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# A Study on Graduate Students Advertence and Expertise towards Higher Education in Chennai City

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## Abstract

*This study attempts to look into graduate students' interest in and knowledge about higher education. Data will be gathered by an online survey given to college students at a chosen university using a quantitative research design. Chi-square and regression analysis will be used in the study to examine the extent of students' knowledge about higher education. With reference to "Jepsen and Varhegyi" the model framed for this study. Awareness, intention, knowledge such variables taken to explore the students intention of higher education.*

**Keywords: Advertence, Expertise, Higher Education, Intention.**

## Introduction

In relation to India, the word "higher education" refers to the tertiary level education that is provided following 12 years of formal education. The idea that high-quality higher education is essential for long-term, compassionate growth is undeniable in the modern world. Learning analytical and problem-solving skills through higher education eventually aids in the development of intellectual curiosity and character in people. It encourages students to define and create career goals that will prepare them for working environments. A sophisticated higher education enables a student's economic, physical, and social well-being.

It is crucial to look at how conscious students are of the value of higher education since it fosters personal growth and advances economic, technological, and social progress. The findings of this research can also help students to encourages research, innovation, and knowledge exchange, and it gives the tools they need to adapt to rapidly changing markets.

## Review of Literature

(Jepsen and Varhegyi) examines Awareness, knowledge and intentions to pursue post graduate study from the perceptive of current undergraduate students. This survey revealed no statistically significant differences between the cohort years, revealing opportunities for universities to disseminate important aspects of post graduate study at appropriate times.

(Al-Nofli) the purpose of the study was to explore undergraduate students awareness and experience of research in one faculty at Sohar University, Oman. Overall, results indicated that while there was good evidence of students' awareness and experience of research, less than half of the students in the sample were aware of or had experienced important research activities.

(Saikia and Padmavathy) explores the level of higher education student's awareness towards human rights dimensions in relation to nature of residence, level of education, stream and age group. The result revealed there is a significant difference in awareness towards the human rights dimension among higher education students on the basis of their nature of residence, nature of qualification and age level but not on stream of study.

(Malmstrom and Oqvist) Students attitudes and intentions toward higher education as determinants for grade performance. The study surveyed a total of 294 students, the result shows that intentions play a mediating role between students' attitudes and the performance levels they achieve.

(Wong and Chapman) Student satisfaction and interaction in higher education. Results provided an in-depth analysis of eight aspects of student satisfaction (i.e. satisfaction with the program, teaching of lecturers, institution, campus facilities, student support provided, own learning, overall university experience and life as a university student in general).

**Research Gap**

Limited researches have done on awareness and intention of students towards their higher education.

**Objectives of the Study**

1. To investigate the level of students awareness of Higher education
2. To explore the students intention of higher education
3. To offer valuable suggestions and conclusion.

**Research Methodology**

**Research Design**

The research design for this study will be quantitative in nature.

**Sampling**

The sample for this study will be drawn from selected universities in Chennai city using convenience sampling technique. The sample size of the study is 242.

**Data Collection**

The data will be collected using an online survey questionnaire.

**Data Analysis**

The collected data will be analysed using descriptive statistics, such as frequencies, percentages, means and standard deviation, chi-square and regression analysis.

**Population and Sample**

The population in this research is 242 college students in various universities in Chennai city.

**Analysis and Discussion**

**Table 1 Internal Consistency Measures**

Aware of Post Graduate	.880
Aware of PhD Program	.892
Knowledge require for PG	.881
Knowledge require for PHD	.889
Intend studying a Post graduate program	.895
Intend studying a PhD program	.877
University effectively advertises PG graduate program	.882
Know more about the PG Graduate Program provided at my university	.879

Internal consistency reliability of a measurement model is indicated by values of 0.8 or 0.9 in early stages of research, whereas low reliability is indicated by values below 0.6. Higher item consistency is indicated by a higher composite dependability value. Cronbach alpha (CA) values for the current study are greater than 0.8 and 0.9, as indicated in table 1. These results demonstrated a high level of internal consistency for the concept-representation items employed in the current study instrument. They also demonstrated a decent level of construct dependability.

**Table 2 Sample Information**

Criteria	Qty	%	
Gender	Male	80	31.7
	Female	172	68.3
Age	15-17	40	15.9
	17-19	105	41.7
	19-21	91	36.1
	21-23	16	6.3
Dept. Studying	Commerce & Management	81	32.1
	Engineering & Technology	90	35.7
	Pharmacy & Medical	46	18.3
	Arts & Science	35	13.9

There were 252 responders in total. 80 men and 172 women took part in the study, making up 32% and 68% of the total participants, respectively. There were 252 responders in all, and they ranged in age from under 21 to over 17 years old. The majority of the participants in the current study came from the departments of engineering and technology and commerce and management.

- $H_0$ : There is no statistically difference between the demographic factors and awareness towards

studying Post Graduate

- $H_1$ : There is statistical difference between the demographic factors and awareness towards studying Post Graduate

**Table 3 Gender and Awareness Towards Studying Post Graduate Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.479 <sup>a</sup>	6	.025
Likelihood Ratio	13.478	6	.036
Linear-by-Linear Association	1.412	1	.235
N of Valid Cases	252		

From the above test, there is statistical difference between the demographic factors and awareness towards studying Post Graduate.

**Table 4 Gender and Awareness Towards Studying Post Graduate Model Summary**

Model 1	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.075 <sup>a</sup>	.006	.002	.42567

#### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	.256	1	.256	1.415	.235 <sup>b</sup>
	Residual	45.299	250	.181		
	Total	45.556	251			

**Dependent Variable:** Awareness of PG

**Predictors:** (Constant), Age of the Respondents

#### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.869	.081		60.009	.000
1 Age of the Respondents	-.039	.033	-.075	-1.189	.235

a. Dependent Variable: awareness of PG

### Results

1. Internal consistency reliability of a measurement model is indicated by values of 0.8 or 0.9 in early stages of research, whereas low reliability is indicated by values below 0.6. Higher item

consistency is indicated by a higher composite dependability value. Cronbach alpha (CA) values for the current study are greater than 0.8 and 0.9, as indicated in table 1. These results demonstrated a high level of internal consistency for the

concept-representation items employed in the current study instrument. They also demonstrated a decent level of construct dependability.

2. There were 252 responders in total. 80 men and 172 women took part in the study, making up 32% and 68% of the total participants, respectively. There were 252 responders in all, and they ranged in age from under 21 to over 17 years old. The majority of the participants in the current study came from the departments of engineering and technology and commerce and management.
3. From the Chi-square test, there is statistical difference between the demographic factors and awareness towards studying Post Graduate.

### Conclusion

It is important to assess how aware students are of the importance of higher education since it promotes individual development and accelerates social, economic, and technical progress. From this present we can able to notice that there is difference in demographic factors like age, income, family and other related factors with awareness towards higher education. Nowadays students well aware about their career and studies. Their observations are highly commendable compared to their parents. They are giving tutorials to their parents. They have of plenty of resources to know about their future. The Placement ratio is increasing when we compared to Arts and Business School students than engineering students. The present study reveals the current scenario about the student's awareness towards their higher education.

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