris Triventi, 2012), they have concluded the following: “ students from upper – class, well educated, and affluent families were more likely to attend private universities, and graduating from a private institution offered strong advantage, since graduate from private institutions had no better short-term labor market outcome than those from public universities.

The above literature review from various country talked about the factors students has considered to select the universities, but less number of the studies has conducted in the area of private university. As per best of the authors’ knowledge, there is no single study regarding the factors students are considering while selecting a private university in India.

Objectives

The objectives of this research study are twofold: (a) to explore the factors driving the graduate or post-graduate students to select private universities for their study in Karnataka state of India, (b) to bring out the suggestion and implications for marketers dealing with private University of Karnataka.

Justification of the Study

Today’s education industry faces intensified and rapid changes of competition in the market, due to many factors like globalization, maturing markets and rapid technological change (Santoro, 2002). As a result of increased national and international competition more and more universities are under tremendous pressure to find out a way to generate income. Since the 1990s, universities have become more marketing-focused in the competition to reach their goal ahead (Farr, 2003). According to Drummond (2004) the expression and commercialization of higher education have been seen the wide-scale adoption of marketing techniques within the sector.

Universities	2016	2020(01.02.2020)	Growth per cent in past 4 years
State University	345	409	18.55
Deemed to be			
University	123	127	3.25
Central			
University	47	50	6.38
Private	235	349	48.51

University			
Total	750	935	24.67

Table 1.

Source: Annual report 2018-19, University Grant Commission, India.

As per the University Grant Commission (India), as on 01.02.2020 total number of Universities in India are 935, out of which, 349 universities are Private University. Compare to 2016 academic year it has grown to 48.51per cent. As on 2020, Karnataka state has 17 private University and total numbers of registered students in state, deemed, central and private universities are 1988494 for higher education (UGC annual report, 2018-19). There are 51 colleges or Universities in per lac populations in Karnataka state (UGC, July 2018).

Bangalore, the capital of Karnataka state, has been a Centre of excellence since long in the field of education and research in India. With an average literacy rate of 88.48%, much above the all India rate at 74.04%, Bangalore has some of the best educational institutions in India. Owing to its location that is away from the international boundaries and its round the year pleasant weather, the city is the first choice for educational entrepreneurs, companies and foreign investors. Bangalore is a sought after destination for students seeking an undergraduate, post graduate, doctoral or post-doctoral degree.

Based on the above facts, it will be very helpful to explore factor driving the students to select the private university in this state. This study is valuable for the private university of this state and its marketing team to identify the factors that students are looking for and therefore a study to this end, needless to say, assumes even greater importance. The future researcher may refer this research study to student in general or to conduct transnational studies.

1. Methodology- Data Source, Sample Frame, Questionnaire Design and Pre-testing of Questionnaire

The purpose used for the research problem has been based on factor analysis. This multivariate research methodology has been used by many researchers around the globe for data reduction and summarizations when the variables are large in number. With the help of this methodology, relationship among set of large interrelated variables are examined and represented in terms of few underlying factors.

Data Source

The present study has taken the help of a primary database, which has been collected through ‘online’ survey to a particular group of target students, who want to study graduation or post-graduation degree in any private university in Karnataka state of India. In order to get fair and frank responses on factors to select, the respondents were asked to give their opinion about the level of importance on each 35 variables on a five-point Likert scale (ranging from 1 indicating least importance to 5 indicating the most important).

Table 2:

Important Variables to select the Private University by students

Descriptive Statistics				
Criteria	Mean	Std. Deviation	Analysis N	Rank
Safety and security in Campus	3.6855	1.33703	566	1
Class room cleanliness and hygiene	3.6837	1.26518	566	2
Personal and professional skill(Grooming)	3.6466	1.33789	566	3
Overall environment and ambience	3.6237	1.29317	566	4
University examination system	3.5954	1.3078	566	5

