Perception of Pedagogy Students About the Differentiating Characteristics that Influenced their University Choice

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The key objective is to determine the significant stimuli that lead to influence several applicants' perspectives and students who desire to study pedagogy and the universities that facilitate the bachelor degree in pedagogy. Education is considered as a key to economic development. In the universities, the enrollment in pedagogy degree is low as compared to another academic offer. The entire study is framed with a market overview that involves a strong analysis and evaluation of universities as a particular service provider. Consumers such as younger people or students who tend to select a university are exposed to those stimuli, which led their perception to influence or encourage the student to take the decision to enroll in the respective university. The investigation is conducted with the first-year students of Beta and Alfa Universities. The research design is qualitative and the focus group is selected for the freshmen. The interview topic guide is about stimuli led to enroll the student of their choice and other Institute of Education Sciences (IES). The stimuli tend to influence the student's religious beliefs, student environment, design of property, schedules, price, open class and subjects. Therefore, Alfa and Beta Universities are some of the best universities positioned in Mexico as per QS World University Rankings. Both of them belong to the Catholic Religious Dogma.

Keywords: pedagogy; university; positioning; perception; stimulus.

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Introduction

Students' perception plays a significant role in choosing a university due to the existence of different characteristics and influencing factors of a university. Teaching activities and the availability of a wide subject area under the university make changes in students' perceptions. Increasing the quality and amount of information through social media, understanding the subject matter and basic principles inculcate the positive attitude and abilities of a pedagogy student to select a university (Donald et al. 2019). The aim of this research is to identify the perception of influencing pedagogy students of the university of Catholic-inspired in metropolitan areas and their conducted stimuli. The key purpose of this research is to contribute to the development of a noble profession as significant in Mexico possessing a little enrolment of integral percentage. This study focused on Beta University and Alfa University. At Gamma University, the application of communication tools consists of web pages, social networks, and brochures. In the theoretical understanding, Porter's five forces seem to highlight the strategic management of Higher Education Institution or HEI as taking the participating universities, students, teachers, and students as the object of research.

Marketing leads to implementation in higher education institutions through the application of the 4Ps of marketing in social networks. Perception refers to psychological factors based on fundamental concepts and stimuli for constructing perception. Stimulus considers the way of interpreting a person, sensation indicates the responses of people to basic stimuli and motivation stands on the movement of people to act in a particular way (Donald et al. 2018). Research is highlighted on job opportunities for students with bachelor's degrees and careers related to education. The Alfa, Beta and Gamma universities have a large significance in influencing the pedagogy student to choose a university by their place in rank, study plans, and general characteristics. Information regarding student perception is collected on the features of the target. Generation Z, graduating students, and millennials represent entering the upper level. Research has concentrated on both the new obstacles faced by the university while attracting new generations and on the psychographic features of consumers. The influential factors lead to both vocational guidance and the psychology of students. The process of choosing and selecting a university for studying pedagogy depends on consumer behavior and way of decision-making. The participating universities influence pedagogy students to use both desktop computers and smartphones to access the internet pages. This influencing process helps to provide possible interpretation of messages by the target audience and attract students. The scholarship opportunity and admission process of universities widely influence the pedagogy of students to get admission.

The website of the Educational Faculty of Alfa University leads to motivating students through their easy admission process and large opportunities in career making. Social media such as Twitter and Facebook play an important role in influencing pedagogy

