

CHARACTERISTICS THAT STUDENTS' PRESERVE IN MIND TO TAKE THE SELF-FINANCE INSTITUTION FOR THE B.TECH. COURSE IN UTTAR PRADESH

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ABSTRACT: Finding the College right for you is an Exciting and, at times, Challenging Experience for B. Tech. Course after Higher Secondary Diplomas (10th + Diplomas) and Senior Secondary (10th + 2). With So Many Choices, You may likely wonder where to begin. A Good First Step is to tailor your Choices Based on which Colleges Offer the Various Streams in B. Tech. Course that Best Match Your Interests. The objective of study is to scrutinize how various aspects have encouraged on the decision of students' in selecting self-finance institute for the B.Tech. Course in Uttar Pradesh. For Detail Analysis, the Questionnaire has been developed highlighting the factors which can affect Institute selection decision of Self-Finance Institute for Bachelor Degree i.e. B.Tech. Degree in Uttar Pradesh (U.P.). The Study has been carried out by using Convenience Sampling under Non-Probability Sampling Method of Descriptive Research Design. The studies have been carried out with sample of about 1000 Students' in various districts in U. P. State. Study has been carried out by using Primary Data through Personal Interview of students'. Personal Interview has been conducted through Questionnaire.

KEYWORDS: Parameters for the Institute Selection, Convenience Sampling under Non-Probability Sampling Method of Descriptive Research Design, Kaiser-Meyer-Olkin (KMO) Test and Bartlett's Test.

INTRODUCTION AND LITERATURE REVIEW: Specialized Course like B. Tech. (Bachelor of Technology) is becoming one of the most common career choices amongst the youth in India today. This is purely because of the benefits that the course offers. More and more Engineering Schools and Institutes are coming up in India. There are more than thousand Institutes / Universities all across the Country that offers Engineering Courses. By considering the situation selecting University / Institute is becoming a decision-making process, which could be included in a field of so-called Career Decision-Making. In this thesis an overview of several models that have been suggested to describe the factors that influence students' intention make to pursue their Graduation Studies, Particularly, Many Streams in B. Tech. Course after Higher Secondary Diplomas (10th + Diplomas) and Senior Secondary (10th + 2) are discussed. The Study by Prof. (Dr.) Karl Wagner and Pooyan Yousefi Fard in 2009 [1] have observed that: The Higher Education Environments (HEE) have become Increasingly Competitive and Institutions have to Encourage for Students' in Employment Markets Positions, further the study [1] is aimed to recognize the Main Factors that Expressively Influence Students' Intention to

Study at a Higher Educational Institution (HEI). Conclusions of the Study [1] have been promoted in Terms of Decision Making and have contributed to the roles that assist the HEI Dealers to Plan and improve their Marketing Strategy for Recruiting Students'. Hossler et al., in 1989 [2] have enlightened that: the Conceptual Approaches Describes the College Choice Process and Factors that lead Students' to their College Choice can be found in Three Models. These three emerging categories of College Choice Models Particularized on Supplementary are: Economic Models, Sociological Models, and Combined Models. Established on these three models they have explained their Study. The Study by Andrius Eidimtas and Palmira Juceviciene in 2014 [3] have observed that: The Study is to reveal the Stages of School-Leavers Decision to enroll in Higher Education by Emphasizing the Influencing Factors. Their Studies [3] have focused on the Factors Determining School-Leavers' Decision in Choosing Higher Education Studies. It is important to Remark that Decision Maker realizes the Real Career needs in life, in accordance with the developed values and attitudes. The analysis of literature reveals four factors which are further categorized into twelve sub factors: educational factors (in the family: style of education; at school: recommendations of teachers and career counselors), information factors (open days, exhibitions, the mass media), economic factors (study fees, career prospects), other factors (geographical location, ratings, personal skills and demography). Further in detail all factors have explained with proper detail regarding the impact of Particular Factor on Decision of Students'. The Study by Ruth E. Kallio in 1995 [4], have observed that: The two General Hypotheses: First, that selecting a Graduate School to Attend is a Multistage Decision Process affected by a Variety of Factors involving the Students' Characteristics, Information Gathering, College Actions, and College / Program Characteristics. Second, the Relative Importance of Some Factors will differ for Younger and Older Students' due to the effects of Life Stage Development, Particularly as they relate to marriage, family and work considerations. These hypotheses are derived from two streams of literature describing the college choice process and adult development theory. These results were used to build five Scales of Importance and Preference, which were then tested with Other Variables in a Regression Model in which the Dependent Variable was the decision to enroll or not to enroll at the Surveying Institution. The following were found to Influence Decisions: Residency Status, Quality and Other Academic Environment Characteristics, Work-Related Concerns, Spouse Considerations, Financial Aid, and the Campus Social Environment. The Study by Joseph Sia Kee Ming in 2010 [5], have developed a Conceptual Framework to Explore the Institutional Factors that Influence Students' College Choice Decision in Malaysia. The Independent Variables that have been identified to have influenced of Students' College Choice Decision are Location, Academic Programme, College Reputation, Educational Facilities, Cost, Availability of Financial Aid, Employment Opportunities, Advertising, Higher Education Institutions (HEIs) Representatives, and Campus Visit. The Study by Emad M. Wajeeh and Ted Micceri in 1997 [6], have observed that: The College Choice is a Decision Influenced by a Number of Demographic, Economic, Social, Political, and Institutional Factors. Major Factors cited in the Literature to Influence College Choice are: The Advice of Parents, Academic Reputation of the Institution, Availability of the Desired Program, Availability of Financial Aid, Cost of Attending the Institution, and the Location of the Institution. However, the Relative Importance of these Factors is largely determined by the Characteristics of the Students' and the types of the

