

# A STUDY ON STUDENT'S PERSPECTIVE ON MARKETING OF HIGHER EDUCATIONAL INSTITUTIONS

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## ABSTRACT

*In an era of technological advancement and wide availability of data about almost everything, it's enormously important to deal with the marketing strategies and practices being employed for the marketing of Higher educational services. The recent massive expansion of education through private provision has introduced new horizons for marketers at an equivalent time with the rise in the number of institutions continuously the competition is additionally increasing at the same pace; surprisingly, more attention has not been paid to marketing issues that are aroused as a results of increasing competition. Several the burning issues like are educational institutions really "customer-oriented"? Do they choose the foremost appropriate market segments? Would education marketers are practicing the foremost appropriate strategies to draw in and recruit students and therefore the complexities of the choice processes of the "buyers" need to be addressed at war level, during this research paper. We glance first at general issues facing educational marketers, then efforts would be used to know the scholar's (Consumer) expectation and factors that attract them towards a specific institution. We also examine the marketing practices being employed by educational Institutions to draw in and admit students; certain contemporary and valuable strategies are suggested on the idea of findings to education institutions to survive within the competitive and turbulent environment.*

**Keywords:** - Marketing, Educational Service Provider, Higher Education, Interdisciplinary, Market Practices.

## INTRODUCTION

Higher education is education provided by universities and other institutions that award academic degrees, like university colleges and humanistic discipline colleges (Wikipedia). In competition and ever- changing environments, it's become a fashion for each organization to realize competitive advantages. Competition is everywhere; the educational service sector isn't an exceptional case. Population exploration fuelled by various educational policies of state for inclusive growth intensified competition during this sector.

These changes impact how education institutions operate nowadays and that they are seen because the driving forces for the marketization of upper education (Maringe,2006). as an example, the

privatization of upper education and price sharing through the introduction of tuition fees in many European countries (Voss, Gruber, Szmigin, 2007; Maringe, 2006) have increased the “consumerist” approach to education, and therefore the got to consider students’ expectations more. The strengthening of competition at institutional, national and international levels (Sizer,2001; Baird, 1998) requires new operating modes by adopting more market-oriented and business-like sorts of operations within education institutions. To survive within the stiff and turbulent competitive market, educational institutions, particularly the institutions offering a professional course like MBA, M.Tech, BBA, B.Tech, etc., aren't lagging. They also need to adopt practicing marketing their products and services. Sometimes they're not practicing customized marketing approaches for surviving within the competitive market.

As per the GATS, Higher Educational Services include education services resulting in a university degree or equivalent. Universities or specialized professional schools provide such education services. The programs emphasize theoretical instruction and research training getting to prepare students for participation in original work (GATS). Societies have a profound and long-term interest in their educational institutions that reach beyond the pecuniary and short-term interests of current students, faculty, and administrators. The Third World countries currently have a weak education system.

While globalization, technological and demographic changes, and therefore the growing economic importance of data are making education reform more urgent and challenging than in the past, a number of these factors also are making such reforms potentially more attainable (IBRD/world bank 2000).

### **How colleges market themselves?**

Higher education institutions make themselves unique from other institutions so that it will attract its customers (students) like...

- In campus coaching for professional courses
- Training for government services
- Training for corporate services
- Offering new programmes
- World class amenities
- Virtual classes
- Smart teaching

- NRIF rankings
- Placements
- Conducting international conference
- Accreditation grade given by NAAC
- Alumni feedbacks

Like this through various factors they market their institutions in this competitive world.

### **OBJECTIVES**

1. To study and analyze the current marketing practices being employed by higher educational Institutions
2. To find out the factors that affects the choice of institutions by students
3. To suggest marketing strategies for higher educational Institutions to survive in cut throat competition
4. To suggest the students in choosing the higher education institution

### **RESEARCH METHODOLOGY**

The study is based on descriptive research design. A questionnaire has been designed, to know the point of view of respondent regarding the factors that helps students (consumers) in decision making. First part of the questionnaire contains information regarding demographics of the respondent. Second part has series of close-ended indirect questions which are based on students (Consumers) on student's emphasis as far as selection of educational institution is concerned. The survey was conducted in higher secondary schools, colleges and universities over 200 students were collected. We targeted 12th Class and graduation final year students to know how they are deciding on their admission and selection of institution.