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students to choose their university with the appropriate study area. The Catholic-inspired universities in the Mexican metropolitan area are: Alfa, Beta and Gamma University. assist to make an efficient perception of pedagogy students. Influencing characteristics includes the idea of family, friends, social media, vocational guidance, and the web pages of the universities. The key object is seeking to evaluate the effect of stimuli that attracts the aspiring pedagogue's attention in selecting a Catholic-inspired university in a metropolitan area. Research also focused on the positive and negative perceptions of job opportunities and careers in pedagogy. Elements of making a strong perception of pedagogy students to select a university is depending on the psychological factor of students and existing opportunities with a large subject area. Research tends to highlight the importance of the degree of pedagogy as one of educational pillars in Mexico. The key commitment of Catholic-inspired universities delivers development and growth of human beings. Qualitative-exploratory-phenomenological methods are used to provide understanding and knowledge of the problem environment (Hague, 2021). Qualitative-exploratory research depends on questions regarding the essence of experience. A qualitative-exploratory method helps to identify the different approaches of people in a common process or phenomenon. This method also assists to understand the realities of structure and nature depending on people's experiences (Camic, 2021). Focus group of this research includes the pedagogy students of first-year from Beta and Alfa perspectives, Gamma University didn't answer the invitation. This method helps to investigate the reasonable ground for studying pedagogy and the influential factor to motivate the selection of a university institution. In today's scenario, the perception of applicants is facing a growing challenge due to the existence of competing universities (Portuguez Castro & Gomez Zermeno, 2020). In-depth discussion regarding the Education area of Beta and Alfa universities reflects a positive result. Discussion with the senior management of universities has reflected on changing the student's perception and more concentrated on inspired pedagogy students by Catholic HEI. In the interview process, senior management is asked about the key challenges faced by the institution to obtain enrollment. Management of HEI also asked regarding the aspiring factors that help influence pedagogy students to select universities instead of a number of competitors. Research seeks to concentrate on the decision-making process by applicants depending on perception or psychological factors of pedagogy students. Students possess a right to differentiate and interpret an appropriate Bachelor of Pedagogy at their chosen university. The key objectives of research include an inquiry regarding university stereotypes. University stereotypes lead to relevance of institutional assistance and choice of career facilitates to students. Exploring the student's perception regarding their teacher profile in mind through weight of practicum, content, objectives, establish methodology and planning. Approaching the communication established by students through acquiring knowledge seems as an objective. Another objective led to assessing the level of teacher personalization depending on relationship quality with students and detecting the difficulties faced by students. The research questions are:

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- What are the perceptions that influence the choice of the Bachelor of Pedagogy?
- What are the perceptions, both positive and negative, that influence the choice of the Bachelor of Pedagogy at the selected university?
- What are the perceptions, both positive and negative, that influence the choice of the selected university? Display quotations of over 40 words, or as needed.

Materials and Methods

Strategic management and their role on Higher Education Institutions (IES)

First of all, we need to describe a Higher Education Institution which is the structure of any organization performing research, teaching, and dissemination of performance to training professionals in different branches of preservation and knowledge. A higher educational institution transmits and creates cultural assets in regard to social interest. Is important to highlight that educational institutions are controlled by a set of national laws, regulations, and rules and possesses financial, technological, material, and human resources. Educational institutions can be federal or state, private or public, and autonomous depending on annual income (Jung et al. 2021). (Bonilla et al., 2022) evaluated the results for the top five educational institutions globally regarding connecting with learners through social media. The 758 social media postings made by these five institutions over one academic year were encoded for the study, and multivariate modelling was used to conduct a comparative analysis. (Gordon-Isasi et al., 2022) studied the relationship between integrated marketing communication and corporate success in higher education institutions was undertaken. According to the study's findings, colleges should work to get the greatest IMC level possible because it favourably correlates with their success in sales, branding, and customer happiness. In recent decades, the evaluation of the education system has been characterized by a special attention to the issue of efficiency and its ability to produce the highest level of educational services and maximum student retention given its budget (Balzer, 2020). In evaluating the competitive advantage of higher educational institutions, Porter's Five Forces is the advanced model to apply. In other words, the strategic management of the higher education system is gaining momentum while public budgets are being greatly reduced. Government investment, such as higher education, faced a sharp decline while citizens' expectations of higher education institutions have increased more than in the past. When assessing the competitive advantage of higher education institutions, Porter's Five Forces are the advanced model to apply.

The five competitive forces that shape strategy or Porter's Five Forces

(revisar un poco más le pertinencia de la estructura)

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- **Threats from New Entrants**

New entrants in the market arrive with an aim to put pressure on costs and prices and gain market share. Avoid new participants in a competitive market, HEI needs to follow the economies of supply scale. HEI tends to produce services in large volumes and conduct lower costs per unit. Depending on the fixed costs of distribution among more service units, HEI needs to implement technology efficiently to negotiate with suppliers (Fumasoli et al. 2020; Bruijl & Gerard, 2018). The cost of customer adaptation is another tool for restricting new entrants. Customer adaptation cost incurs while switching to a service provider considering retraining employees, altering products, modification to information systems and processes (Fumasoli et al. 2020). Reducing the threats from new entrants, and capital requirements is another component of competition. Economic resources are required for investment and operations. For example, generation of inventories, granting credit to consumers, and start-up losses from acquisition of fixed resources, development and research, and advertising (Fumasoli et al. 2020).