University (Metropolitan or Traditional). The Study by Jacqueline Liza Fernandez in 2010 [7], have observed that: The Higher Education Sector in Malaysia includes Public and Private Tertiary Institutions. This study examines [7]: The Reasons Students' pursue Higher Education, Sources of Information used by Students' to help choose a Tertiary Institution, Factors that Influence Students' Choices of Public versus Private Institutions, The factors that influence Students' Decisions to Study at USM. The results of this study [7] indicate that the Main Reasons that Students' pursue Higher Education are to improve their Job Prospects and to Gain Knowledge and Experience. The Study by Shiao-Chuan Kung, Taiwan in 2002 [8], has observed that: Distance Learning Courses provide alternative methods to acquire Knowledge outside Traditional Classroom Settings. One problem in the Development of Distance Learning Programs in Taiwan is that they are driven by Technology rather than Educational Need. Technical College Students' response to an online Survey revealed Subject Matter as the Most Important Factor affecting their Decision to take a Distance Learning Course. Female Students' were found to give more importance to Cost Reputation of the School and Time flexibility. Students' who work full time gave more importance to the Reputation of the School and the Instructor. These findings serve to guide Policy Decisions for Institutions seeking to address the Needs and Concerns of the studied Population.

The Study entitled "B-School Branding – Address Your Stakeholders" by Saptarishi Sarkar [9], has observed that: Basically emphasizing on Branding is both an art and science, Once Successful it provides the B-School the Necessary Enigmatic Aura. But it isn't Rocket Science either. Rather, it's a Culmination of Discussions and Process that starts with Business School Faculties, Staff and Students' asking and answering questions: "Who are we, how should we add value to Stake Holders?" To develop a distinct Brand, Business Schools must look at their histories, their legacies, and their ambitions to uncover. It is always better to consider the Seven Good Friends of Rudyard Kipling in Brand Building Process: Who, What, When, Where, How, Why and How much.

OBJECTIVE OF STUDY: In Present, Bachelor of Technology (B. Tech.) is one of the Career Choices after Higher Secondary Diplomas (10th. + Diplomas) and Senior Secondary (10th. +2) that Students' make to pursue their Graduation Studies. A Study of Factors influencing Students', while making Selection of B. Tech. Institute among Self-Finance Institutions in Uttar Pradesh, India is based on the Following Intentions:

- To Categorize the Factors that Influences the Opinion of Undergraduate Students', even though electing an Institute for B. Tech. Programme.
- To Recognize the Features of the Colleges / Institutions that Influence Students' Perceptions aimed at picking a Particular Trademark.
- To Identify Major Reasons to Promote Educations seek out by Students' after Higher Secondary Diplomas (10th. + Diplomas) and Senior Secondary (10th. +2).
- To Classify the Elements Leading to Change of Brand Awareness of Students' despite the fact to decide on a Precise Marque.
- To Development the Causes to Invite the Additional Quantity of Students' for Various Streams in B. Tech. Programme after Higher Secondary Diplomas (10th. + Diplomas) and Senior Secondary (10th. +2).

