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Evaluating the Marketing Strategies for Enrolling Students by Professional Institutions: A Study of Gwalior Region

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Abstract:
Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand. The main purpose is to increase enrollment of the students in professional institutions. There are many reviews are finding for this study and take only suitable reviews for this. The main objective of this study is to evaluate the various Strategies for enrolling students. For this purpose data was collected from various institutions in Gwalior and Chambal Region. After collection, data is analyzed by t-test, post doc, factor analysis and confirmatory factor analysis. After this important result is found and suggestion is given on the basis of result.

1. Introduction

Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand. The main purpose is to increase sales of the product and profits of the company. For colleges students are treated as customers. The traditional image of a college education has changed significantly in recent years. Colleges and universities have begun to market themselves in whole new ways in order to attract this flood of students. They have had to look beyond the traditional college demographic to find ways to appeal to first generation students, older students, and foreign students from around the world.

2. Contents of Marketing Strategies

There are various contents that effect marketing of colleges that may affect the enrollment of institutions. Some is as follows.

2.1. Advertising

Advertising is one of the most powerful elements in the promotion mix. The dictionary meaning of the term is" to give public notice or to announce publicity". Advertising may be classified into the following categories: Product advertising, Institutional Advertising**,** Press publicity (newspaper and magazines), Direct mail, Outdoor Advertising, Film advertising, Radio advertising, Television, Exhibition, Point of purchase advertising

2.2. Word of Mouth Activity

It is the process of oral and written recommendation by a satisfied student to the prospective student of professional college. It is considered to be the most effective form of marketing. College students and teenagers tend to by highly elusive and wary of advertising. In order to break down these barriers, brands need to establish trust and create a youth marketing campaign that resonates with students. One way to do this is with word of mouth viral marketing.

2.3. Federal and State Aid, Scholarships, and Awards

Common forms of financial aid include grants, loans, work-study, and scholarships. Some are available specifically to students with disabilities. Many students use a combination of these financial aid resources. It is important to remember that financial aid results in a partnership of the student, parents, postsecondary educational institutions, state and federal governments, and/or private organizations. Such a partnership requires cooperation, communication, and an understanding by each of their responsibilities within the financial aid process.

2.4. Sports Facility

Sport is also an important factor of professional colleges and also helpful factor of college promotion to enroll students**.** Today sports in India have achieved a zenith in terms of popularity and as a career option. Olympics, Commonwealth Games, Asian Games, SAF Games, Wimbledon and many other world sports tournaments see Indians as one of the most leading sports participants in the world.

2.5. Affiliation to Legal Body and Accreditation (UGC, AICTE, NAAC, ISO etc.)

Affiliated college is an educational institute that operates independently but also has a formal collaborative agreement with another, usually a larger institution that may have some level of control or influences over its academic policies, standard and programs. According to UGC norm "affiliated college" means any college situated within the university area and affiliated to the university. While a university may have one or several affiliated colleges, it is not necessarily a collegiate university, which is a union or federation of semi-autonomous colleges.

2.6. Experienced faculty

students report higher levels of engagement and learning at institutions where faculty members use active and collaborative learning techniques, engage students in experiences, emphasize higher-order cognitive activities in the classroom, interact with students, challenge students academically, and value enriching educational experiences. In general, faculty at liberal arts colleges are the most likely to engage their students.

2.7. Placement

It is the action of placing someone or something somewhere. The concept of placement refers to placing the employee or student on particular location with good job and good salary Campus placement or campus interview is the program conducted within educational institutes or in a common place to provide jobs to students pursuing or in the stage of completing the programme.

3. Objectives

The objectives of this study is to design and develop a measure to Evaluate Enrolment Strategies, identify the underlying factors, identify the difference between different Parents income groups, age, gender, occupation, education level and marital status, to find out the most effective means of Enrolment Strategies of Professional Institutions situated in Gwalior & Chambal Region and to open the new vistas for further research

