

# **The Discriminating Factors for Decision Making of Students to Study in Vocational Colleges in the Southern Region (Gulf of Thailand) Provincial Cluster**

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## **Abstract**

The objectives of this study were: 1) to investigate discriminating factors for decision making of students to study in vocational colleges in the Southern region (Gulf of Thailand) provincial cluster, and 2) to propose guidelines for management to increase the number of students in the Southern region (Gulf of Thailand) who opt for studying in vocational colleges according to the discriminating factors. The study employed mixed research methods. A quantitative method was used to investigate discriminating factors for decision making of students to study in vocational colleges in the Southern region (Gulf of Thailand) provincial cluster. The subjects were 543 students in the academic year 2017 consisting of first year Certificate in Vocational Education students from six colleges, and Matthayom Sueksa 4 (Grade 10) students from 19 schools totaling 25 educational institutions in the Southern Region (Gulf of Thailand) provincial cluster comprised Chumphon, Surat Thani, Nakhon Si Thammarat and Phatthalung. The data collection instrument was a questionnaire, and statistics used in data analysis were basic statistics and discriminant analysis using stepwise method; four major factors and 18 sub-factors were analyzed. A quantitative method, focus group discussion, was used to find out guidelines for management to increase the number of students in the Southern region (Gulf of Thailand) who opt for studying in vocational colleges according to the discriminating factors.

**Keywords:** Decision-making, discriminating factors, vocational education

## **Introduction**

Ministry of Education Policies to increase the number of first year Certificate in Vocational Education students and Matthayom Sueksa 4 (Grade 10) students in academic Year 2015 goal to 59: 41, 2016 to 60:40 and 50:50 in the future. The country's educational situation of Thailand and Southern Region in academic Year 2015 is 67:33 and 64:36 .

The researcher is interested to study discriminating Factors for Decision Making of Students to Study in Vocational Colleges in the Southern Region (Gulf of Thailand)

Provincial Cluster. To guidelines for management to increase the number of vocational colleges students in the Southern region.

The objectives of this study were:

1. to investigate discriminating factors for decision making of students to study in vocational colleges in the Southern region (Gulf of Thailand) provincial cluster, and
2. to propose guidelines for management to increase the number of students in the Southern region (Gulf of Thailand) who opt for studying in vocational colleges according to the discriminating factors.

## Method

The study employed mixed research methods. A quantitative method was used to investigate discriminating factors for decision making of students to study in vocational colleges in the Southern region (Gulf of Thailand) provincial cluster. The subjects were 543 students in the academic year 2017 consisting of first year Certificate in Vocational Education students from six colleges, and Matthayom Sueksa 4 (Grade 10) students from 19 schools totaling 25 educational institutions in the Southern Region (Gulf of Thailand) provincial cluster comprised Chumphon, Surat Thani, Nakhon Si Thammarat and Phatthalung.

The data collection instrument was a questionnaire, and statistics used in data analysis were basic statistics and discriminant analysis using stepwise method; four major factors and 18 sub-factors were analyzed as follows:

1. Student factors: academic achievement, academic Values, attitude towards learning, motivation for achievement, career interests, career aptitude.
2. Family factors: parental Education Background, parents' economic status, careers' parents, support/parental expectations
3. Social factors: influenced by close ones, influence from friends, acceptance from other people
4. Environmental factors: school image, school environment, school quality, monthly salary/ payment, public relations.

A quantitative method, focus group discussion, was used to find out guidelines for management to increase the number of students in the Southern region (Gulf of Thailand) who opt for studying in vocational colleges according to the discriminating factors. The study found the following. The study found that the discriminating factors for decision making of students to study in vocational colleges in the Southern region (Gulf of Thailand) provincial cluster from the highest major factor to the lowest one were: parental support/expectation; academic achievement; Parents' economic status; school quality; monthly salary/payment, and school environment, respectively.

## Result

### Discriminant analysis using stepwise method

These factors could predict 64.60 percent of decision making among the students.