In the view of the Above Discussions, the Present Aim of Study is to examine how various Parameters such as mainly, Placement, Infrastructure, Extra Co-Curricular Activities, Faculty related factors, Academics, Advertisements, Student Related Factors, and some other related factors, have influence on the decision of Students' in selecting the Self-Finance Institute for Bachelor Degree i.e. B.Tech. Degree in Uttar Pradesh (U.P.).

QUESTIONNAIRE: The College you select is the Most Significant Investment you can make in yourself. Be Sure to Ask Savvy Consumer Questions as you Research Colleges.

NAME OF THE STUDENT:

NAME OF THE COLLEGE:

SEX: MALE [] FEMALE []

AGE:

STANDARD: (1) Higher Secondary Diplomas (10th + Diplomas) []

(2) Senior Secondary (10th +2) []

TICK AND CROSS THE APPROPRIATE BOX:

[1] PLACEMENT RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE:

(a) Placement Activities done by the College []

(b) Past Placement Records of the College []

(c) Sectors in which placement has been done []

(d) Companies those recruited the students' []

(e) Job opportunities generated per student []

[2] INFRASTRUCTURE RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE:

(a) Hostel Facility provided by College []

(b) Size of Campus []

(c) Library Facility []

(d) Computer Lab Facility []

(e) Areas for Self Study (Reading Room) []

(f) Use of Technology (Projector, Printer Etc.) []

[3] FACULTY RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE:

(a) Experience of the Faculty []

(b) Popularity of the Faculty []

(c) Knowledge Diversity of Faculty []

(d) Education Background of Faculty []

[4] EXTRA CO-CURRICULAR ACTIVITIES RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE:

(a) Industrial Visit Organized by the College []

(b) Seminar Conducted by the College []

(c) Event and Competition Organized by the College []

(d) Tour and Picnic Arranged by the College []

(e) Sports Activities Done by the College []

(f) Cultural Activities Organized by the College []

[5] STUDENT RELATED FACTORS THAT STUDENT CONSIDERS FOR SELECTION OF INSTITUTE:

(a) Suggestion from the Friends []

(b) Suggestion from the Family []

(c) Opportunity for Part Time Work []

(d) Self-Motivation of the Student []

(e) Financial Background of the Family []

(f) Support from the Financial Institute []

(g) Siblings Studied in the Past []

(h) Boyfriend or Girlfriend Studying in College []

(i) Career Goal of the Student []

(j) Social Status of the Parents []

(k) Friend Circle []

(l) Word of Mouth []

[6] ACADEMICS RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE:

(a) Specialization Offered by the College []

(b) Courses Provided by the College []

(c) Collaboration with Foreign Universities []

(d) Practical Knowledge Provided by the College []

(e) Guest Lectures Conducted by Renowned Persons []

[7] OTHER FACTORS THAT STUDENT CONSIDER FOR SELECTION OF INSTITUTE:

(a) Admission Process of the University []

(b) Reputation of the University []

(c) Racial Harmony in the College []

(d) Entrance Test of the University []

(e) Guidance from the Counsellor []

(f) Desire for the Good Recognition of the Student []

(g) Link with the Industries of the College []

(h) Social life on the Campus []

(i) Cultural Knowledge and Values of Student []

(j) Safety on the Campus []

(k) Study Atmosphere around College []

(l) Reservation Quota of the College []

[8] ADVERTISEMENT RELATED FACTORS THAT INFLUENCE SELECTION OF INSTITUTE:

- (a) High Media Visibility of the College []
- (b) High Ranking in Terms of Results []
- (c) High Published Ranking in the Magazines and Survey Publication []

SAMPLE ZONE AND EXTENT: The Assignments have been carried out in Uttar Pradesh State, for covering the entire state having the divisions in North, East, West, South and Central Part of the State. The Divisions are as follows:

The Studies have been carried out with Sample of more than 1000 Students' in various divisions in Uttar Pradesh State.

