



A Study on Customers perception towards Service Quality of Educational Consultancy among Indian students after covid-19

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Abstract:

Education has become an asset in the contemporary world. Good quality education ensures a good and happy life with a secure future. Today, competition in the education sector is tremendous and in this perpetually proliferating industry, choosing the right path for oneself has become an important task. Students and parents are confused in selecting from the various options available. So, is there any source or service that can simplify the search for your dream college, course or university. The consultancy plays an important role and acts as a bridge between parents and students for choosing the colleges and university. The consultancy offers various services due to the outbreak of covid-19 the sector faces a heavy downfall because the education was fully moved to an online basis and the amount of foreign colleges choosing students was totally vanished and a lot of countries did not allow the other country students to enter into their countries for studies and the amount of Indian colleges choosing persons is also low because of lockdown. In this research

To find out the perception of customers towards the service quality of educational consultancy among Indian students after covid – 19. To analyse the factors that influence the students and parents to choose the consultancy. To analyse the level of satisfaction towards the consultancy services provided by the consultancy. Simple random sampling technique has been adopted in this study under the probability sampling technique and about 121 responses have been collected for the study. Statistical tools used for this data are simple percentage analysis, Chi square, correlation, Manova.

I. Introduction

An educational consultancy provides a number of services like – college planning and admission, private and secondary school admission, foreign university admission, course advisory, career counselling, etc. They provide directions for systematic problem fixtures, improvisation of the learning atmosphere, special and advance training for teachers and faculties. The educational choices of an individual decide his/her future and success. It is considered to be one of the most important decisions that a person takes in his/her life. The world is progressing and changing by the minute with hundreds of prospects generating every instant. Struggle and competition are also profoundly increasing, and despite the excessive information available on the internet, confusion is

at its peak. It has become exhaustive and frustrating for both the students and their parents in deciding the best educational goals. Challenges are numerous and many parents' experience stress in this highly competitive structure that the society has established.

India is one of the largest markets for overseas universities, with the highest number of students. These universities want to enroll as many students as possible, so they hire education consultancies to find Indian students and enroll them in their institutions. The collaboration of these two education providers has resulted in the expansion of the entire international education sector. Overseas education consultancy franchises are low-cost business opportunities that allow aspiring edupreneurs to easily launch their own



venture, and this type of service is currently in high demand and will only continue to rise in the near future. With no. of universities coming into being all across the globe, the market is totally stuffed with a handful of potential and profitability. The Study abroad consultancy industry is soon going to touch billions of USDs in the upcoming times. In order to become, a big bull in the industry, one would be suggested to adopt the one-stop solution providing a model in the industry as the students would not find it convenient to visit different firms and agents for different legal and financial planning of their careers abroad. Also, the profit margin can not be expected to remain constant or at a particular standard in the Study abroad, consultancy industry as services are relative in terms of quality and can give you an edge over the others. Here are some advantages of an Educational Consultancy:-

- If you are oblivious to the latest practices in the field of education, a consultant can provide you with the most reliable information.
- Looking for a good university, school or course? Then educational consultancy is your answer. They have all the information and also collaborations with the universities that can help you in getting a seat. They will prepare you for the admission and interview process and also assist you with all the requirement. The foreign admission process is also simplified by these consultancies.
- Guidance for the preparation of a competitive examination, along with the course and study material is available. Advice from the domain-specific experts is also available. They also assist with test preparation.
- Career counselling advisory as per your potential is available at an educational consultant.
- Educational Consultants also helps in resolving the financial concerns and are able to generate resources like scholarships for the deserving candidates.
- Schools, colleges and universities can enhance their course-structure and educational services with the advice of an educational consultancy.

Statement of Problem:

Technologies have changed the traditional way of education to the modern way of learning, like artificial intelligence. E-learning is covered under a larger term of technology-based learning through websites, learning portals, video conferencing, YouTube, mobile apps, and thousand types of free available websites for blended learning tools. Hence, the need of the education

consultancy had no recognition among Indian students for few periods of time during covid -19. Now after covid -19, Education Consultancy have the drastic changes in the service quality among Indian student. A study of this research is about to collect the customer perspective towards service quality of educational consultancy firm among Indian students after Covid-19.

