

PARENTS' SATISFACTION ON EFFECTIVE DAYCARE CENTERS

M. P. M. Gamini Wimal Samantha

(10/8366)



University of Moratuwa, Sri Lanka.
Electronic Theses & Dissertations
www.lib.mrt.ac.lk

Dissertation Submitted in Partial Fulfilment of the Requirements of the Degree of
Master of Business Administration in Project Management

Department of Civil Engineering

University of Moratuwa
Sri Lanka

February 2012

DECLARATION

I hereby certify that this dissertation does not incorporate, without acknowledgement, any material previously submitted for a Degree or Diploma in any University and to the best of my knowledge and belief, it does not contain any material previously published or written by another person of myself except where due reference is made in the text. I also hereby give consent for my dissertation, if accepted, to be made available for photocopying and for interlibrary loans, and for the title and summary to be made available to the outside organizations.

.....

M. P. M. G. W. Samantha

February 2012



University of Moratuwa, Sri Lanka.
Electronic Theses & Dissertations
www.lib.mrt.ac.lk

Approved by

Dr. Rangika U. Hulwatura

Department of Civil Engineering

University of Moratuwa

Acknowledgement

I wish to convey my sincere gratitude to the University of Moratuwa, Department of Civil Engineering for giving me the valuable opportunity to carry out the study on “parents’ satisfaction on effective day care centers” and that was a vital experience in my life as well as able to make available useful information for the people who are interested in the subject area.

Then I am grateful to Dr. Rangika U. Hulwatura, my Supervisor, Department of Civil Engineering, University of Moratuwa, for his continuous support and guidance rendered during the period, during which the dissertation was done.

I would also like to acknowledge with due respect to Prof. Ashoka Perera and Dr. Lesly Ekanayake of the Department of Civil Engineering, University of Moratuwa for their comments and suggestions with encouragement during the progress presentations. In addition my thanks go to all the members of the Department of Civil Engineering for their friendly support throughout the period.

In addition I thanks to staff of the library at the University of Moratuwa for their support by arranging documents on request to complete the dissertation successfully.

I express my sincere thanks and appreciation to my wife for her understanding, motivation and support given to make the priority on this by bearing more responsibilities in the family and gratefully remember my mother, father and elder sister who also support to be success in this work.

Last but not least, I would like to thank to all my colleagues and friends who helped me to their best to complete my dissertation.

Abstract

The present economic situation in the world and increasing needs of people force for the both parents to work. This creates a void in the society for a third party to provide a child care service in the absence of both parents during some period of time in the day. In this research it is looking at the parents' satisfaction on effective day care centers.

For the above purpose a survey was carried out using a questionnaire among professionals and the data were analysed. The information obtained through data analysis illustrates that parents expected facilities from the day care centers, duration for which parents are seeking for child care facility, extend up to which parents looking for child care facility and what extend the modern technology can be used to improve the services in child care facility.

Analysis revealed that the majority of spouses of professionals are employed and they seek child care facility for their children during day time and over 50% professionals are having two or more children. A large number of parents are still expecting relative care for their children and they believe that it is trustworthy and reliable. However as far as day care centers are concern, parents commented that quality of day care centers in Sri Lanka is very poor and need to improve with usage of new technology. Parents also highlighted that there is need of government's regulatory agency for day care centers and need to conduct inspection of care centers time to time to maintain the quality. Research also indicates that over 50 percent of professionals expect care center personal to pick up their children from the school/nursery and to provide lunch for them.

The parents show importance to have clean & safe environment, education, training & experience of the staff, physical environment/ arrangement, number of staff available, toys and other playing equipments available, structured programme and readiness to pay a reasonable fee for a good quality care centers. Professionals also expect care center to use new technologies at centers and there is indication that parents are very comfortable at work when children are at good quality care center.