Entire State having the Divisions in North, East, West, South and Central Part of the State

AGRA	ALIGARH
ALLAHABAD	AZAMGARH
BAREILLY	BASTI
CHITAKOOT	DEVIPATAN
FAIZABAD	GORAKHPUR
JHANSI	KANPUR
LUCKNOW	MEERUT
MIRZAPUR	MORADABAD
SAHARANPUR	VARANASI

PROBLEM STATEMENT IN PRESENT RESEARCH: Today more and more students who are opting Bachelor Degree i.e. B.Tech. Degree is very conscious regarding the selection of the institutions in Uttar Pradesh (U.P.). As most of the students prefer premium institutes having reputation in the education field, we want to find out the various factors that generally students' evaluated while selecting an institute.

RESEARCH DESIGN AND DATA COLLECTION: The Study has been carried out by using Convenience Sampling under Non-Probability Sampling Method of Descriptive Research Design. The studies have been carried out with sample of about 1000 Students' in various districts in U. P. State. Study has been carried out by using Primary Data through Personal Interview of students'. Personal Interview has been conducted through Questionnaire. Questionnaire was Semi Structured with Open Ended and Close Ended Questions. Sample was selected on the Random Technique Basis. For Detail Analysis, the Questionnaire has been developed highlighting the factors which can affect Institute selection decision mainly, Placement, Infrastructure, Extra Co-Curricular Activities, Faculty related factors, etc. for Self-Finance Institute for Bachelor Degree i.e. B.Tech. Degree in Uttar Pradesh (U.P.).

LIMITATION: Limitation of study was that Reluctance on the part of the Respondents to provide Exact Details.

DATA ANALYSIS:

TABLE 1. MEAN SCORE: PLACEMENT RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE

Placement Related Factors	Mean Score
Placement Activities done by the College	1.54
Past Placement Records of the College	1.61
Sectors in which Placement has been done	2.15
Companies those Recruited the Students'	1.94
Job Opportunities Generated Per Student	2.04

It is evident from **Table 1** that all Placements Related Factors such as Placement Activities and Past Placement Record are Most Influencing Factors, whereas sectors in which Placement done is Least Influencing Factors. Mean Value for Placement Activities Done by the College is 1.54, which enhances that Placement Activity of Institute is important for Student as part of Institute Selection. Mean Value for Past Placement Record is 1.61 which enhances that Past Placement Records of the College is considered by Student as part of Institute Selection. Mean Value for Placement Sector is 2.15, which is not important for Student to make Selection Decision of Institute.

TABLE 2. MEAN SCORE: EXTRA CO-CURRICULAR ACTIVITIES RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE

Extra Co-Curricular Activities Related Factors	Mean Score
Industrial Visit organized by the College .	2.33
Seminar conducted by the College	2.25
Event and Competition organized by College	1.95
Tour and Picnic arranged by the College	2.61
Sports Activities done by the College	2.55
Cultural Activities organized by the College	2.31

In the midst of all Extra Co-Curricular Activities, Most Influencing Factor is Event / Competition and Least Influencing Factor is Tour / Picnic. Event / Competition Organized by College have Mean Value of 1.95, which is mostly considered by Student while making Selection of Institute. Tour / Picnic arranged by College has Mean Value of 2.61, which is not much considered by Student while making Selection of Institute.

TABLE 3. MEAN SCORE OF INFRASTRUCTURE RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE

Infrastructure Related Factors	Mean Score
Hostel Facility Provided by College	2.21
Size of Campus	2.19
Library Facility	1.65
Computer Lab Facility	1.61
Areas for Self-Study (Reading Room)	2.37
Use of Technology (Projector, Printer Etc.)	1.77

In the middle of all Infrastructure Related Facilities, Most Influencing Factors are Computer Lab Facility, Library Facility and Least Influencing Factors are Self-Study Room, Hostel Facility. Library Facility provided by College has mean value of 1.65, which further enhances that it is important for student for making decision regarding Institute Selection. For Computer Lab Facility provided by College has Mean Value of 1.61, which further enhances that it is important for Student for making decision regarding Institute Selection. Areas for Self-Study (Reading Room) of Institute are having a Mean Score of 2.37, which enhances that it is not much important for Students' to make Selection of Institute.

