

# Determining The Factors Influencing Parent's Involvement in College Decision Making Process

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## Abstract

Today education has gained a lot of importance and has become imperative. Every parent wants to see his or her child with good education degree. This has increased the number of educational institution and thus, lot of competition is their among these institutions. The study has determined the factors that influence parent's involvement in college decision-making process. Primary and secondary research has been done. Data was collected by circulating the questionnaire from 750 respondents. These respondents were parents of class 11 and 12 students and first year college going students. Five factors were identified by using factor analysis. Further, confirmatory factor analysis was done, followed by validity test. The study will give higher education institutions and marketers a different perspective, when it will come to doing marketing for higher education institution.

Key words: Education; Higher education institutions; Marketing; Confirmatory factor analysis; Factor analysis; Student's career

## 1. Introduction

Higher education has gained importance as it develops an individual by making them ready for professional work, giving them opportunity to gain knowledge and providing them with a learning environment. Leading the students towards the path where they can contribute in the development of the society, thus all these things make higher education important (Brooks et al.,2020). A high competition is running between higher education institutions for attracting students. Many factors affect the decision of a student while selecting an institution for higher studies. These factors are support that a student gets from the college and their parents, the infrastructure, job offers, facilities at the campus, the fees and the safe environment. Personality , environment and family are three other factors that affects students choice of discipline (Kaneez & Medha, 2018; Loren & Naltan, 2014). There are additionally different variables that can influence understudies' vocation choice, for example, school, individual and family factors (Su et al., 2016). Parents play a significant part in their youngsters' life from the start of their kids' vary existence. This role is a never-ending role and when talking about education, it is the parents who actually starts education from home (Adrita & Rabije, 2016). There is a cut throat competition between universities as they are the pivotal for higher education institutions because of which it has become difficult for the universities to give a competitive edge (Cubillo-Pinilla et al., 2009). It has been seen that parents are being involved by the higher education institutions and this involvement is being increased by offering different kinds of program (Savage.M., & Petree 2009). For students picking a vocation is a critical pivotal occasion in an adult is life. This decision alone might conceivably open the doorway for progress or close the entrance of possibility. While routinely it is seen to be particular choice, research recommends that a combination of effects, for instance, family, school, neighborhood, and money related factors are likely going to control one's conclusive career decision. Among these factors, understudies report that guardians have the best impact on their career line decision. Most parents acknowledge that they should remain fair regarding their child's employment headway. Regardless, focuses on show that watchmen have a more noticeable effect than even educators do on understudy's choice decision (Jungen, 2008).

Parents fill in as a huge effect in their youngsters decision of selecting a profession and vocation course. All that parents wish for their child is to observe bliss and accomplishment for the duration of day-to-day existence and one variable, which influences fulfillment and accomplishment, is job choice. Researchers have shown in their study that children who receive support and are motivated by their parents, have more confidence in their own ability to examine callings and to pick a work that would be captivating and invigorating. This is critical because the research shows that youngsters, who feel prepared concerning job route, will for the most part make truly satisfying calling choices (Whiston & Keller, 2004).

## 2. Literature review

Parent's educational and economic status affect their children development in education and achievements. A significant part is assumed by parents in their kid's life, and their income affect the kind of schooling and educational achievement (Machebe et al., 2017). The development in the utilization of innovation has likewise added to the peculiarity of parental association, furnishing understudies and guardians with more ways of speaking with each other, regardless of whether by cell, email, texting, or message informing. The quick innovative technologies, the availability of internet and it's use and it's reasonable pricing has allowed

