



An empirical study on psychological impact on prospective BBA & BCom aspirants by integrated marketing communications of colleges in Bangalore

Author(s)

Mr Prithwiraj Das

MBA, MA, MCom, Education Psychology (London)

PhD Research Scholar

Ms M. Kavya

Atma College, BCom VI semester, Bangalore University

Mr Rajnish Kumar Rai

Atma College, BCom VI semester, Bangalore University

ABSTRACT

Over the period of time, methods of seeking acquaintance on the best eventual commerce & management courses emerged and played constitutive role in the intellect of the post millennials. Circumstantially the horizon of ambition and a sense of imperativeness are on high among them. post millennials are confident, ambitious, smartest and focused youth of our nation born between 1996 till today. They hunt up information for optimum education and courses to excel in competitive world. So many educational institutions are across Bangalore city providing best opportunities to millennials and post millennials to help them choose the best course for their successful career. In this situation educational institutions must make post millennials and millennials aware on the best educational scopes on proposal. Here comes a situation where words of mouth (family, relatives, recommendations, colleges, websites, and newspapers, marketing strategies) were also found to be effective. An effort made in this empirical paper is to find out the impact of marketing of educational services to the millennials and post millennials. The provision of extra curricular activities profile of lecturers, teaching practices, possibilities of future employment opportunities and better placement were high on the agenda. The research presented in this paper reveals interesting factors determining student decision on selecting management courses, placements in the institution.

In this conclusion this paper would establish the impact factors of various marketing strategies on post millennials and millennials strategized by business schools enabling them to select among the best management programmes offerees in Bangalore.

Key words : Integrated Marketing, Psychology, Education, BCom, Millennial, Students.

INTRODUCTION

Throughout the world higher education plays significant role in any nations development. It not only provides qualified human resources but also increases social, political and cultural awareness. Highly educated citizens make significant contributions in improving the living standard and overall productivity of the society. To achieve desired social and economic growth many countries in the world are making significant investment to introduce and upgrade their education system.

Marketing of education is moreover gaining power with the entry of private institutions, change in people's attitude, preferences towards education and the changing scope for the different courses being offered. The technological changes and different global boundaries have increased the importance of marketing for education services. The education service can be described as a high contact, consumer and people based service (Gibbs and Maringe, 2008). However, the main issue of strategic marketing accomplishment is to adapt the marketing tools has to be consistent related to the student desire. Understanding the millennial decision making is consequential for institutional administrator in the circumstances of competition. Previous studies found that marketing factors influencing student decision (Ming, 2010; Dao and Thorpe, 2015; Lau, 2016; Sakkamonvaree, 2011; Promwong, 2012). This confirmed that marketing factors should be recognized.

The task of the education institution at business school is to create conditions under which educators implement their intellectual and creative potential, forming and leading a pathway of professional mobility. According to some study, educational institutions are product oriented rather than market or student oriented. They realize themselves as producers of certain educational programs, rather than as satisfiers of certain learning needs. This lack of marketing orientation, keeps those managing educational institutions from realizing and exploiting the role that promotion could play in attaining their organizational objectives.

Hence this study makes an attempt to analyze the effect of marketing efforts of the private collages from the student perspective focusing on activities of the private colleges operating over Bangalore

REVIEW ON LITERATURE

A study was also conducted adopting students as customer approach. Watjatrakal (2014) examined students beliefs regarding outcomes of the adoption of the student as customer concept and the interaction effects of these outcomes and the social influence on the students attitudes towards acceptance of the student as customer concept and their intentions to study at universities. The research indicated that students believe the universities adoption of the students as customer concept will lead to improvement of the educational quality and pairing student instructor relationship. This will help in achieving course victory easily

Michaela Purcaru ,Natalia Manea: THE EVOLUTION OF EDUCATIONAL MARKETING ,Article December 2017 with 4,337 Reads DOI: 10.26458/1744 - Education marketing is focuses on people, demands, their needs, aspirations, lifestyles and freedom of choice. In this article authors also discussed about the social marketing which applies the techniques and principles of marketing to generate communication and delivery value, in order to determine the audience target behaviour for the benefit of society.

CREATING MARKETING STRATEGIES FOR HIGHER EDUCATION INSTITUTIONS ,Professor Lidia Białoń Warsaw Management University, Poland DOI: 10.14611/minib.18.04.2015 CREATING MARKETING

STRATEGIES FOR HIGHER EDUCATION INSTITUTIONS, Professor Lidia.13- Author Discussed about the definition of marketing, According to p. kotler, marketing is a Social Process and management thanks to which particular buyers get what they need and want to achieve by offering, creating and exchange of goods and services providing value. Applying p. kotler's definition to universities, the buyers of educational service are high school graduates ,might be Illiterates their parents. Also employers can be included in this group. These buyers(parents) generate demand for educational services. marketing strategy will require major modifications as they expect acquisition of Skills ,reliable knowledge and which they will be able to use in their future professional careers.

