

A Study on Factors Influencing Polytechnic Admission in First Year

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Abstract – This paper is intended to investigate various factors that influence the process of selecting a polytechnic college by an aspirant student who is willing to join polytechnic college first year.

Key Words: Polytechnic college, Admission, First year

1. INTRODUCTION

Education plays a key role in every individual's life. Hence selecting a course and discipline is very crucial for every aspirant in his life. Many factors influence this selection process and selection behavior like, cultural, social, personal, psychological factors. This involves following levels – information collection- evaluation of alternatives and finally decision i.e., selecting a particular polytechnic college. Hence for any polytechnic institution, which wants to improve their first-year admission to analyze these factors and to set target students.

2. Cultural Factors

Cultural factor exerts broad and deep influence on an individual in the process of selecting a polytechnic college for study. The cultural factors are

- Culture
- Sub-culture
- Social class

2.1. Culture

This is the most fundamental determinant of an individual's want and behaviour. A child acquires a set of values, perceptions, preferences and behaviour through his/her family and other key institutions.

2.2. Sub-culture

Sub-culture provides more specific identification and socialization. This includes religion, nationality, race and geographical regions, which creates market segments.

2.3. Social class

Caste plays an important role in this. Any human exhibit social stabilization and members of different caste are group-up for certain roles in the society. Social class is homogeneous and ensures division in a society, which are hierarchically ordered and its members show similar values, interests and behavior. This does not reflect income alone, but includes parent's occupation, income, education. Wealth, asserts, liabilities, value-orientation.

3. Social Factors

Selection behavior is influenced by the society where the aspirant student lives. This involves

- Reference groups
- Family
- Roles and statuses

3.1. Reference Groups

Reference groups has direct or indirect influence on attitude and polytechnic college selection behavior. These reference group expose an aspiring student to new behavior and life-styles and greatly influence personal attitude and self-concept. A group that has direct influence on polytechnic college selection is called as membership group. This can be further divided into

- Primary membership group
- Secondary membership group

Table-1 Membership group

Primary membership group	Secondary membership group
Consists – family, friends, neighbors, co-workers.	Consists- religion, professional and political and trade unions

The other groups that influence selection of a polytechnic college for first-year admission are

- Aspirated reference group
- Dis-associative reference group

Aspirated reference group, is the one, in which an individual would like to belong. This group motivates very strongly in selecting a polytechnic college for studies.

Dis-associative reference group, is the group, whose behavior, values that an individual rejects and don't want to be a member.

Opinion leaders have a strong impact on an individual in selecting a polytechnic college for studying.

3.2. Roles and Statures

Role is the expected performance from an individual to society. Status reflects the person's participation in family, club, organization. These factors influence in selecting a polytechnic for studying.

4. Personal Factors

Selection of a polytechnic is influenced by personal factors, which include age, stage in life, parent's occupation, economic circumstances, life style, individual personality and self-concept. Also purchase power, level of parent income, stability of income, pattern of family's money flow, asserts, attitude towards spending and saving. Life stage is the person's pattern of living in world as expressed by his activities and interest and opinion. This portrays whole person's interaction with environment.

4.1. Personality and Self-concept

Personality is a psychological that lead to responses to his/her environment.

Self-concept is self image. Which depends on self confidence, dominance, autonomy and adaptation.

These personal factors will play an important role in selecting a polytechnic college for study.

5. Psychological Factors

Psychological factors encompass motivation, perception, learning, beliefs and attitude.

5.1. Motivation

A motivated individual will be ready to act. This is dependent on the following

- Biogenic – this involves basic needs such as food, cloth and shelter.

- Psychogenic- this involves student's recognition, self-esteem.

5.2. Perception

This is the process through which a student select-organize-interprets -to give a meaningful selection of college. This is carried by

- Physical stimuli
- Environmental stimuli

5.3. Learning

Learning changes selection behavior from experiences.

5.4. Belief and Attitude

Belief- is a descriptive thought that a student holds about a polytechnic college.

Attitude- is a student's enduring favorable or un-favorable evaluation, emotional feedings and his action towards some idea or object.

6. Student Selection behavior

The student's polytechnic selection behavior is listed in table-2

Table-2 Student selection behavior

Type	behavior
Complex behavior	Highly involved- aware of significant difference between polytechnic colleges
Dissonance – reducing behavior	Highly involved- see little difference between polytechnic colleges- tries to justify his selection even he is not satisfied.
Habitual behavior	Significant selection – based on polytechnic college reputation and values- Impulse from family, neighbors, parents.
Variety seeking behavior	Low involvement – but clearly knows difference between colleges.

7. Conclusion

Based on our investigation, an aspirant student selects a polytechnic college to join first year is influenced by information about polytechnic colleges, family economic condition, commitments, perceptions, college image, attitude, personality, geographic region, society he hails and finally his belief. Hence in order to tap an aspirant student to a polytechnic college, a polytechnic must have a wholistic track record, that which mostly satisfies the above discussed factors, will succeed.

REFERENCES

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BIOGRAPHIES



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