

THE ATTITUDES IMPORTANCE FOR THE STUDENTS EDUCATION

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Abstract:

In this moment, the higher education entities, same as the other companies which are in market, carry on the activity in an extremely dynamic environment. Consequence of dimensions and rapidity of environment changes, the higher education institutions can not make abstraction by the reality which is present and they can not see each change as a distinct event, which can be studied individual for maximize the advantages and minimize the negatives effects which product him. Jim Knight said that: „the change is a present reality in the framework of this the educational institutions must to learn to operate or must to assume the failure risk”. These evolutions impose changes in the way in which the managers understand the institution relation with the market whose they address. Similarly, the requests of higher education reform imposed by the transition at Bologna process impose of universities and in the same times of faculties the remarkable adapt efforts. Therefore, the institutions which supply services must to concentrate by quality, equality between sexes and by the instruction improvement, the development and the valorisation of opportunities for women’s, the basis education to be free and obligatory by childhood. The early education by childhood provides the crucial base for their all education. The study it is based by primary quantitative research method by conclusive-descriptive nature based by the divided plans or transversal research how this is know in specialty literature. The dates collect method has been “face to face” investigation and the research instrument the questionnaire. The quantitative dates processed using SPSS.

Key words: education, student, attitudes, consumer behaviour, marketing research

JEL Classification:

1. Introduction

Starting with the XIX century, we assist at the growth of information importance as following of development of government forms more complexes, of concurrence intensification and of development of communications systems. This process has been increased in the lasts years by the development of telecommunications and of computers systems, by the globalization

process and by the intensification of concurrence by educational market, by the exchange and circulation liberalization, by the growth of complexity education institutions. The major part of higher education institutions confront with opportunities, threats and unprecedented changes in the those dimensions, and the accurate information's and obtained in time are essentials from to manage of these changes.

Most educational institutions now recognize that they must adapt their needs to market because the climate of competition for universities is one frequently a global, and substantial literature shows that impose the transfer of the practices and concepts of marketing from other sectors to higher education has been developed (Gibbs, 2002).

Every civilized society considers the education sector as a necessary indicator of economic and social advancement. Equal role of men and women can not be denied in developmental activity. It is necessary for human societies utilize its human capital to achieve social, cultural and economic prosperity (Goher, 2010, p. 167). Parveen (Parveen, 2008, p.30) concluded that development is not only characterized by the growth of production and income, and it is closed linked with necessitates the evolution and the transformation of economic and social structure, which results from the desire for change of the governments in power and the mobilization of national efforts.

Binsardi and Ekwulugo (2003), claimed that "a centrally important principle of marketing is that all marketing activities should be geared towards the customer", also relied on the literature used in business sector marketing, and applied it to the context of higher education.

In a society in change all the time what pass through a transition period makes very rapid for the modern world, educational domain must not neglect. The deep changes which happen in today society impose of educational institutions new exigencies for qualifications of the young generation. Taking her the former responsibilities of people, those see obliged all the time to adjust oneself by new curricular projects at quick economical and social change which influence decisive the conception what regarding the role of education system. For this reason any entity for profit to a big notoriety, for use at maximum the opportunities offered by market and for neutralization the threats of external environment in the first place is necessary to invest in human component and in their perfection, the key of any success business. A special importance presents the adaptation capacity of educational entities to continuum improvement of them offers which to lead to essentials elements of concept super named "the new paradigm of marketing".

Thus, in the present competitive environment, the universities begin to recognize the increasing importance of services by which they offer and, in consequence, to concentrate by the meeting of students' needs and expectations. For have success a university must to identify which are the relevant aspects for students and in consequence to offer of students what they expect. In particular, in this new market, the school is encouraged to valuate with more attention the clients and customers needs, with the objective to satisfy with accuracy these needs. (Hanson, 1996) In this context, is important, to point out that the women higher education play a central role in the process of society develop and the higher percent of those in the educational process represents a particularity of higher education market in the last years in the major part of civilized stats.

The higher education institutions are focused by an increase of quality of education provided through the managerial techniques used for growth the efficiency and the quality of their offers. (Palihawadana and Holmes, 1999).

2. Literature review

Literature on education marketing, which originated in the UK and US in the 1980s was theoretical-normative in nature and was based on models developed for use by the business sector (Oplatka, Hemsley-Brown, 2004). At that moment, the educational marketing literature has been utilized as being by theoretical nature, including much more books and papers which given recommendations and marketing orientations for school/faculty (Gray, 1991). The literature included books and manuals on how to market institutions (Kotler and Fox, 1985; Gibbs and Knapp, 2001) and how to apply well-established above-the-line (advertising) and below-the-line practices (public relations) used in the business sector, to higher education (Davies and Scribbins, 1985; Keen and Warner, 1989).