different ways in which communication can take place. Reduced cost of portable innovation has also changed the way of communication, influencing parents presence in their children's life and making connection with them. Online media has included, parent's in youngsters' lives, just as the school's part in continuing nurturing important in these confounding occasions (Patrikakou, 2016). Borders et al., (2011) states that parents are involved in the different stages of the college selecting decision process. Parents are considered as stakeholders of school in which their child is studying, assuming a colossal part in youngsters' schooling. Among a huge number of the instructive change endeavors is the possibility that is a fundamental component in kids' scholarly accomplishment and social change (Jaynes, 2012). According to Dietrich et al., (2011) when it comes to selecting a university, parents get get involved. There is conversation between parents and their children regarding the university, there is parents support and interference. There are different stages that occur while doing the final selection. All these stages will have different level of participation of parents. During profession advances, possible advantages of parental contribution could rely upon its planning and on the circumstance explicit sufficiency of the association. According to Sameroff, (2010) in different situations the parents support or the role that they play in their children's decisions may differ, to such an extent those guardians try to adjust to the situation of their children, increasing children's confident to take decisions. While taking important decision children look up to their guardians or parents (Heckhausen et al., 2010). According to Carney - Hall (2008) guardians of the students takes an interest in protective sustaining even before the birth has occurred and fill in as watchmen just as allies for their understudies. Parents are part of the education decision of their children. 93% of understudy's endeavors specialists declared an addition in participation's with parents in the course of recent years in the report of 2006 (Merriman, 2007). Mattanah et al., (2004) in their investigation discovered that a significant explanation of fulfillment level of an understudy in the school climate requires that an understudy have a secured connection with parents who are consistent of their journey for advanced education of their kid. In the event that help from guardians is missing then an understudy, will have neither a decent learning school life nor great connection with guardians. Accordingly, parents are vital to be incorporated when one thinks to go for advanced education. Parents might start discussions, putting forward options for reflection, and talk about the continuous decision process more regularly. There can or be cases where students explore their options and then finally discuss it with their parents (Nurmi, 2004). According to Heckhausen et al., (2010) students discuss their explored options for colleges and universities to seek help from their parents, to take the right decision. Parental inclusion incorporates instances of such outrageous parent conduct. In any case, it additionally mirrors a broader pattern of guardians showing interest in their children's higher education; by getting information about the institution, their children's select (Wartman and Savage, 2008). Taub (2008) suggested that guardians of the present conventional matured understudies today keep close binds with their youngsters. The connection among guardians and understudies has changed since the past time, therefore education institutions have to make connection with students, their parents. Overall, there has to be connection between students, parents and the institutions. The style of parenting and parents thinking has now changed with guardians anticipating that the university should deal with their youngsters, to a new circumstance where guardians have an immediate relationship with the college (Henning, 2007). Change has occurred in the nurturing style of parents. For some guardians, in 1990s youngsters decision was famous (the adolescence of the present understudies) was a period where moving youngsters from one action to another was famous and the pattern of overseeing overscheduled kids was predominant (Stearns, 2003, p. 9). Rise in the fees of colleges have likewise driven guardians to turn out to be more required, as guardians are all the more often assisting with financing the instruction of their kids and bearing the weight of these expanded expenses (Johnstone, 2005). Kniveton (2004) stated that parents may not even know but they have an impact on the career decision of their kids by looking out for them in the different given situations. There has been a generational shift where the present share a huge closeness with their children that was not attribute of the past age (Howe and Strauss, 2003). After investigation, the researchers observed that young people detailed raised degrees of parental help and furthermore impendance especially while sending applications. Guardians might take part in these practices to propel their kids to connect effectively experiencing significant change related exercises. On the other hand, when young people settled on their last decisions, we did not find an ascent in saw backing and impendance yet in the recurrence of progress related discussions. Maybe in this last period of the dynamic interaction, guardians rather work as teenagers' accomplices for appearance in settling on their last decision (Phillips, Christopher-Sisk, & Gravino, 2001). According to Gati & Asher (2001) when it comes to the decision regarding sending application in different colleges, parents get more involved. Students whose parents are highly involved in the college decision-making process are more sincere about looking for various options available for higher education studies.

### 3. Materials and Methods

#### 3.1 Research Gap

A high competition is running between higher education institutions for attracting students. Many factors affect the decision of a student while selecting an institution for higher studies. These factors are support that a student gets from the college and their parents, the infrastructure, job offers, facilities at the campus, the fees and the safe environment. Personality, environment and family are three other factors that affects student's choice of discipline (Kaneez & Medha, 2018; Loren & Naltan, 2014). Borders et al., (2011) states that parents are involved in the different stages of the college selecting decision process. There are additionally different variables that can influence understudies' vocation choice, for example, school, individual and family factors (Su et al., 2016). From the above literature, we can understand that parents important in the college decision making process but we do not know the factors that influence parents to be taking part of the higher education institution decision-making process. Therefore, the present study is done to identify the factors influencing parent's involvement in college decision process.