Objectives:

- 1) The study is to find out the Quality of service offered by the Consultancy.
- 2) Type of course on various dimension of service quality of an Educational Consultancy.
- 3) To know the initiative taken by the consultancy for Entrance examinations.

Scope of the study:-

The scope of the study confined to DAVE consultancy, Madurai and Blueray International, Tuticorin. The aim of the study is to analyse the services provide by the consultancy among the customers with special reference to DAVE consultancy, Madurai and BLUE RAY International, Tuticorin. This research focuses on understanding the perception of customers towards wellness benefits provided by the concern. The sample size of this study is 121. The study will help the organisation to know the satisfaction level of the customers regarding the services offered by the consultancy and forming new strategies for attract the customers.

Limitations of the study:

- Due to the time constraints, only specific sample size from the entire segment has been considered for the study.
- Some of the Students may feel afraid to reveal the true facts.
- Some of the respondents deliberately avoided to answer because of their work.
- Whatever the data had been gathered is based on suggestive study but not exhaustive study.

II. RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. The methodology section answers two main questions: How was the data collected or generated? How was it analyzed?



RESEARCH DESIGN

Research design is a conceptual structure within which research should be conducted. Thus the preparation of such a design facilitates research to be as efficient as possible and will yield max information.

Type of Research

Here in order to meet the research objectives, descriptive research design is used.

Descriptive Research

Design Descriptive research design includes surveys and fact findings, enquires of different kinds. The major purpose of Descriptive research is description of state of affairs, as it exists at present. In social business research we quite often use the term Ex post facto research for descriptive studies. The main characteristic of this method is that the researcher has no control over the variable; he can only report what has happened or what is happening. Most Ex post facto research projects are used for descriptive studies in which the researcher seeks to measure such items, for example, frequency of shopping, and consumer preferences on products or services. Descriptive Research method will be applicable to the existing problem.

Research Plan

Data source : Primary

Research Approach : Survey method

Research Instrument : Questionnaire

Contact method :E-mails, Social Media

III. DATA COLLECTION

The task of collecting data begins after a research problem has been defined and plan is chalked out. This study pertains to collection of data from primary and secondary sources.

Primary Data

These are the data which are collected from some primary sources i.e., a source of origin where the data generate. These are collected for the first time by an investigator or an agency for any statistical analysis. Data are collected for the first time for a specific purpose in mind using the questionnaire method. Questionnaire through personal contact and e-mails. An advantage of using primary data is that researchers are collecting information for the specific purposes of their study. In essence, the questions the researchers ask are tailored to elicit the data that will help them with their study. Researchers collect the data themselves, using surveys.

SAMPLING METHOD

Sampling Design A sample plan is a definite plan for obtaining a sample from a given population. It refers to the technique or the procedure the researcher would adopt in selecting items for the sample.

After deciding the research approach and instrument the next stage is to design a sampling plan. The selected respondents from the total population constitute what is technically called a "sample" and the selection process is called "Sampling technique". The sampling plan calls for the following decisions such as :-

1. Population
2. Sampling Frame
3. Sampling Unit
4. Sampling method
5. Sample Size

Population

The first step in the sampling process is the definition of the population, which can be defined in terms of elements, sampling units, extend and time. For the present study undertaken the population was total employees in DAVE Consultancy and Blue ray International.

Sampling Frame

A sample frame is a means of representing the elements of the population. The sample frame made use of in this study is employees database lists.

Sampling Unit

The sampling unit of the study is collected from the students those who are placed with the help of consultancy .

Sampling Method

Simple Random Sampling is used in this study.

Sample size

The Sample size selected for the survey is 121. The sample size determination was purely by intuition.