4. Methodology

The study was exploratory and descriptive in nature. The data was collected through survey and interview method, and relationships among demographic variables were evaluated by using statistical tools. Sample design includes population, sampling frame, sampling techniques, sampling elements and sample size. The target population for the study is include students and management staff (teaching and non teaching staff) of professional institutions in the both regions i.e. Gwalior and Chambal Region of the Madhya Pradesh. All individuals of rural & urban from Madhya Pradesh were sampling frame. Non-probability purposive sampling techniques were used to identify the respondents for the study. Individual respondent was sampling element of the study. The population is Sample size was 540 respondents from Students which is seeking admission and also they have enrolled himself in professional institution of Gwalior and Chambal division, and 100 respondents from college staffs included teaching and no teaching in professional institution which is situated in Gwalior and Chambal region in Madhya Pradesh. The data was collected by the researcher himself after developing rapport with the respondents. Data is collected through mainly primary sources like questionnaire, survey and interview methods but some secondary data also be used. Secondary data has been collected secondary data from various literatures to various sources such as research paper in Journals or Research articles and Books, Magazines, Reports (Government/Corporate, News Paper, & Internet etc). Collected data has been analyzed by researcher himself with the help of different statistical calculations using SPSS 20.0 trial version software. Statistical package for social science (SPSS) version 20.0 for windows seven will be used for data analysis and hypotheses testing. Data has been collected from the 20 selected Professional Institutions from all the ten 10 division of Madhya Pradesh, the description of sampling are: ITM, Prestige, BVM, NITM, GICTS, IIITM, Aditya, IITTM, IPS, Vikrant, MPCT, MITS, Boston, Amity university, HICT, Jain, MKTM, LNUPE, GEC, GRMC College Gwalior (M.P.).

5. Data Analysis

5.1. Reliability Measure

Reliability Statistics		
Name Statistics	Value	No of Items
Cronbach's Alpha	.846	24
Split-Half	.771	
Guttman	.811	
	.848	

Table 1: Reliability Measures of Marketing Strategies

It is being considered that reliability should be more than 0.7 as it can be seen in both tables (Cronbach's Alpha .846, Split-Half .771, Guttman .811 and Parallel .848) that the reliability through all tests is more than the standard value, hence the questionnaire was highly reliable.

5.2. Normality Analysis

Tests of Normality						
	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Marketing	.081	130	.064	.982	130	.078
a. Lilliefors Significance Correction						

Table 2: Normality Analysis of marketing Strategies

The entire table shows that data is normally distributed with insignificant level of .065. It is because if the insignificance value of the Shapiro-Wilk Test is greater than 0.078, the data is normal. This insignificant K-S value indicates the data was normally distributed and no outliers available in the data.

5.3. Factor Analysis

Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.796
Bartlett's Test of Sphericity	Approx. Chi-Square	872.322
	Df	276
	Sig.	.000

Table 3: KMO and Bartlett's test

The Kaiser- Meyer-Olkin Measure of Sampling Adequacy Value was .796 indicating that the sample was adequate to consider the data as normally distributed. The bartletts test was evaluated through chi-square test having chi-square value 872.322 which is significant at 0.000 level of significant, indicating that null hypothesis is rejected, therefore it is clear that the item to item correlation matrix was pot an identify matrix and therefore, the data were suitable for factor analysis.

5.4. Factor Distributions

Principle component factor analysis with Varimax rotation and Kiser normalization was applied. The factor analysis resulted in 7 factors 10 iterations

S.N	Factor Name	Eigen Value		Item Covered	Factor Load
		Total	% of Variance Explained		
1	Effective Infrastructure	6.480	28.175	Computer/Research lab	.716
				Approved by Statutory/Regulatory Bodies	.662
				Ambulance/First Aid Available	.660
				Company Visit	.611
				Affiliation to Legal Body (UGC, AICTE, etc.)	.571
2	Promotional Strategies	2.947	12.815	Large Campus	.740
				Official Websites	.726
				Highly Qualified Experienced Faculty	.608
				Attractive Brochure/Prospectus of the Institutions	.534
3	Advertisement	2.322	10.097	Well Infrastructure	.739
				Sports Facility	.699
				Transportation	.579
				Well/Effective Dress Code (College Name Printed T-shirts etc.)	.573
4	Extracurricular	2.099	9.125	Facilities like Banking/post office	.715
				Hostel Facility	.667
				Seminar about institution in the Schools	.653
5	Financial Relaxation	1.520	6.608	Scholarship for merit student	.701
				Advertising	.690
				Placement	.611
6	Approval	1.387	6.029	Social Connectivity	.589
				Cast benefits/BPL card etc.	.562
				Fee relaxation	.534
7	Safety Mechanism	1.104	4.801	Fire Alarm/Protection Equipment Available	-.688
				Modern Canteen	.680

