

# PARENTS PREFERENCE OF FRANCHISE SCHOOLS TO NORMAL SCHOOLS WITH REFERENCE TO COIMBATORE CITY-TAMILNADU.

M.Arunprasad

Assistant professor Commerce CA KG College of Arts and Science, Coimbatore.  
& PhD Research scholar at Bharathiar School of Management and Entrepreneurship Development, Coimbatore, India.

## ABSTRACT

This paper gives insight to the growing franchise schools in pre primary sector and its influence over the already existing schools run by individuals and trusts . Franchising businesses is developed by the franchisor with a known workable and successful models which is tried and tested somewhere else . Franchising model can create a Pan Indian network with the help of the local franchisee and it can be beneficial for both the parties. In this study Euro kids and Kid zee franchise schools in the pre primary sector is taken into consideration .Franchise schools provide advertisement and also new technology in teaching in that particular sector . In India franchising has caught up in mostly metros and cities surrounded by urban population .The study reflects on the variables like attractiveness, availability of play area, specialization, service provided to the students and comfort as the factors which leads to the parents decision to choose the franchise school, These variables are checked against the two factors distance from the students home, Income of the parent . Chi-square method is used and the results depict that Franchise schools are prefer because of their nearness to the students house and t income is not considered as a reason to select the school by the parents for their child.

*Key words; Franchise schools, parents preference .*

## INTRODUCTION

Education is important to all the children and all the governments in the world try their best to give necessary education to their citizens In India education is provided by the government as well as the private sector. children study in schools from 1-12 and then move on to the colleges for their further studies. pre primary education have come into existence since several years and is taken seriously by the parents to give a base for their child's education helps the child incoping up with the primary education.

Preprimary education involves pre kindergarten , Lower kinder grade, upper kinder garden classes this provided mostly by the private sector schools this was available in the normal schools as a routine education , with the advent of franchised schools concentrating in this sector to give a different approach of study for the very young children from the age of 3-6 at this tender age they need to be taught citing picture, videos, games and comfort

Pre school business is likely to reach 3.24Billion USD by the year 2024 and sees a CAGR of 18% in the coming years with this growth the franchise schools are to play a big part in the coming years.

franchising enterprises give great emphasis on the training of their franchisees, because they want to keep and augment their goodwill and reputation. The success of franchising is based on regular training Sarantinoudi Ioannaa, Karamanoli Mariaa. Franchising oppurtunies are available globally in higher education for integration Paul Miller & Gertrude Shotte (2010 franchise business needs to have perceived franchisor support (PFS) is necessary contribution in the franchise business system Khanungnit Hnuchek, Ishak Ismail, and Hasnah Haron . Educational franchisee get returns in tune of

20-30% returns on an investment NIIT also offers remarkable returns on an investment of 15-20 lacs Ankit Garg. In franchise business franchisor internal competencies and franchisee entrepreneurial characteristic had given direct impact towards determining the best criteria for the sales performance and franchisee success. Zalena Binti Mohd1, Zahira Binti Mohd Ishan. Relation between the franchisor and franchisee is very important Liam sanny. Fanshisee with out proper education and knowledge can affect their performance, satisfaction Martin J. McDermott ,Thomas C. Boyd. Educational franchising opens great oppurtunities for development and advance of the existing higher education institutions Denis Vasilyevich Shchukin. All stake holders prefer a

proven and expected standard product quality and services, no matter where they are, they expect and want the same quality provided by franchise

Baresa, Suzana; Ivanovic, Zoran; Bogdan, Sinisa. Franchise also have problems in having proper qualified teachers and optimising their fee structure which is sometimes abnormal Dr. Rachel Nancy Philip Mrs. M. Kiruthiga

**OBJECTIVE**

To study the parents preference of franchise schools with respect to normal schools in Coimbatore city - Tamilnadu .The study checks for the parents of students studying in pre primary schools .

**STATEMENT OF THE PROBLEM**

As preprimary education has been given more importance and specialized learning techniques are being employed to educate the child franchise business has taken this sector and parents are comfortable with this setup , the study is to find if the factor distance from the home or income plays an important factor for the decision to educate their child in a franchise school .

**RESEARCH METHODOLOGY**

The methodology of the study is based on primary data collected from parents of the students studying in the franchise schools .A questionnaire consisting of certain variables and the corresponding factors that lead to the selection of the franchised schools by the parents . Pilot study was done followed by the regular study.