TABLE 4. MEAN SCORE OF FACULTY RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE

Faculty Related Factors	Mean Score
Experience of the Faculty	1.62
Popularity of the Faculty	1.98
Knowledge Diversity of Faculty	1.78
Education Background of Faculty	1.89

Among Faculty Related Factors, Most Influencing Factor is Experience of the Faculty, Knowledge Diversity of Faculty and Least Influencing Faculty Factors are Education Background of Faculty and Popularity of the Faculty. Experience of the Faculty has Mean Score of 1.62, which further enhances that it is much considered by Student, while making Selection of Institute. Popularity of the Faculty has Mean Score of 1.98, which further enhances that it is much considered by student while making Selection of Institute. Knowledge Diversity of Faculty has Mean Score of 1.78, which further enhances that it is much considered by Student while making Selection of Institute. Education Background has Mean Score of 1.89, which further enhances that it is much considered by Student while making Selection of Institute.

TABLE 5. MEAN SCORE OF ACADEMICS RELATED FACTORS THAT DETERMINE SELECTION OF INSTITUTE

Academics Related Factors	Mean Score
Specialization Offered by the College	1.67
Courses Provided by the College	1.77
Collaboration with Foreign Universities	2.14
Practical Knowledge Provided by the College	1.54
Guest Lectures Conducted by Renown Persons	2.00
Past Results of the College	1.72

It is evident from **Table 5** that all Academics Related Factors, Most Influencing Factors are Practical Knowledge, Specialization Offered and Least Influencing Academics Related Factors are Guest Lecture, Collaboration with Foreign Universities. Specialization offered by the College has Mean Value of 1.67, which enhances that it is much considered by Student while making Selection of Institute. Practical Knowledge provided by the College has mean value of 1.54, which enhances that it is much considered by Student while making Selection of Institute. Guest Lectures conducted by Well-Known Persons have mean value of 2.00, which enhances that it is somewhat considered by Student while making Selection of Institute.

TABLE 6. MEAN SCORE OF ADVERTISEMENT RELATED FACTORS THAT INFLUENCE SELECTION OF INSTITUTE

In the midst of all Advertisement Related Factors, Most Influencing Factor is High Ranking in Results and Least Influencing Factor is High Media Visibility. High Media Visibility of the College has Mean Value of 2.26, which enhances that it is somewhat considered by Student while making Selection of Institute. High Ranking in terms of Results has mean value of 1.78, which enhances that it is much considered by Student while making Selection of Institute.

Advertisement Related Factors	Mean Score
High Media Visibility of the College	2.26
High Ranking in terms of Results	1.78
High Published Ranking in the Magazines and Survey Publications	2.03

TABLE 7. MEAN SCORE OF OTHER FACTORS THAT STUDENTS' CONSIDER FOR SELECTION OF INSTITUTE

Among all Other Factors, Most Influencing Factors are Study Atmosphere; University Reputation and Other Least Influencing Factors are Racial Harmony and Reservation Quota. Reputation of University has Mean Value of 1.63, which enhances that it is most considered by Student while making Selection of Institute. Study Atmosphere around the College has Mean Value of 1.73, which enhances that it is most considered by Student while making Selection of Institute. Racial Harmony in the college has Mean Value of 2.61, which enhances that it is not most considered by Student while making Selection of Institute.

