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Marketing of Management Institutes in Maharashtra State

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ABSTRACT

In cut-throat competitive market, every organization performs to sustain, thrive and grow in the business environment. Organizations exist for achieving certain objectives. The objective was to earn money through profit making. The profit can be generated through the effective marketing. Thus marketing was an essential activity for every organization. Most of the Management Institutes were run by private owners for educational quality enhancement, employment generation, branding of their educational institute and to earn money. Therefore, they also did marketing for branding their professional courses like MBA, PGDBM, MMS, MBS and other allied management courses.

In this research work, an attempt had been made to get an overview of marketing tools adopted by management institutes by focusing on the marketing strategies for attracting the students to enroll and to recommend effective marketing methods to brand their organization.

Keywords: Institutes' Marketing, educational marketing, management institutes.

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Introduction

Marketing is used to identify the customer, satisfy the customer, and to retain the customer. With the customer as the focus of its activities marketing management is one of the major components of business management. Marketing evolved to meet the strategies in developing new markets caused by mature markets and overcapacities in the last couple of centuries. Marketing Mix is a modern concept in modern marketing and involves practically everything that a marketing company can use to influence consumer perception favorably towards its products or services so that consumers and organizational objectives are attained. Marketing mix is a model of crafting and implementing marketing strategy.

In this research work, the Management Institute's diversified market products, price ranges, places of distribution and the promotional strategies they had used to promote their products were studied.

The first marketing mix element was a product. A product by definition was anything that could be offered to a market for attention, acquisition, use or consumption that might satisfy a need or want. These products could be manipulated depending on what the target market wanted. In this study the products were the students; price meant the fees paid by the students; places meant the geographical location of the various institutes imparting the MBA education and promotion meant marketing strategies/media used for marketing of MBA institutes. These products were ranging from Bachelor's degree courses like BBA, BBM, BMS, and Masters' degree courses like MBA, MMS, MBS and post graduate diploma courses like PGDM, PGDMM, PGDHRM, PGDOM, PGDIBO and other allied courses and research programs like M. Phil. and Ph.D. in management subjects.

The next element, Promotion, was the key element of marketing programme and was concerned with effective and efficient awareness about these courses. Thus, the major elements of promotion mix were involved advertising, sales promotion, personal selling, direct marketing, public relation and publicity. The Management Institute used all possible components of promotional elements.

The price element related with the institute's course fees had also played an important role in deciding the marketing of Management Institutes. The place element involved the place of Management Institution i.e. the geographical location of Management Institute had also played a vital role in deciding the marketing of Management Institutes.

Hence marketing of Management Institute had required all possible combination of different marketing mix elements and their component to brand their values.

1.1 The reasons for selecting this topic:

Due to the growing competition and changing aspirations of students as well as the industries, the Management Institutes had to change their course content (product content) according to the changing taste, needs and perceptions of the aspiring students. Hence being the part of this system, it was essential to study and implement the effective marketing strategies adopted by the leading Management Institutes. Hence this topic would help all Management Institutes and provides an insight into the students' admission i.e. customer acquisition.

1.2 Objectives of the Study:

- 1) To study different marketing tools used by Management Institutes in Maharashtra to reach the target students.
- 2) To analyze the impact of marketing on Admissions of students.
- 3) Online marketing or internet marketing had also played an important role in Marketing of Management Institutes in Maharashtra State.
- 4) To study the application of advertising used by Management Institutes in Maharashtra for creating their brand values.
- 5) To study the role of publicity, promises, public relations and placement on Marketing of Management Institutes in Maharashtra

1.3 Hypotheses of the study:

It was presumed that

- Management Institutes in Maharashtra State used different marketing tools to reach their target customers that were students.
- Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes.
- Online marketing or internet marketing had also played an important role in Marketing of Management Institutes in Maharashtra State.

1.4 Importance of the research:

It aimed to help the Management Institutes to do effective marketing to get admission as there was a scarcity of admission in management stream now a days.

1.5 Scope of the research:

Because of the constraints some topics remained untouched. To name a few those were aspirations of students, perception of management institutes and expectations of industry and hence, there was always a scope for further research.

3 Research Methodologies: Research design stands systematic planning of the methods adopted for collecting

the relevant data and technique to be used in analysis keeping in view the objective of the research.