Timely first aid support in emergency	3.5954	1.32795	566	6
Faculty support after class hours	3.5883	1.27542	566	7
Quality of Lab Equipment	3.5848	1.31124	566	8
Responsiveness of Medical Centre	3.5724	1.35707	566	9
Space outside classroom	3.5512	1.32773	566	10
Quality of teaching	3.5477	1.29547	566	11
Communication to Students regarding attendance and performance	3.5442	1.3213	566	12
Adequacy Library timing for project and assignment	3.5336	1.32295	566	13
Faculty advice after class hour	3.523	1.31243	566	14
Relevance of academic program	3.5194	1.28524	566	15
Library resources	3.5071	1.35115	566	16
University Brand Equity	3.5053	1.27708	566	17
Class room orientation session	3.4717	1.23736	566	18
University transport facility	3.4629	1.44927	566	19
Drinking water in campus	3.4558	1.43804	566	20
Efficiency of registration Team	3.4541	1.24964	566	21
Course handout	3.447	1.298	566	22
Admission team information correctness	3.4329	1.32568	566	23
Course details in Program Regulation	3.4205	1.26205	566	24
Efficiency and adequacy of transport facility	3.417	1.39759	566	25
Club event to show case the student talent	3.3746	1.37138	566	26
Quality food in Cafeteria	3.3657	1.46057	566	27
Inter or Intra University sport facility	3.3516	1.34955	566	28
Accessible of higher authority in a problem situation	3.3357	1.29821	566	29
Sport facilities in University	3.2792	1.4129	566	30
Hostel staff attitude during emergency	3.2279	1.44736	566	31
Comfortable accommodation in Hostel	3.2049	1.48039	566	32
Price of product in cafeteria	3.1979	1.48016	566	33
Hostel accommodation(Hygiene and cleanliness)	3.1661	1.52175	566	34

Hostel food quality and nutrition	3.0618	1.53821	566	35
Note: Likert scale with 1= not at all important to 5= very important			University selection criteria	

Sampling Frame

We collected the students' information (who want to pursue their graduation and post-graduation degree in Karnataka state) from various education consultancy firm in India.

The survey uses a questionnaire and it was circulated among the students who want to pursue their graduation or post- graduation study in Karnataka state. A simple random sampling method was used for this research purpose. The questionnaire were sent to 1821 respondents and finally 566 completed and valid responses were taken for further analysis with a response rate of 31.08 per cent. According to Sekaran (2000), a response rate of 30 percent is considered to be an acceptable condition in most of the research purpose.

Questionnaire Design and Pre- testing of the Questionnaire

To ensure that the data collection is perfect and structured, a formal sample questionnaire has been designed. The questionnaire consists of two parts. The first part consists of demographic profile of the students containing gender, age, Graduation or post-graduation option, belonging states, etc. The second part consist of 35 variables of university selection criteria by a student such as Overall environment and ambience of the university, Faculty advice after class hour, Course details in Program Regulation, University examination system, Class room orientation session, Relevance of academic program, Hostel accommodation(Hygiene and cleanliness), Responsiveness of Medical Centre, Quality of Lab Equipment, Club event to show case the student talent, Hostel food quality and nutrition, Sport facilities in University, University Brand Equity, University fees, Admission team information correctness, Timely first aid support in emergency, Adequacy of Library timing for project and assignment, Quality of teaching, Inter or Intra University sport facility, Comfortable accommodation in Hostel, Drinking water facilities in campus, Hostel staff's attitude during emergency, Efficiency of admission registration Team, Class room cleanliness and hygiene, availability

of Personal and professional skill(Grooming) team, Accessible of higher authority in a problem situation, Library resources, Quality food in Cafeteria, Faculty support to student, Space outside the classroom, Safety and security in Campus, University transport facility, Communication to Students regarding attendance and performance, Efficiency and adequacy of transport facility, Price of product in cafeteria, Course handout etc. A pilot study was conducted with a small sample size of 25 to clarify the overall structure the questionnaire. The respondent provided the comment on some variables and confirmed face validity of the variables in the questionnaire. Based on the response of the students, one variable (University fees) has been deleted. The researcher also checked the reliability of the data. The Cronbach's alpha value of the 35 variable was .979, which shows that the data is reliable in nature.