#### 3.2 Research Objective

1. To explore the factors involving parents in college decision making process
2. To validate the identified factors

### 3.3 Sample and Data Collection

The paper aims to determine the factors influencing parent’s involvement in college decision making. Descriptive and exploratory research is used. In this paper, SPSS, AMOS and Strategic tools have been used. The sample size of the study is 750, collected from the parents of class 11 and 12 students and parents of first year college going students. Primary and secondary research was conducted. A questionnaire was circulated and data was collected from Kathmandu. The population was finite and non-probability convenience sampling method was used. Five point Likert scale was used to gather responses and ranged from 1 “strongly disagree” to 5 “strongly agree”. SPSS and Amos software was used to do the analysis.

#### 4. Data Analysis and Result

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.902
Bartlett's Test of Sphericity	Approx. Chi-Square
	6114.096
	df
	153
	Sig.
	.000

Table 1 shows the result of KMO and Bartlett's Test. Kaiser-Mayer-Olkin of sampling adequacy and Bartlett's Test of Sphericity indicates if one can proceed with the factor analysis or not. If  $KMO \geq 0.90$  then it is a very good measure, if  $0.80 \leq KMO < 0.90$  it is considered good, if  $0.70 \leq KMO < 0.80$  it is said to be average, if  $0.60 \leq KMO < 0.70$  it is considered moderate, if  $0.50 \leq KMO < 0.60$  it is considered a bad, if  $KMO < 0.50$  then it is unacceptable. The derived KMO is .902 which is very good. Further, derived Bartlett's Test of Sphericity is  $< 0.05$ , chi-square is 6114.096 at value of  $p = .000$ . All these measures that has been derived indicates factor analysis with this data can be done.

