

“A study on Technology Infrastructure and various other important factors influencing parents to choose a preschool or daycare”

Prof. Mohammed Khaja Qutubuddin

ICBM School of Business Excellence,

Hyderabad, India

qutubuddin@icbm.ac.in

Prof. SVVSV Prasad

ICBM School of Business Excellence,

Hyderabad, India

Jamedar Nandini

ICBM School of Business Excellence,

Hyderabad, India

Abstract

The purpose of this study is to determine the criteria the parents consider while choosing or preferring a preschool or a daycare. As the world has been changing very rapidly and women are coming out and working as equal to men. Working women are so competitive that they don't compromise their career. They want to be successful and that's how preschool and daycare centers have come into the picture. Preschool and daycare centers offer parents to keep them in the center for some fixed hours and make them learn some basic skills. They also groom the kids. This made the preschool and daycare centers the growing business. The preschool has been mostly using technological infrastructure which goes with today's world. The teaching method the preschool is adopting is mostly based on visual and audio. The visual audio learning makes the child remember for long run. This also helps the kids to be prepared for the primary educational school. Now a day the parents have become more competent and want their children to be at par than others. Even the parent's mindset has changed and wants their children to be very efficient and skilled at every level and every place, field. The educated and well-settled people are ready to keep their child in preschool or daycare. As they find this would be the apt place for them to grow and conquer all the fine motor skills and gross motor skills. The corporate world has made a rule to the employees stating that it is very important to be partnered with a preschool and daycare so that it is easy for the employees to leave their child and work tension free. The questionnaire consists of 31 variables and primary data has been collected using questionnaire from 155 respondents. The exploratory factor analysis has been used to analyze the data on SPSS 20.0 software. There were 9 factors that were extracted. Such as Technology Infrastructure, comfort, academic policy, gross motor skills, teaching methods, brand value, point of parity, convenience, school activities are the factor that parents give least importance.

Keywords: Academics, daycare, educational, infrastructure, learning, mother care, motor skills, parents, parental care, preschool, skills, Technology Infrastructure.

Introduction:

A preschool is a place where the young kids explore themselves, learn new things, and socialize with their peer groups. Preschool sharpens the kids with gross motor skills. It's a place where students are put into fixed number of hours as a substitute for family especially mother. Some preschool offers food, some offer snacks, some school offers CCTV access to the parents. Every preschool follows their own curriculum, their own way of teaching methodology. Technology has given impeccable impact schools. Mostly preschool is using their own app to connect with the parents. This app is helpful for the organization and the parents as it's easy to communicate or inform about the whereabouts of the child, it is very much useful for informing about the food they have taken or informing parents about the day to day activities. Informing the parents how the weekend is planned. CCTV access helps parents to observe their kid while doing their work. Parents who opt preschool or daycare centers are mostly into working periods. They take their profession seriously and want their child to be in the same environment like home.

Preschool is opted by those parents too who want their young child to be excelled in every skill, to get along with their peers so that they are ready for primary school. As most of the learning and sharpening of the mind is done at a very young age preschool helps to do that. Most of the preschool or daycare centers concentrate on the skills that the academic book and writing. Preschool mostly offers and practice activities like singing, dancing, art and craft, yoga, exercise, and some preschool offer karate too. As these types of activities make the young ones explore them and be very active. The parents are price insensitive when it comes to providing technological facilities to their young child. The parents don't mind paying the fees in whatever range it is. They want to provide all the best facilities so that they are surrounded. Perception is how parents choose the preschool considering the factors. Perception differs from every individual. This study is to know what factors influence the parents to choose a preschool or daycare. The objective of the study is to explore factors that influence parents to choose a preschool or daycare center. The paper looks into the factor is the most important and the least important factor for parents to choose a preschool or daycare.

Literature review:

Today's world revolves around technology. As the school has become the first step to learn technology had made a very big impact. Some classrooms have interactive whiteboards that replaced the traditional blackboard. The era of information technology started in school when the Ministry of Education started providing computers and the teaching and learning information technology and communication happened at once. The acceptance of interactive whiteboard: relevancy of the UTAUT model to teaching students made by Wong et al. (2013) it's discovered that lecturers can solely become involved with the new sensible board technology once they will see the advantages and also the worth of mistreatment it. Clearly this shows that policy manufacturers and curriculum designers ought to contemplate promoting the benefits of t this technology and organizing sessions for its use.

The parents are very well aware of the quality that their child will receive, but the parents have already prioritized that differs from home care and substitute care. They feel that the high quality of childcare is appropriate for their kids. The parents give high importance to factors like care, location, learning through play. They don't want to go to the mediocre childcare center the curriculum they follow. They follow home-based center or relative based center. Parents do look carefully for all these factors. Cryer, D, Burchinal, M. (1997).