Analysis of Empirical Results

Demographic Profile of the Respondents

A demographic profile of the respondent is given below in Table 3. It is clear that 76.86 per cent respondent are male and 23.14 per cent are female, 97.53 per cent respondent are in the age group of 19- 21 years, 2.47 per cent are in the age group of 21-23 years. 97.53 per cent of students want to pursue any graduation (10+2+3) course and 2.47 per cent respond want to pursue any post-graduation (10+2+3+2) course. All the respondents are from 7 different state of India, the per cent analysis is like- Andhra Pradesh: 1.77, Bihar: 0.35, Jharkhand: 0.18, Karnataka: 95.76, Kerala: 0.88, Maharashtra: 0.35, Uttar Pradesh: 0.18, West Bengal: 0.53.

Table 3:

Demographic Profile of the Respondents

	Frequency	Percentage
Gender		
FEMALE	131	23.14%
MALE	435	76.86%
Total	566	100%
Education		
Graduation	552	97.53%
Post-Graduation	14	2.47%
Total	566	100.00%
Age in Years		
18-21	552	97.53%
21-23	14	2.47%
Total	566	100.00%

State		
Andhra Pradesh	10	1.77%
Bihar	2	0.35%
Jharkhand	1	0.18%
Karnataka	542	95.76%
Kerala	5	0.88%
Maharashtra	2	0.35%
Uttar Pradesh	1	0.18%
West Bengal	3	0.53%
Total	566	100.00%

Source:

Authors.

Exploratory Factor Analysis:

The research has used exploratory factor analysis (EFA) with a varimax rotation and was conducted on the 32 variables to find out the major factors that affect the students to select the University for their Study. All factors with eigenvalues greater than one are reported. The Kaiser- Mayer- Olkin (KMO) measure is an indicator of suitability of the data for factor analysis. It is the ratio of the sum of the squared correlation for all variable in the analysis to the squared correlation of all variable plus the sum of the squared partial correlations for all variables. The denominator of this ratio increases with the variation that is unique to pairs of variables (partial correlation), making the value of KMO less than 1. Small value of KMO indicate that factor analysis may not be appropriate for this data (Table 4). (Kaiser, 1974) suggests that values of 0.09 or higher are great (in this case, it is 0 .983), and value below 0.5 are unacceptable. The Bartlett's test of sphericity shows the significance level. Both these measures confirmed that sample was adequate to proceed for the factor analysis.

Table 4. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.983
Approx. Chi-Square		55289.062
Bartlett's Test of Sphericity	df	595
	Sig.	.000

Source: Author's own findings

There were three factors that were extracted by using the principal component methods explaining 65.77 per cent total variations (Table 5). The principle component matrix was rotated and a factor loading above 0.05 was used for naming the three factors. The rotated component matrix is presented in Table 6.

Table 5. Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	20.017	57.193	57.19	20	57	57.19
2	1.958	5.595	62.79	2	5.6	62.79
3	1.045	2.986	65.77	1	3	65.77
4	0.941	2.689	68.46			
5	0.731	2.089	70.55			
6	0.67	1.916	72.47			
7	0.589	1.682	74.15			
8	0.534	1.527	75.68			
9	0.521	1.49	77.17			
10	0.465	1.328	78.49			
11	0.455	1.301	79.79			
12	0.44	1.256	81.05			
13	0.427	1.219	82.27			
14	0.402	1.15	83.42			
15	0.396	1.131	84.55			
16	0.379	1.082	85.63			
17	0.37	1.056	86.69			
18	0.363	1.038	87.73			
19	0.338	0.966	88.69			
20	0.327	0.933	89.63			
21	0.317	0.907	90.53			
22	0.304	0.868	91.4			
23	0.29	0.829	92.23			
24	0.279	0.797	93.03			
25	0.256	0.733	93.76			
26	0.255	0.729	94.49			
27	0.24	0.686	95.17			
28	0.232	0.662	95.84			
29	0.228	0.652	96.49			

30	0.225	0.644	97.13			
31	0.218	0.622	97.75			
32	0.211	0.603	98.36			
33	0.199	0.569	98.93			
34	0.194	0.556	99.48			
35	0.182	0.519	100			

