



MARKETING FACTORS IN STUDENTS' ADMISSION DECISION MAKING PROCESS FOR HIGHER EDUCATION

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Abstract

Higher education marketers have extensive experience implementing branding strategies. There is an urgent need for research on the influence of marketing on prospective students' choice of major and school. Examining the current state of higher education in Uttar Pradesh is the study's principal motivation. Examine the marketing and promotion methods used by social networking sites, and how successful they are in reaching students via this channel. The findings of the research showed a connection between marketing factors and final college selections. The findings will help schools improve their enrollment rates. In order to increase enrollment, institutions must use digital marketing strategies. The findings of this study provide important insight into the impact of online advertising strategies on the college admissions process.

Keywords: Admission, Higher Education, Institution, Marketing, Student.

INTRODUCTION

The development of each nation is inextricably linked to its higher education system. The highly educated elite is assisting in improving the standard of living and developing the nation. The goal of a university should not be reduced to the simple dissemination of technical information. There might be a number of causes for this. They might be part of the economic, social, or cultural realms. The cultural and historical milieu of an institution of higher learning cannot be separated from it. The secular structure of a nation is permeated by its religious traditions, historical background, and social ethos. The environmental, political, community, health, and business complexities are explored in more depth at the university level. In today's society, a bachelor's degree is more valuable than ever. The modern higher education system is dynamic. The research

goes beyond the realm of secondary education. There are a variety of different types of tertiary educational institutions besides colleges and universities, such as schools of law, theology, medicine, business, music, and the arts. There are additional schools that specialise in training future educators, as well as schools of technology and community colleges. After finishing a course of study, students are awarded a formal credential such as a degree, diploma, or certificate. Every business must invest heavily in marketing if it wants to succeed. Without a solid marketing plan, a business has a little chance of making it. Efforts made by marketing to increase product recognition and customer loyalty are often cited as a reason for a company's success and expansion. As a consequence, prospective marketers need to be aware of the lasting importance of a marketing education. Let's examine the importance of a marketing education for everyone interested in or engaged in business.

LITERATURE REVIEW

Mulchandani, D. &Tajamul, I. (2022)The purpose of this research is to determine what drives students from the Pune region of India to join in a Master of Business Administration programme at one of the local universities. It also explores the factors that went into choosing the host institution for the programme. The objective is to help schools think about these things before launching recruitment efforts, so that they can attract bright students. The study's goal is to provide light on the decision-making process that leads prospective MBA students to choose certain degree programmes. The 7P model created by Kotler and Fox, which is tailored to educational institutions, serves as the basis for this concept. Self-administered questionnaires were completed by 306 students in the year 2020. Factorial analysis and other concise methodological approaches were employed to analyse the data. There were found to be five variables at the MBA level, each made up of a unique 7p combination. According to my understanding, the results will aid marketing departments at Indian universities and secondary schools in better comprehending kids' psychological research and developing an efficient blend of marketing approaches. It would make private institutions more appealing to potential students and spur the creation of programmes that better meet the needs of modern learners.

Rajput, Gaurav&Chouhan, Preeti. (2021) This study aims to determine and explore the factors that students think about while selecting a college or university. The analysis is a combination of quantitative and qualitative data. Experts and students alike were contacted for individual interviews. Information was collected from 212 students in the Indore region using a questionnaire and a judgmental sampling approach. A list of eight criteria that are considered when choosing a college was compiled through an exploratory study. These criteria are: faculty expertise; faculty benefits and expenditure; state-of-the-art, supportive staff and additional facilities; alumni feedback; co-curricular activities; college working hours; and a well-resourced library. The proposed model was confirmed by further exploring these eight factors using confirmatory factor analysis. There are eight distinct types of factors that students take into account while making their college selections.

