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## A STUDY ON THE EDU-MARKETING STRATEGIES OF INTERNATIONAL SCHOOLS

Prathigna R, II M.B.A

Dr. Vimalnath V, Assistant Professor

R Mrinalini, I M.B.A.

College of Management, SRMIST Vadapalani Campus

### INTRODUCTION

Education marketing employs various strategies to reach and engage students, instructors, and families. Utilizing digital channels like email, online content, social media, and sponsored search is crucial in today's digital world. It improves revenue and reduces costs per lead. Social media marketing connects with parents and students on platforms like Instagram, Facebook, and Twitter. Concise and attractive web content aligned with the institution's narrative is important. Effective marketing strategies are essential for promoting educational apps in the competitive market. Education marketing encompasses school, higher education, digital, social media, and app promotion, attracting students, building brands, and aiding educational choices. Utilizing education marketing effectively ensures competitiveness and meets target audience needs.

### INDUSTRY PROFILE

The education sector includes schools, colleges, and universities, playing a crucial role in preparing students for the job market. Education marketing is essential for reaching a wide audience. In India, education spans various stages from preschool to postgraduate, offered by private and public institutions. Digital learning methods have been adopted, but challenges like overcrowding and learning gaps persist. Access to education is important for every child. The Indian education market is significant, with numerous establishments and millions of students. Each stage follows a structured system, enabling specialization and research opportunities. Education shapes future generations and prepares individuals for life. The most important players in this market are Casagrand International School, Vedanta Academy, Adhithya Public School, NPS International School, Orchids International School, Campus K, JS Global School, and Birla Open Minds International School.

## LITERATURE REVIEW

- Sriparna Guha's study focuses on social media marketing tactics for promoting Indian handicrafts, measuring their impact on brand equity and consumer intentions to buy.
- The study by Ms. Shivani et al. explores how public schools in India implement marketing strategies to meet globalized education needs and address parents' concerns.
- SAHEED's research investigates the marketing strategies of private schools in Rajasthan, highlighting the use of various tactics to influence parents and attract admissions.
- Christina Thomaidou Pavlidou and Andreas Efstathiades examine the effects of internal marketing strategies on the organizational culture of secondary public schools.
- ManpreetKaur Pawar's study investigates the impact of digital marketing strategies on the education sector in Nagpur, India, considering the growing internet and mobile usage.
- Kumar Perumal and Praveen analyze effective value chain management in public and private schools, focusing on resource utilization, infrastructure, administration, and marketing.
- Gibb's paper discusses lessons learned from establishing an NGO-sponsored English-medium school in Tamil Nadu, India, addressing topics such as government approval, school governance, teacher selection, and community integration.

## RESEARCH METHODOLOGY

**Research Design:** Descriptive Research

**Sampling Design:**

**Population:** Workers of Private International School.

**Sample Size:** 146

**Sampling Technique:** Non-probability sampling

### **Data Collection Tools:**

Primary data is collected via a questionnaire that includes questions on demographics and object-oriented topics and secondary data was gathered from books, journals, and research articles on websites.

**Data Analysis Tools:** Percentage Analysis, Bar Chart, Pie Chart and Chi-Square Test.

Correlation				
		How did you hear about Private International School?		What is your preferred method of communication for updates and information from Private International School?
Spearman's rho	How did you hear about Private International School?	Correlation Coefficient	1.000	.026
		Sig. (2-tailed)	.	.752
		N	146	146
	What is your preferred method of communication for updates and information from Private International School?	Correlation Coefficient	.026	1.000
		Sig. (2-tailed)	.752	.
		N	146	146

### Hypothesis:

For Primary Objective 1 the following hypothesis is used

**H<sub>0</sub>:** There is no relationship between How did you hear about Private International School and preferred method of communication for updates and information from Private International School

**H<sub>1</sub>:** There is relationship between How did you hear about Private International School and preferred method of communication for updates and information from Private International School

For Primary Objective 2 the following hypothesis is used

**H<sub>0</sub>:** There is no relation between gender and preferred method of communication for updates and information from Private International School

**H<sub>1</sub>:** There is relation between gender and preferred method of communication for updates and information from Private International School