- **Suppliers**

Suppliers lead a significant role in the competitive environment. Competitor faces high costs due to switching suppliers. Therefore, suppliers facilitate differentiated products and services. Higher education institutions are not possessing substitute services offered by suppliers (Juliana et al., 2019). Hence, suppliers are unable to directly integrate into this industry. Approximately 79% of educators or teachers are associated with two or more educational institutions (America Economy Intelligence, 2019). Teachers are associated with multiple institutions called taxi teachers and considered as the weakest link in the learning process (Williamson, 2021).

- **Buyers and/or consumers**

The bargaining power of consumers or buyers is another influencing force in strategic management (Isabelle et al., 2020). Possessing less buyers, bargaining power of consumers seems too strong. Bargaining power of consumers also considers the differentiation between volume of purchases and size of suppliers (Fumasoli et al. 2020).

- **Substitute products**

In the competitive environment, substitute products are considered a threat. Substitute refers to a similar or same function by a different means in the same industry (Okolie et al. 2020). Substitute products exist in every circumstance and they tend to be overlooked by maintaining the service quality and appear as different from a similar product.

- **Existing Competitors**

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In the competitive forces, rivalry among present competitors leads to a strong presence in industry (Fumasoli et al. 2020). Rivalry considers service improvements, advertising campaigns, introducing new products, and price discounts. Rivalry in competitive environments leads to a decrease in market shares and profits.

- **Marketing in HEIs**

In HEI, marketing is considered as a set of techniques seeking to enhance trade by implementing strategies for an increase in demand and generations (Williamson, 2021). Increasing demand in the segment of microeconomics represents selling a large quantity of products or services at a higher price. In a traditional approach, marketing is divided into areas such as market research, promotion, place, price, product, and market segments intending to increase demand for services and products (Frye et al. 2020; Mazurek et al., 2019). HEI possesses multiple views on marketing such as:

Marketing is unnecessary: A number of educational institutions realized the importance of education. Therefore, growth of educational opportunities has forced public and private HEI to implement marketing, this is a promotional strategy (Paladan, 2018). Marketing as a promotional strategy for HEI through attracting all students and not limited to the enrolled students. Educational institutions tend to hire a sales force to assist with this work. Marketing strategy of HEI clarifies the promotion and it leads to serving, persuading, and informing among current prospects or customers as a reminder (Williamson, 2021).

Marketing is market research and segmentation: HEI seems to conduct market research continuously and intends to differentiate the dependent audience of their program. Market research of HEI assists to design a communication and curriculum according to the needs of the audience (Bolat & Sullivan, 2017).

Marketing leads to positioning: HEI considers to differentiate competitors from their practices in the minds of customers. HEI intends to generate forces to separate their identity from others.

Market Segmentation

In the market segment, HEI possesses specialized recommendations to conduct a separate identity (Frye et al. 2020).

- Religious affinity: Market segmentation of HEI belonging to a secular, Protestant, or Catholic group.

- Academic ability: Students need to possess a strong IQ and better understanding capability (Zacher et al. 2019).

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- Payment capacity: HEI considers the payment capacity according to the NSE.

- Place of residence: Kilometers overcome by Bulk of student population. The place of residence leads to identification by zip code.

HEI also implemented traditional segmentation methods such as:

- Geographic: Area type includes rural, suburban, city, and metropolis or by a municipality, state, region, and country. As an illustration, "Universidad del Valle de México" possesses 36 campuses covering the majority in the national territory (Mukhamedov et al. 2020). All campuses are located in the metropolis and cities.

- Demographic: HEI recommended demographic segmentations consisting of ethnic group, nationality, religion, income level, gender, and age. Demographic segmentation influences in choosing the student's profile and reflects on IES's commercial communication (Dalangin, 2021).

- Psychographic: The traditional segmentation method of psychographics consists of personality, lifestyle and the social class whether it is low, middle, or high (Story, 2021). Social class of students seems to be confused with their level of socioeconomic status.

The marketing mix applied to HEIs

McCarthy in 1960 introduced a concept of a marketing mix consisting of Promotion, Place, Price, and Product. 4Ps help to understand marketing and implementation in a systemic approach (Mukhamedov et al. 2020).

