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Accepting the students of higher education as a consumer and its impact on the success of educational institutions

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ABSTRACT

The main purpose of this study is to find out the factors related to student satisfaction and dissatisfaction especially with higher studies and to find if these reasons differ in their effect on students who are satisfied with their educational institutes. If we take some examples of various commercial sectors and industries it indicates that there are common factors that affect various employees relative to their satisfaction and dissatisfaction with their work.

Keywords— *Student, Consumer, Satisfaction, Education, Higher Studies, Goals, Image, Role of Educational Institutes*

1. INTRODUCTION

Competition in every field of economic(monetary) and non-economic (non-monetary) activity of the world has persuaded people to think clearly to give its fullest level even more than 100% to stay firm for longer period in competition and to retain the existing customers. The field of education is not an exception, as competition can be seen in this field also; especially with the establishment of a number of world-class top educational institutes, affiliation from world's renowned universities, attractive placements and above to all a pleasant and world-class academic environment and attractive infrastructure.

Here, it is important to provide admissions to more and more students, in their institutes by promising them about achieving of new heights in their academic career and also to reach on the heights of their professional and academic career. Many type of techniques and innovative methods are in use to attract and invite more and more students by every educational institute including traditional methods, electronic media, print media, alumni meets, digital marketing, social media, webinar, talks, cultural programs and many more.

The main purpose of this study is to find out the factors related to student satisfaction and dissatisfaction specially with higher studies, and to find if these reasons differ in their effect on students who are satisfied with their educational institutes. If we take some examples of various commercial sectors and industries it indicates that there are common factors which affect various employees relative to their satisfaction and dissatisfaction with their work.

Kowitz, in his review of motivational research, explains many a parallel in between factors which influence employees in industry and factors which influence students in school. An assumption seems reasonable is that there are certainly some factors which influence student satisfaction and dissatisfaction with educational institutes. By identifying these factors management of educational institutions can feel confident and hopeful while structuring the learning activities within their institutes.

The knowledge of these factors may provide a great help to educational counselors and academicians to manage the goal of educational institutes along with student's satisfaction.

2. IMPORTANCE OF THE STUDY

The findings of this study will provide information and data which may be helpful in the decision-making of educational institutes and will also be helpful for the managers, administrators and staff members. Decisions made by the body of educational institutes ultimately influence the attitudes and overall behavior of students. With the knowledge of the factors related to satisfaction and dissatisfaction of students, managers administrator and staff member will be able to frame an educational program of positive nature which will meet the needs and desire of the majority of students.

In addition of, the findings may have implications on various other objectives of different groups of educational fields i.e. educational research programs, teachers-training program, syllabus and curriculum designs, job satisfaction among teachers. The findings of this study will provide qualitative data for academicians and scholars to use in further research in desirable learning environment.

3. PROJECT SUMMARY

To meet the goals of this study, it was decided to take 100 or more students and parents, randomly selected from the higher schools and colleges and institutes in Delhi. Every selected student was interviewed and tested by using a questionnaire of 14 questions. Student Opinion was categorized in two groups on the basis of their reply related to student satisfaction and dissatisfaction with their educational institutions. The questions this study attempted to answer were formulated after a review of the literature related to human behavior and need satisfaction theory.

Also, a number of industrial studies were taken as a source of study which were framed to identify the factors responsible for employee satisfaction and dissatisfaction with work. Some studies were also taken as a content of this study which were aimed at the subject of investigating student satisfaction and dissatisfaction with schools. After an analysis of these studies 14 questions were framed to identifiable the factors which are related to student satisfaction and dissatisfaction with educational institutes.

4. ASSUMPTIONS

The following assumptions were used as a basis for the development and conduct of the investigation:

- (a) The factors related to student satisfaction and dissatisfaction with educational institutes influence all students to varying degrees.
- (b) Every student has a definite goal to choose a particular course and a particular institute.
- (c) The success of every educational institute is measured in the form of fulfillment of goals of their students.
- (d) The success parameters of educational institutes is dependent variable and students goal achievement is independent variable.

5. LIMITATIONS

The conclusions and inferences that may be drawn from the findings of this investigation are restricted by the following limitations:

- (a) The data collection methodology of this study was developed to obtain data of a qualitative nature only not for the purpose of quantitative nature results.
- (b) The study was limited to 100 members of high school , 1 college and 1 educational institute of Delhi.
- (c) Consideration of teachers' opinions was outside the scope of this study.

Students studying at universities in many a country have been defined and identified as customers by the government and the reason is introduction of student tuition fees. Although many a scholars and educators have rejected this approach, but there is a need of giving a focus on the topic specially among the undergraduates and at higher education institutions in India.

The purpose of joining by a student in a particular educational institute with the selection of a particular course should be taken as a need and desire of a students and it should be identified as a consumers need then a study of their consumer attitudes and behaviors in relation to their higher education, , and academic performance as an achievement of their goal should be taken as a fulfillment of their goals as a consumer satisfaction.

6. RESULTS AND CONCLUSIONS

The analysis revealed that not for the purpose of a debate on the platforms of academicians but for the fulfillment of student's desire and make them satisfied by providing best services as a marketer will definitely improve the quality of education as well as satisfaction level in the minds of most of the students.

To achieve the goals of an educational institute the mind set of administrators of these educational institutes should be changed from educators to entrepreneurs and the perceptions about a student should also be changed from learner to buyer. Various approaches and techniques of consumer satisfaction should be used to fulfill the desire of a student as considering him or her a consumer. The concept of consumer satisfaction must be applied in educational institutes in favor of students.

A grievance redressal cell should be actively established in every educational institute as a mechanism of consumer satisfaction. If we see the popularity graph of some renowned educational institutes in the country, they are performing far better comparatively to many a trading concerns, and the reason behind this fame is that they are totally engaged in the fulfillment of ultimate goal of their students. Every student feel free just after getting an admission in such renowned institutes because these institutes have become a trademark of success the reason behind this is the only mechanism that they are working on the theme of entrepreneur and considering the student as consumer which makes them liable to fulfill the basic need of student for which he or she has been admitted in their educational institute.

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