Table 4: Factor Distribution of Marketing Strategies

Chi-Square	**113.89**
Df	**33**
P-Value	**0.00000**
RMSEA	**0.189**

Table 5: Showing result measurement model (Confirmatory Factor Analysis)

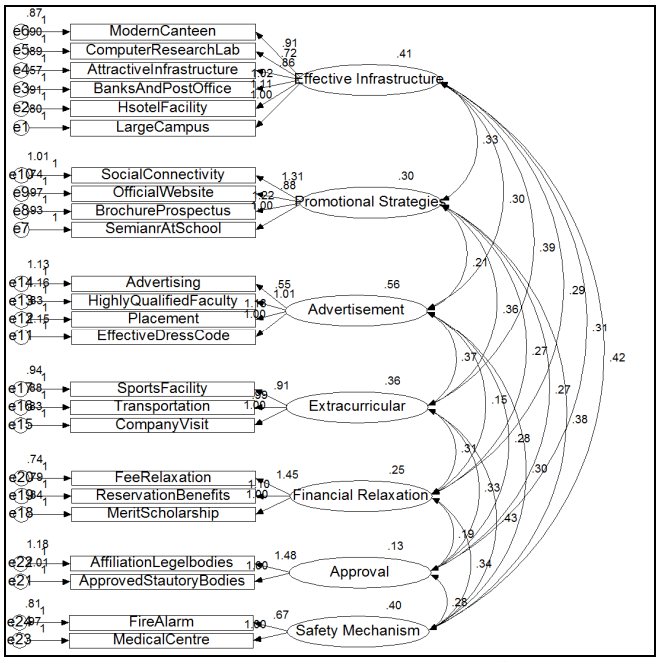

Figure 1: Confirmatory Factor Analysis

5.5. T-test between Marital Status and Marketing Strategies

- $H_0$1 – It stated Gender not affected Marketing of Professional Institutions.

The hypothesis was tested using T-test to evaluate the effect of Gender (Male and Female) on Marketing of Professional Institutions, the study two levels of gender

Independent Sample Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Marketing	Equal variances assumed	1.155	.284	-2.087	125	.039	-5.20217	2.49214	-10.13443	-.26992
	Equal variances not assumed			-2.090	61.640	.041	-5.20217	2.48861	-10.17742	-.22693

Table 6: Independent Sample test

Levene's test was applied to evaluate equality of variance in responses of male and female respondents. The value of F was found to be 1.155 which is insignificant at 28.4% levels therefore, the null hypothesis indicating not equal variance among groups formed on the basis of Gender (Male and Female) was accepted.

5.6. T-test between Job Description and Marketing of Professional Institutions

- $H_0$2 – It stated Job Description not affected towards Academic and Research Environment of a Professional Institution.

The hypothesis was tested using T-test to evaluate the effect of Job Description (Teaching and Non Teaching) on Marketing of a Professional Institutions, the study two levels of Teaching and Non Teaching

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Marketing	Equal variances assumed	1.388	.241	1.317	125	.190	2.96377	2.25059	-1.49043	7.41797
	Equal variances not assumed			1.319	124.910	.190	2.96377	2.24661	-1.48258	7.41012

Table 7: Independent Samples Test

Levene's test was applied to evaluate equality of variance in responses of male and female respondents. The value of F was found to be 1.388 which is insignificant at .241% levels therefore, the null hypothesis indicating not equal variance among groups formed on the basis of Marital Status (Married and Unmarried) was accepted.

5.7. T-test between Gender and Marketing of Professional Institutions

- $H_0$3– It stated Marital Status not affected Marketing of a Professional Institution.

The hypothesis was tested using T-test to evaluate the effect of Marital Status (Married and Unmarried) on Marketing of Professional Institutions, the study two levels of Marital Status.