Product development in HEIs. Product refers to anything that meets customer satisfaction and needs. Product consists of three levels such as core value providing intrinsic benefits for differentiation of product from a competitor and solves the problem. A tangible product at another level refers to a brand name, style, packaging, and characteristics of the product combined to facilitate product advantages to the customer (Barhate & Dirani, 2021). Augmented product is the third level provides additional services to a customer and reflects on the real core.

Pricing Strategies in HEIs. In the marketing mix, price stands on monetary charges for services or products (Boyle, 2021). Price is considered as the pecuniary value estimated according to loss and effort (Boyle, 2022).

HEI distribution channels. Marketing mix influences the distribution channel to deliver services as an independent organization in the process of conducting services

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and products available to the business users or consumers (Boldureanu et al. 2020). Distribution channels of HEI vary depending on delivery services. HEI consists of services and products such as study programs, research articles, and textbooks.

Marketing communication by Promotion within HEIs. In marketing communication, promotion leads a company to meet the target audience (Washington et al. 2020). In HEI, promotion is classified into four components such as:

- Advertising: HEI controlled and paid communication by using mass media.

- Public relations: Use of communication and dissemination techniques or personal management helps to attract desires on behalf of a company and provide prestige to IES.

- Sales promotion: HEI facilitates short-term incentives to motivate the sale or purchase of a service or product.

- Personal selling: During communication or conversation with a different prospective customer, an oral presentation helps to meet the purpose of making a sale.

From the 4 "Ps" to the 7 "Ps" in HEI's. HEI tends to add more 3Ps such as people, physical evidence, and processes in the marketing communication after analyzing the 4Ps to enrich service marketing.

- Person: HEI includes all staff of IES to interact and communicate with prospective students. A person tends to incorporate administrative, academic, or support staff. IES and other staff of HEI assist to provide better services to the students (Banks, 2021).

- Physical evidence: In marketing communication, physical evidence seems as a tangible component of service providing. Target market of a university assesses different tangible approaches starting from teaching components to appearances of conferences and building facilities of institutions (Banks, 2021).

- Processes: A key component of marketing communication is a process. Process of HEI includes all the bureaucratic and administrative functions of the university ranging from controlling queries to admission registration, from results distribution to graduation, and from course assessment to exams (James & Casidy, 2018).

The 4 C's of Marketing. According to Lauterborn (1996), in the marketing mix, 4Cs consist of communication, convenience, cost, and consumers. This marketing model criticized the 4Ps as it exceeds the organizational vision to the marketing variables'

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detriments (Ikechi et al., 2017; Braciníková & Matušínská, 2017). 4Cs leads to a customer perspective to become concerned.

- Consumers: In a marketing mix of 4Cs, consumers stand on, which implies solving the requirements that clients acquired the services or product. Quality of the services or products is not the ultimate need of clients and it also depends on an increased level of information, value, and services.

- Cost: HEI considers cost depending on time and monetary cost and psychological tear and wear of consumer to acquire the service or product. Cost of a service or product depends on emotional exhaustion, transfer, and waiting time.

- Communication: In a world of hyper-saturated promises and messages, clients need constant assistance from the company to solve doubts and problems.

- Convenience: In the 4Cs marketing strategy, convenience consists of components such as type of services, assortment, and proximity. For example, delivery of services.

Student perception and the choice of Pedagogy

A student's perception or choice of pedagogy of a student plays a key role in differentiating the characteristics of a university. Stereotypes of university influence students to select universities and explore the teacher's profile. Controllable stimuli of pedagogy need to be visible and reach during the evaluation of alternatives and searching process for information to aspiring universities pedagogues. In the decision-making process of students during choosing the university, influential factors lead to changes in the choice of IES and career. A professional staff of HEI's intervenes and reflects the characteristics of educational institutions by their actions and words. Staff messages of the university tend to be perceived by a different audience. Professional staff directly influence the academic prospects and departments, HEI students, and high school students. Professional staff also indirectly influence the faculties or members of schools and parents of the students. The mental perception of students has changed through receiving influence from a member of schools, IES sales staff, and friends. A student is also influenced by academic departments, relatives, and friends. Choosing a bachelor's degree stands for multiple reasons such as:

- Self-perception of student: Application of Gordon personality test helps to understand the similar characteristics of an undergraduate classmate (Boldureanu et al. 2020). Self-perception stands on individual thinking assists to influence higher studies.