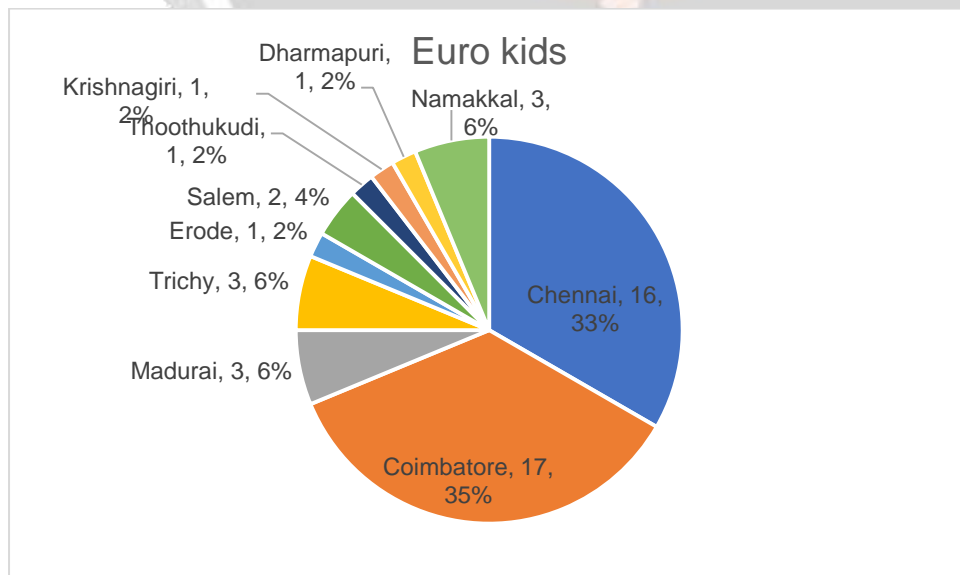
The outlets in consideration was Euro kids, Kid zee in Coimbatore city

Chi-square analysis was used for hypothesis testing of relationship between factors and the significance.

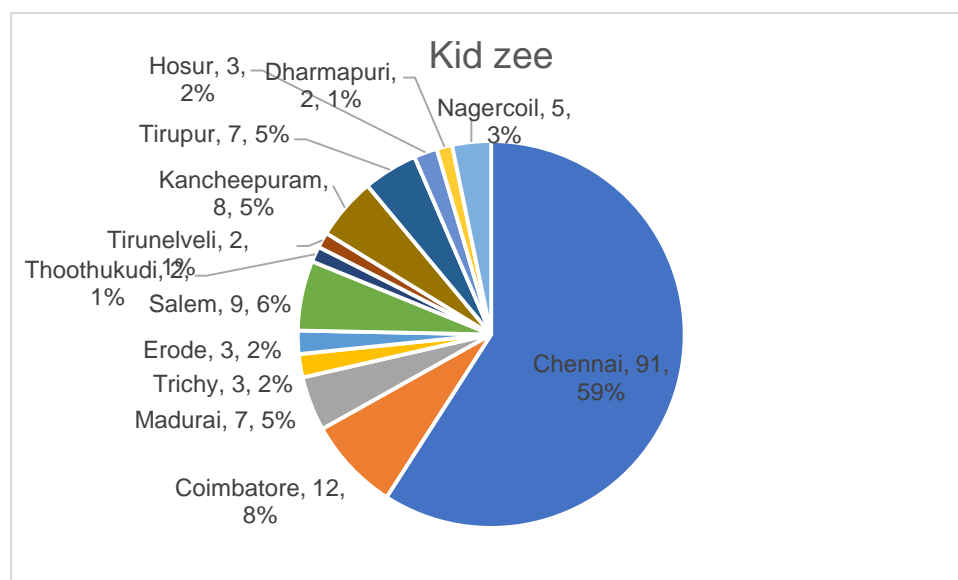
**PRE PRIMARY EDUCATION SECTOR**

Education is a must for all and it starts with pre primary, primary, secondary , college in India. In the preprimary secor the main players are the already existy schools which has primary and secondary education have incorporated preprimary as the need has grown over the period othe major players are the franchised schools like Euro kids, Kid zee, Shemrock to name a few in Coimbatore there are about 17 Euro kids and 12 Kid zee schools for the preprimary education