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Marketing	Equal variances assumed	5.208	.024	1.751	125	.082	3.94035	2.25005	-.51277	8.39347
	Equal variances not assumed			1.714	107.023	.089	3.94035	2.29881	-.61675	8.49746

Table 8: Independent Sample Test of gender

Levene's test was applied to evaluate equality of variance in responses of male and female respondents. The value of F was found to be 5.208 which significant at.024 % levels therefore; the null hypothesis indicating not equal variance among groups formed on the basis of Marital Status (Married and Unmarried) was rejected.

5.8. Post Hoc Test between Age groups and Marketing

In statistics, the Bonferroni correction is a method used to counteract the problem of multiple comparisons. It is considered the simplest and most conservative method to control the family wise error rate.

- $H_0$4 – It stated different Age Groups not affected Marketing of Professional Institutions.
- $H_0$5 – It stated Academic Qualification not affected Marketing of Professional Institutions.
- $H_0$6 – It stated different Salary not affected Marketing of Professional Institutions.
- $H_0$7 – It stated Job Experience not affected Marketing of Professional Institutions.

Multiple Comparisons						
Dependent Variable: Marketing Bonferroni						
(I) Age Groups of staffs	(J) Age Groups of staffs	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below 25	26-30	5.25000	7.15847	1.000	-15.2159	25.7159
	31-35	11.23000	6.56084	.895	-7.5273	29.9873
	36-40	11.88158	6.63713	.759	-7.0939	30.8570
	More than 41	10.44048	6.88824	1.000	-9.2529	30.1338
26-30	Below 25	-5.25000	7.15847	1.000	-25.7159	15.2159
	31-35	5.98000	3.81785	1.000	-4.9352	16.8952
	36-40	6.63158	3.94751	.955	-4.6543	17.9175
	More than 41	5.19048	4.35650	1.000	-7.2647	17.6457
31-35	Below 25	-11.23000	6.56084	.895	-29.9873	7.5273
	26-30	-5.98000	3.81785	1.000	-16.8952	4.9352
	36-40	.65158	2.71733	1.000	-7.1172	8.4204
	More than 41	-.78952	3.28331	1.000	-10.1765	8.5974
36-40	Below 25	-11.88158	6.63713	.759	-30.8570	7.0939
	26-30	-6.63158	3.94751	.955	-17.9175	4.6543
	31-35	-.65158	2.71733	1.000	-8.4204	7.1172
	More than 41	-1.44110	3.43323	1.000	-11.2566	8.3744
More than 41	Below 25	-10.44048	6.88824	1.000	-30.1338	9.2529
	26-30	-5.19048	4.35650	1.000	-17.6457	7.2647
	31-35	.78952	3.28331	1.000	-8.5974	10.1765
	36-40	1.44110	3.43323	1.000	-8.3744	11.2566

Table 9: Multiple comparison of age in Marketing Strategies

5.9. Post Hoc Test between Academic Qualification of Employee and Marketing of Professional Institutions

Multiple Comparisons						
Dependent Variable: Marketing Bonferroni						
(I) Academic Qualification of Staffs	(J) Academic Qualification of Staffs	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Below Higher Secondary	Graduation	1.67778	5.03977	1.000	-12.7309	16.0864
	Post Graduation	2.66087	4.45845	1.000	-10.0858	15.4075
	Higher than Post Graduate	-.22000	4.42648	1.000	-12.8752	12.4352
	If Any Other	-7.76667	8.41161	1.000	-31.8153	16.2820
Graduation	Below Higher Secondary	-1.67778	5.03977	1.000	-16.0864	12.7309
	Post Graduation	.98309	3.55257	1.000	-9.1737	11.1398
	Higher than Post Graduate	-1.89778	3.51238	1.000	-11.9396	8.1441
	If Any Other	-9.44444	7.96858	1.000	-32.2265	13.3376
Post Graduation	Below Higher Secondary	-2.66087	4.45845	1.000	-15.4075	10.0858
	Graduation	-.98309	3.55257	1.000	-11.1398	9.1737
	Higher than Post Graduate	-2.88087	2.61060	1.000	-10.3445	4.5828
	If Any Other	-10.42754	7.61424	1.000	-32.1965	11.3415
Higher than Post Graduate	Below Higher Secondary	.22000	4.42648	1.000	-12.4352	12.8752
	Graduation	1.89778	3.51238	1.000	-8.1441	11.9396
	Post Graduation	2.88087	2.61060	1.000	-4.5828	10.3445
	If Any Other	-7.54667	7.59557	1.000	-29.2623	14.1690
If Any Other	Below Higher Secondary	7.76667	8.41161	1.000	-16.2820	31.8153
	Graduation	9.44444	7.96858	1.000	-13.3376	32.2265
	Post Graduation	10.42754	7.61424	1.000	-11.3415	32.1965
	Higher than Post Graduate	7.54667	7.59557	1.000	-14.1690	29.2623