### **LITERATURE REVIEW**

Criteria for marketing and advertising and their schemata in education have evolved out of historical social practices (Alam, 2008; Susana, 2004). Interpretation of social events is guided and constrained by the prevailing rationality, which itself reflects the dominant constellation of power. Lately, the operation of a business without being involved in marketing activities is virtually impossible. As such, they ignored the role of formal advertising through media and felt that advertising was required only by those manufacturers whose products were substandard. Nowadays, such a concept is considered out of date (Eunec Conference, 2003). Every type of business, from the multinational company to the humble street grocer, gets involved with marketing (Kotler, 2006; Hirtt, 2005).

Highlighted below are some of the more general advantages and disadvantages of marketing and advertising.

Good communications between customer and producer help recognition of a product's existing quality and can help identify any further need for development. Advertising and promotion not only provides the details of a product, but information as to how it should best be used. This increases benefits after a comparatively small investment of money and time (Kotler, 2006; Lynch, 2006). Within this context, advertising and promotion can act as the link between producer and customer.

## MARKETING PRACTICES AND TOOLS USED BY THE PROFESSIONAL EDUCATIONAL INSTITUTIONS

Although nonprofit education at large has been slow to adopt many practices that are standard within the corporate setting, some areas of the academy, like the office, information technology, and student housing have taken great strides during this area. From methods of investing the endowment to implementing purchasing procedures to outsourcing operations like the bookstore and construction and management of apartment-style residence halls, the functional areas that oversee these efforts have blazed a trail that has made more people within education a minimum of conversant in, if not comfortable with or accepting of, ways of doing things that appear new and foreign.

Marketing theories and ideas, which are effective in business, are gradually now being applied by many universities (Hensley-Brown & Oplatka, 2006; Temple & Shattuck, 2007) with the aim to realize competitive advantage. The upper education sector has two main features that influence the marketing ideas which will be applied thereto. First of all education in most countries may be a non-profit sector, therefore marketing concepts applied to the world don't function as within the business, where the first goal is profit making. Second education may be a service; therefore all peculiarities applicable to the marketing of services apply to education.

## DATA ANALYSIS & INTERPRETATION

### *Factors Affecting the Choice of Institution by Students*

Factors	Frequency	Percent	Valid Percent	Cumulative Percent
Infrastructure	188	37.6	37.6	37.6
Faculty Members	136	27.2	27.2	64.8
Placement assistance	99	19.8	19.84	84.6
Fees structure	77	15.4	15.4	100.0

Table showing that Infrastructure, Faculty Members and Fee structure are the major factors affecting the choice of institution for higher studies.

### *Ranking of Decision Factors by Students*

FACTORS	RANK	FREQUENCY	PERCENTAGE	VALID PERCENT
Recognitions from government bodies	I	121	24.2	24.2
Quality of education	II	110	22.0	22.0
Placement assistance	III	90	18.0	18.0
Scholarship/Financial Assistance	IV	87	17.4	17.4
Branding/Ranking	V	63	12.6	12.6
Transport and Residential facilities	VI	29	5.8	5.8

Table Shows that students have ranked first recognition and affiliation of the institute following the quality of education and placement assistance as their second and third priority while information search about a college.

Today, recent business marketing approaches that depend upon market analysis and planning have stimulated the growth of marketing firms that offer sophisticated quantitative market analyses in order to identify an organization's potential and current customers and their needs. Students characteristics, external influences, college attributes and information satisfaction are the factors the influence the student's choices of a college.

Variables that normally students are considering at the time of college search are college reputation, educational facilities, employment opportunities, friends attending college, and other individuals' influence. Apart from the above factors, parent pressure and cultural similarities also significantly impact selecting an institute. Using the factors mentioned above, colleges could re-strategizing strategies in order to attract and retain students.

We have observed that educational Institutions must seriously look at issues we have found. The important one is that the marketers must consider proper segmentation strategies to target the actual students (prospects).

Students are consuming educational Services while the actual buyers are the parents who are actually paying fees of the courses. So, it be the courses' feesant to consider parents in designing marketing mix at a given situation. The cultural and social factors also impact the students' decisions regarding the selection of educational Institutions.

## **SUGGESTIONS**

### **Suggestions to Institutions**

1. Accountability to Third-Party
2. Reduce Uncertainty
3. Encourage World Class Experience
4. Differentiate your offerings
5. Maintaining Quality Control
6. Allocating Faculty and Staff Time to Marketing
7. Reorienting the Reactive to Proactive
8. Conflicting Views on Advertising
9. A Limited Marketing Knowledge Base

### **Suggestions to Students**

1. Teaching quality
2. Graduate outcomes
3. International experience
4. Facilities
5. Atmosphere
6. Industry alliance
7. Ranking of the institute

8. Brand value & perception
9. Career management center & placement
10. MOU with foreign universities

The customers (students) have to take into account of all these things before choosing an educational institution for their higher studies.

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