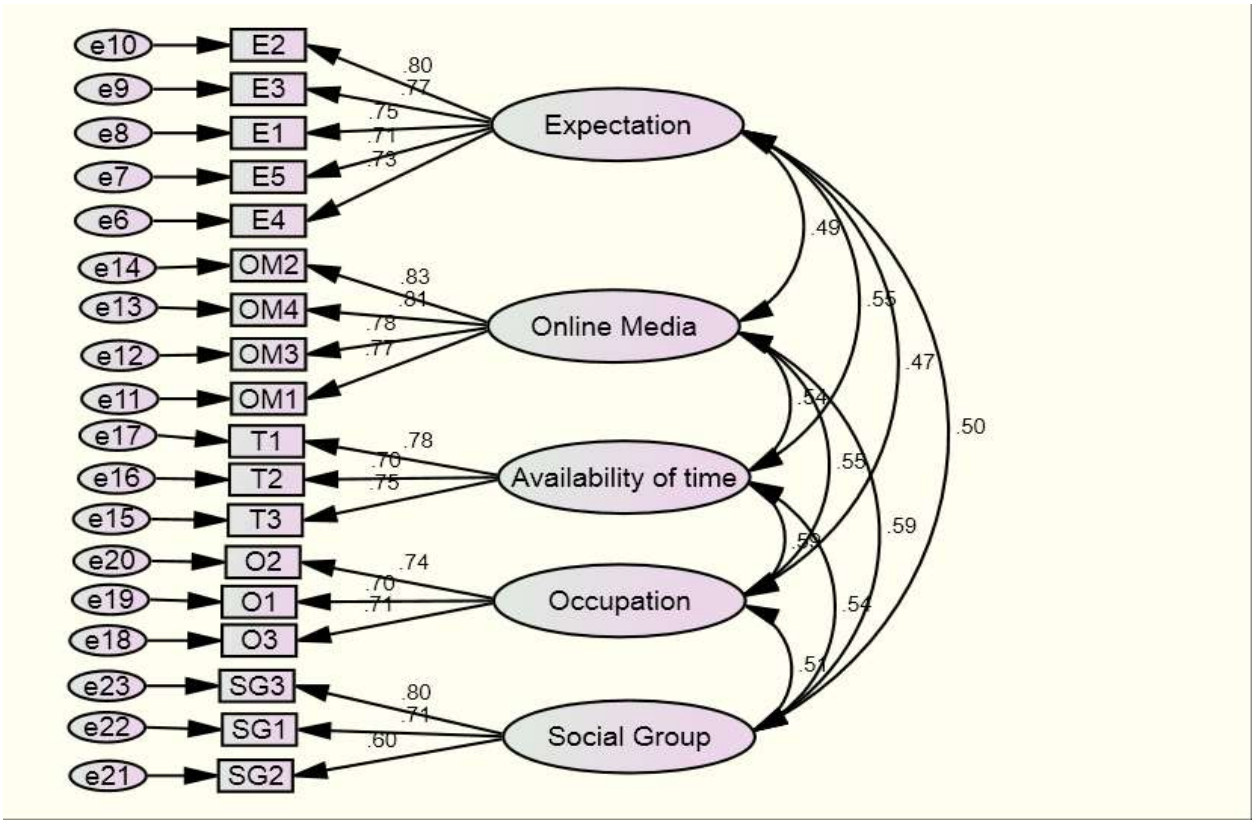
Table 2: Exploratory Factor Analysis

	Factor loading				Social Group
	Expectations	Online Media	Availability of Time	Occupation	
You are indulged in your children’s studies	.810				
It makes you sad when your child does not get good grades	.802				
You have communication with your children regarding their career	.773				
Your child takes your opinion in decision making regarding his/her career	.729				
You expect your child to complete higher education	.705				
I search for higher education institutions on internet		.820			
I seek information about colleges on internet		.794			
My child understands his/her studies are important for me as well		.783			
I see the online advertisement done by colleges on the social media sites		.776			
I discuss with relatives about higher education institutions			.788		
I seek information regarding different career options for my child			.777		
I have time that allows me to get indulged in my child’s study			.738		

My occupation affects the time that I can give to my child				.819	
I seek information about higher education institutions for my child				.762	
Workload affects the time that I can spent with my children				.701	
My peers at work and I discuss about our children education					.758
I discuss with friends about higher education institutions					.757
I discuss with my relatives about my child's career option					.737
Eigen value	6.782	1.873	1.403	1.215	1.112
Variance explained (%)	37.680	10.406	7.797	6.753	6.178
Cumulative variance explained (%)	37.680	48.086	55.883	62.635	68.814

Table 2 shows exploratory factor analysis along with eigen value and variance. Exploratory factor analysis is a factual strategy used to reveal the basic construction of a somewhat huge arrangement of factors. EFA is a method inside factor investigation whose general objective is to recognize the hidden connections between variables under study or the given set of data. It decreases the quantity of factors by utilizing lesser number of proxy (factors) while holding the variability. It is done by using varimax rotation method in factor analysis for the purpose of extraction ( Dhir ,2017). Exploratory factor analysis to identify the factors influencing parent’s involvement in college decision-making process. Expectations, online media, availability of time, occupation and social group are the five factors those were identified. Factor 1 is expectation under which 5 items were clustered,, factor 2 is online media under which 4 items were clustered, factor 3 is availability of time under which 3 items were clustered ,factor 4 is occupation under which 3 items were clustered and factor 5 under which 3 items were clustered. Factors loading of these factors are higher than 0.05. Principle component analysis method was used for extraction and that disclosed factor 1 had 37.680 % variance, factor 2 had 10.406% variance, factor 3 had 7.797 % variance ,factor 4 had 6.753 % variance and 6.178 % variance.

Figure 1: Confirmatory factor analysis model



Confirmatory Factor Analysis- Figure 1 shows the confirmatory factor analysis model. Factors that are derived in exploratory factor analysis are confirmed through CFA. The relationship between observed and latent construct can be tested through CFA (Dhir, 2017). One advantage that one can associate with CFA is that it allows the researchers to bridge the gap between observation and theory (Mueller and Hancock, 2001). CFA is connected with EFA, yet does not experience the ill effects of a few of the restrictions of EFA for predisposition research. It executes on the means and variance–covariance matrix, detecting both uniform and non-uniform bias. It also, allows statistical test of the parameters of the model (Johnny, 2005). The study mainly used CFA so that convergent and discriminant validity can be examined and to see the whether the CFA model is fit i.e it qualifies the criteria of the model fit indices or not. Amos was used to do CFA of the five extracted constructs.

Table 3: Model fit indices

Indicator	Required for Good Fit	Required for Acceptable Fit	Derived value
CMIN (Chi-Square/df)	$0 \leq \text{Chi-Square/df} \leq 2$	$2 \leq \text{Chi-Square/df} \leq 5$	3.188
P value overall	$0.05 \leq p \leq 1.00$	$0.01 \leq p \leq 0.05$	.000
CFI (Comparative Fit Index)	$0.97 \leq \text{CFI} \leq 1.00$	$0.95 \leq \text{CFI} \leq 0.97$	.955
GFI (Goodness of Fit Index)	$0.95 \leq \text{GFI} \leq 1.00$	$0.90 \leq \text{GFI} \leq 0.95$	.941
AGFI (Adjusted Goodness of Fit Index)	$0.90 \leq \text{AGFI} \leq 1.00$	$0.85 \leq \text{GFI} \leq 0.90$	.920
NFI (Normed Fit Index)	$0.95 \leq \text{NFI} \leq 1.00$	$0.90 \leq \text{NFI} \leq 0.95$	.935
RMSEA	$< 0.05$	$< .08$	.054
TLI	$> .9$	$< 5.0$	.944