Table 10: Multiple comparisons of academic qualification in marketing Strategies

Above table in Bonferroni showing that there is insignificant difference between all factors.

5.10. Post Hoc Test between Salary (per month) of Employee and Marketing of Professional Institutions

In statistics, the Bonferroni correction is a method used to counteract the problem of multiple comparisons. It is considered the simplest and most conservative method to control the family wise error rate.

Multiple Comparisons						
Dependent Variable: Marketing Bonferroni						
(I) Salary of Institute staffs in Monthly	(J) Salary of Institute staffs in Monthly	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less Than 10000	10001 – 20000	-.73913	6.89735	1.000	-20.4585	18.9803
	20001 – 30000	-5.03333	6.57474	1.000	-23.8304	13.7637
	30001 – 40000	-4.10526	6.69263	1.000	-23.2394	15.0289
	More than 40001	-14.50000	11.02617	1.000	-46.0237	17.0237
10001 – 20000	Less Than 10000	.73913	6.89735	1.000	-18.9803	20.4585
	20001 – 30000	-4.29420	3.12244	1.000	-13.2212	4.6328
	30001 – 40000	-3.36613	3.36359	1.000	-12.9826	6.2503
	More than 40001	-13.76087	9.38610	1.000	-40.5956	13.0738
20001 – 30000	Less Than 10000	5.03333	6.57474	1.000	-13.7637	23.8304
	10001 – 20000	4.29420	3.12244	1.000	-4.6328	13.2212
	30001 – 40000	.92807	2.63961	1.000	-6.6185	8.4747
	More than 40001	-9.46667	9.15165	1.000	-35.6311	16.6978
30001 – 40000	Less Than 10000	4.10526	6.69263	1.000	-15.0289	23.2394
	10001 – 20000	3.36613	3.36359	1.000	-6.2503	12.9826
	20001 – 30000	-.92807	2.63961	1.000	-8.4747	6.6185
	More than 40001	-10.39474	9.23671	1.000	-36.8023	16.0129
More than 40001	Less Than 10000	14.50000	11.02617	1.000	-17.0237	46.0237
	10001 – 20000	13.76087	9.38610	1.000	-13.0738	40.5956
	20001 – 30000	9.46667	9.15165	1.000	-16.6978	35.6311
	30001 – 40000	10.39474	9.23671	1.000	-16.0129	36.8023

Table 11: Multiple comparison of monthly Salary Taken and Marketing Strategies

Above table in Bonferroni showing that there is insignificant difference between all factors. Hence the null hypothesis was accepted by the results.

5.11. Post Hoc Test between Job Experience (In Years) of Employee and Marketing of Professional Institutions

In statistics, the Bonferroni correction is a method used to counteract the problem of multiple comparisons. It is considered the simplest and most conservative method to control the family wise error rate.