Most of the researchers have accepted the need for the strategic marketing planning in promoting the educational services. The impact of different marketing variables is also studied to identify key factors that affect the enrolment in higher education. Efforts have also been made to identify new marketing mix that is more suitable to promote educational services. Among the outcomes of the researchers most of the students prefer qualified lecturers college facilities and employment opportunities were the other factors students valued more while selecting a college

However it should be noted that the student behaviour differs in terms of geographical, cultural, economical and educational needs. The variables of 7Ps selected are also determined on the basis of use in the promotional activities. So this research attempts to analyse the marketing activities performed by private management colleges.

OBJECTIVES

1. To study the psychological impact factors of integrated marketing communications on BCOM students.
2. To examine the association of promotional activities of private degree colleges with that of enrolment in degree courses.
3. To ascertain the most impactful marketing medium helping students in short listing their degree courses.
4. To evaluate the impact of particular rated Degree College on student admission decision.

SIGNIFICANCE OF THE STUDY

This study would help to analyze the factors which the students value most in selecting private degree colleges for higher education and increase effectiveness of their marketing approaches to increase attraction and enrolment.

RESEARCH METHODOLOGY

Education service is one of the fastest developing sector around the world which generating large scale employment and revenue. There have been major amendment occurred in recent education technology driven by foreign education on the stipulation. With the effect of globalization, the call for better education has increased, largely through private participation across the nations. E-education market is flourishing segment with high growth potential in the industry. In 2007-08, US inaugurated 60% of the global market and Europe constituted for 15% market. In spite of the decline in the economy the number of students going to abroad for studies increasing globally. The global education sector has experienced growth at a great rate supported by the recognised developing countries (especially India & China).

Australia has developed an efficient and effective higher education system. Almost one million students have enrolled in higher education in 2007, with an hike of almost 4.7% from the level in 2006. In Japan continuing education programs are most on demand due to rapid aggravated conditions of growing population and provide opportunities for U.S. extension universities and colleges. Indonesia is considered as one of the major markets for US educational institutes. In Korea there is increased demand in the private education market at the secondary and even primary education level. English is a very popular language for Belgian citizens, due to its rising demand in children and adult group. In India, private sector has a strong hold in education industry beginning from pre-schools

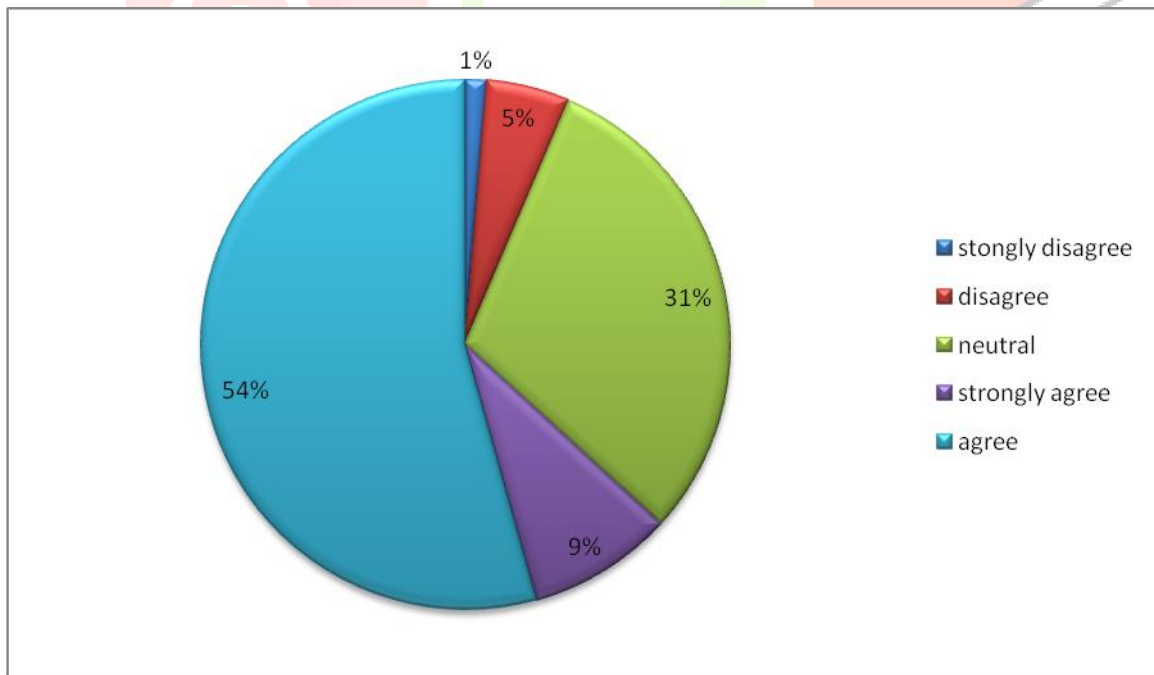
to universities. The markets which contribute to the global education sector include Ireland, EU and Asia-Pacific and also countries. The report also highlights the emerging market which has a greater potential to develop the education industry. The article also discusses the contribution of upgraded technology and recent trends in the market. The report has also covered future prediction of education industry in different parts of the world.

The second largest industry is the global education industry after healthcare. It had a market of US\$~ trillion in 2009 grew from US\$~ trillion in 2007.

