CHAPTER 2
REVIEW OF LITERATURE

“Education is the treasure, which can be preserved without the fear of loss”

2.1 INTRODUCTION

A brief summary of previous research and the writings of recognised experts provide evidence that the researcher is familiar with what is already known and with what is still unknown and untested. Since effective research must be open to past knowledge, this steps helps to eliminate duplication of what has been done and provides useful hypothesis and helpful suggestions for significant investigation. - John W. Best, 1970

There are many research work carried out regarding services marketing in various angles. They were focusing on services marketing of other services industries like Hospitals (Health), Banks (Finance), Tourisms, Communication, Business Services, Construction and Engineering, Distributions, Transport but only few studies were made on Education, Environment and Recreation thus the researcher had made an attempt to study the services marketing on educational institutions. The researcher found that reviews were very limited still related reviews are shown below; The Reviews are arranged according to the recent year 2009 and then in descending order till 1986. This chapter provides the studies related to the study of services marketing and the research gap identified out of the review.

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2.2 REVIEWS OF RELATED STUDIES

➢ **R.Elcy Metilda (May 2009)** has studied, “Impact of School Environment on Academic Achievement of School Students” explained as follows, To find the level of school environment as perceived by school students, To find the impact of school environment on academic achievement were the Objectives framed for this study, and the findings bought out of this study was as follows there is significant relationship between school environment factors and achievement. It is quite natural that good school environment provides better learning facilities, which creates a constant force of motivation among the students to achieve high in their academic and in their life.\(^{13}\)

➢ **P.Muthumanikam (May 2009)** in the study “Learning difficulties of Rural Students in Tirunelveli Educational District” explained as, the Objectives of the study were to find out the level of learning difficulties of rural students, to find out the factors responsible for the learning difficulties. Findings, the study it is relevant that the learning difficulties of rural students are due to the present curriculum at school, the curriculum is more complex and difficult for the rural students and it is also found that the schools in rural area lack in the basic facilities such as library, labs, play grounds and so on. Recommendation made are Modern curriculum should be moderated and added to the high school curriculum, All the basic infrastructure facilities found in urban schools should be provided in rural schools also, so that the students’ standard and life style can be changed.\(^{14}\)
Branch Jason Luther (2009) conducted a study on extracurricular and academic achievements in the university of southern Mississippi. The purpose was to examine and compare the academic achievement of students who participate in school sponsored extracurricular activities and students who do not participate in school sponsored extracurricular activities, using cumulative grade point average as a measure. The subjects in this study were 1100 students from a metropolitan high school with a population that exceeds 3000. The 1100 students were divided into three groups. Students who participated in school sponsored athletic extracurricular activities, students who participated in non-athletic school sponsored activities and students who did not participate in any school sponsored extracurricular activities. Each group had approximately 200 or more students. The findings showed that there was a significant difference between the academic achievement of students who participated and who did not participate in school sponsored extracurricular activities. Students who participated in school sponsored extracurricular activities had a high curricular grade point average than students who did not participate in any school sponsored extracurricular activities. Students participating in athletic extracurricular activities out performed non participants. Non athletic extracurricular participants achieved at a higher rate than non participants as well.15

15 Branch, Jason Luther The University of Mississippi (2009) : “Extra-Curricular Activities and Academic achievement”
Review of Literature

- **Kout Soulis (2009)** conducted a study on “A study on Home Environment and its relationship to Self concept, Academic achievement of schools in Cyprus” the objective framed for this study examines to explain the influence of home environment, self concept, and academic achievement of high school in Cyprus. The major findings are the home is very important for school students. Family processes more found to influence home environment more is girls than boys, self concepts was also found to strongly influence student’s achievement.\(^{16}\)