Source: Author's own findings

Table 6:
Rotated Component Matrix

Rotated Component Matrix ^a				
Variables	Code	Component		
		Factor 1	Factor 2	Factor 3
Quality of teaching	VAR00030	0.752		
Personal and professional skill (Grooming)	VAR00019	0.751		
Faculty advice after class hour	VAR00009	0.743		
Timely first aid support in emergency	VAR00028	0.741		
University Brand Equity	VAR00026	0.732		
Quality of Lab Equipment	VAR00021	0.731		
Adequacy Library timing for project and assignment	VAR00029	0.716		
Responsiveness of Medical centre	VAR00020	0.715		
Course details in Program Regulation	VAR00014	0.702		
Class room orientation session	VAR00016	0.696		
Class room cleanliness and hygiene	VAR00025	0.687		
Course handout	VAR00013	0.685		
Overall environment and ambience	VAR00008	0.681		
Communication to Students regarding attendance and performance	VAR00010	0.681		
University examination system	VAR00015	0.678		
Relevance of academic program	VAR00017	0.671		
Faculty support to student	VAR00004	0.654		

Library resources	VAR00002	0.642		
Safety and security in Campus	VAR00006	0.636		
Space outside classroom	VAR00005	0.613		
Admission team information correctness	VAR00027	0.606		
Efficiency of registration Team	VAR00035	0.508		
Club event to show case the student talent	VAR00022	0.488		
Hostel food quality and nutrition	VAR00023		0.801	
Comfortable accommodation in Hostel	VAR00032		0.794	
Hostel staff attitude during emergency	VAR00034		0.79	
Hostel accommodation(Hygiene and cleanliness)	VAR00018		0.755	
Sport facilities in University	VAR00024		0.584	
Inter or Intra University sport facility	VAR00031		0.551	
Drinking water in campus	VAR00033		0.526	
Quality food in Cafeteria	VAR00003			0.69
Price of product in cafeteria	VAR00012			0.66
Feedback Channel	VAR00001			0.56
University transport facility	VAR00007			0.55
Efficiency and adequacy of transport facility	VAR00011			0.54

Source: Author's own findings

The researcher then rotates the resulting factors by the varimax method to know the interpretation of the result. The extracted factors, the variables under each and the interpreted name of for each are presented in **Table 7**. As can be seen that the first factor, that is academic includes quality of teaching, availability of personal and professional skill class, faculty advice after class hour, timely first aid support in emergence, university brand equity, quality of lab equipment, adequacy of library timing for project and assignment, Responsiveness of Medical centre, Course details in Program Regulation, Class room orientation session, Class room cleanliness and hygiene, Class room cleanliness and hygiene, Course handout, Overall environment and ambience of the university,

The second factor, that is, facilities includes hostel hygiene and cleanliness, comfortable accommodation in hostel, hostel stuff's attitude during emergency, sport facilities, inter and intra university sports,

Table 7:**Three Major Factors That Influences Students to Select Private University.**

Factor 1: Academic	Factor 2: Synergy	Factor 3: Value added
<ul style="list-style-type: none"> • Quality of teaching • Personal and professional skill(grooming) • Faculty advice after class hour • Timely first aid support in emergency • University Brand Equity • Quality of Lab equipment • Adequacy of library timing for project and assignment • Responsiveness of Medical centre • Course details in Program Regulation • Class room orientation session • Class room cleanliness and hygiene • Course handout • Overall environment and ambience • Communication to Students regarding attendance and performance • University examination system 	<ul style="list-style-type: none"> • Hostel food quality and nutrition • Comfortable accommodation in Hostel • Hostel staff attitude during emergency • Hostel accommodation (hygiene and cleanliness) • Sport facilities in University • Inter or Intra University sport facility • Drinking water facility 	<ul style="list-style-type: none"> • Quality food in Cafeteria • Price of product in cafeteria • Feedback Channel • University transport facility • Efficiency and adequacy of transport facility

-
- Relevance of academic program
 - Faculty support to student
 - Library resources
 - Safety and security in Campus
 - Space outside classroom
 - Admission team information correctness
 - Efficiency of registration Team
 - Club event to show case the student talent
-

Source: Prepared by author.

Scale Development and its Reliability Test

For reliability of the data, Cronbach's alpha was calculated for each latent factor, and the resulting alpha values were high and sufficient as shown in Table 6(from 0.864 to .977) (Peterson, 1994). Hence the reliable coefficients indicate a fair degree of internal consistency of each factor.