Multiple Comparisons						
Dependent Variable: Marketing Bonferroni						
(I) Experience of respondent in years	(J) Experience of respondent in years	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Less Than 1 Year	1 year - 3 Years	-6.93333	5.96463	1.000	-23.9861	10.1194
	3 Years - 5 Years	-3.47163	5.55521	1.000	-19.3539	12.4106
	5 Years - 10 Years	-3.14706	5.53049	1.000	-18.9587	12.6645
	More than 10 Years	-6.83333	9.06092	1.000	-32.7384	19.0717
1 year - 3 Years	Less Than 1 Year	6.93333	5.96463	1.000	-10.1194	23.9861
	3 Years - 5 Years	3.46170	3.42106	1.000	-6.3191	13.2425
	5 Years - 10 Years	3.78627	3.38078	1.000	-5.8793	13.4519
	More than 10 Years	.10000	7.93370	1.000	-22.5823	22.7823
3 Years - 5 Years	Less Than 1 Year	3.47163	5.55521	1.000	-12.4106	19.3539
	1 year - 3 Years	-3.46170	3.42106	1.000	-13.2425	6.3191
	5 Years - 10 Years	.32457	2.59099	1.000	-7.0830	7.7322
	More than 10 Years	-3.36170	7.63067	1.000	-25.1777	18.4543
5 Years - 10 Years	Less Than 1 Year	3.14706	5.53049	1.000	-12.6645	18.9587
	1 year - 3 Years	-3.78627	3.38078	1.000	-13.4519	5.8793
	3 Years - 5 Years	-.32457	2.59099	1.000	-7.7322	7.0830
	More than 10 Years	-3.68627	7.61270	1.000	-25.4508	18.0783
More than 10 Years	Less Than 1 Year	6.83333	9.06092	1.000	-19.0717	32.7384
	1 year - 3 Years	-.10000	7.93370	1.000	-22.7823	22.5823
	3 Years - 5 Years	3.36170	7.63067	1.000	-18.4543	25.1777
	5 Years - 10 Years	3.68627	7.61270	1.000	-18.0783	25.4508

Table 12

5.12. Multiple Comparison of Total Work Experience and Marketing Strategies

Above table in Bonferroni showing that there is insignificant difference between all factors. Hence the null hypothesis was accepted by the result of post hoc analysis

6. Findings

1. It is being considered that reliability should be more than 0.7 as it can be seen in both tables (Cronbach's Alpha .846, Split-Half .771, Guttman .811 and Parallel .848) that the reliability through all tests is more than the standard value, hence the questionnaire was highly reliable.
2. To normality**,** the entire table shows that data is normally distributed with insignificant level of .065. It is because if the insignificance value of the Shapiro-Wilk Test is greater than 0.078, the data is normal. This insignificant K-S value indicates the data was normally distributed and no outliers available in the data.
3. With the help of factor analysis seven factors is to found that is effective infrastructure, promotional strategies, advertisement, extracurricular, financial relaxation, approval and safety mechanism.
4. In the Structural Educational Modelling, The Fit Indices of CFA is showing goodness of fit index (GFI) 0.95 even the adjusted goodness of fit Index (AFGI) show a value of 0.79 implying good model. The parsimonious goodness of fit index (PGFI) is 0.49 Value 0.50 or 60 indicate a good parsimony fit.
5. T-test between Gender and Marketing strategie**s** showing the value of F was found to be 1.155 which is insignificant at 28.4% levels therefore, the null hypothesis indicating not equal variance among groups formed on the basis of Gender (Male and Female) was accepted.
6. According to T-test between Job Description and Marketing of Professional Institutions the value of F was found to be 1.388 which is insignificant at 24.1% levels therefore, the null hypothesis indicating not equal variance among groups formed on the basis of Marital Status (Married and Unmarried) was accepted.
7. According to T-test between Marital Status and Marketing of Professional Institutions. The value of F was found to be 5.208 which significant at 2.4% levels therefore, the null hypothesis indicating not equal variance among groups formed on the basis of Marital Status (Married and Unmarried) was rejected.
8. Post hoc test between age group, qualification of employee and salary in months of employee with marketing strategies shows that there is no insignificant difference among all factors. So that the hypothesis is accepted.

7. Suggestions

On the basis of findings and entire research work following suggestions may be given

i. Print media, Electronic media and outdoor advertisement are the main sources to aware students about the institutions. It is found that in study that most of colleges don't spend much more money on these sources. So it is suggested that these institutions that for using proper advertisement methods they can improve their enrolment.

ii. Scholarship program, transport facility, study tours and Electronic gadgets are the best tools for attracting students in their organizations. But it seems in study that only few colleges use this strategy for enrolling students so it is advisable to those type of institutions that they increase this type of programmes in their institutions.

iii. Affiliation of legal body and accreditation (UGC, AICTE, NAAC, ISO etc.) helps colleges to make national and international identification. So it is very necessary to professional institutions. So it is suggested to professional colleges that they improve their affiliation and accreditation to increase their enrolment.

Inspite of this facilities word of mouth activity is a very important activity that highly influenced the perspective students so colleges improve this by their students and alumni session.

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