Table No. 3.1 Research Design

| Sr. No. | Parameter | Description |
|---------|----------------------------|---|
| 1 | Universe | Indian Management Institutes |
| 2 | Population | Maharashtra State Management Institutes |
| 3 | Sampling Frame | students, faculty and Directors |
| 4 | Sample Size | Total 386 students, 386 faculty and 94 Directors and 94 Management Members. |
| 5 | Sampling Method | Multilevel Non Probability Convenient Sampling |
| 6 | Type of Research | Ex post Facto descriptive research |
| 7 | Research Instrument | Structured questionnaire, observation and interview |
| 8 | Sources of Data Collection | Primary and Secondary sources |
| 9 | Primary Sources | Structured questionnaire, observation, interview and field survey |
| 10 | Secondary sources | Journals, Articles, Magazines, Digital library, e resource database ebsco, proquest, open j gate, emerald, science-direct, Harvard Business Review case study, articles and many other published data |
| 11 | Measurement Scales used | Nominal, ordinal and interval scale |
| 12 | Questions Types | Likert scale, Dichotomous, open ended, multiple responses, ranking and differential scales |
| 13 | Data Interpretation | Through graphs, descriptive statistics and inferential statistics |
| 14 | Statistical Tools | Z test, chi square, ANOVA, factor analysis and multiple regression and other statistical tools |

Source: Researchers' Compilation

3.1 Methods used for the Data Collection:

- 1) Primary Data: - Through observation method, interview method, questionnaire method, content analysis, surveys.
- 2) Secondary data: - Through brochure, leaflet, advertisements, websites etc.

4. Data analysis and Interpretation:

The collected data was analyzed and processed to get the information from respondents. The statistical analysis was done with the IBM SPSS 20 and MS Excel 2010.

4.1 Hypothesis Testing and Data Interpretation

Hypothesis H₀₁: Management Institutes in Maharashtra State used different marketing tools to reach their target customers that were students.

Table No. 4.2.1

| Respondents | No Usage | Only One | Two to Five | More than 5 | Total |
|-------------|-----------|-------------|-------------|-------------|------------|
| Students | 18 | 79 | 115 | 169 | 381 |
| Faculty | 37 | 93 | 120 | 133 | 383 |
| Director | 15 | 17 | 36 | 25 | 93 |
| Management | 6 | 23 | 41 | 21 | 91 |
| Total | 76 (8.01) | 212 (22.18) | 312 (32.91) | 348 (36.70) | 948 (100%) |

Table No. 4.2.2 Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 36.141 ^a | 9 | .000 |
| Likelihood Ratio | 35.391 | 9 | .000 |
| Linear-by-Linear Association | 14.852 | 1 | .000 |
| N of Valid Cases | 948 | | |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.30.

It was observed from the above table, that there were different marketing tools used by Management Institutes in Maharashtra State. The two or more than two marketing tools were used by (69.57%) of total Management Institutes. Again it was proven by using Chi square test X² that the null hypothesis 'Management Institutes in Maharashtra State did not use different marketing tools to reach their target customers that were the students which were rejected'. Hence the alternative hypothesis 'Management Institutes in Maharashtra State used different marketing tools to reach their target customers that were students' holds. It meant that the Management Institutes in Maharashtra State used different marketing tools to reach their target customers that were students.

Hypothesis H₀₂: Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes.

Table No. 4.2.3

| Respondents | Yes | No | Total |
|-------------|-------------|------------|------------|
| Students | 349 (91.60) | 32 (08.40) | 381 (100%) |
| Faculty | 364 (95.03) | 19 (04.97) | 383 (100%) |
| Director | 81 (87.09) | 12 (12.91) | 93 (100%) |
| Management | 76 (83.51) | 15 (16.49) | 91 (100%) |
| Total | 870 (91.77) | 78 (8.33) | 948 (100%) |

| Directional Measures | | | | | | |
|--|--------------------------------------|---------------------------------------|-------|--------------------------------|------------------------|-------------------|
| | | | Value | Asymp. Std. Error ^a | Approx. T ^b | Approx. Sig. |
| Nominal by Nominal | Lambda | Symmetric | .020 | .011 | 1.824 | .068 |
| | | Type of Respondents Dependent | .023 | .012 | 1.824 | .068 |
| | | Assumed Impact of Marketing Dependent | .000 | .000 | .c | .c |
| | Goodman and Kruskal tau | Type of Respondents Dependent | .005 | .003 | | .002 ^d |
| | | Assumed Impact of Marketing Dependent | .017 | .010 | | .001 ^d |
| | Uncertainty Coefficient | Symmetric | .011 | .006 | 1.897 | .002 ^e |
| | | Type of Respondents Dependent | .007 | .004 | 1.897 | .002 ^e |
| | | Assumed Impact of Marketing Dependent | .028 | .015 | 1.897 | .002 ^e |
| | a. Not assuming the null hypothesis. | | | | | |
| b. Using the asymptotic standard error assuming the null hypothesis. | | | | | | |
| c. Cannot be computed because the asymptotic standard error equals zero. | | | | | | |
| d. Based on chi-square approximation | | | | | | |
| e. Likelihood ratio chi-square probability. | | | | | | |

Chi-Square Tests

| | Value | df | Asymp. Sig. (2-sided) |
|------------------------------|---------------------|----|-----------------------|
| Pearson Chi-Square | 16.335 ^a | 3 | .001 |
| Likelihood Ratio | 15.099 | 3 | .002 |
| Linear-by-Linear Association | 5.613 | 1 | .018 |
| N of Valid Cases | 948 | | |

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.49.