**Chart 1: Euro Kids Schools distribution in Tamilnadu**



**Chart 2: Kid zee Schools distribution in Tamilnadu**



**ANALYSIS**

A convenient sampling was taken 250 respondents were taken after screening the data. Two hypotheses were tested for significance and dependency

**Hypothesis H1**

H0 There is no significant relation between Distance to the school and the factors leading to selection of franchised school than the normal school

H1 There is significant relation between Distance to the school and the factors leading to selection of franchised school than the normal school

Chi square analysis was performed

**Table 1: Chi-Square Test: Distance Vs Factors**

Results						
Distance km	Attractiveness	Specialized	Play area	Service	Comfort	Row Totals
0-5	60 (48.51) [2.72]	65 (51.25) [3.69]	35 (43.03) [1.50]	46 (46.04) [0.00]	16 (33.16) [8.88]	222
6-10	35 (36.71) [0.08]	36 (38.79) [0.20]	37 (32.56) [0.60]	35 (34.84) [0.00]	25 (25.10) [0.00]	168
11-15	32 (36.27) [0.50]	34 (38.32) [0.49]	35 (32.18) [0.25]	32 (34.43) [0.17]	33 (24.80) [2.71]	166
16-20	34 (38.24) [0.47]	37 (40.40) [0.29]	32 (33.92) [0.11]	38 (36.30) [0.08]	34 (26.14) [2.36]	175
21-25	16 (17.26) [0.09]	15 (18.24) [0.57]	18 (15.31) [0.47]	17 (16.39) [0.02]	13 (11.80) [0.12]	79
<b>Column Totals</b>	177	187	157	168	121	810 (Grand Total)

The chi-square statistic is 26.3903. The *p*-value is .048778. The result is significant at *p* < .05. We reject the H0 and accept Ha that there is significant relation between Distance to the school and the factors leading to selection of franchised school than the normal school.

**Hypothesis H2**

H0 There is no significant relation between income and the factors leading to selection of franchised school than the normal school

H1 There is significant relation between income and the factors leading to selection of franchised school than the normal school

Chi square analysis was performed

**Table 2: Chi-Square Test : Income Vs Factors**

Results						
INCOME in Rs	Attractiveness	Specialized	Play area	Service	Comfort	Row Totals
10000-15000	67 (56.65) [1.89]	68 (56.65) [2.27]	45 (46.01) [0.02]	45 (48.60) [0.27]	20 (37.10) [7.88]	245
16000-20000	38 (40.69) [0.18]	40 (40.69) [0.01]	38 (33.05) [0.74]	35 (34.91) [0.00]	25 (26.65) [0.10]	176
21000-25000	35 (40.93) [0.86]	35 (40.93) [0.86]	35 (33.24) [0.09]	35 (35.11) [0.00]	37 (26.80) [3.88]	177
26000-30000	32 (37.69) [0.86]	37 (37.69) [0.01]	30 (30.61) [0.01]	34 (32.33) [0.09]	30 (24.68) [1.15]	163
31000-35000	25 (21.04) [0.74]	17 (21.04) [0.78]	12 (17.09) [1.52]	20 (18.05) [0.21]	17 (13.78) [0.75]	91
<b>Column Totals</b>	197	197	160	169	129	852 (Grand Total)

The chi-square statistic is 25.1752. The  $p$ -value is .066796. The result is significant at  $p < .05$

We accept the H0 There is no significant relation between income and the factors leading to selection of franchised school than the normal school.

**FINDINGS**

The findings of the study are income does not influence the parent's preference towards the franchise schools. Distance of the student's house to the school does influence the customer preference towards franchise schools.

**SUGGESTIONS**

Franchise schools fare well when it is in residential locality and income of the parent is not an issue for them admitting the students in the franchised schools. as it is only preprimary education the requirement of area is also small not like normal school where a large area and approach roads are necessary.

**LIMITATIONS OF THE STUDY**

The study has taken five variables and two factors, the area taken is limited to Coimbatore city and the sector taken is preprimary education. All limitations of primary data are applicable to this study to differences in data can appear in other cities of the country.