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- Goals in life: Students seem to have a goal in life to develop personal values (Banks, 2021). As an example, job opportunities, getting rich, traveling, helping people, and starting a business (Boldureanu et al. 2020).

- Advice of friends and family: Selecting the university, the perception of pedagogy students depends on the family advice and information from friends. A student needs to verify the perception of decision makers about the level of knowledge (Washington et al. 2020).

- Vocational guidance: Vocational assistance helps a pedagogy student to increase opportunities and facilities of different degrees. After upper secondary level, vocational guidance comes into effect (Boldureanu et al. 2020).

- Mass media: A pedagogy student is also influenced by mass media because this network allows a student to know different types of degrees. For example: "Wolf of Wall Street". Mass media introduces pedagogy students with a website on the vocational orientation day or opening day (Banks, 2021).

- By gender: Gender plays a significant role in selecting the steams of education. Men are choosing core science-related degrees while women concentrate on caring for others (Barhate & Dirani, 2021).

The Pedagogy career market in the metropolitan area

In Mexico City's metropolitan area, Bachelor of Education is enlightened by private HEIs. Approximately 5,688 pedagogy students are revealed as highly concentrated regarding selecting a university in the metropolitan portion of Mexico City. Universities under the metropolitan area of Mexico possess a parameter of antitrust laws of the USA and California. According to the antitrust laws, strict competitiveness occurred while the points exceeded up to 2500 (Spiegel, 2021). Competitiveness is high in the market while numerous competitors are existing (Fumasoli et al. 2020). Catholic-inspired HEIs exist in the metropolitan area of Mexico with several campuses of Laureate Group universities. Therefore, students seem to be confused about choosing the appropriate university. The market share of private universities in the Mexico City and metropolitan areas of Mexico facilitates Pedagogy Degrees supervised by an oligopoly. In the competitive market share, Grupo Laureate is the main participant with approximately 77% of market share. Catholic-inspired HEI acquired the remaining 23% of market share. In the metropolitan area, career opportunities for pedagogy students are high from Grupo Laureate.

Job opportunities in Pedagogy

In the segment of job opportunity, an educational degree consists of curriculum,

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pedagogy, and didactic as a worst paid. In occupation, a bachelor's degree is required and the knowledge that students acquired from the degree is less focused. Approximately 73% of women are engaged with a career after completing a bachelor's degree while 27% of men are made up of their career (Bhopal, 2020). Job opportunity ranks 8th in pedagogy among careers demanded by women. After completing middle school education, women tend to prefer studying careers based on service to society. Students studying at university have approximately a similar number of credits in Bachelor of Pedagogy. Gamma University possesses a smaller number of credits with 370 while Alfa University possesses 372 credits and Beta University consists of 382 credits. Job opportunities among pedagogy students are limited to men and women possess a large area in acquiring jobs. University studies consist of subjects between 47 to 68. Therefore, a large number of subjects within the university helps to communicate a greater knowledge and workload in degree (Rowley et al. 2018). The choice of a student depends on the subject area available at university. Students prefer larger subject areas to get an active student life. In contradiction, a student prefers the least difficult subject area to maintain a balance between leisure, family, and study. Beta University possesses less subject area with reflecting school and theoretical load approach. Beta University has a total of 47 subjects considering 25 subjects are theoretical based, 15 subjects are practical-based and seven are electives. Job opportunities are high for pedagogy students from Beta University.

Research Methodology

This research was developed with focus groups made up of first-year students of pedagogy, likewise in-depth interviews were conducted with the directors of both the Department of Education and the Faculty of Pedagogy of both Universities. The qualitative method used in this research is characterized by being observational, exploratory, phenomenological and transactional.

The focus groups interviews were developed with first-year pedagogy students, with the purpose of knowing their answers without these being influenced by academic environments or guidelines that "contaminate" their spare parts, this is done following Camic (2021), where students are analyzed as buyers rather than users of products. To avoid post-purchase cognitive dissonance the focus groups interviews were developed with first-year pedagogy students on the first day of the course. In this way it will allow to know the students own answers without the influence of academic environments or guidelines that "contaminate" their spare parts. This is done following Camic (2021) , where students are analyzed as buyers rather than users of products. This point of view is important for research because we consider it determinant to highlight the difference between product users and buyers. This difference lets us understand the knowledge that these groups have about the services or products offered by both Universities. Asking questions to the participants as newcomers or freshers prevents them from being

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influenced by stimuli from the institution that leads them to decide in favor of one or another Institution. Finally, the moment of purchase or the moment of deciding on some option, will be that moment when a student decides to take admission and pay a registration fee. Finally, an experimental research design has not been carried out due to uncertainty regarding the stimuli of aspiring pedagogues. For uncertainty in independent variables, stimuli lead to non-experimental research (Gupta & Gupta, 2022). The Focus group of the interview was organized as a cross-sectional study. The data collection process took a single moment while conducting the interview questionnaire took a long time (Gupta & Gupta, 2022).