Sedahmed, Zainab&Abdelrhman, Noureldien. (2019) There is growing evidence that data mining may be useful in the classroom. This recognition solidifies educational data mining as an emerging and fast growing academic discipline. Improving the standard of higher education may be accomplished, in part, by the application of knowledge discovery techniques to educational data such as student enrollment records. The goal of many mining methods is to find noteworthy

associations, patterns, links, or accidental structures among groups of items in educational data sets. Commonly used are rules of association. We use the Apriori algorithm to construct association rules to explore the importance and connection between factors that guide Sudanese students' decisions on where to pursue higher education. The technique is applied to a dataset including information on enrollment choices made by 800 students at both public and private institutions. Students' demographics, variables related to students and society, factors related to educational institutions, and admission and employment concerns are all examined in this research to determine their relative importance in convincing Sudanese students to pursue higher education. The statistics show that students are most impacted by aspects of the educational institution itself (50%) and the admissions process (40%), whereas those of students and society (0%) and employment (10%) are far less important. The most important factors among the 14 factors related to schools are their reputation, academic diversity, educational quality, educational facilities, and practicality.

Jatav, Sunita. (2018) There is increasing competition in the world of higher learning. In this research, we asked students what factors most influenced their final decision. India's educational institutions are engaged in a fierce competition for students, and in order to thrive, they must provide students with extraordinary value. Management programmes should take the initiative to learn what their students need and then provide it. The ultimate purpose of education is to prepare the next generation to actively participate in the economic growth of their country. While it's true that school may assist certain students adjust their behavior, the benefits of education go well beyond this. The sample size for the Madhya Pradesh research was 306.

ADVANTAGES OF ONLINE MARKETING FOR HIGHER EDUCATION INSTITUTIONS

The purpose of education marketing is to increase demand for, and supply of, excellent educational resources. Educational material encompasses a wide range of media, including lectures, tutorial videos, research tools, mobile and desktop software, and much more. Well-written educational content presented effectively may capture students' interest and inspire them to learn more. By informing customers about the value you provide and the sector in which you work, education marketing strives to boost brand recognition and revenue. Educating your target audience is one strategy for using content marketing.

- **Wider range:** A website's marketing potential may go far beyond its physical location. Colleges may spread their name around the country without really visiting each and every town.
- **Targeting demographically:** Using demographic data like age, gender, geography, and interest, you may narrow your online marketing focus to a very particular demographic. Colleges and universities focus most of their advertising efforts on students. In addition, by having site visitors fill out a form, you may get valuable information about your clientele. You may use this information to better serve them by learning about demographics like age and interests.
- **The marketing cost is low:** One major benefit of internet marketing for educational institutions is the low price of marketing campaigns. whether you're looking to save

money, see whether Internet marketing may take the place of more conventional kinds of advertising like newspaper advertisements, TV commercials, and radio announcements. When it comes to advertising online, a free posting on a large number of reputable sites is a distinct possibility. Furthermore, the internet allows you to reach clients on a far greater scale than with conventional means of communication. Internet communication is more cost-effective than more specialised techniques, such as sending letters and printing pamphlets.

- **Track results:** There are a variety of methods available to track the performance of your internet marketing initiative. These resources will help you not only monitor and measure the efficacy of your marketing effort, but also visualise its evolution over time. Your marketing efforts will greatly benefit from your newfound analytical skills. If your marketing strategy is on the right track, you will see positive results. Clicks, visits, signups, and registrations may all be monitored.
- **Multitasking:** Online marketing allows you to manage thousands of customers in parallel. The college or university's website should be your first stop when researching the institution. Anyone who needs information about the school may do so by sending an email or checking the website.
- **Diversification:** Your ability to showcase and advertise to a certain demographic is greatly aided by diversification. You'll have more options on how to achieve your objectives as your skills improve. Using the web for marketing purposes simplifies growth. Similarly, you may divide up your marketing into smaller, more manageable chunks by using many channels at once.
- **Easy tweak:** In marketing and advertising, change is inevitable but need not be difficult. When compared to more conventional types of promotion, online marketing offers more flexibility. With online marketing, adjustments to the objective may be made on the fly, as they become required, without the need to schedule downtime for employees or wait for administrative approval.

Why use Education Marketing?

Educators and educational institutions also make use of education marketing. Investing in educational promotion is a choice that may be made by every business, regardless of its field of operation. And there are several benefits:

- i. **It helps to build trust:** With education marketing, you don't have to formally introduce yourself to your audience; instead, you may provide them with information that will help them come to know you better.
- ii. **Helps build relationships with business:** Business ties are strengthened, and consumers are compelled to acquire the goods. Consumers may learn more about your company, the work you're doing, and the impact it's having on the world via educational marketing. Everyone's curiosity may be quickly piqued.