Table 1. Classification Results

Level	Count	Predicted Group Membership	
		Grade 10	vocational
Grade 10	275	166 (60.4 %)	109 (39.6%)
Vocational	268	83 (31.0%)	185 (69.0%)

a. 64.6% of original grouped cases correctly classified.

The discriminant functions could be written as follows. The discriminant function based on raw scores:

$$\text{students' decisions} = -2.398 - 1.462(\text{EXP}) + .784(\text{ACH}) + .598(\text{ECO}) + .712(\text{QUA}) - .585(\text{SAL}) + .462(\text{EVI})$$

The discriminant function based on standard scores:

$$\text{students' decisions} = -.911(\text{EXP}) + .483(\text{ACH}) + .460(\text{ECO}) + .416(\text{QUA}) - .348(\text{SAL}) + .287(\text{EVI})$$

### Standardized canonical discriminant function coefficients

The result of Standardized canonical discriminant function coefficients is shown in table 1 below.

Table 2. Standardized canonical discriminant function coefficients

Factors	canonical function coefficients	Standardized canonical function coefficients
Parental support/expectation (EXP)	-1.462	-.911
academic achievement (ACH)	.783	.483
parents' economic status (INC)	.598	.460
school quality (QUA)	.712	.416
monthly salary/payment (SAL)	-.585	-.348
school environment (EVI)	.462	.187
Constant (Group Centroid)	-2.398	
	Grade 10= .439	
	vocational= -.451	

The results of finding out guidelines for management to increase the number of students in the Southern region (Gulf of Thailand) who opt for studying in vocational

colleges according to the discriminating factors revealed factors affecting students 'decision-making, and guidelines for management as follows.

Parental support/expectation-guidelines for management found were: providing advice about further study; publicizing good image; providing information about demand of the labor market; and instilling good attitude for further study in the vocational education. Academic achievement-guidelines for management found were: program development with diverse courses; and vocational interests. Parents' economic status-guidelines for management found were: promoting income during study; publicizing information concerning how to earn income; and publicizing educational expenditure. School quality-guidelines for management found were: publicizing about quality of the school, its outstanding performances, dual vocational training (DVT) development, and support for learning and teaching materials and equipment to standardize the programs for recognition. Monthly salary/payment-guidelines for management found were: creating jobs, and creating employment networks. School environment-guidelines for management found were: school and social environments; and student assistance system.

Further recommendations concerning policy in management to increase the number of students in the Southern region (Gulf of Thailand) who opt for studying in vocational colleges are policy on increasing the proportion of students in vocational education, structures of vocational education programs, benchmarking, and increasing budget for vocational education.

### **Application of research findings**

The Discriminating Factors for Decision Making of Students to Study in Vocational Colleges in the Southern Region (Gulf of Thailand) Provincial Cluster. Vocational Institute to findings support/ expectations of the parents. monthly salary/payment .The results of finding out guidelines for management to increase the number of students in the Southern region (Gulf of Thailand). Secondary schools to findings academic achievement, parents' economic status, school quality and school environment. The results of finding out guidelines for management to increase the number of students in the Southern region (Gulf of Thailand). Administrators Education and educational administrators, the guidelines for management. to study in vocational colleges according to the discriminating factors. This can lead to the increasing proportion of vocational students.

### **Conclusion**

The study found that the discriminating factors for decision making of students to study in vocational colleges in the Southern region (Gulf of Thailand) provincial cluster from the highest major factor to the lowest one were: parental support/ expectation; academic achievement; Parents' economic status; school quality; monthly salary/payment, and school environment, respectively. These factors could predict 64.60 percent of decision making among the students. The discriminant

functions could be written as follows. The results of finding out guidelines for management to increase the number of students in the Southern region (Gulf of Thailand) who opt for studying in vocational colleges according to the discriminating factors revealed factors affecting students' decision-making, and guidelines for management.

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