- In 2009, tuition revenue in Ireland reached to US\$~ million, an increase of almost US\$~ million from 2006/7, driven by increased number of students in this period.
- 6.1 million students graduated in China in 2009. Almost 68% of the students got employed till 1st of July. In comparison to the statistics in 2008, there were 520,000 less students, but still 68% of the students got employed.
- Indonesia is considered as one of the major markets for US educational institutes.
- In 2008, the size of South Korea's private education market is estimated to have grown to 30 trillion won (US\$~ billion) from US\$~ billion in 2007, with the English learning industry taking up nearly half of the market share.

This empirical study is undertaken to study the impact of marketing of education services enabling institutions to understand the factors helping millennial in selecting institutions. The study was conducted on the basis of primary data collected through survey method. Samples were collected from the students who are studying in their first & final years of post graduation. The questionnaire was prepared & circulated among the students through Google Forms, where the online survey questions were uploaded by the authors. The questionnaire web link was sent to the respondents. The method used here is convenience sampling method. It is the best Sampling Technique to be used for this paper. Sample size was 80.

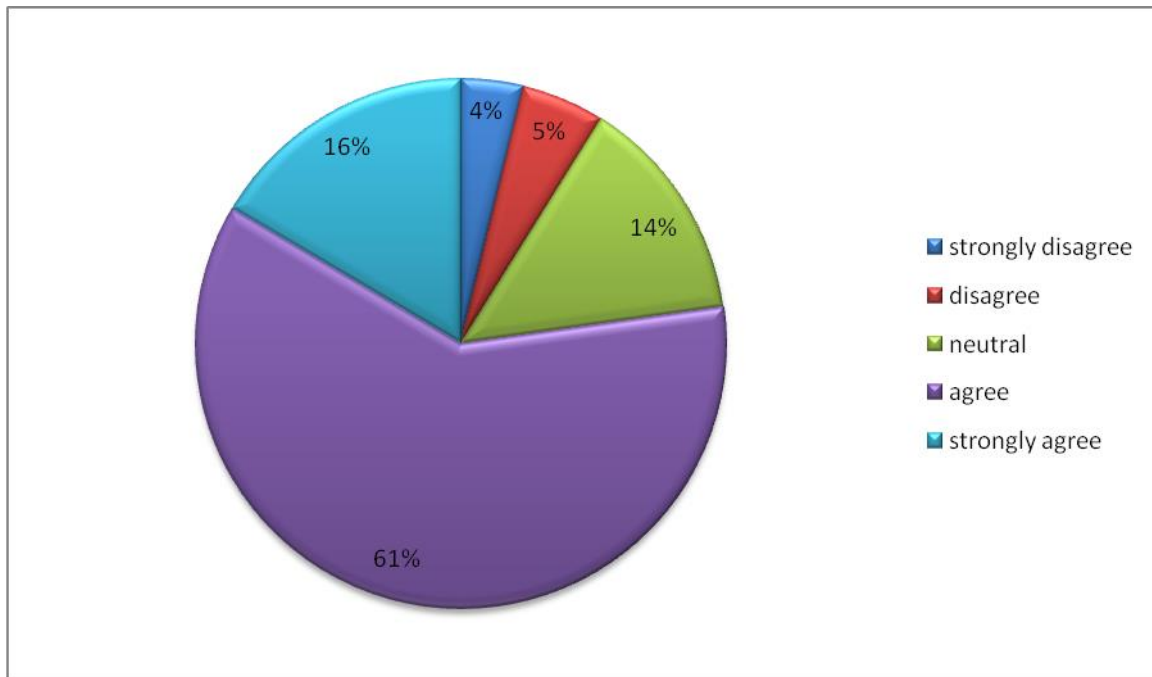
1. Does degree colleges education marketing strategies help students to actually find their desired courses & institutions?



As the survey provides us the detailed study about the marketing strategy, where greater proportion of the students believes that marketing of education services helped them to find their desired college. In the above diagram it represents 54 percentage of the students are strongly agreed.

In detail, out of 80 students 43 were agreed, 7 students are strongly agreed, 24 of them are neutral, 4 students are disagreed and 1 student strongly disagreed.