## DATA ANALYSIS AND INTERPRETATION

### A. Correlation:

To measure the how did you hear about Private International School and what is your preferred method of communication for updates and information from Private International School in correlation is performed using SPSS tool

H<sub>0</sub>: There is no relationship between how did you hear about Private International School and what is your preferred method of communication for updates and information from Private International School

H<sub>1</sub>: There is relationship between how did you hear about Private International School and what is your preferred method of communication for updates and information from Private International School

**Interpretation:**

The significant value is 0.752 which is greater than 0.05, there is no significance. We reject Alternative hypothesis (H1) and accept Null hypothesis (H0). There is no significant relationship between how did you hear about Private International School and Preferred method of communication for updates and information from Private International.

**B. Chi – Square Test:**

To measure the gender of the respondents and preferred method of communication for updates and information from Private International School in Chi – square test is performed using SPSS tool.

H0: There is no relation between gender of the respondent and what is your preferred method of communication for updates and information from Private International School

H1: There is relation between gender of the respondent and what is your preferred method of communication for updates and information from Private International School

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.168 <sup>a</sup>	15	.002
Likelihood Ratio	28.616	15	.018
Linear-by-Linear Association	3.068	1	.080
N of Valid Cases	146		

Symmetric Measures					
		Value	Asymptotic Standard Error <sup>a</sup>	Approximate T <sup>b</sup>	Approximate Significance
Interval byInterval	Pearson's R	.145	.072	1.764	.080 <sup>c</sup>
Ordinal byOrdinal	Spearman Correlation	.130	.080	1.568	.119 <sup>c</sup>
N of Valid Cases		146			
a. Not assuming the null hypothesis.					
b. Using the asymptotic standard error assuming the null hypothesis.					
c. Based on normal approximation.					

## Interpretation:

From the above test the P value is lesser than 0.05 level of significant between the gender of the respondents and preferred method of communication for updates and information from Private International School. Therefore, Null Hypothesis (H<sub>0</sub>) is rejected and Alternative hypothesis (H<sub>1</sub>) is accepted.

## FINDINGS

- It is found that the majority 51.4 percent of the respondents are female.
- The majority 42.5 percent of the respondents are 25-39 years.
- It is observed that the majority 38.4 percent of the respondents are self – employed.
- 46.6 percent of the respondents heard Private International School through word of mouth.
- The majority 39.7 percent of the respondents are reputation for academic excellence, balance with life skills.
- The majority 35.6 percent of the respondents consider Quality of education as an important factor for choosing a school for the child.
- 45.2 percent of the respondents think technology integration is somewhat important.
- The majority 47.9 percent of the respondents prefer method of communication for updates and information.
- 37 percent of the respondents extremely likely to recommend Private international school to someone else.
- the majority 33.6 percent of the respondents have positive feedback about recommending Private International.

## SUGGESTIONS

It is essential to concentrate on the distinct value proposition of an Indian international school, which is that it provides an internationally recognized education in an Indian setting. One strategy would be to emphasize the school's multicultural and multilingual environment, which preserves Indian values and traditions while also providing a global perspective. Reach out to expat communities and Indian families living abroad who are seeking an international education for their children through targeted online advertising and social media. Have occasions and studios that take special care of the interests of guardians and understudies, for example, social celebrations, language classes, and vocation arranged programs. Consider collaborating with other global schools to offer trade projects and joint drives. At long last, guarantee that the school's site and advertising materials mirror its worldwide person and feature the advantages of training that joins worldwide points of view with Indian qualities.

## CONCLUSION

Private International School offers a rigorous education from kindergarten to 12th grade, focusing on critical thinking, mental flexibility, and bilingualism. The school's comprehensive curriculum covers various subjects, fostering creativity and thinking skills. It also emphasizes effective time management to help students succeed academically and socially. With highly trained staff and a commitment to academic

excellence, the school prepares students for the challenges of the modern world. Social and emotional development is prioritized through counselling services, peer support groups, and teamwork-oriented extracurricular activities. Private International School is renowned for its comprehensive approach and dedication to student growth and excellence.

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