



The Comparative Study of the Marketing Strategies Adopted by the Aided and the Unaided Commerce and Management Institutions in 21st century

Dr. Sadanand S. Dhakite

Associate Professor, Head of Commerce Faculty
Shri Binzani City College, Nagpur

Abstract

For the study purpose, 22 aided and unaided (11 each) institutes were selected from Nagpur district. In addition to this, 13 staff from 10 aided and unaided each institutes as well as 14 staff from 1 aided and unaided institute each were selected (total 288 staff). The collected data was analysed by using appropriate statistical tools. Descriptive and inferential statistics such as frequency and percentage, mean etc. as well as two-sample z test and two-proportion z test were used to analyze the data. The study is limited to India in general and focuses its attention on Nagpur District. Thus the emphasis was on to choose the samples from Nagpur district from the Aided and unaided colleges of Management and Commerce.

Introduction

Schools and colleges are considered as the second Home for the students. After the student passes out from the school, he enrolls himself in the college for his higher education on which his future depends. Thus the quality of higher education is outmost important as the future of the student depends upon his education in Higher classes. And for providing the Higher education, we have no. of Institutions but very few are there who provide quality education with all the facilities. Quality in providing Higher education can be judged by the qualification, knowledge and experience of the teaching staff. The infrastructure facilities with the help of modern teaching aids helps the teachers to provide quality education to the students. Thus the combination of all these facilities plus the quality of students helps the institution in providing quality education. And we find such a combination in very few cases. Rather than providing good quality education, institutions now a days are competing with each other to attract the students, their parents and the companies for the placements and has made these education institutions as a Business House, which was earlier considered as "Temple of Knowledge".

Institutions are focusing on branding and marketing far more than in previous years. Many have hired marketing professionals from the corporate world and invested significant time and money to create strong institutional brands. Promotional and Marketing strategies help the Institution to utilize skills of their employees and help to develop creative approach to provide quality education to the students. Thus this study will give the overall idea of the importance of quality in higher education and the different marketing strategies used by the Institutions in promoting quality education.

As we have both the Aided and Unaided Institutions in Nagpur District which provides higher education in different fields. Aided Institutions lack in infrastructure facilities as they do not get sufficient funds from the government, which is a major obstacle for the students in getting quality education, though they have a good teaching staff. On the contrary, the students now a days are more attracted towards unaided institutions as they have all the facilities which the students expects. Thus both the aided and the unaided institutions have their own pros and cons, which becomes difficult to say that which among them is better in providing quality education. The study will only help us to come to some conclusion. The study will also help us to know whose strategies are more effective among the Aided and Unaided Institutions. The institutions who want to rebrand or restructure, will get to know which strategies to adopt to become more competitive in the market.

Table 1: Opinion of management authorities, whether the marketing strategies help them to attract the students?

Help from marketing strategies	Aided College		Unaided College	
	N	%	N	%
Yes	11	100	11	100
No	-	-	-	-
Total	11	100	11	100



Above Table 1 demonstrates information pertaining to the marketing strategies helping the management to attract students in particular institution. It is evident from the information that according to all i.e. 100% management authorities in aided and unaided colleges agreed that marketing strategies helps them to attract students. Hence, it is evident that the marketing strategies helped management of aided and unaided colleges to attract students.

Table 2: Information regarding type of strategies helping management to attract students

Type of strategies	Aided College		Unaided College	
	N	%	N	%
Advertising (TV, radio, Newspaper)	-	-	9	81.8
Promotion	2	18.2	11	100.0
Public Relations	9	81.8	4	36.4
Exhibitions (Education Fairs)	9	81.8	9	81.8
Branding	3	27.3	9	81.8
Re-positioning	-	-	3	27.3
Re-structuring	4	36.4	7	63.6

Table 2 demonstrates information pertaining to the management in aided and unaided institutions with respect to strategies helping the management to attract students. It is evident from the information that according to 81.8% management authorities from unaided college, advertising (TV, radio, newspaper) strategies helps the management to attract students. According to 18.2% management authorities from aided college and 100% management from unaided college, promotional strategies helps the management to attract students. Moreover, 81.8% management authorities from aided college and 36.4% management authorities from unaided college reported that strategy of public relation helps the management to attract students. 81.8% management authorities from aided college and 81.8% management authorities from unaided college reported that exhibition (Educational fairs) strategies helps the management to attract students. In addition to this, 27.3% management authorities from aided college and 81.8% management authorities from unaided college reported that branding strategies helps the management to attract students, whereas 27.3% management authorities from unaided college reported that repositioning strategies helps the management to attract students. Furthermore, 36.4% management authorities from aided college and 63.6% management authorities from unaided college reported that restructuring strategies helps the management to attract students. It is evident that there is difference among opinions of management authorities regarding type of strategies helped them to attract students. Aided colleges more rely on facilities such as public relation and exhibitions for attracting students whereas unaided colleges rely on advertising, promotion, exhibition and branding for attracting students.