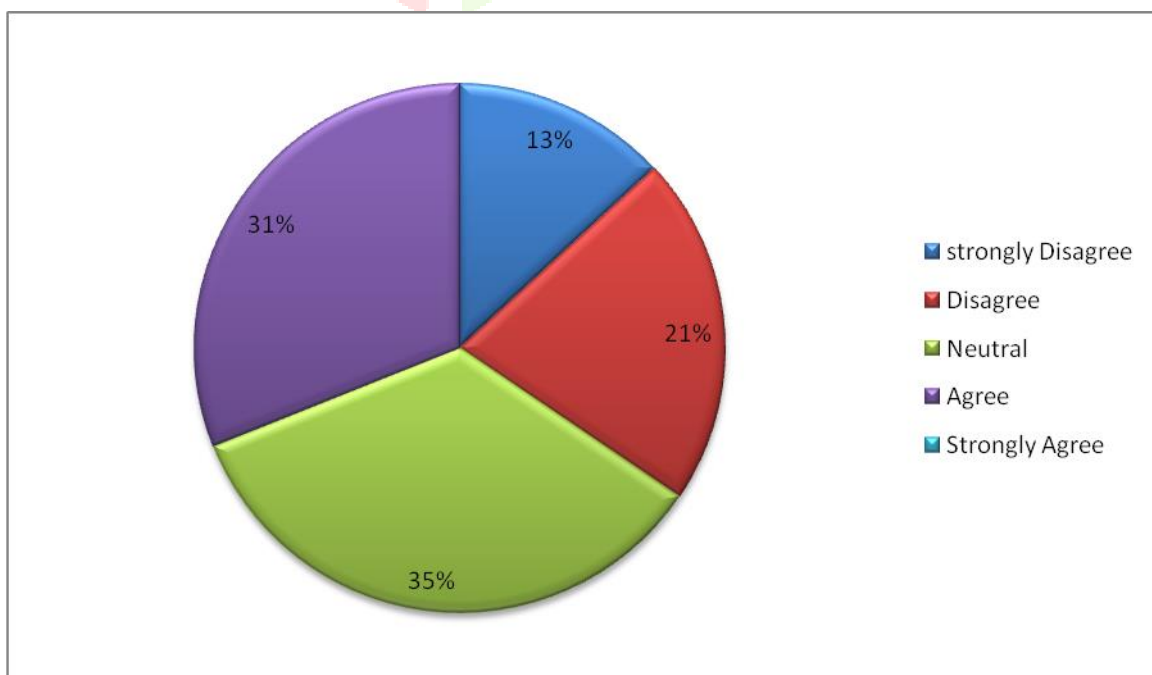
2. Does the marketing approaches adopted by colleges really helps students in their selection/decision making process?



From the above pie chart we can say that marketing of education service would affect the enrolment of students in the B-Schools. In this scenario also students have agreed in a greater percentage that the students of B-School are affected on enrolment process. The above pie indicates that 61 percentages of the students have agreed.

In detailed out of 80 responses collected 16 percentages of the students have strongly agreed 4 percentages of students have strongly disagreed 5 percentage of students have disagreed and 14 percentage of the students had been neutral in their answers.

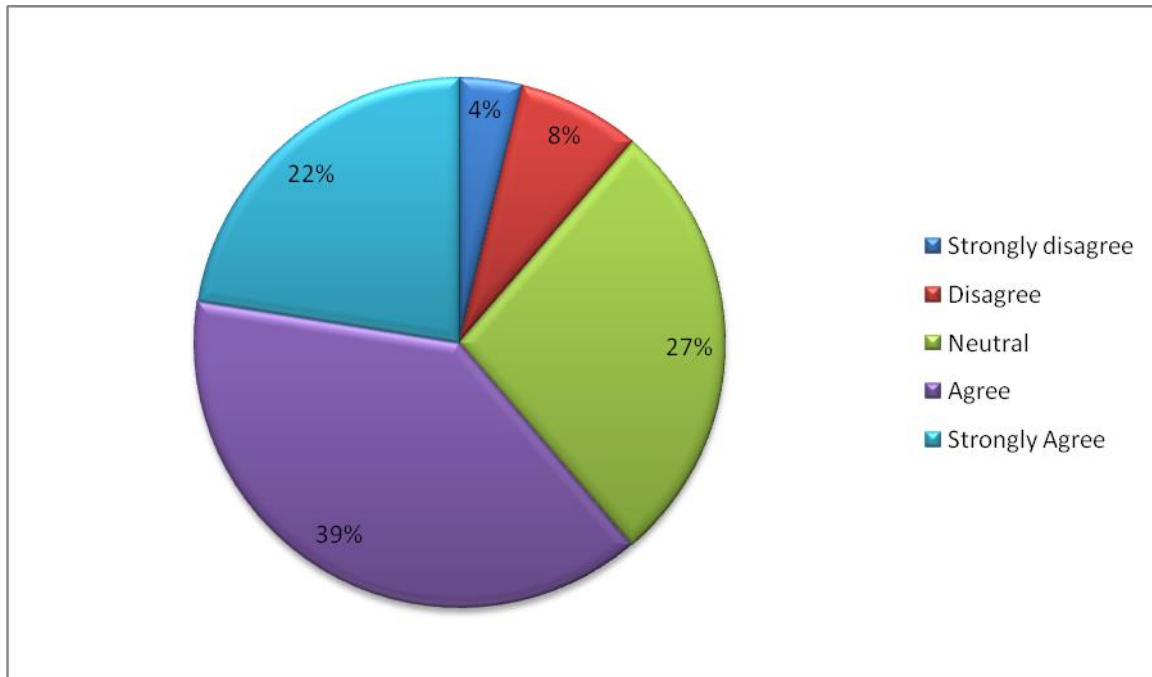
3. Are the information provided by colleges & business schools during their admission/marketing time adequate & reliable for the students and their parents?



In the above case that the information provided by the B-Schools varies, not in a greater proportion but slight changes in then in the above diagram presented it show that 35 percentage of the students have remained neutral in their answers.

As the survey conducted provides that out of 80 responses 31 percentage of the students have agreed that the information provided is not sufficient to then and 13 percentage of the students have strongly agreed 21 percentage of the students have disagreed that the information provided is not sufficient to them.