Key Words: Child Care, Day Care Center, Relative Care, Professional, Employment

Contents	Page
Declaration	ii
Acknowledgement	iii
Abstract	iv
Contents	v
List of Figures	viii
List of Tables	ix
Abbreviations	x
1.0 INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	2
1.3 Objectives	2
1.4 Scope of Work	3
1.5 Methodology	3
1.6 Organization of the Report	4
2.0 LITERATURE REVIEW	5
2.1 General	5
2.2 Background	6
2.3 History of Child Care	7
2.4 Types of Child Care Arrangements	8
2.5 Center-Based Child Care	8
2.6 Caregivers at Child Care Facility	11
2.7 Child's Behaviour	13
2.8 Nutrition and Health of Child	16
2.9 Summary	18
3.0 RESEARCH METHODOLOGY	19
3.1 General	19
3.2 Understanding the Subject Area	19
3.3 Formulating the Questionnaire	19

3.4 Analysis of Data and Representation of Information	21
3.4.1 Basic analysis and representation of information	21
3.4.2 Calculation of relative importance index	22
4.0 DATA COLLECTION AND ANALYSIS	25
4.1 General	25
4.2 Pre-Checking of the Questionnaire	25
4.3 Distribution of the Questionnaire	26
4.4 Collection of Responses	27
4.5 Basic Analysis	27
4.5.1 Number of mothers and fathers percentage in the sample	28
4.5.2 Age group distribution of professionals in the sample	28
4.5.3 Professionals' job wise distribution	29
4.5.4 Spouses' job wise distribution	30
4.5.5 Professionals' working time distribution	31
4.5.6 Required time period of child care facility	32
4.5.7 Monthly income of the family	33
4.5.8 Professionals with and without vehicles	34
4.5.9 Number of children in a family	34
4.5.10 Number of children schooling	35
4.5.11 Parents' expected third party child care facility for their Children	36
4.5.12 Providing of foods at the child care center for the children	40
4.5.13 Providing of transport facility by the child care center	42
4.6 Calculation of Relative Importance Index	46
4.7 Analysis of Parents' Special Comments on Day Care Centers	49
4.8 Summary	50
5.0 CONCLUSION AND RECOMMENDATIONS	52
5.1 General	52
5.2 Basic Analysis	52

5.3 Relative Importance index	54
5.4 Parents' Comments on Child Care Center Facility	55
REFERENCES	57
ANNEXURE I	59



University of Moratuwa, Sri Lanka.
Electronic Theses & Dissertations
www.lib.mrt.ac.lk

LIST OF FIGURES

	Page	
Figure 2.1	Progresses of children in academic efforts	16
Figure 4.1	Mothers and fathers distribution in the sample	28
Figure 4.2	Age groups distribution of professionals in the sample	28
Figure 4.3	Professionals' job wise distribution	29
Figure 4.4	Professionals' working time distribution	31
Figure 4.5	Child care facility required time duration	32
Figure 4.6	Monthly incomes of family	33
Figure 4.7	Distribution of number of children in families	34
Figure 4.8	Distribution of number of children schooling	35
Figure 4.9	Parents' expected third party child care facility for their children	36
Figure 4.10	Comparison of parents' expected child care facility for their children and child care facility having at present	37
Figure 4.11	Parents' comments on relative care facility	38
Figure 4.12	Parents' comments on day care center facility	39
Figure 4.13	Providing of foods at the child care center (Data Set A)	40
Figure 4.14	Providing of foods at the child care center (Data Set B)	41
Figure 4.15	Providing of transport facility by the child care center (Data Set A)	42
Figure 4.16	Providing of transport facility by the child care center (Data Set B)	43

LIST OF TABLES

	Page
Table 4.1 Spouses' job category wise distribution	30
Table 4.2 RII of some facilities expected by parents from day care center	45
Table 4.3 RII of parents' concern matters in selecting a day care center	45
Table 4.4 RII of usage of new technology at care centers as expected by parents	46
Table 4.5 RII of caring of children with relation to professionals' job	47
Table 4.6 RII of most concern factors by parents from day care center (Data Set B)	48



University of Moratuwa, Sri Lanka.
Electronic Theses & Dissertations
www.lib.mrt.ac.lk

ABBREVIATIONS

Abbreviation	Description
USA	United State of America
FDC	Family Day Care
FDCH	Family Day Care Homes
DCC	Day Care Center
RC	Relative Care
NC	Nanny Care
LFDC	Licensed Family Day Care
UFDC	Unlicensed Family Day Care
RII	Relative Importance Index
ADA	American Dietetic Association
AERA	American Educational Research Association



University of Moratuwa, Sri Lanka.
Electronic Journals
www.lib.mrt.ac.lk