Techniques and Data collection

We work with only two focus groups and two deans. Each focus group consisted of 20 to 25 participants and the two deans were the Principal at the Faculty. A focus group, according with REFERENCE, is a large number of people who participate to give their free responses. The focus groups interviews were taken for approximately 2 hours for the new pedagogy students to express their understanding and perception regarding Bachelor's Degree, chosen university, and the factors affecting the stimuli forming a perception. Interview sessions were video recorded for later delivery and analysis. Group discussion is an effective technique to collect data from first-year students of pedagogy (REFERENCE).

The focus group interviews were conducted in the classroom without their professors so that pedagogy students from both universities could share relevant information about the factors that influence the choice of University (Gupta, & Gupta, 2022), therefore, this research contains two types of interview, the in-depth interview and the focus group. Below, we summarize the procedure we developed to conduct the focus group interview. First at all, the participants took their seats and were asked to turn off their cell phones for the entire time of the conversation, then, were informed that the answers provided and the data they could provide would be confidential. The focus group interviews were conducted in the classroom without their professors so that pedagogy students from both universities could share relevant information about the factors that influence the choice of University (Gupta, & Gupta, 2022), therefore, this research contains two types of interview, the in-depth interview and the focus group. Below, we summarize the procedure we developed to conduct the focus group interview. First at all, the participants took their seats and were asked to turn off their cell phones for the entire time of the conversation, then, were informed that the answers provided and the data they could provide would be confidential. The interviewer promised the participants not to share the information collected, while the Universities did not have access to the data provided. This commitment helped in the research because the students always had the certainty about the confidentiality in the information and about the academic purposes of the same in such a way that they could freely express their

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positions when explaining why they chose that University.

The interviews were developed with an interview guide which played an important role as an instrument of direction of the interview process of both the focus groups and the in-depth interview with the faculty deans. The general data we collect is: time, date and place. The interviewees' identification data consisted of their University origin (Gupta, & Gupta, 2022). The focus groups were homogeneous in all their characteristics in such a way that the universe of interviews was perfectly comparable. Homogeneous groups allow data to be collected that can be comparable in time and place (Gupta, A., & Gupta, 2022). As already indicated, the focus groups interviewed were made up of students recently enrolled in the Bachelor's degrees of both Alpha and Beta universities. The interview was developed in the 1st week of class to avoid the ill-effect of post-purchase cognitive dissonance and be able to determine, in better conditions, the decision-making process. (Williamson, 2021).

Possible findings

The possible findings of the interview process led to a drive in two parts. The first part of the interviews stands on the choice of university and the second part refers to the choice of Bachelor of Pedagogy. The result observed the responsibility of directors for an educational area of the university and the teachers are also accountable at both the Higher Educational Institutions. Students tend to select their university depending on sensory aspects including:

- Social opportunity, hospitality in meetings, facilities and educational environments (Knight, 2022; Antopolskaya et al., 2017).
- Due to the communication and relationship between the productive sector and social sector with higher educational institutions (Balzer, 2020; Shipunova et al., 2019).

- Selection of universities varies due to brand position as a cultural value in social media (Banks, 2021).

Reason for choosing a bachelor's degree by pedagogy student consists of:

- For vocational guidance, prestige, and reputation of university, outreach materials, university guidance, and advice of friends and family (Washington et al. 2020; Essaid et al., 2018).

- Internal desires to help people and work together with young people and children (Jackson & Tomlinson, 2020; Afanasyev et al., 2019).

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Results and Analysis

Results and Possible findings

This research is based on an exploratory approach that seeks to identify the types of stimuli that influence the pedagogy of students and catch their attention in choosing a university. The reason for selecting a university and career reflects motivation to study for a Bachelor's degree at a Catholic-inspired university in pedagogy. After fixing the stimuli, causal or descriptive research tends to be carried out.