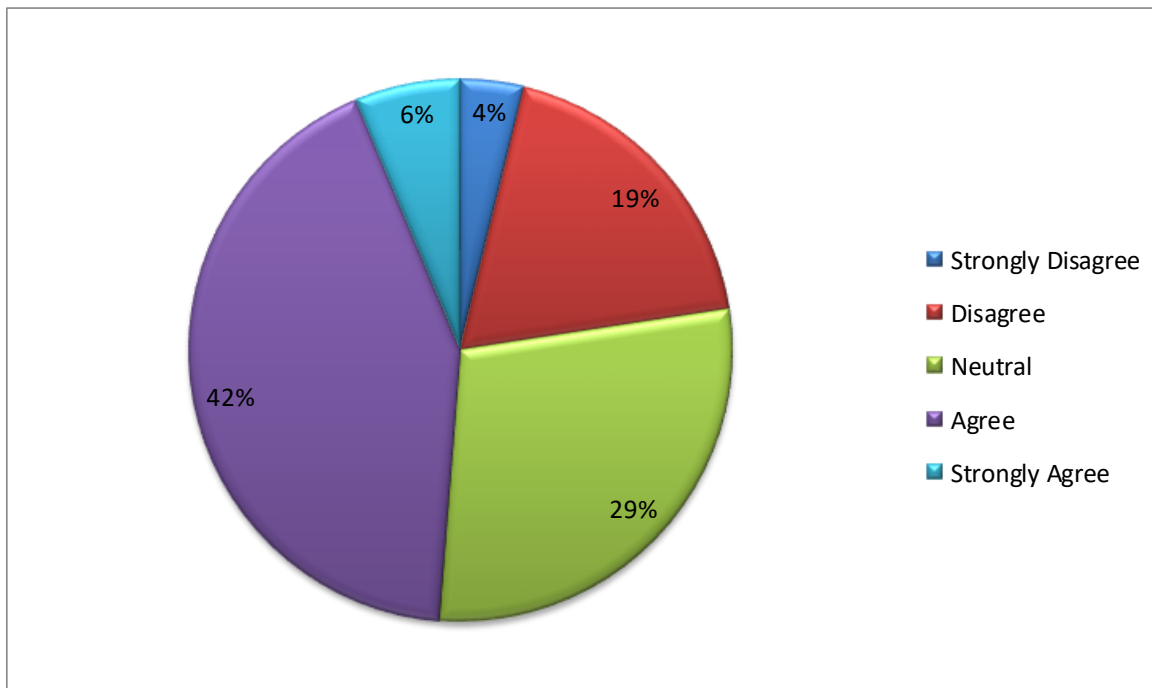
4. Do you feel without integrated education marketing approaches, it will be difficult for student community to actually decide & enrol for their choice of course & institution?



In the above situation marketing of education services have been helpful to the students to select the best colleges & business schools across Bangalore. In the above pie it shows that 39 percentage of the students have agreed that the marketing have helped them to find their best colleges & business schools across Bangalore.

In the above pie diagram students have their different opinion where as 22 percentage of the students have strongly agreed 4 percentage have strongly disagreed 8 percentage have disagreed and 27 percentage of the students have been neutral in their answers.