The influences and interrelationships of family dynamics and the variable quality of childcare on the child's capacity for compliance and self-regulation were examined. Three types of families were compared, all with young children: families that used high-quality day-care centers, families that used low-quality day-care centers and families that did not use daycare centers. Another aspect can be that child is alone after school in the house as the parents are still working. Being them alone gives stress to parents as some of the kids play, some sleep, some watch television. And there is no security and this makes the parent feel worried. So, for this problem the parents want to send their child to the center. Powell, D, & Widdows, R. (1987). Parents of babies who had enrolled in a daycare center were asked to evaluate their daycare experience as well as the current state of development of their children. In general, parental evaluations provided strong support for daycare as an effective means of complimentary childcare. When expressed dissatisfaction with the daycare center, she focused on issues related to children's health, the physical resources of the center, the technology infrastructure, the participation of parents in the activities of the center and the proportions between caregivers and babies.

3.1 Data Analysis:

The exploratory factor analysis tool is been used to analyze the data in SPSS 20.0 software. This factor analysis has extracted the 31 variables into the 9 factors.

Factor 1 Technology Infrastructure: Technology Infrastructure is extracted as the first and foremost factor where it has the loaded the highest variables i.e. 6 variables out of 31 variables. Technology infrastructure is the use of technology tools. Technology-based gadgets like visual audio learning help the child to get trained. Technology contributes to global development and diversity in classrooms while helping to develop upon the fundamental building blocks needed for students to achieve more complex ideas. Parents prefer either family daycare or home care to have an educational curriculum, appropriate toys, and trained staff in early childhood development. This helps in building cognitive development for parents to choose a preschool or daycare.

Factor 2 Comfort: A substantial number of daycare personnel at all levels have a high school diploma as their highest level of educational attainment. The quality of the attachment relationship between child and parent does not always predict the quality of the relationship between child and caregiver.

Factor 3 Academic Policy: Academic policy refers to skills, rules, and regulations. It acts as the systematic approach to train the kids and it makes an impeccable impact on the parent and the institution. Academic Policies and procedures allow parents to clearly understand their

rights and responsibilities. It acts as transparent guidelines for activities related to teaching and learning across campus.

Factor 4 Gross motor skills: Gross motor skills are the abilities usually acquired during childhood as part of a child's motor learning. By the time they reach two years of age, almost all children are able to stand up, walk and run, walk upstairs, etc. These skills are built upon, improved and better controlled throughout early childhood, and continue in refinement throughout most of the individual's years of development into adulthood.

Factor 5 Teaching methods: Mostly the teaching methods the preschool adopts is learning through play. There is no proper classroom teaching. They teach through actions, songs, art, and crafts. *Through play*, children can develop social and cognitive skills, mature emotionally, and gain the self-confidence required to engage in new experiences and environments.

Factor 6 Brand image: *Brand image* is developed over time through advertising campaigns with a consistent theme, and is authenticated through the consumers' direct experience. Some parents prefer the brand over a non-branded school.

Factor 7 Point of parity: The preschool should offer the basic facilities to the child. That offer should have an edge over other schools. Point of parity may usually not be the reason to choose a brand, their absence can certainly be a reason to drop a brand.

Factor 8 Convenience: Parents should feel convenient to send their child to the preschool. The improper schedule can make an inconvenience to the parents. As parents opt preschool because of their busy schedules.

Factor 9 School activities: School activities include curriculum activities. It is a part of the institution from day one. Every preschool has different curriculum. And that raises the standards of preschool.

Findings and Suggestions:

- Parents like and prefer that school whose Technological infrastructure is lively.
- The schools can much more concentrate on the variables like water splash, discount offers, visual audio learning, smart board, CCTVs, online learning, etc.
- They can concentrate more on the areas of food that is being offered, field trips.
- Hygiene, learning through play are the variables in which preschool should excite the parents.
- The parents want their children to socialize with each other. This factor that wants every parent to see in their child, as this will lead to the child being extrovert.
- Faculties and outdoor activities should be the highlight points for the preschool. As these points are what the parents will observe first.
- Communication should be done in a proper way as the parents expect everything to be informed and technology infrastructure plays an important role.

Conclusion:

From the factor analysis result, the technological infrastructure is the most important factor that influences parents to choose a preschool or daycare center and school activities are the least important factor that influences parents to choose a preschool or daycare center. The corporate moms and dads are opting for preschool when the grandmas are not reachable. Mostly the Indian parents still go for the traditional upbringing. Either they take care of themselves or their grandparents. The nuclear family opts for the preschool or daycare centers.

Parents are price-insensitive; they prefer quality over quantity. Hygiene and infrastructure are the most preferable attribute for parents to choose a preschool or daycare center.

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