Other Factors	Mean Score
Admission Process of the University	2.40
Reputation of the University	1.63
Racial Harmony in the College	2.61
Entrance Test of the University	1.94
Guidance from the Counsellor	2.23
Desire for the Good Recognition of Students	2.05
Link with the Industries of the College	1.84
Social Life on the Campus	2.25
Cultural Knowledge and Values of Students'	2.13
Safety on the Campus	2.05
Study Atmosphere around College	1.73
Reservation Quota of the College	2.65

TABLE 8. MEAN SCORE OF STUDENT RELATED FACTORS THAT STUDENT CONSIDER FOR SELECTION OF INSTITUTE

It is evident from **Table 8** that all Student Related Factors, Most Influencing Factors are Career- Goal, Self-Motivation and Least Influencing Student Related Factors are Opportunity for Part-Time Work, Boy-Friend / Girl-Friend Studying in the College. Career-Goal of the Student has Mean Score of 1.59, which enhances that it is much considered by Student while making Selection of Institute. Mean Score of Self-Motivation is 1.87 which indicates that the Self-Motivation has Major Impact on Institute Selection Decision. Opportunity for the Part-Time Work has Mean Score of 2.56, which further enhances that it is not much considered by Students while making Selection of Institute. Boy-friend or Girl-friend studying in College has Mean Score of 2.51, which further enhances that it is not much considered by Students while making Selection of Institute.

Student Related Factors	Mean Score
Suggestion from the Friends	2.03
Suggestion from the Family	2.08
Opportunity for Part Time Work	2.56
Self-Motivation of the Student	1.87
Financial Background of the Family	1.89
Support from the Financial Institute	2.06
Siblings Studied in the Past	2.34
Boyfriend or Girlfriend Studying in College	2.51
Career Goal of the Student	1.59
Social Status of the Parents	2.42
Friend Circle	2.33
Word of Mouth	2.06

FACTOR ANALYSIS: Factor Analysis is a Statistical Method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called **Factors**. The observed variables are modelled as linear combinations of potential **factors**, plus “error” terms. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy for the Various Attributes Categories measured is 0.687., which indicates the scale is appropriate and helps in extracting the factor. The ideal measure for this test ($KMO > 0.50$) and here in this case KMO is 0.687 indicates the variables are measuring a common factor. Again Bartlett’s test of Sphericity indicated the Inter-Correlation Matrix is factorable and Inter-Correlation Matrix comes from a Population in which the variables are Non-Collinear. Support from the Financial Institute and Boy-Friend / Girl-Friend have lower Co-Relationship among all Variables. It is clear from the factor analysis that Selection of Institute is more affected by Family and Friend while Objective of the Student is also having impact on Selection Decision. Three factors are clearly promising from the above table, (1) Family and Friends Suggestion (2) Objective of Student (3) Status of family. As rotated Component Matrix shows, Friends Suggestion and Self Motivations of the student have higher Correlation among all the Variables. Support from the Financial Institute and Boy-Friend / Girl-Friend have Lower Co-Relationship among all Variables.

TABLE 9. STUDENTS RELATED FACTORS WHICH HAVE INFLUENCE ON INSTITUTE SELECTION DECISION

FACTOR	COMPONENT			
	1	2	3	4
Suggestion from the Friends	0.523			
Suggestion from the Family	0.634	.		..
Opportunity for Part Time Work		0.551		
Self-Motivation of the Student		0.619		
Financial Background of the Family			0.539	
Support from the Financial Institute	0.472	.		..
Siblings Studied in the Past			0.532	..
Boyfriend or Girlfriend Studying in College				0.484
Career Goal of the Student		0.510		
Social Status of the Parents			0.512	..
Friend Circle	0.635	.		..
Word of Mouth	0.569

TABLE 10. OTHER FACTORS THAT STUDENT CONSIDER FOR SELECTION OF INSTITUTE

FACTOR	COMPONENT			
	1	2	3	4
Admission Process of the University	0.567			
Reputation of the University			0.758	
Racial Harmony in the College	0.525			
Entrance Test of the University		0.618		
Guidance from the Counsellor	0.515			
Desire for the Good Recognition of Students				0.595
Link with the Industries of the College			0.328	
Social Life on the Campus	0.611			
Cultural Knowledge and Values of Students		0.329		
Safety on the Campus		0.437		
Study Atmosphere around College	0.412			
Reservation Quota of the College	0.459			

