SELECTION FACTORS INFLUENCING STUDENTS INTENTION TO STUDY AT A SELF-FINANCING ENGINEERING INSTITUTION IN TIRUNELVELI DISTRICT

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ABSTRACT
In recent years, Tamilnadu has witnessed the rapid growth of self-financing engineering institutions and offers variety of courses across different engineering disciplines. Moreover, these institutions have to compete for recruiting students for different branches of study for a given academic year. This in turn also poses a great difficulty for the institutions management to understand different selection factors that influence student’s intention to study at a particular institution. The main purpose of this research paper is to identify key selection factors influencing under-graduate students’ intention to study at a self-financing engineering institution before and after joining.

A total sample of 443 current under-graduate students of self-financing engineering institutions in Tirunelveli District, Tamilnadu, is surveyed in this study. And also, 6 selection factors such as quality, social responsibility, curriculum, infrastructure, industry partnership and location are considered for evaluation. Furthermore, findings has revealed that only 3 factors are considered as the most important factors influencing students intention to study at a self-financing engineering institution. In sum, this study also identified key selection factors influenced by gender and place of schooling of students as well. The overall findings of this paper will help self-financing engineering institutions in Tirunelveli district to improve their focus on those 3 factors for attracting more quality students as well as building its own brand image consistently in future.

KEY WORDS: Current Students, Higher Education Institutions, Self-Financing Engineering Institutions and Selection Factors.