Just a middle of 1990 years is published in the literature focused by education a base of empirical knowledge's in the aspects linked by marketing of life higher education institution and education administration (Bell, 1999; Foskett, 1998; James and Philips, 1995). Research that began to emerge in the 1990s interpreted marketing within the narrower definition of marketing communications, and was based on the assumption that in order for any higher education institution to market itself successfully managers would need to examine the decision-making process and potential students' search for information. Therefore, researchers have conducted studies of the content of the print communications available for applicants (Mortimer, 1997; Gatfield *et al.*, 1999; Hesketh and Knight, 1999). There was also much debate about who the customers of higher education can be either considered as customers (with courses as the higher education products) or as products with the employers being the customers" (Conway *et al.*, 1994, p. 31). There was also some resistance to the notion of students as consumers (Barrett, 1996, p. 70).

Later, it was recognized that higher education was not a product, but a service, and the marketing of services was sufficiently different from the marketing of products, to justify different approaches (Nicholls *et al.*, 1995). Mazzarol (1998) focused on the nature of services, and services marketing and he highlighted the key characteristics that provided a basis for services marketing: the nature of the service that education is "people based", and emphasized the importance of relationships with customers. Too, management experts have studied this problematic and they developed it. (Zeithaml *et al.*, 1985; Parasuraman *et al.*, 2004).

Most researchers (Berry and George, 1975; Fram, 1974-1975; Hollingshead and Griffith, 1990; Kotler and Fox, 1985; Krachenberg, 1972) focused by the application of general theoretical marketing principles of higher education context.

People make decisions every day, but most decisions involve a lesser degree of involvement. Decisions on the educational services are high because they involve decisions (Kotler & Fox, 1995, p. 245):

- the choosing a faculty has implications for their image and may have lasting consequences on the lives of potential students;
- the decision to purchase educational services requires personal sacrifices economic;
- personal and social risks in the case in which they take a „wrong" decision are perceived as being very high;
- there is considerable pressure from reference groups to choose a particular faculty or university, and the potential student is strongly motivated to meet the expectations of reference groups.

For to get over other market instigations, a lot of researches suggest that the institutions must to:

- intensify their efforts in the view of marketing integration in the management of today higher education institutions (Litten, 1980).

- perceive the students as educational services consumers (Barry et al, 1982; Green et al, 1989).

- be aware of the real gain obtained through the understanding and the intuition of students educational needs (Hampton, 1983).

- realize the importance of measuring students' satisfaction / dissatisfaction (Madden et al 1979; Morstain, 1977).

- gain much more through the understanding the students post valuation process (Ortinau and Anderson, 1986; Ortinau et al, 1987)

The marketing orientation of activity of each modern higher education institution has as premise the knowledge and the anticipation of movements which have place in her marketing environment (Javalgi et al, 2006, pp.13).

3. Theoretical background

The marketing research is the systematic activity by designing, collecting, analysis and reporting of important dates for a particular marketing situation which confront an organization. (Kotler, Armstrong, 2008) The purpose of research is to diminish the errors in decisions taking at the management level of one entity and to help with coaching and improvement those marketing decisions.

The research plans are by two vast types: explorers and conclusive. (Plăiaș, 2008). This paper achieved on the basis of punctual investigation represents photography for the time being of students at master for one year of study in the framework of FSEGA "Babeș-Bolyai" University, Cluj-Napoca, regarding their attitudes towards education. Total population (investigate universe) have 1400 subjects at masters. With the view to realize the research I extracted a pattern with 100 persons by population. I used the proportionally stratification investigation in function with the students percent in mother population and in same times in rapport with repartitions of section. One advantage of stratification investigation in report with others probabilistic method is the increase of accuracy of estimations made. Only the proportionally stratification investigation ("representative stratification") is which can be interpreted as a census (Chirouze, 1993). The interest of this investigation type is that number of persons asked having common characteristics is proportionally with layer population. The proportionally stratification investigation assures a investigation rate "n/N" in each layer equal with on the whole population "n/N".

4. The students attitudes in the higher education

The attitudes represent an expression of internal feelings which reflect if a person is favorable or not favorable with a bent at certain "objects", as would be a service, a brand, a product. The materials delivery necessities with the view of carry on the course at begin is considered a good method by all the participants at study.