Table 8. Reliability Test

Sl. No	Factors	Cronbach's Alpha Value
1	Academic	0.977
2	Synergy	0.92
3	Value Added	0.864

Source: Author's own findings

Managerial Implications

Private University have always been subject to choice of students. Satisfaction of students' needs, in fact, provide a rationale of university existence. Therefore, students' behavior lies at the centre of private university's marketing activities, and this knowledge is vital for any Private University's growth and success. This research also help any private university to give a guidance how they should position themselves in the market place.

There are number of implications coming out from this research which will contribute to the private university for marketing activities. A few paramount implication of this research study are outlined as follows:

- a. The finding in this study will help any private university to understand the students' behavior to select any private university for their study.

- b. For the existing private university, it will be a guideline for the administrator to work on the identified factors for more students' satisfaction.
- c. This research would be guideline for the young entrepreneur who want to start a university and which factor they should give more focus for the success of the university.
- d. The findings of this study also indicate that it will be more useful for the private university administrator to take a note of the result and formulate differentiate competitive strategy to attract the more number of students in the university campus.
- e. This research also find out that hostel facilities play an important role for the private university.
- f. This article has proposed a model (**figure 1**) for the private university administrator with respect to the factors driving students' choice to select the private university

Conclusion

It is seen that there are two broad factors which drive the student to select the private university. They are academic factor and facility factors. These broad factors have various sub-factors which have been mentioned in Table 5. Private university administrator must be aware that students' determining factor for private university selection can influence the students' perception about the university.

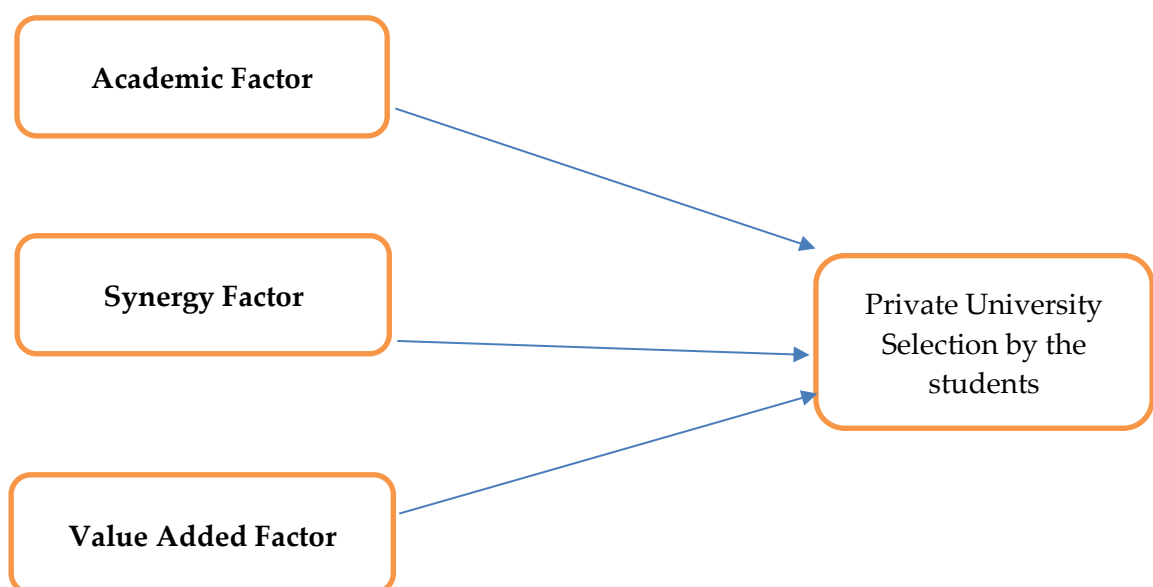


Fig 1

Source: Prepared by author

To promote the university among the students', marketer of the university should work on broadly factors like academic. Through better faculty support after class hour, proper up to date information regarding attendance and performance of the students, safety and security inside the campus, quality of lab equipment, overall ambience of the university, class room orientation, library resource, University examination system etc., academic factor can be achieved. While considering the academic factor of the private university, some other important consideration (synergy factors) associated with facilities factors like hostel accommodation(hygiene and cleanliness), comfortable accommodation in hostel, hostel staff attitude during emergency, sport facilities in university, Inter or Intra university sport facility, drinking water facilities also should be taken along with value added service like cafeteria in campus with price sensitivity, good feedback channel, transport facilities(value added factors).