- **P.Krishna Veni (2009)** had studied, “Impact of Electronic Media on Academic achievement of Higher Secondary Students” showed that, Objectives: To find out the impact of electronic media on academic achievement of higher secondary students, to find out the level of exposure to electronic media. Findings: There is an impact on electronic media on academic achievement of higher secondary students, this may be due to the reason that the higher secondary students can collect more information from various medias like Radios, televisions, Computers and so it help them to gain depth knowledge of the subject and they can do well in the examination and get good general knowledge hence their academic achievement increases.\(^{17}\)


M. Prakash (2009) has expressed in the research that, “Factors influencing parents to choose Matriculation School for their children” Objectives: To find out the significant level of factors influencing parents to choose Matriculation schools for the education for their children, Choice-quality, extracurricular activities, social infrastructures etc. Findings: Parents feel that in all aspect Matriculations are far better than other board schools and also that they feel their students get high standard of education.18

V.B. Rose Mary (2009) in her study on, “A Study of Parent’s Attitude towards Non-academic Activities” explained the Objectives as the main objective of the study is to investigate the attitude of parents towards non-academic activities in Tiruvananthapuram district in Kerala. Findings: from the study it was found that the educated parents know the importance of non-academic activities and they encourage their children to participate in these types of activities but it is vise versa in case of the un-educated parents.19

Curtis.R (2008) expressed in his study “A comparison of student’s perception on the transition from middle school to high school between large suburban and smaller rural high school” Main objective is to determine the significance of middle to high school transition activities had a student’s perceived level of success during the ninth grade year. Findings made the middle to high school transition activities served a meaningful, but temporal purpose for ninth graders. Teachers behavior and homework practices, policies, rather than the transition programmes, were cited by, students as factors accounting for the difference in students performance during the transition from the eighth to ninth grade. Suggestion provided were Potential

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18 M. Prakash (May 2009): “Factors influencing parents to choose Matriculation School for their children”
19 V.B. Rose Mary: “A Study of Parent’s Attitude towards Non-academic Activities”
practices and studies in areas such as looping teachers and shared leadership between middle schools and high schools to improve and more closely align the practices and approaches of the two levels.²⁰

➢ Golani.T.P (2008) has studied, “The use of Audio Visual Aids in the secondary School in the District of Thane, Pune University”. Objectives: to create awareness among teachers, parents, students and management of the schools about the importance of audio visual aids, to help in rising the academic standard in schools of thane district, to know the existing situation regarding audio visual materials in the schools of thane district. Findings: only a few teachers use audio visual aids in teaching. Teachers who know to use audio visual aids are inadequate in number. Proper training should be given for the teachers to use these aids.²¹

➢ Tyagi.S.K and Mishra Sundarashan (2008) in his study on, “Background characteristics of children – A comparative study of an Alternative School and a Traditional School” expressed that Objective: the study attempted to compare the background characteristics of enrolled children of alternative schools and a traditional school. Findings: the enrolments of girls were better in traditional schools as compared to that of alternative schools and also the maximum students of traditional school were enrolled at right time, illiteracy of parents and large number of family members, low economic status of the family members and social prejudices, girl’s education were the causes of the disparity in alternative schools.²²
A.Vasanthi, S.Hema and A.Amirtha Gowri (2008) in the study, “Attitude of parents towards English Medium Schools” Objectives: to study the attitude of parents towards English medium schools with respect to infrastructure, cognitive, development and character building, to study the attitude of parents towards English medium school with respect to their educational qualification on infrastructure, cognitive, development and character building. Findings: the study revealed that there was no significant difference in the mean scores of parents on the variable infrastructures, cognitive, character building with respect to educational qualification from the result it is evident that suitable measures like guidance and awareness programs relating to English medium schools can be launched in the area selected for the study.\textsuperscript{23}

Balaji.B (2007) has expressed in the research that, “A study on quality gap in service industry “the Objectives was to Study The Market Scenario Of Education, To Ascertain Consumer’s Expectations And Satisfaction Level Versus Service Delivery, To Suggest Measures For Quality Improvement. The Findings made was all the service industries have quality gap and that it should be rectified by any means that is associated to the service sectors in individual.\textsuperscript{24}