It was observed from the above table that (91.77%) Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes whereas (8.33%) Management Institute in Maharashtra State did not assume the impact of marketing and its content could assist to get admissions done in their institutes and again it was proven by using Goodman and Kruskal Tau b test and chi square test that Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes. Hence the null hypothesis 'Management

Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes' is proven.

Hypothesis H₀₃: Promises given by the Management Institutes in their marketing had also made the impact on admissions in Maharashtra State.

Table No. 4.2.5

| Respondents | SA | A | N | D | SD | Total |
|-------------|----------------|----------------|--------------|--------------|--------------|-------|
| Students | 159 | 207 | 9 | 4 | 2 | 381 |
| Faculty | 131 | 198 | 16 | 21 | 17 | 383 |
| Director | 41 | 46 | 4 | 2 | 0 | 93 |
| Management | 37 | 41 | 5 | 6 | 2 | 91 |
| Total | 368 (38.81) | 492 (51.89) | 34 (3.58) | 33 (3.48) | 21 (2.21) | 948 |

ANOVA

Type of Respondents

| | Sum of Squares | df | Mean Square | F | Sig. |
|----------------|----------------|-----|-------------|-------|------|
| Between Groups | 10.050 | 4 | 2.512 | 2.903 | .021 |
| Within Groups | 816.098 | 943 | .865 | | |
| Total | 826.148 | 947 | | | |

It was interpreted from the above table and Likert scale that nearly 90% Management Institutes in Maharashtra agreed that Promises given by the Management Institutes in their marketing had also made the impact on admissions in Maharashtra State Whereas remaining 10% either neutralize or disagree their opinion that Promises given by the Management Institutes in their marketing had not made the impact on admissions in Maharashtra State. It had been statistically supported with statistical analysis ANOVA.

5.0 Findings, Conclusions and Recommendations:

Findings, conclusions and recommendations to the above problem are discussed as follows:

The findings of the research work is categorized into general and specific findings as follows **Specific Findings (Related to Hypothesis)**

1) It was observed that there were different marketing tools used by Management Institutes in Maharashtra State. The two or more than two marketing tools were used by 69.61% of total Management Institutes. Again it was proven by using Chi square test X² that the null hypothesis 'Management Institutes in Maharashtra State did not use different marketing tools to reach their target customers that were the students' which were rejected. Hence the alternative hypothesis 'Management Institutes in Maharashtra State used different marketing tools to reach their target customers that were students' holds. It

meant that the Management Institutes in Maharashtra State used different marketing tools to reach their target customers that were students.

2) It was observed from the above table that 91.77% Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes whereas 8.33% Management Institute in Maharashtra State did not assume the impact of marketing and its content could assist to get admissions done in their institutes and again it was proven by using chi square test and logistic regression that Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes. Hence the null hypothesis 'Management Institute in Maharashtra State assumed the impact of marketing and its content could assist to get admissions done in their institutes' was proven.

3) It was interpreted from the above table and Likert scale that nearly 90.7% Management Institutes in Maharashtra agreed that Promises given by the Management Institutes in their marketing had also made the impact on admissions in Maharashtra State whereas remaining 9.3% either neutralized, disagreed, strongly disagreed their opinion that Promises given by the Management Institutes in their marketing had not made the impact on admissions in Maharashtra State. It had been statistically supported with statistical analysis ANOVA or z test.

Conclusions

i) It is concluded that Management Institutes in Maharashtra State have used different marketing tools such as magazines, advertisements on TV, Radio, Newspapers, Brochure, Banner and Website to reach their target customers i.e. students. Whereas Social Media is yet not used for Marketing in Education though the most of the youth uses these Media extensively.

ii) It is concluded that placement, faculty and infrastructure play important role in selecting the MBA Institutes as far as other factors such as fee structure and alumni are concerned in Maharashtra State. It is concluded that there is impact of marketing on Admissions of students.

iii) It is concluded that the Promises given by the Management Institutes in their marketing also makes impact on admissions in Maharashtra State.

Recommendations

1) The study revealed that many of the management institutes were advertising through Magazines and

newspapers. It is suggested that the institute should also focus on other advertising strategies viz. use of Social Media for Marketing in Education since the most of the youth uses these Media extensively. Hence, it is recommended that Social Media should be used for Marketing by these institutes.

2) Management institutes should design their product to the specific requirements such as for the one specially used for financial markets, retailing, banking, marketing research and other industries.

3) It is suggested that the timing of Management institutes should be flexible enough to allow the working professionals to continue with their job as it is done by Open Universities so as to reach the more customers/students especially those from the rural areas. They should start these types of programmes at evening timings and weekends to reach this segment.

4) It is suggested that the institute should adopt the holistic approach of marketing by keeping students as center of activity and with more concern to ethical and moral sense of marketing. In this regards, in order to get the overall insight of these types of Marketing of the MBA institutes with perspective to holistically accepted Marketing, It is suggested that the programs of the management institutes should be as per the demands of the industry and for this they may sign an MoU with some industries or involve corporate governance in their formulation of the programme.

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