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy for the Various Attributes Categories measured is 0.724, which indicates the scale is appropriate and helps in extracting the factor. The ideal measure for this test ($KMO > 0.50$) and here in this case KMO is 0.724 indicates the variables are measuring a common factor. Again Bartlett's test of Sphericity indicated the Inter-Correlation Matrix is factorable and Inter-Correlation Matrix comes from a Population in which the variables are Non-Collinear. It is cleared from **Table 10** that Four Components cover 50 % of the data under Principle Component Analysis Method and cover Considerable Variation. Study make known the fact link with Industries, Cultural Knowledge and Values, Study Atmosphere and Safety on the Campus which have very low influence in terms of Selection of the Institute. Again rotated Component Matrix makes the situation crystal clear and helps in categorizing the crucial factors. Three factors are clearly promising from the above table, (1) Socio-Academics (2) Cultural-Factors (3) University. It is clear from the factor analysis that Selection of Institute is more affected by Socio-Academics while Culture of Student and Entrance-Exam are also having impact on selection decision.

HYPOTHESIS TESTING:

Hypothesis testing is a statistical test based on two hypotheses: the **Null Hypothesis (H₀)**, and the **Alternative Hypothesis (H₁)**. The **Null Hypothesis (H₀)**: **H₀** always assume there are no significant effect / difference within the specified population. **Alternative Hypothesis (H₁)**: **H₁** always has opposite opinion with **H₀**.

(1) **H₀**: There is no significant difference between Specialization Offered and Education Background of the Student in the Selection of Institute.

H₁: There is significant difference between Specialization Offered and Education Background of the Student in the Selection of the Institute. Here the Calculated Value of **F** is greater than the Table Value of **F** i.e. $2.95 > 2.53$. Consequently, disallowed **H₀** i.e. there is significant difference between Specialization Offered and Education Background of the Student in the Selection of the Institute.

(2) **H₀**: There is no significant difference between Fee Structure and Family Income of Student in Selection of Institute.

H₁: There is significant difference between Fee Structure and Family Income of Student in Selection of Institute. Here the Calculated Value of **F** is less than the Table Value of **F** i.e. $2.13 < 2.75$. Accordingly, endorsed **H₀** i.e. there is no significant difference between Fee Structure and Family Income of the Student in the Selection of the Institute.

CONCLUSION: Following lines summarize the result of the study on perception and attitude of students on the subject of factors which they consider while making selection of Self-Finance Institute in B.Tech. Programme in Uttar Pradesh State:

- While Selecting the Institute, Placement Activities done by the College is the Most Influencing Factor among all the Placement Related Factors.
- Extra Co-Curricular Activities don't have that much influence at the time of Selection of the Institute.
- Among all the Infrastructure Related Factors, Computer Lab Facility is the Most Influencing Factor at the time of Selection of the Institute.
- Experience of the Faculty is the Most Influencing Factor among the Faculty Related Factors.
- While Selecting the Institute, Most Influencing Factors are Practical Knowledge, Specialization Offered and Least Influencing Factors are Guest Lecture, Collaboration with Foreign Universities in all Academics Related Factors.
- Most Influencing Factor is High Ranking in Results and Least Influencing Factor is High Media Visibility in Advertisement Related Factors.
- Most Influencing Factors are Study Atmosphere; University Reputation and Other Least Influencing Factors are Racial Harmony and Reservation Quota in all Other Factors.
- While selecting the Institute, Placement Activities done by the College is the most influencing factor among all the Placement Related Factors.

- Extra Co-Curricular Activities don't have that much influence at the time of Selection of the Institute.
- Among all the Infrastructure Related Factors, Computer Lab Facility is the most influencing factor at the time of Selection of the Institute.
- Positive word of mouth is one of most influencing factor in the Selection of the Institute.
- Suggestion from Friends and Family have also influence on the selection decision.
- Career goal of the Students is also one of the influencing factors in the Selection of the Institute.
- Experience of the Faculty is the most influencing factor among the Faculty Related Factors.
- Guidance from the Counselor can also influence the Selection of the Institute.
- Specialization Offered and Course provided by the College are the most influencing factor among all the Academics Related Factors.
- Practical Knowledge is one of the most influencing factors at the time of Selection of the Institute.
- Placement Record has the most influence on the Student.
- Brand Name of the College also matters a lot while selecting the College.
- Geographic Location and Infrastructure have more influence on the Student at the time of Selection of the Institute.

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