This research follows the qualitative phenomenological method. Qualitative research indicates the exploratory research design. Exploratory research helps to provide a core understanding and knowledge about the problem statement. Qualitative research is conducted by revealing new questions in the interview process, analyzing the research questions, and data collection (Gupta, & Gupta, 2022). This research tends to be exploratory for evaluating the stimuli that help to make students' perception of participating in university and pedagogy degree. This research is phenomenological-based because it depends on questions regarding the essence of experience. Phenomenological research helps to understand the experience and reaction of people in common to a process or phenomenon (Gupta, & Gupta, 2022). Phenomenological research stands on determining the realities of people from their experiences and lives (Camic, 2021).

Within the possible findings of the interview process led to a drive in two **parts:**

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    b. **The second part refers to the choice of Bachelor of Pedagogy.**

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- Internal desires to help people and work together with young people and children (Jackson & Tomlinson, 2020).

Environmental and teaching students' Perception

Some people tend to teach and assist others with pleasure: In both universities it is a common perception among pedagogues and Pedagogy students, **therefore high tuition fees is another indicator for the students of professional success.** Hence, the classes of university reflect on the stimulus and conduct several perceptions. Successful, upright, and ethical behavior in the workplace is another perception (Shin, Lee & Seo, 2019). For Alfa University, the high price of tuition and being Catholic-inspired are differentiating stimuli. The high price of tuition is associated with professional success at the end of the degree. Being a Catholic-inspired university with subjects in the humanities reflects for applicants that its graduates are ethical. In an interview with a teacher who is part of the faculty of both the Alpha University and the Beta University, he mentions that a common factor when choosing pedagogy is "the vocation of interest and service in the process of human development". **Bachelor's** Degree in Pedagogy tends to choose the provided low level of student enrollment in participating universities. As per the teacher's perception, a total number of enrolled students **both in Beta and Alfa Universities** is near to their total number of enrollments (Barth et al. 2018). In Gamma University, the enrolled student body in pedagogy is very less due to their high cost of tuition and other procedures. The development and future of a particular country solely depends on the educational level of people as a social impact. In educational work, pedagogy is considered as a key factor with the purpose of enhancement of human beings. Therefore, a pedagogue seems as a unique and multidisciplinary scientist who stays in an absolute position of analyzing and studying educational phenomena and facilitating solutions in an intentional and systematic way to assist education in every aspect of development of human beings. Identifying the different perceptions is important that leads to encouraging pedagogues toward a successful career (Fernandez et al. 2021). A positive perception or thinking regarding Bachelor's Degree in Pedagogy leads to initiating an intrinsic influence and motivation for perception and choice. Therefore, pedagogues tend to possess a greater degree of efficiency and commitment. Students, especially women, possess a perception of a pedagogy bachelor's degree as a career of service and help to others. A wrong perception of a teacher on pedagogy degree led to attracting applicants who are not concerned with a pedagogy career as a relevant factor to society to meet personal goals in medium-term such as acquiring a bachelor's degree in pedagogy in a simple way (Turra-Díaz & Rivas-Valenzuela, 2022). Wrong perception of the teacher also possesses

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a negative impact due to absence of commitment and promise of pedagogy professionals in society.

Advantages and disadvantages of studying Pedagogy at the Beta and Alfa Universities

A specific direction of education faculty of Alfa University expresses that Gamma University possesses some market benefits and advantages in schedules, public transportation, tuition, and scholarship over their institution (López-Angulo et al. 2021). A dean of education department of Beta University supposes that Gamma University tends to select as it possesses an agreement and a particular study plan equal to the Universidad Nacional Autónoma de México UNAM. As mentioned by the deans, it can be deduced that Beta University has a number of strengths and advantages over Mexico's most prestigious university, UNAM. While both institutions offer excellent admission and continuation facilities, Beta University stands out for its focus on entrepreneurship and business management, which helps graduates to better navigate the job market. Therefore, the environment of the university seems like an open space, and people with several types of personalities tend to stay together and are not interested in judging each other. Thus, the stimulus led to conduct of an open class perception. In the interview session, the interviewee determined the facilities as comfortable and quiet (Pavié-Nova et al. 2020). The sports areas in the university tend to be perceived quietly and favorably. Religious Order is another advantage and strength at the Alfa University. Some students of Alfa University enroll as they come from a particular school belonging to a religious order.