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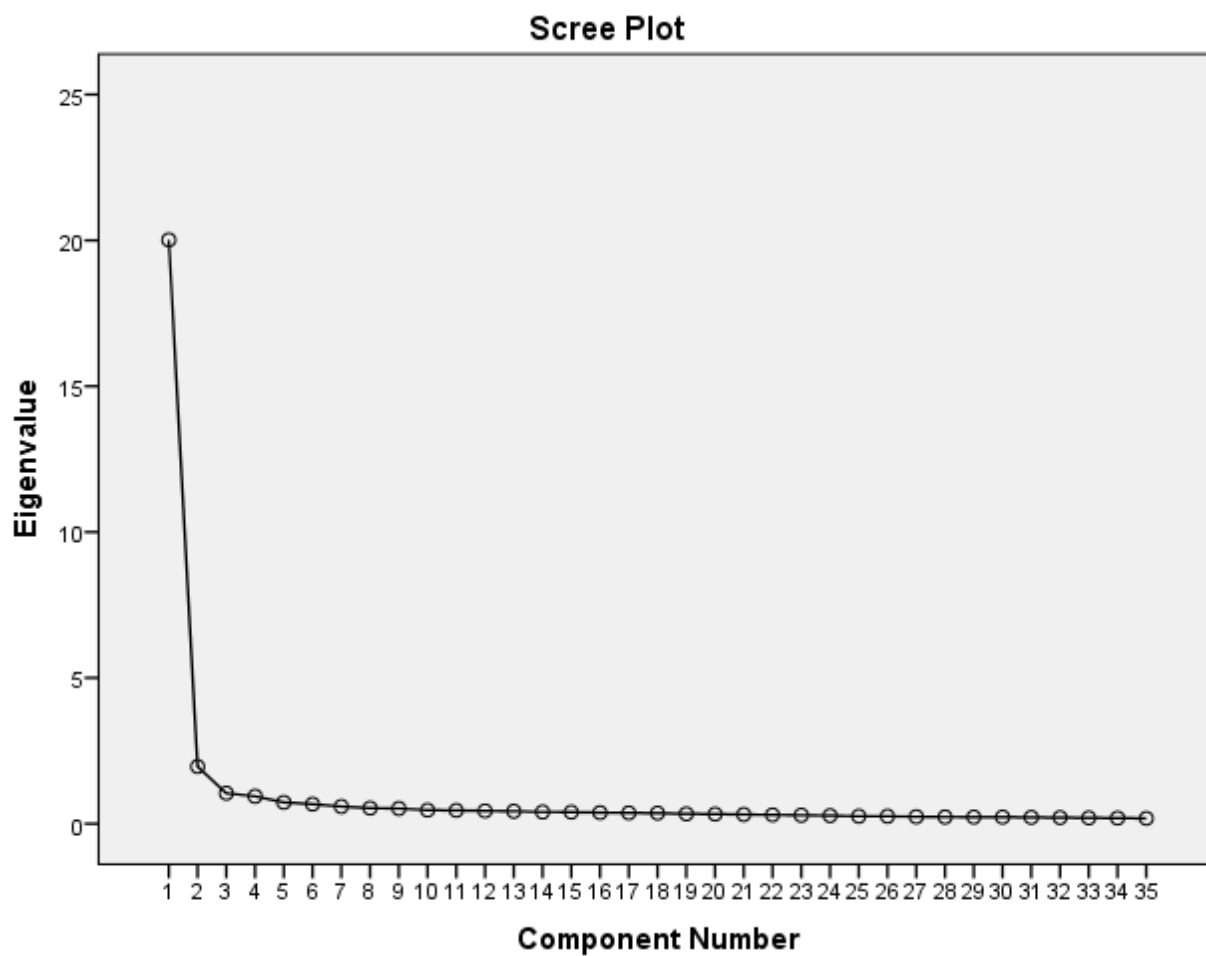


Figure. Confirmation of factors based on Eigenvalue more than one

Source: Prepared by authors.

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