

**FACTORS INFLUENCING CHOICE OF PRE-SCHOOL
EDUCATION CENTRE: A CASE STUDY OF GITHUNGURI
DISTRICT.**

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ABSTRACT

This study was a survey of the factors that influence the choice of a pre-school Centre in Githunguri district. There is a problem in choice of pre-school Centre in Githunguri district by parents for their children. The specific objectives of the study was to identify the parent's choice of pre-schools, the characteristics of the pre-school that influence parent's choice and also to investigate importance of geographical factors that influence parents choice of pre-school. The study involved use of qualitative design. The researcher went to the parents and the pre-school in order to collect the data. The research involved the use of questionnaires presented to 80 parents. The data in the questionnaire was then be analyzed, tabulated for generalized decision making. The study borrowed from the theory of Maslow's hierarchy of needs as proposed by Abraham Maslow (1943). A theory of human motivations generally moves through. The results of the study were used as the basis of planning for interventions of choice of pre-school education. The study concludes that community run pre-schools are cheaper while private run pre-schools are high cost. Parents who are well educated and earn a stable income are willing to spend their time and money in selecting good pre-schools for their children. There is a positive relationship between parents choice and decision making factors. The community or the ministry of education should put in place policy guideline for provision of high quality education in community pre-school for lower income groups and rural parents. Just like their high income counterparts , low income groups also need pre-schools with high quality facilities and services. Alternatively ,the government could provide qualified teachers in community based pre- school in order to be fair to all citizens, especially rural and low income groups providing qualified teachers and high quality facilities will help to materialize the national aims of education. The study also recommends the need for pre-school proprietors to utilize parents in finding out what factors guide their choice of pre-schools. Parents as end users will help provide the much needed feedback. The study also underscores the need for pre-school stakeholders to keep improving education services for business competitiveness. They should also keep in consideration the changing needs of the parents and adjust accordingly.