Beta University stands at the extreme position with the fewest number of subjects concentrating on school environment and theory. Beta University also seems to be one with the greatest number of subjects interlinked to university identity. Therefore, the subjects' names are most friendly in IES. Alfa University is situated between Beta and Gamma (Fernandez et al. 2021). It possesses a higher practical pressure than Beta University and less than Gamma University. Therefore, the subject names are friendlier and concentrate more on the school at Alfa University same as Beta University. **Related to the main advantages of Beta University are** the benefits of studying pedagogy consist of online educational programs and systems, evaluation face-to-face, operation, design, and planning applicable to non-formal and formal education in civil society organizations, companies, government agencies, and educational centers to meet the needs of efficiency and equity. The advantages of studying pedagogy at Beta University lead to apply new communication and information technologies in the design of several innovative pedagogical mediations (Barth et al. 2018). The advantage also tends to contribute to expanding opportunities and improving results for permanence, access, and graduation from different educational processes and systems in emerging or traditional fields with innovative, inclusive, and comprehensive proper training. It also

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focused on correcting and evaluating projects, processes and educational programs, and courses with a particular strategic perspective. The advantages possess in many sectors such as:

School institution: Enhancement of new teaching processes or practices in management areas to promote and advance evaluation programs, and educational processes from a particular comprehensive perspective (López-Angulo et al. 2021). Therefore, application of new communication and information technology to advance better facilities and learning to teach, and others.

Business sector: Determining educational requirements in developing intervention systems and models and in companies also possesses some advantages such as coordinating evaluation and application (Pavié-Nova et al. 2020). A student possesses an ability to participate in designing and reviewing manuals and training plans and in human resource areas.

Public sector: By implementing innovative programs on education in online (distance education) and face-to-face modalities, both for non-formal and formal settings.

Social sector: In the evaluation, execution, design, and planning with educational thinking or perspective of the projects of social development with some particular approaches to care for elderly, health prevention, recreation, environmental education, gender, and human rights (Fernandez et al. 2021).

Approximately 75% of students from Beta University already possess a job in their respective study field or segment after completing their graduation (Barth et al. 2018). The humanist program at Beta University aimed to facilitate two vital educational aspects in the country. Therefore, comprehensive training of equal opportunities and people for success, performance, and better access to educational programs has been provided. The study plan at Beta University includes subjects specific to different professional practices with multiple vulnerable groups and educational practice and models by computer with the assistance of appropriate software. Emerging segments of professional practices consisting of some issues and challenges such as education for elderly, ecology, and interculturality. At Beta University, all full-time and permanent professors come from a Ph.D. level and facilitate several areas of specialty consisting of all segments of work and performance in pedagogy such as Psychopedagogy (Shin, Lee & Seo, 2019). Innovation and training lead to practice at this university with implementing technological development in education. Proper attention and civil society to diversity are also maintained properly at Beta University.

Conclusion

In Mexico, developing the education system of the population stands as a challenge and

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seems as an obstacle. A key reason behind the challenge is low demand for the degree of bachelor in education. Approximately, 7% of national enrollment of students at a higher level tend to study some specific educational branch and 4% of students exist at undergraduate level outcomes from subtracting technicians and formalists. Majority of the students have demand on a bachelor's degree from a background in social science. At Beta University and Alfa University, the tuition for bachelor's degrees in pedagogy lead to ranges between 1% and 5% (Fernandez et al. 2021). HEI facilitated several programs at the highest price in metropolitan areas with a charge of nearly $800,000 mxn (Usd $40,000.00 when GDP per capita in Mexico was Usd $10,045.70) (worldbank; 2021) for an entire degree. Therefore, the challenge becomes greater and increased. Changes in perception of students are another problem. Therefore, Bachelor of Pedagogy stands as a product whereas Gamma University, Beta University, and Alfa University seem to be a brand. A product with less demand at national level possesses a premium brand price. Marketing strategies tend to be applied to solve the problem of differences in perception, especially positioning. Hence, the challenges or obstacles to conducting Generation Z and a student is able to select a career for further 20 years (Turra-Díaz & Rivas-Valenzuela, 2022). Therefore, the bachelor's degree in pedagogy seems as profitable and backed by a particular premium brand.

Declaration of Conflicting Interests: The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

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