5. Do you ever feel education as an investment and outcome of your education is as return on that investment?

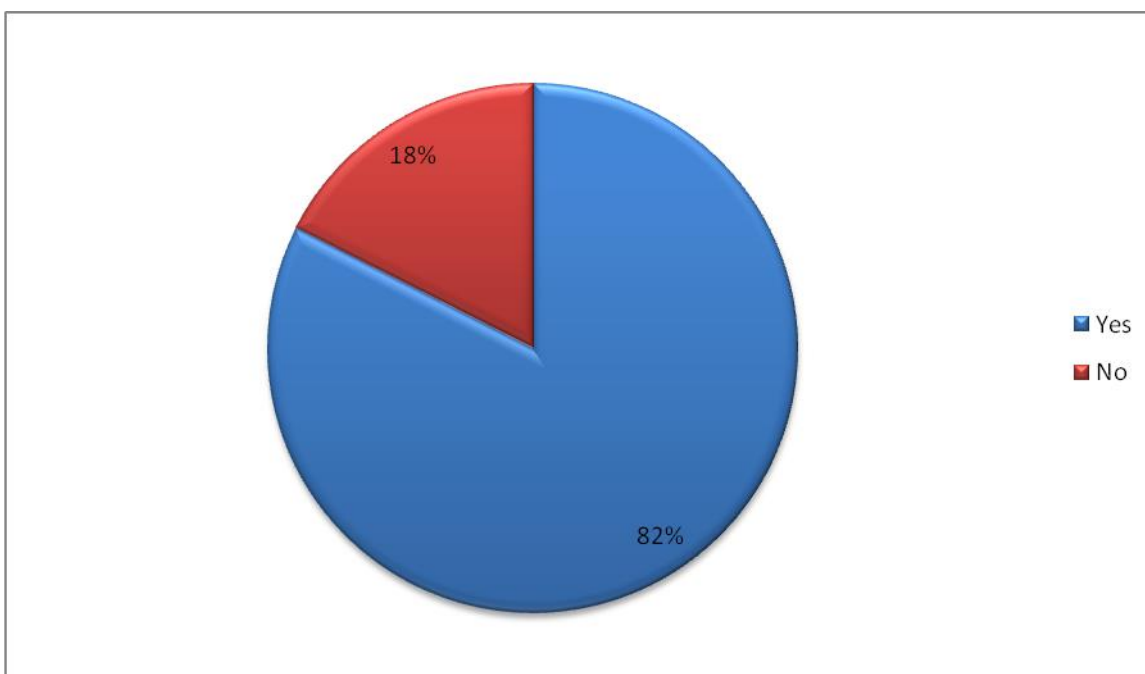


In the above pie chart it shows that students are receiving the level of investment done in their courses not at a greater proportion but in a considerable proportion where 45 percentage of the students believe that the investment done by them has been served by their institutions where as 4 percentage of students strongly agreed, 20 percentage of the students are disagreed and 31 percentage of the students remained neutral.

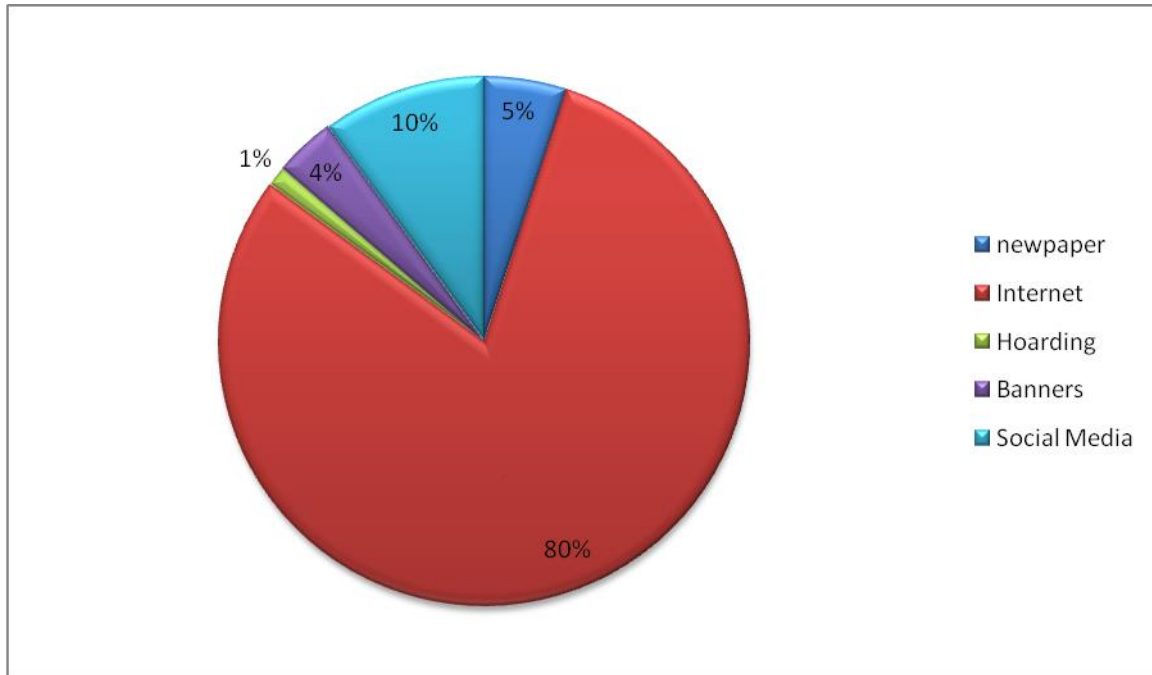
6. Do you decide your educational choices by your own?

In the below representation students were able to take their educational decisions on their own at a very increasing ratio.

In detail 66 students are considering themselves as decision makers of their education where as rest of the students are dependent on others.