The table 3 indicate the result of the CFA model (figure:1) showing model fit. For CFA for a model to be fit the there are model fit indices. CFI value ranges between 0 to 1 and if the value is greater than 0.95 it shows a good fit. Chi- square value required for good fit  $0 \leq \text{Chi-Square/df} \leq 2$  and for acceptable fit  $2 \leq \text{Chi-Square/df} \leq 5$ . Root mean square error of approximation, which is RMSEA if  $< 0.05$  then we reject the model. The TLI value ranges between 0 to 1 and if the value is  $> .9$  it shows a good fit and the value of CFA will always be greater than the value of TLI. For normal fit index good fit value is,  $0.95 \leq \text{NFI} \leq 1.00$  and acceptable is  $0.90 \leq \text{NFI} \leq 0.95$ . The derived values of indices for fig 1 are- CMIN: 3.188, P: .000, CFI: .955, NFI: .935, RMSEA: .054, TLI: .944, GFI: .941 and AGFI .920. All values that the model has derived is a good fit as can be seen from table 3 model fit indices. Thus, the Confirmatory factor analysis model for the study is a good fit.

Table 4: Convergent and discriminant validity

	CR	AVE	MSV	MaxR(H)	Occupation	Expectation	Online Media	Availability of time	Social Group
Occupation	0.757	0.510	0.345	0.758	0.714				
Expectation	0.867	0.566	0.307	0.869	0.468	0.752			
Online Media	0.875	0.636	0.343	0.877	0.551	0.492	0.797		
Availability of time	0.788	0.553	0.345	0.791	0.587	0.554	0.545	0.744	
Social Group	0.748	0.501	0.343	0.771	0.515	0.499	0.586	0.539	0.708

The above table 4 shows convergent and discriminant validity. In case of convergent validity, two measures are taken. These measures will measure identical construct and will show that they are interconnected. On the other hand, two estimates that should not be connected i.e they are not related will be shown by discriminant validity. The two kinds of validity are a necessity for incredible construct validity . After getting the model fit we, test the validity of the measurement model (figure 1). Convergent and discriminant validity test was done. In case of convergent validity,  $\text{CR} > 0.7$  is said to be a good fit and  $\text{AVE} > 0.5$  is acceptable. Therefore, criteria for the convergent validity fits well , as seen in table 5, where the value of CR for each construct is greater than 0.7 indicating a good convergent validity in case of the model. In case of discriminant validity, AVE square has to be greater than the vertical value. The model possess these criteria and thus, have discriminant validity. Therefore, we can say that there is a relationship between these factors.

### 5. Conclusion, Managerial implication and Limitation

The study wanted to determine the factors influencing parent’s involvement in college decision-making process. When it comes to selecting a university, parents get involved. There is conversation between parents and their children regarding the university, there

is parents support and interference. There are different stages that occur while doing the final selection. Students discuss their explored options for colleges and universities to seek help from their parents, to take the right decision (Dietrich et al., 2011; Heckhausen et al., 2010). It is therefore, significant to determine the factors influencing parent's involvement in college decision-making process. For higher education, institutions by understanding these factors will give them more insight into ways of doing marketing. The survey was conducted using questionnaire, which involved parents of class 11 and 12 students and parents of first year college going students. Five factors was derived through exploratory factor analysis. These were expectations, online media, and availability of time, occupation and social group. Confirmatory factor analysis was done and convergent and discriminant validity was done.

The study is helping for higher education institutions. It will help them to think more creatively, while framing marketing strategies to attract students. The administration of higher education take advantage of these factors and understand its importance in higher education. There is so much competition among higher education institution and this study will help them to face that competition and thus, framing new policies involving parents. The study also presents a model, which can be used for studies. The study is very beneficial for education institutes and for marketers.

The study has identified factors influencing parent's involvement in college decision - making process, in future further study can be done to see the impact of these identified factors on steps of college decision - making process for enrollment. In addition, the confirmatory factor analysis model can be used from the study and structural equation modeling can be done further. Further, effect of income can also be studied.

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