RELATIONSHIP BETWEEN PARENTS’ SOCIO-DEMOGRAPHIC PROFILE AND THEIR PRESCHOOL EDUCATION PREFERENCE IN STA. ROSA CITY: BUSINESS POLICY IMPLICATIONS

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Parents both want and know how to make informed choices for their children’s education. The concept of school choice is the provision of system of schooling that officially and directly give substantial weight to the preferences of parents regarding allocation of their children to schools (de Guzman, et al., 2007). This study discussed the socio-demographic profile of parent respondents, their school characteristics preferences, the degree of impact of socio-demographic profile factors of parents that influence their preschool characteristic preference, the correlation between the parents’ socio-demographic profile factors and their preschool characteristics preference, and the significant business policy implications of the study to the preschool owners and managers. The researcher used descriptive research design to formulate a holistic understanding and interpretation of the problem. The gathered data from the respondent parents of selected eight private pre-schools in Sta. Rosa City were transcribed and analyzed to quantitative research design. The statistical tools such as frequency, mean, Pearson’s r correlation, full model regression analysis and step-wise regression analysis based on the returned questionnaires were arranged and solved using an SPSS software.
This research concluded that married parents, mostly mothers, are the major customers of the pre-school owners, their highly preferred pre-school characteristics is the facilities and infrastructure, choice of pre-school is influenced by the educational background of parents, and as the family income and parents’ levels of education rise, so does the propensity to choose of private pre-school possessing more good school characteristics, and the business policy implications focused on the improvement of facilities and infrastructure, academic emphasis, and the target market are parents with highest educational attainment. The outcome of this research can serve as a reference for pre-school owners, faculty, parents, and future researchers.
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