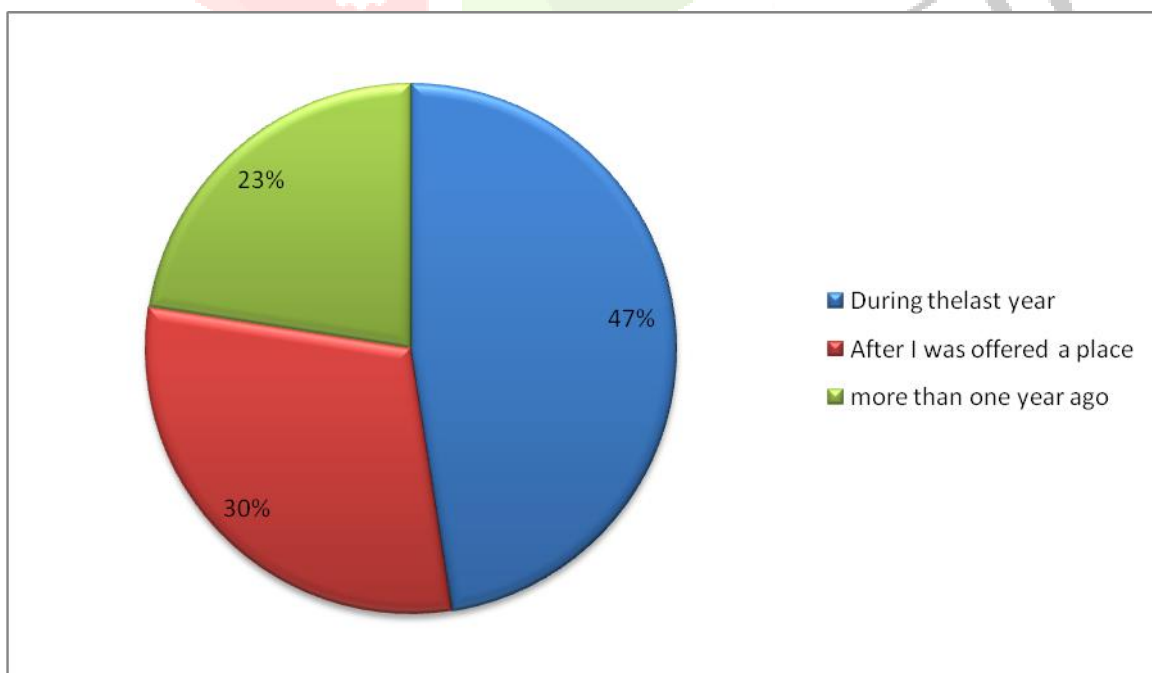
7. From where do usually search for information regarding course of your interests.



In the above diagram we can consider that the substantial amount of the students have been able to gather information about their courses through internet.

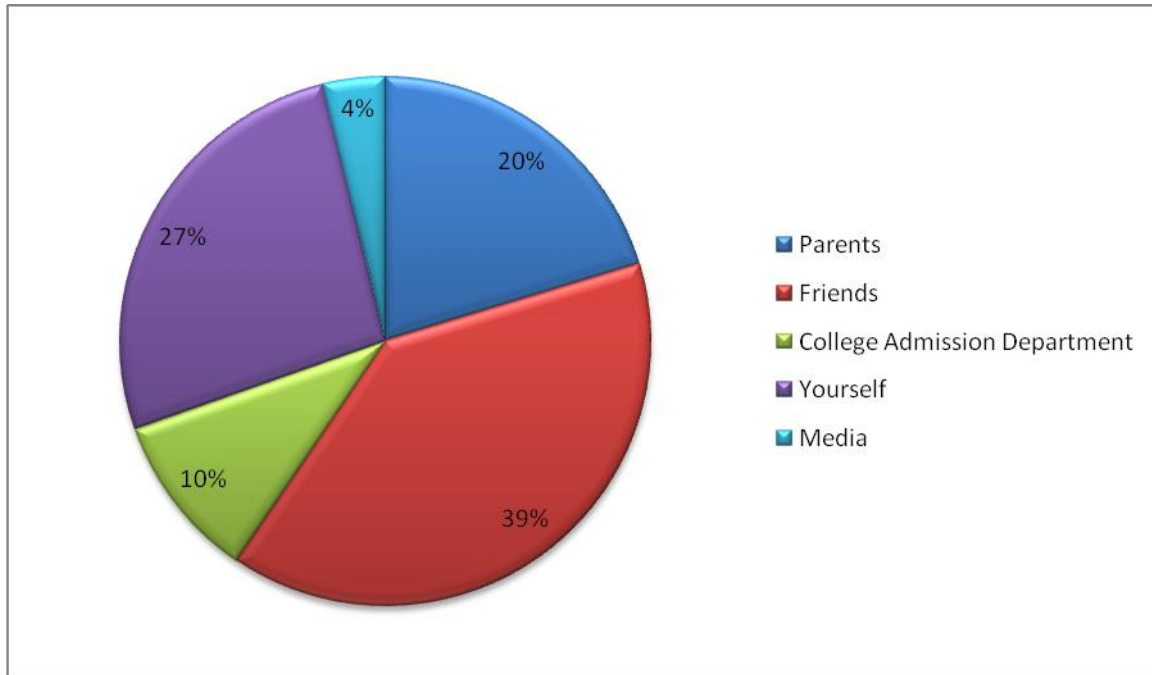
Showing attentions to the details provided by the survey conducted that 64 of the students were able to secure information through the help of technology, considerably internet that would be the maximum percentage level. Whereas 4 students were able to collect through the means of newspaper, 3 students from the banners displayed and 1 student from the big hoardings.

8. Approximately how long you decide to study at certain colleges?



As we see in the above result survey chart the period taken to select a certain university by the students across Bangalore are ranging. 38 of the students were able to decide during the last year 24 of the students after they were offered the place and 18 of the students decided their university more than one year ago.