- iii. **Generate organic traffic:** Having a blog filled with valuable material attracts more visitors, which in turn generates more leads, email subscribers, and business.
- iv. **You will be a leader in thinking:** Providing actual value to individuals in need, positioning the firm as the ideological leader of the industry, and fostering a long-term, dedicated community are all possible because of the valuable material you provide.
- v. **It transforms customers better:** Prospects are more likely to become loyal customers when they are exposed to educational marketing. It advertises your product after it has already created value. Consumers prefer not to be "sold" to and are more receptive to knowledge that helps them make educated purchasing decisions.

DECISIONS REGARDING STUDENT ADMISSION IN HIGHER EDUCATION AND MARKETING FACTORS

The internet's pervasive presence in modern life has shifted the traditional function of marketers. Thanks to advancements in digital technology, the marketing environment has changed. Businesses of all types and sizes may connect with their customers in real time and provide them exactly what they need with the help of internet marketing tools. More and more, prospective students are using the internet and social media to learn more about potential colleges, majors, and careers. Universities and colleges have forced to rethink their approaches to marketing because of the fast changes brought on by digital technologies. There is a duty on the part of educational institutions to fulfil the information and communication needs of their constituents. Institutions now have the tools made possible by the Internet to meet these needs. To reach out to prospective and present students, as well as alumni and other stakeholders, institutions are increasingly turning to Twitter. Universities may greatly benefit from promoting their programmes and increasing awareness of their presence via online advertising. Both the student and the parent should be engaged in the college selection process. Involvement from parents is common throughout the college selection process. Parents are crucial in helping their children through the college search and selection procedures. The expectations of one's parents have a significant impact on a child's choice to attend college. Students also take into account any potential financial assistance from their parents. Parents are heavily involved in their children's college exploration and application processes. The way consumers traditionally shop has changed. The decision-making process is affected by social media. A student's decision on where to go to college and the kind of school they would want to attend is affected by the level of parental involvement. After graduating high school, many students seek advice from their parents and other family members before deciding where to register in college.

Role of Online Marketing in Higher Education Admissions

The Internet and other kinds of digital technology have had a significant influence on the business sector in recent years. Business-critical domains like as customer relationship management, brand management, product development, profitability, procurement, and communication have all benefited greatly from the widespread adoption and use of digital technology. A marketing plan may only be termed "digital" if it employs digital tools and methods. Over the last two decades, advances in communication technology have altered the dynamic between teachers and students in today's classrooms. Companies in today's digitised world are under growing pressure from

consumers to update their processes to accommodate the plethora of new technology they have come to demand. Everyone is inadvertently immersed in the digital world, thus digital marketing has become a must-have for businesses to keep ahead. The purpose of digital communication is to cut out the middleman and have the marketer speak straight to the customer via the use of digital broadcasting technologies. As a result of digital marketing, access to formal education has also grown. Prospective students should take their time weighing their alternatives before committing to a single educational institution. It will need a significant time and financial investment. The career path a graduate takes is also influenced by the school they attended. Every aspect of business has been altered by the introduction of the Internet and other digital information sources. Product development, brand management, cost-effectiveness, customer relationship management, communication, and buying are just few of the areas where digital information has had a major influence and been employed.

Young, energetic, and eager to meet new people, college campuses are teeming with potential new pals. The social media platform, then, is a natural outgrowth of the community's need and desire to take part in and grow its network. In order to attract new students and faculty, universities and colleges all around the globe are increasingly relying on digital marketing strategies. There are two separate groups that schools must cater to: millennials and their parents. However, these are not the only possible audiences to aim for. You may win over your core audience more quickly if your plan takes into account the unique needs of their subculture. Using digital marketing and SEM (Search Engine Marketing) strategies makes it much easier to coordinate with kids and their parents.

CONCLUSION

Marketing strategies and name familiarity were shown to have a significant impact on admissions decisions even after students' and parents' opinions were taken into consideration. This study's findings are especially useful for universities, since they may be used to inform policy decisions and inspire creative marketing strategies aimed at increasing student enrollment by highlighting the impact of marketing strategies and brand awareness at each stage of the enrollment decision process. Prospective students may be enticed by the newest marketing techniques in the academic sector to apply, visit campuses, or refer their friends. Marketers play an increasingly important role in modern business. The growth of internet marketing has exposed new opportunities and challenges for companies.

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