Geoffrey and Maragaret (2007) have made a study on “A study on service quality in tertiary institutions” Measured service quality in a tertiary institution in Australia. Educators are being called to account for the quality of education that provide with the advent of full fee-paying overseas’ students, there is competitive pressure to provide a quality educational experience for all students. Regression analysis showed

\textsuperscript{23} A.Vasanthi, S.Hema & A.Amirtha Gowri (May 2008): “Attitude of parents towards English Medium Schools”
\textsuperscript{24} Balaji. B (May 2007): “A study on quality gap in service industry”
that the SERVQUAL dimension, together with the additional dimensions of communication and knowledge and the extra item, Availability, were useful in explaining difference in students satisfaction. It was interesting to note that the empathy dimension, which taps the caring individualized attention the organization provides to its customers was not a significant determined of satisfaction with the university experience at either the academic or administrative level. Institutions now need to move on to more critical areas than mere teaching quality-integrating a total university perspective which transcends academic boundaries and acknowledger the growing importance of administrative service.  

Dubey Ruche (2007) made a study on “The relationship between achievement in environmental studies and formal reasoning (among IX class students)” formal reasoning ability and achievement in environmental studies among IX class students was the main aspect of the study and to find out whether students with high and low formal reasoning differ from one another in their achievement in environmental studies. The sample committed of 80 students studying in class IX in St.Joseph’s college, Allahabad. Test of formal reasoning developed by L.K.Oad and K.S.Misra was used to measure formal reasoning ability was used to measure formal reasoning ability. Student’s achievement scores in their first term examinations were taken from the school records. Product moment coefficient of correlation and the ration were calculated for “t” analysis of data. It was found out that formal reasoning ability is positively related to achievement in environmental studies. It was also found to be true that high and low level of formal reasoning have high and low achievement respectively in environmental studies. They interviewed professionals working with

delinquent youth in a rural area in an attempt to better understand their opinions of youth behavior comparisons were made between professionals’ observations and existing research findings regarding disruptive behavior disorders such as attention deficit disorders and operational defiant disorder. Strong correlations were found between children’s home lives and family background and their problem behaviors. Conclusion: The above studies also reveal that no Indian research has been done linking, “services marketing of educational institutions” rather many studies are made on various other aspects in education and also in services marketing.²⁶

➢ **Mark and Stephen (2006)** have researched on, “A study on leadership and management education”. In their thesis they have urged the community to understand that with the advent of developments in information and technology systems, the future poses great challenges. The business leaders will have to be flexible and adaptable in dealings with both technology and people and will have to be meaningfully connected in these changing conditions. The key 2¹ˢᵗ century challenges revolve around market forces people issues and leadership competencies. Market forces are the cumulative effects of the behaviors and wants of those in the market either demanding or supplying a good or service. People issues - the social contract that organizations make with their people – mare fast becoming as important as the value propositions they convey to the market place and their customers. Leadership competency requirements will change with the evolving nature of global business. The traditional approach to develop professional leaders fall short in their ability to link the knowledge skills and concepts to the practice learning has to be

²⁶ **Dubey Ruche (2007)** “The relationship between achievement in environmental studies and formal reasoning (among IX class students)”
personal, experience-based suited to the business contexts in the 21st century. Some tips for effective learning are: Provide accurate timely feedback, Increase people and time sensitivity, Create realistic practice opportunities, Create lifelike situations, Permit opportunities for problem findings and issue dragories, Use master apprentice relationship and The eaten ego or job security.

- **Peter (2006)** Researched on “A study on quality in the provision of higher education(with reference to Department of Business and management studies, Manchester Metropolitan University)”. The research highlighted the need for a comprehensive mechanism to assess service quality in higher average perception scores than expectation scores on every dimension except tangibles. It recommended that the elements of service quality should be revisited. Peter also found that the “service experience” of students is much more complex than that of banks, restaurants or telephone users, their encounters with service providers last for weeks at a time rather than minute, and even within the educational part of the encounter there is room for a great deal of variety. The service provision also encompasses the supporting providers that include administration, accommodation, catering, reprographics, and associated services, computer services, library and sporting provision.

