Innovation of New Marketing Strategic Of Aided and Unaided Institutions for Promoting Quality Education in Nagpur District

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Abstract:-
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 in Nagpur District.

I. Introduction

The education Institutes are service oriented organisations who are selling their products such as the state of art infrastructure, their experienced and knowledgeable faculties, placements, updated courses and study materials, well equipped labs and classrooms etc. to their customers i.e. the present and prospective students. These Institutions mainly sell their products by making the use of marketing strategies such as branding, rebranding, repositioning, restructuring, indoor and outdoor advertising, internet advertising, print media etc.

Increasing competition and growth of me–too products in a monopolistic competition is making outbound marketing ineffective. And education sector in India is no exception to it. As a person encounters thousands of advertisements and products daily, it makes more difficult for schools and colleges to make themselves recognized and impact their decision-making.

Restructuring involves addition of another stream of educational course in the Institute, making changes in syllabus, making changes in teaching styles, offering other services such as Developing students for GDPI, special lectures on communication skills, personality development and stress management. Many a time's campus recruitment training is also provided. Thus addition of these services which was not provided before by the Institutions is nothing but restructuring of that institute. Thus the study was include the marketing strategies adopted by the institutions in Nagpur district.

Academic institutions offering higher education in general and those offering professional education in particular are undergoing a process of change similar to what business organizations have undergone a few decades ago when they were confronted by competition. The speed of change is driven by multiple factors. Demands from industry, information-age, and mindset of the students, increased competition and the renewed quest among academic community are some of the factors driving this change. To ensure that higher education, particularly professional education, is able to deal with market and technological changes coupled with global requirements, it is important for institutions offering higher education to use appropriate curricula, course materials and teaching methodologies that are not only up-to-date, but also effective from learner's point of view. The exponential growth of knowledge, exploding instructional technologies, enhanced access to practices of premier institutions, accessibility to knowledge, globalization of education etc. require educators and faculty members to continuously evaluate themselves and improve upon their effectiveness.

Thus a combination of all the above services or the marketing strategy will help the institution in providing quality education.

Table 1: 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 1 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 2: 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		
No	-	-	6	4.2	**4.3919**	**<0.0001**
May be	43	29.9	25	17.4		
Total	**144**	**100**	**144**	**100**		

Above Table, 2 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 3: 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 3 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.

II. Conclusion

It is evident from study results (Table 1) 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 according to percentage of 78.5% staff from unaided college, marketing strategies helps the management to attract students ($Z= 4.3919$; $P<0.0001$). In addition to this strategies adopted by unaided colleges for marketing such as Promotion ($Z = 0.2243$; P= Non Significant), Exhibitions (Education Fairs) ($Z = 0.0976$; P= Non Significant), Branding ($Z = 4.2635$; $P<0.0001$) and Re-positioning ($Z = 0.9826$; P= Non Significant) are found to be better than strategies of aided college (Table 2). Furthermore unaided colleges have more marketing strategies which are not followed by aided colleges (Table 3).

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