The attitudes are perceived by ones specialists that representing a general valuation. This evaluation would go from positive extreme at negative extreme. Then, is very important to

observe how the persons asked perceive the university preparation received, having in view the fact that the attitudes vary in intensity and favorability. Then, the students asked if would dispose by course support with less at week before begin this, the reason from which the most would go at course would be there for to obtain more information's with regard at studied subject (64%). A quarter between the populations studied would use the course support for search before the information, in this manner can have active participation of course carry on. A percent quite reduced (11%) would profit by this event for do not going to course.

The relevant attitudes from the purchase behavior are formed as result of direct experience with the product or the services, of information obtain by others and at exhibit at marketing actions. The attitudes reflect a favorable evaluation or a not favorable evaluation face to an object and these have a motivational quality, these pushing the consumer to a certain behavior. Creating attitude, mental bent of consumers for "purchase" those goods and services, the motivation which represents the mind state by tension which lead the fellow at purchase action, satisfying his needs and expectations are very important.

For a good understanding of the students' attitudes I used a Cluster Analysis. His objective is to group the cases (observations) in clusters (groups, categories). This statistic method is used for to group the multi-dimensional dates (so, "points" which represent cases or observations) in clusters algorithmic defined. This method is good for summarize a big quantity of information, each cluster representing much more points with similar characteristics. The distinct clusters are disjoint. In fact, Cluster Analysis is an algorithms collection which use more heuristics founded in the first place by our "visual" experience in the points clusters in "points cloud".

I realised a hierarchic cluster analysis using the Ward method with squared Euclidian distance as calculation method of distances by approximately 20% by the cases had. The hierarchical tree plot and the graph built on the base of the dates by the table "agglomeration schedule" indicate the presence of two clusters (annex no 1). Through cluster can observe that the groups number is sensitive reduced in the majority news classes formed entering two cases, only in seven between the groups entering a single case.

Table no.1: The correlation between the time for didactics activities and the students' mobility's

		N	Me an	Std. Dev.	Std. Error	95% Confidence Interval for Mean	
						Lower Bound	Upper Bound
Consider you that the time for didactics activities in FSEGA is very big?	female	83	0.06	0.24	0.03	0.01	0.11
	male	17	0.18	0.39	0.10	-0.03	0.38
	Total	100	0.08	0.27	0.03	0.03	0.13
Are you disposed to action thus to benefit by a student mobility?	female	83	0.71	0.46	0.05	0.61	0.81
	male	17	0.47	0.51	0.12	0.21	0.74
	Total	100	0.67	0.47	0.05	0.58	0.76

Table no. 2: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Consider you that the time for didactics activities in FSEGA is very big?	Between Groups	0.19	1	0.19	2.61	0.11
	Within Groups	7.17	98	0.07		
	Total	7.36	99			
Are you disposed to action thus to benefit by a student mobility?	Between Groups	0.81	1	0.81	3.75	0.06
	Within Groups	21.3	98	0.22		

By table results that $F = 2,61$ and the acceptance probability of null hypothesis, $Sig = 0,11 > 0,05$. The null hypothesis is not rejected representing that the people sexes influence not the answer at the question „Consider you that the time for didactics activities in FSEGA is very big?”

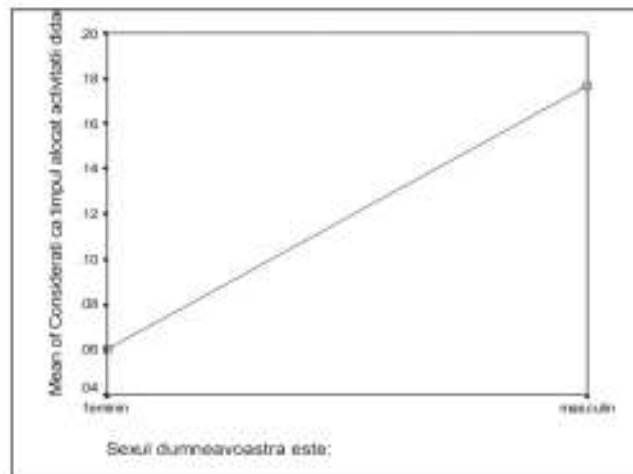


Figure no. 2

By table results that $F = 3.75$ and the acceptance probability of null hypothesis, $Sig = 0,06 > 0,05$. The null hypothesis is not rejected representing that the people sexes influence not the answer at the question „Are you disposed to action thus to benefit by a student mobility?”