- **Kasturi (2005)** made a study on “A study on the students and teachers relationship and expectation gap in the school level (with reference to St.John’s school)”. Perception minus expectations gap analysis approach elicited informal student feedback. The analysis highlighted the important factors; Use of real and relevant

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27 *Mark and Stephen (2006)* “A study on leadership and management education”
28 *Peter (2006)* “A study on quality in the provision of higher education(with reference to Department of Business and management studies, Manchester Metropolitan University)”
examples, Use of a variety of teaching methods, Extent of clarity of lectures, Extent of structure of lectures and Extent of digression in lectures. It was found that tutors were lacking in the examples and lecture structuring fronts.\textsuperscript{29}

- **Avinashilingam.N.A and Sharma (2005)** identified the factors influencing the students’ academic performance. The sample consists of 91 final year undergraduate agricultural students of a B pant university of agriculture and technology, pant agar in udham singh nagar district of Uttaranchal. Data were collected through a questionnaire. The data was analysed with the help of simple statistical techniques like frequency and percentage. It was found that classroom factors played a major role in affecting the students’ academic performance. This was followed by environmental factors and development factors. The students’ inner urge, the competency of teachers, absence of physical distraction and contracts with likeminded colleagues made students more competent to succeed in life.\textsuperscript{30}

- **Shaskara Rao and Prakash Rao (2004)** conducted a study on “A comparative study on the study habit of boys and girls of Private and Government s school in Bhopal”. This study had the objectives of understanding the study habits of secondary school students and comparing the study habits of boys and girls, private vs. government school students and students of residential and non-residential schools. A sample of 200 secondary school students was selected by way of stratified sampling techniques. The results were: The secondary school students were possessing higher study habit, The girls possessed comparatively better study habits than boys, There was no significant difference between the students of government and private secondary

schools regarding study habits and The students of residential and non-residential secondary schools possessed high study habits without any significant difference between them.\textsuperscript{31}

- **Mary Joise (2003)** conducted a study on “A study the level of educational Aspiration of First Generation Learner’s in Karnataka” to find the level of educational aspiration of first generations learners (FGL) against a few selected psychological and home factors. The investigator also made a comparative study between 450 first generation learners and 214 subsequent generation learners. The study revealed that FGL had high educational aspiration; there were significant relationship between educational aspiration and psychological factors (such as self concept, independence, frustration and anxiety) and home factors.\textsuperscript{32}

- **Sham (2003)** conducted a study on “A study on interpersonal relationship academic achievement and socio economic status of higher secondary students in Attingal educational district”. The objective was to find out the level of interpersonal relationship and academic achievements of higher secondary students as well as the relationship among interpersonal relationship; academic achievement and socio economic status of students. The analysis of the data indicated a moderate level of interpersonal relationship and academic achievement among boys and girls. The correlations analysis pointed out the influence of the interpersonal relationship over

\textsuperscript{32}Mary Joise (2003) “A study the level of educational Aspiration of First Generation Learner’s in Karnataka”
the academic achievement. In the same way, socio-economic status of the students influenced their interpersonal relationships.\textsuperscript{33}

- **Rybicki Amanda (2002)** conducted a study on “The impact of Foreign Language in developing effective study skill”. This study focused to know the way of developing effective study skills while studying a foreign language. This research describes strategies used to improve student’s achievement in a foreign language class through the use of effective study skills. The targeted population included high school students in a first year foreign language class. Guidance for the problem of low achievements came from teacher observations, student surveys, and low assessment scores. Analysis of probable cause data revealed that students were not successful in their classes due in large part to their lack of effective study skills students also did not know what learning strategies to use for specific tasks and chose ineffective learning strategies to help them learn the language. A review of solution strategies confirmed that students needed to receive instruction on effective language learning strategies during regular class instruction, with the teacher best suited to providing this instruction. Strategies included ones that addressed all areas of language learning (vocabulary, reading, and writing, listening, and speaking) over several months; students received instruction in the strategies, wrote in their journals, and completed surveys. Results showed that students were able to use the language learning strategies to achieve higher success students reported feeling more comfortable with the various aspects of language learning when using these language learning strategies.\textsuperscript{34}