Findings of the study:

Percentage Analysis:

- 56.82% of the respondents are male.
- 38.84% of the respondents are in the age group of 23-24.
- 54.5% of the respondents have completed Post Graduates.
- 35.1 % of the respondents parents income are above 70000.
- 46.26% of the respondents are choosing Medical course.
- 52.1% of the respondents course selection was decided by consultancy.



- 39.67% of the respondents paid the consultancy fees as above 35000.
- 52.3% of the respondents choose colleges in India.
- 32.23% of the respondents said that strongly agree towards Reliability services with the consultancy promises to do something in a certain time.
- 41.32% of the respondents said that agree with towards Reliability services with if any problem arises have the problem the consultancy show the sincere interest to solve it.
- 31.40% of the respondents said that agree with towards Reliability services the consultancy prepared the required documents.
- 31.4% of the respondents said agree towards the reliability services with the consultancy keep the accurate records.
- 30% of the respondents said that agree with Responsiveness services the employees of the consultancy are always ready to help.
- 30.6% of the respondents agree with the responsiveness services the employees was never busy to respond.
- 41.3% of the respondents agree with the responsiveness services the employees of the consultancy tells exactly when the services will be performed.
- 41.3% of the respondents agree with the responsiveness services the consultancy helps to prepare the documents.
- 28.9% of the respondents agree with the responsiveness services the consultancy always Promot services.
- 28.1% of the respondents agree with the tangible services the physical facilities are visually appealing.
- 30.6% of the respondents agree with the tangible services the physical entities are consistent with the type of industry.
- 33.1% of the respondents agree with the tangible services the consultancy will have modern equipment.
- 32.2% of the respondents said that strongly agree towards tangible services the materials are associated with the services.
- 32.2% of the respondents said that strongly agree towards assurance services they feel safe when share documents with consultancy.
- 43.8% of the respondents said that strongly agree feel safe when the consultancy take care about boarding process.
- 29.8% of the respondents said that agree towards the consultancy have the knowledge to answer the question.

- 39.7% of the respondents said that agree towards the assurance services the students get the adequate support from the consultancy.
- 43.8% of the respondents said that agree towards the empathy service the consultancy give special intention.
- 36.4% of the respondents said that agree towards the empathy service the consultancy maintains the good relationship with students & parents.
- 32.2% of the respondents said that agree towards the empathy service the consultancy understand the individual and gives attention.

Chi-Square:

The Gender of the students have no relationship with choosing the course selection.

Correlation:

There is a relationship between parents monthly income and admission country.

Manova:

There is a relationship between Admission country and factor that consider to choosing the consultancy (Brand name of the consultancy).

There is a relationship between Admission country and factor that consider to choosing the consultancy (Placement opportunities).

There is a relationship between Admission country and factor that consider to choosing the consultancy (Coaching class offered by the consultancy).

There is a relationship between Admission country and factor that consider to choosing the consultancy (Recommendation).

Suggestion:

- The consultancy have to reduce the fees for overseas education.
- The consultancy have to preferred the placement opportunities colleges.
- The consultancy have to preferred the required documents in time.
- The consultancy have to conduct feedback regarding the students satisfaction in the colleges / universities.
- The dissatisfied parents/students must be identified and suggest to get counselling form the superiors in the concern.
- The consultancy have to suggest the course selection not to take the decision.
- The consultancy have to provide the carrier guidance to the students.
- The consultancy have to give proper information about the Queries for the students.
- The consultancy have try to give the scholarship seats to the students / parents.



➤ The consultancy have try to reduce the fees for merit students.

Recent development has been taking place in education increase the number of consultancy agencies. The consultancy take the lot of initiative to choose the colleges and courses behalf of the students and parents.

The consultancy has to create awareness about the services that are offered by them to the customers. The consultancy offers carrier guidance it gives positive feedback about the consultancy.

The consultancy has to reduce charges may attract the lot of customers. This help the customers feel happy and give food feedback to their relatives and friends about the educational consultancy services.

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➤ The consultancy have to reduce the time taken for the process of making the VISA arrangements

Conclusion:

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