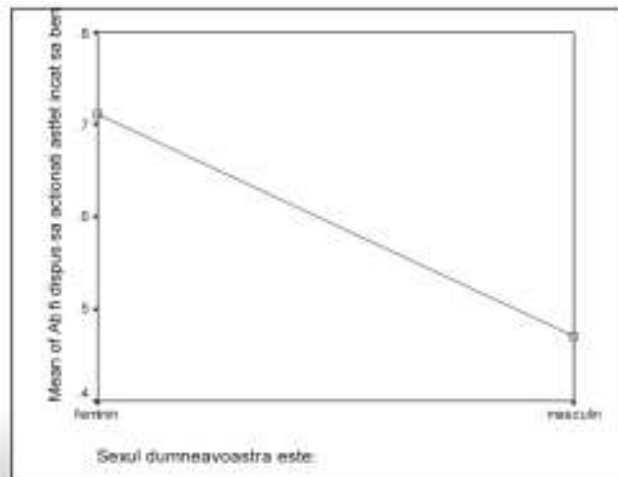


Figure no. 3

5. Conclusions

Studying the population direct implicated in process of professionally formed within the framework of university center of Cluj-Napoca with economic profile emerge the following conclusions: Then the consumers are free to action that they want foretell that they actions will be consistent with the attitudes. Often, though the circumstances change. Is necessary to consider too the influence of conjectural situation over the attitudes and behavior consumer.

The human motivations lead at activate a certain needs sets and different attitudes which various in function with the personality, by the capacities and previous experiences of each subject. For this reason and for attract a competition advantage it is very important to follow by systematic marketing research every action of higher education consumer.

References

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Annex No. 1

The subjects' classification in two clusters:

Stage	Cluster Combined		Coef.	Stage Cluster First Appears		Next Stage
	Cluster 1	Cluster 2		Cluster 1	Cluster 2	
1	98	100	0	0	0	3
2	97	99	0	0	0	4
3	1	98	0	0	1	7
4	6	97	0	0	2	10
5	91	96	0	0	0	10
6	94	95	0	0	0	7
7	1	94	0	3	6	9
8	92	93	0	0	0	9
9	1	92	0	7	8	12
10	6	91	0	4	5	16
11	89	90	0	0	0	12
12	1	89	0	9	11	17
13	84	88	0	0	0	17
14	72	87	0	0	0	29
15	85	86	0	0	0	16
16	6	85	0	10	15	26
17	1	84	0	12	13	19
18	82	83	0	0	0	19
19	1	82	0	17	18	23
20	78	81	0	0	0	23
21	75	80	0	0	0	26
22	24	79	0	0	0	76
23	1	78	0	19	20	25
24	76	77	0	0	0	25
25	1	76	0	23	24	32
26	6	75	0	16	21	30
27	71	74	0	0	0	30
28	69	73	0	0	0	32
29	31	72	0	0	14	42
30	6	71	0	26	27	36
31	65	70	0	0	0	36
32	1	69	0	25	28	34

33	67	68	0	0	0	34
34	1	67	0	32	33	38
35	63	66	0	0	0	38
36	6	65	0	30	31	46
37	55	64	0	0	0	46
38	1	63	0	34	35	41
39	60	62	0	0	0	41
40	59	61	0	0	0	42
41	1	60	0	38	39	44
42	31	59	0	29	40	97
43	57	58	0	0	0	44
44	1	57	0	41	43	47
45	54	56	0	0	0	47
46	6	55	0	36	37	50
47	1	54	0	44	45	51
48	50	53	0	0	0	51
49	51	52	0	0	0	50
50	6	51	0	46	49	57
51	1	50	0	47	48	54
52	44	49	0	0	0	57
53	47	48	0	0	0	54
54	1	47	0	51	53	56
55	45	46	0	0	0	56
56	1	45	0	54	55	61
57	6	44	0	50	52	59
58	42	43	0	0	0	59
59	6	42	0	57	58	72
60	40	41	0	0	0	61
61	1	40	0	56	60	63
62	38	39	0	0	0	63
63	1	38	0	61	62	65
64	36	37	0	0	0	65
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67	1	34	0	65	66	69
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70	27	30	0	0	0	73
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72	6	28	0	59	71	78
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95	1	3	0	93	94	96
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98	1	10	1	96	76	99
99	1	6	1.183	98	97	0