\textsuperscript{33} Sham (2003) “A study on interpersonal relationship academic achievement and socio economic status of higher secondary students in Attingal educational district”

\textsuperscript{34} Rybicki Amanda (2002) “The impact of Foreign Language in developing effective study skill”
Shanthi (2002) Made a study on “A study on computer assisted instruction (CAI) and achievement of students in science in schools in Delhi”. The objectives of the study were; To find out the effect of computer assisted instructions (CAI) on achievement four units in Bio (zoology) among higher secondary students, To find out the effect of computer assisted instructions on achievements in the learning’s objectives as such on knowledge, comprehensions application and skills and To find out the effect of computer assisted instruction on achievement in Bio (zoology) over lecture method. The study was an experimental research. The study used purposive Random sampling out of the two governmental higher secondary schools. In krishnagiri, one was selected as control group and another experimental group. The strength of the control group and experimenting group was 34 and 31 students, respectively. All the students studying in Bio (zoology) at class xi level were selected as the sample for the study. Tools for the study were the achievement test n bio (zoology) and the computer assisted instruction software on Bio (zoology) developed by the investigator. Percentage correlation and t test were calculated to analyse the data. The study revealed that Students taught through CAI showed significant difference in the attainment of the learning objectives pertaining to the realm of the knowledge application and skill where as results showed similar effect on understanding among control and experimental groups significant effects were observed on the achievement in favors of CAI in all aspects of learning CAI students scored significantly higher marks over the control group students.35

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35 Shanthi (2002) “A study on computer assisted instruction (CAI) and achievement of students in science in schools in Delhi”. 31
Justine Dandy and Ted Nettelbeck (2002) did a study on “A cross-cultural study of parent’s academic standards and educational aspirations for their children”. They investigated the expectations and aspirations that Asian Australian and Anglo celtic Australian parents had for their children. The study predicted that Asian Australian parents would have high aspiration for their children. The study stated that the hypotheses were largely supported by the survey results.\(^{36}\)

Seginer Rachelk and Vermulst (2002) conducted a study on “A comparative study on family environment, educational aspirations and academic achievement of students of Jews and Arabs”. Researcher Studied about family environment, educational aspirations and academic achievement in two cultural settings. They tested a four step model involving family background, parental support and demandingness in educational aspirations, and academic achievement data came from Israel eighth graders within two cultural settings; transition to modernity (Arabs) and western (Jesus). Family background directly and indirectly affected academic achievement among Arabs but not Jesus. Gender differences were only evident among Arabs. Parent demandingness directly related to academic achievement of Arab boys and Jeivish adolescents.\(^{37}\)

Sundaram (2001) and Tiwari (2000) made a study on “A study on the relationship between study habits and achievement of the students of X and XII” found a positive relationship between study habits and achievement. The researcher studied 1050 students of classes 10, 12 and second year degree course. The findings were; the family income and parent’s education were positively correlated with study habit.

