



## **Analysis of Parents' Socio Profile and Motivation Factors to Choose the Management Course in Student Higher Education**

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**ABSTRACT**In India, students' education directly or indirectly involves their parents. They give much importance to the choice of course and choice of school, and even the choice of peers for their child. The empirical study of this paper is the analysis of parents' socio profile and motivational factors for choosing the business management courses selected in the Namakkal District of Tamil Nadu, India. The main objective of the paper is to help the students select their higher education in the field of management through socio profile of parents and their motivation factors. For the empirical analysis, percentage analysis, rank correlation method and multiple regression analysis have been implemented. The analysis has proven that there is a significance of parents' profile and other motivation factors in the choice of every student in their higher education. As the students' employability factor is involved, this study is very important for both sides, that is, students and the institutions.