Table 3: Opinion of staff working in aided and unaided institution pertaining to help from marketing strategies to the management for attracting students

Marketing Strategies help the Management to attract students	Aided College		Unaided College		Z	Sig.
	N	%	N	%		
Yes	101	70.1	113	78.5	4.3919	<0.0001
No	-	-	6	4.2		
May be	43	29.9	25	17.4		
Total	144	100	144	100		

Above Table, 3 demonstrates opinion of staff working in aided and unaided institution pertaining to help from marketing strategies to the management for attracting students. It is evident from the information that according to 70.1% staff working in aided colleges, agreed to the statement that marketing strategies helps the management to attract students in aided colleges whereas 29.9% are not sure about the marketing strategies helping the management to attract students. Furthermore, according to percentage of 78.5%, 4.2% and 17.4% staff from unaided college, marketing strategies helps the management to attract students; strategies do not help and are not sure about it respectively. It is evident from the two sample Z test statistics that there is significant (P<0.05) difference in the opinion of staff working in aided and unaided institutes about help from marketing strategies to the management for attracting students. It is apparent that the marketing strategies help the management in unaided college more to attract students than in aided college.



Table 4: Opinion of staff working in aided and unaided institution pertaining to type of marketing strategies helping the management for attracting students

Strategies help the Management to attract students	Aided College		Unaided College		Z	Sig.
	N	%	N	%		
Advertising (TV, radio, Newspaper)	57	56.4	62	54.9	0.2205	0.8255 (NS)
Promotion	29	28.7	34	30.1	-0.2243	0.8225 (NS)
Public Relations	58	57.4	62	54.9	0.3679	0.7130 (NS)
Exhibitions (Education Fairs)	28	27.7	32	28.3	-0.0976	0.9223 (NS)
Branding	28	27.7	64	56.6	-4.2635	<0.0001
Re-positioning	4	4.0	8	7.1	-0.9816	0.3263 (NS)
Re-structuring	15	14.9	12	10.6	0.9453	0.3445 (NS)

Table 4 shows results of comparative assessment of opinion of staff working in aided and unaided institutions with respect to type of marketing strategies helping the management to attract students. It is evident from the information that according to 56.4% staff from aided college and 54.9% staff from unaided college, advertising (TV, radio, newspaper) strategies helps the management to attract students. According to 28.7% staff from aided college and 30.1% staff from unaided college, promotional strategies helps the management to attract students. Moreover, 57.4% staff from aided college and 54.9% staff from unaided college reported that strategy of public relation helps the management to attract students. 27.7% staff from aided college and 28.3% staff from unaided college reported that exhibition (Educational fairs) strategies helps the management to attract students. In addition to this, 27.7% staff from aided college and 56.6% staff from unaided college reported that branding strategies helps the management to attract students, whereas 4% staff from aided college and 7.1% staff from unaided college reported that repositioning strategies helps the management to attract students. Furthermore, 14.9% staff from aided college and 10.6% staff from unaided college reported that restructuring strategies helps the management to attract students. The two proportion Z test statistics shows that there is no significant difference among opinions of staff from aided and unaided colleges regarding type of marketing strategies helping the management. This indicates that marketing strategies such as advertising (TV, radio, Newspaper), promotion, public relations, exhibitions (education fairs), branding, re-positioning and re-structuring attract students to take admission in institutions.

Conclusion

The marketing strategies adopted by the management helped the management of aided and unaided colleges to attract students. Thus it can be concluded that marketing strategies helps the institute to provide quality education to students. There is difference in type of strategies, which helped aided and unaided institutions to attract students. Aided colleges more rely on facilities such as public relation and exhibitions for attracting students whereas unaided colleges rely on advertising, promotion, exhibition and branding for attracting students.

References:

1. Ali, N. A and Zairi, M. (2005) Service Quality in Higher education, Bradford University.
2. F. M. Hill, (1995) "Managing service quality in higher education: The role of the student as primary consumer," Quality Assurance in Education, vol. 3, no. 3, pp. 10-21.
3. International Journal of Business Management, Vol-4, No.9, 2009.
4. International Journal of Social Science & Interdisciplinary Research, Vol 2(6), June 2013.
5. Interdisciplinary Journal of Research in Business Vol. 1, Issue. 9, (pp.38- 46) September, October, 2011.
6. Jain, R., Sinha, G. & De, S.K. (2010), "Service quality in Higher Education: an Exploratory Study", Asian Journal of Marketing, 4(3), 144-154.
7. James A. Burns & Thomas J. Hayes. (2005) New strategies in Higher Education Marketing.
8. Kotler, P., Keller, K.L. (2009) Marketing Management, 13th ed. New Jersey: Prentice Hall.
9. Kotler, P., Fox, K. (1995) Strategic Marketing for Educational Institutions. New Jersey: Prentice-Hall.
10. L. Galloway, (1998) "Quality perceptions of internal and external customers: A case study in educational administration," The TQM Magazine, vol.10.
11. Parasuraman .A, Zeithami, V. A., Berry, L.L.(1985), "A Conceptual Model of Service Quality and its implications for future research, Journal of Marketing, Vol.49.
12. http://www.unicef.org/india/education_3614.htm(last accessed on 20th,December, 2014, at 10.30PM.)



- 13 <http://www.timesofmalta.com/articles/view/20081128/education/what-is-quality-education.234848> (last accessed on 18th December, 2014 at 9.40PM)
- 14 <http://www.hangverresearch.com/insights/why-marketing-strategy-matters-in-higher-education/?i=higher-education> (last accessed on 15th December, 2014, 11.45AM)
- 15 <http://indianresearchjournals.com/pdf/IJSSIR/2013/June/11.pdf>(last accessed on 15th December, 2014, 12.15PM)
- 16 http://en.wikipedia.org/wiki/Marketing_strategy (last accessed on 14th December, 2014, 3.30 PM)
- 17 http://www.nagpuruniversity.org/links/affiliated_colleges.htm (last accessed on 14th December, 2014, 4.30PM)