\(^{36}\) Justine Dandy and Ted Nettelbeck (2002) “A cross-cultural study of parent’s academic standards and educational aspirations for their children”.

scores and Study habits scores were positively and significantly correlated with annual examination marks.\textsuperscript{38}

- **Venkata Subbu (2000)** attempted a study on “A study on level of academic achievement, school perception, and attitude towards aspiration of the students of rural school”. The study aims at finding out the level of academic achievement, school perception, and attitude towards aspiration of the students. The results of the study indicated that girls were better in academic achievement than boys. The chi square test result showed that the age of the students, size of the family, number of persons with higher education, number of unemployed were not influencing the academic achievement of the students. The parents with primary education were showing positive attitude towards education.\textsuperscript{39}

- **Oliver, Ruth and Newton (1994)** made a study on “A Correlation study of children’s social intelligence, social influence, Academic intelligence and achievement motivation”. The Major variables of the study are social intelligence, social influence, and academic intelligence achievement motivation.” The Major objectives framed are to find the relationship between social intelligence social influence, academic intelligence and academic achievement. The researcher has selected Sample of 85 fifth grade students. His Tools for analysis DANVA receptive sub-tests of social intelligence academic intelligence test. Major findings: Academic intelligence was significantly related to academic achievement.\textsuperscript{40}

\textsuperscript{38} Sundaram (2001) and Tiwari (2000) “A study on the relationship between study habits and achievement of the students of X and XII”

\textsuperscript{39} Venkata Subbu (2000) “A study on level of academic achievement, school perception, and attitude towards aspiration of the students of rural school”.

\textsuperscript{40} Oliver, Ruth and Newton (1994) “A Correlation study of children’s social intelligence, social influence, Academic intelligence and achievement motivation”
Niebuhr, Katherine Evans (1994) made a study on “A study on the effect of motivation on the relationship of school climate, Family environment and student characteristics to Academic Achievement”. Major variables: Achievement motivation

Major objectives: To explore the influence of motivation on the relationship of school climate, family environment and student characteristics to academic achievements.

Sample: Nineth grade students

Tools: surveys instrument

Major findings: 1) significant relationship existed between academic achievement and achievement motivation 2) Significant relationship existed between achievement motivation and teacher-pupil relationship.41

Das.S (1986) conducted a study on the “A study on Peer influence and educational aspiration of secondary school students of Assam”. This study in relation to their Academic Achievement

Major variables: Peer influence educational aspiration, academic achievement

Objectives: To study the effects of intelligence and socio-economic status and their interaction on peer influence of the students

Sample: 820 students of class X of 20 schools of Assam state.

Tools: Bora’s group verbal examination of General intelligence, Narain Rao’s socio-economic status rating scale, Mathur’s education aspiration scale, Peer influence scale by investigator

Statistical procedures: Analysis of variance, regression analysis

Major findings: Peer influence was stronger among the students of rural school that that students of urban school and Peer influence was strongest among students of boys school and least in the girls school.42

41 Niebuhr, Katherine Evans (1994) “A study on the effect of motivation on the relationship of school climate, Family environment and student characteristics to Academic Achievement”

2.3 RESEARCH GAP

The current research study differs from the studies reviewed in this chapter thus: The current study has employed modified several of the instruments in services marketing of Educational Institutions. The attributes in the instrument have been designed keeping in mind the Indian environment. The overall picture of services marketing of educational institutions has been ascertained where all categories were rated. Most of the studies have focused on a single service (colleges or universities) in educational institutions or the whole services industries (Hospitals, Banks, Professional services etc) are studied together, while the current research study endeavored to study services of educational institutions with special reference to schools providing Secondary education to give a broader view of services quality, services marketing, services marketing strategies in the Indian service sector. The study is of tropical importance since the country was witnessing a liberalisation, privatization, and globalisation wave with a strong influence of alien culture and hence the implications would throw light on changed circumstances on educational institutions.
2.4 CONCLUSION

The study unlike previous work has documented the services marketing, services etc. the recommendation for future plan of action have been clearly spelt out. This chapter has covered almost all of the reviews to the Knowledge of the researcher. After the completion of the review the gap was identified and relatively the further study has been continued by the researcher. While making a thorough study on the review made in this chapter it was found that most of the reviews have covered the attributes and services of education and educational institutions individually to a limited scope thus the researcher has taken a step to study the complete aspect of education and educational institutions by comparing and bringing together various aspects of services marketing in the schools and how far it has reached the customers (students and parents).