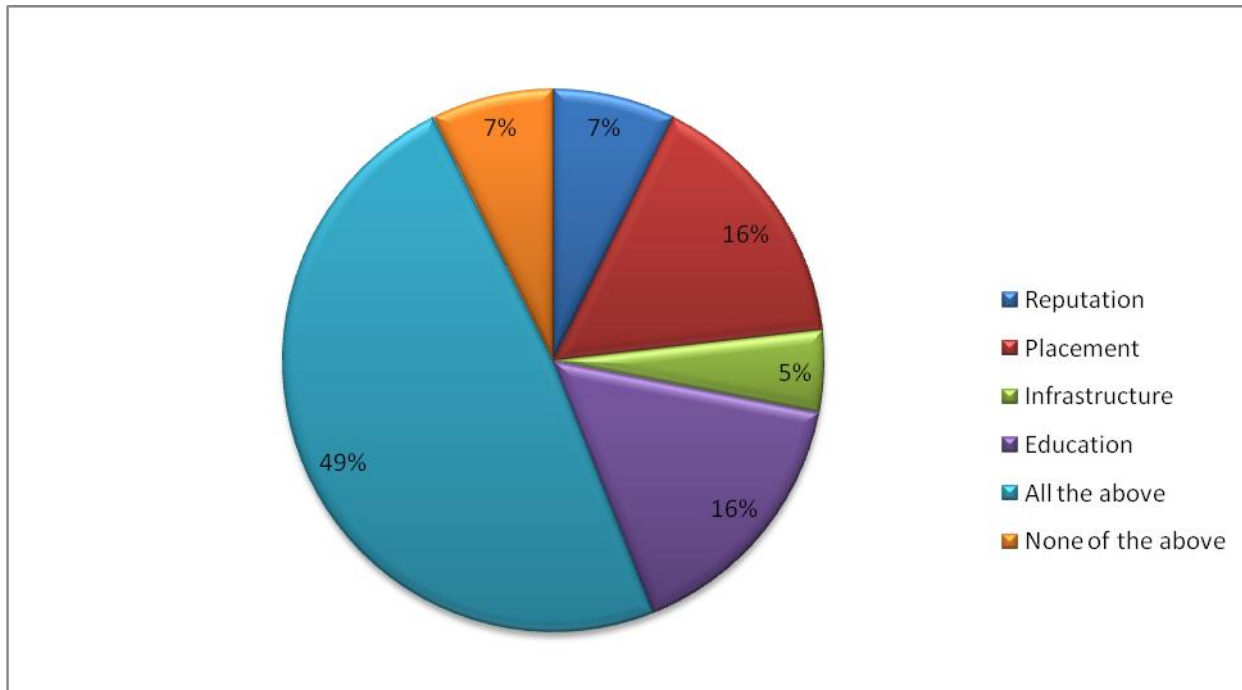
9. How did you searched for information about your current institution where you are studying now?



As the above pie chart shows us the detailed information about the students reference to their university by selective community of the people. Majority of the students were able to find their university by their friends. 31 students by their friends, 21 students by their own, 16 students by their parents, 8 students by the college admission department and 3 of the students by media.

10. What are the parameters you look for in education marketing to shortlist colleges?

On certain criteria students select their universities, in the below illustrated diagram students can be provided with the assistance of the above aspects. 50 percentage of the students that is 40 of the students consider all the above given option, 16 f the students on the basis of the education provided by the universities, 13 students on the bases of the placements, 6 students selected none if the above, 4 students by looking at the infrastructure and remaining students on the basis of the reputation.



Integrated Marketing Communications is a simple concept. It ensures that all forms of **communications** and messages are carefully linked together. At its most basic level, **Integrated Marketing Communications**, or IMC, as we'll call it, means integrating all the promotional tools, so that they work together in harmony.



The conceptual framework consist of 7Ps of marketing mix developed by kotler and fox (1995) which is specially designed for educational institutions.

PRODUCT

- University affiliation.
- Employment opportunities of the course.
- Previous academic results and students performance.
- Placement offered by the college.

PRICE

- Programme fee.
- Discount and scholarships.

PROMOTION

- newspaper.
- magazines.
- television.
- friends/family/relatives .
- radio.
- facebook,websites.
- hoarding boards.
- educational events.

PLACE

College location and accessibility.

PEOPLE

Lecturers,management team.

PROCESS

Teaching practices,provision for extra curricular activities.

PHYSICAL EVIDENCE

Building attractiveness and classroom layout.

Library and IT facilities.

Sufficient playing area .

Cafeteria.



Conclusion

1. Students are open to varied integrated marketing communications by colleges & business schools as it helps them to gain right information & momentum towards their career choice.
2. Students do rely significantly on the information collected through various mediums of marketing done by institutions.
3. Various methods of marketing of education eventually helps students with multiple information which further helps to establish clarity on their career choice.
4. The findings show the recommendation from friends, family, and relative were among the most effective medium to communicate about the college at graduate level.
5. However at this level newspaper, advertisement significantly influenced the enrolment.
6. Students also relied heavily on getting college updates from the college website as majority of the respondents at undergraduate level believe in that.
7. This indicates that college websites update with relevant information and different activities of the college can positively influenced the enrolment of the students.
8. However all private colleges & business schools should consider this fact very seriously that all the 7Ps of education marketing are closely interlinked.
9. Emphasizing on only few variables and factors will not ensure effectiveness in terms of student enrollment.
10. Students may consider many factors as the fundamental requirements in a college. As in the study, some factors like cafeteria, location, accessibility, building attractiveness and classroom layout were considered less important by the respondents at both undergraduate and postgraduate level.

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