**CONCLUSION**

The study states that the variables like Attractiveness, Specialization, play area, Service, Comfort with respect to two factors Distance from home, Income plays a part in a decision for admitting a child in a franchise school as most of the franchised schools are in residential locality

**REFERENCES**

Paul Miller & Gertrude Shotte (2010) *Franchising Education: challenges and opportunities for coping with the economic recession and the provision of higher education in the United Kingdom* Policy Futures in Education Volume 8 Number 6 2010 [www.worlds.co.uk/PFIE](http://www.worlds.co.uk/PFIE)

Sarantinoudi Ioannaa, Karamanoli Mariaa (2013) *Information transfer through training in franchising enterprises* Procedia - Social and Behavioral Sciences 73 ( 2013 ) 625 – 633 Available online at [www.sciencedirect.com](http://www.sciencedirect.com)

Dr Jenny Buchan(2013) *The effect of franchisor failure on franchisees: A review of the literature* Economics and Management of Networks Conference Agadir, Morocco 21 – 23 November 2013

Kevin Pon \* and Caroline Ritchie (2014) *International academic franchises: Identifying the benefits of international academic franchise provision* London Review of Education Volume 12, Number 1, March 2014

Dr. Rachel Nancy Philip Mrs. M. Kiruthiga (2014) *Students' Perception Towards Coaching Franchises in Coimbatore District Ijsr* - International Journal Of Scientific Research Volume : 3 | Issue : 1 | January 2014 • ISSN No 2277 – 8179

Khanungnit Hnuchek, Ishak Ismail, and Hasnah Haron (2013) *Franchisors' Relationship Marketing and Perceived Franchisor Support on Franchisors' Performance: A Case of Franchise Food and Beverage in Thailand* Doi: 10.7763/Joebm.2013.V1.27

Halina Szulce, Ryszard Świątkowski (2014) *Franchising As An Instrument Of Integration In Higher Education* URL: <http://www.logforum.net/vol10/issue2/no6>

Liam sanny (2015) *Franchising in Indonesia from Franchisee Perspective: A Case on Early Childhood Education Franchising in Indonesia* Research Journal of Business Management 9(1) : 247-257,2015 ISSN 1819-1932/Doi: 10.3923/rjbm.2015.247.257

Denis Vasilyevich Shchukin(2015) *Franchising in the Educational Environment of Higher Education Institution:Aspects of Mutual Interest* Mediterranean Journal of Social SciencesMCSER Publishing, Rome-Italy Vol 6 No 5 S4 October 2015 Doi:10.5901/mjss.2015.v6n5s4p90

Ankit Garg (2016) *A Study On Contemporary State And Potential Of Franchising In India* International Journal of Engineering Technologies and Management Research, Vol. 3, No. 11(2016), 7-14

Baresa, Suzana; Ivanovic, Zoran; Bogdan, Sinisa(2017) *Franchise business as a generator of development in Central Europe* <http://hdl.handle.net/10419/195315> UTMS Journal of Economics, ISSN 1857-6982, University of Tourism and Management, Skopje, Vol. 8, Iss. 3, pp. 281-293

Martin J. McDermott ,Thomas C. Boyd (2017) *The Influence Of Human Capital Factors On Franchising* Small Business Institute ® Journal 2017, Vol. 13, No. 2, 31-50

Fu-Sheng TSAI a† Chin-Chiung KUOab & Chi-Fang LIU c(2017) *Knowledge-based View in the Franchising Research Literature* Journal of Economic and Social Thought [www.kspjournals.org](http://www.kspjournals.org) Volume 4 March 2017 Issue 1

Zalena Binti Mohd1, Zahira Binti Mohd Ishan(2020) *Factors Influencing The Success Of Franchise Industry* Journal Of Critical Reviews Issn- 2394-5125 Vol 7, Issue 16, 2020

Rawling Wondemneh, Hong Shen, (2020) *Conflict in Cross Border Higher Education: Franchised Cross Border Ethiopian Universities in Somaliland Higher Education* European Scientific Journal July 2020 edition Vol.16, No.19 ISSN: 1857-7881 (Print) e - ISSN 1857-7431 Doi:10.19044/esj.2020.v16n19p143 URL:<http://dx.doi.org/10.19044/esj.2020.v16n19p143>

Sofie Verbieren ,Martine Cools, Alexandra Van den Abbeele *Franchising: a literature review on management and control issues* JEL-codes: D23 – L22 – L26 – M21 – M40

Rod P. Githens *Tacit Knowledge Barriers in Franchising: Practical Solutions* Journal of Workplace Learning, 24(1), 48–58. DOI: 10.1108/13665621211191104 <https://scholarlycommons.pacific.edu/ed-facarticles/100>