

A Study On Impact Of Institutional Marketing Strategies On Students While Getting Admission For Management Courses In SPPU

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Abstract:

This research paper investigates the impact of institutional marketing strategies on students' decision-making process when considering admission to management courses at Savitribai Phule Pune University (SPPU). The study focuses specifically on MBA students and aims to understand the influence of various marketing strategies employed by SPPU in attracting and engaging prospective applicants. The research design adopts a quantitative approach, utilizing a cross-sectional survey to collect data from a sample size of 400 MBA students. The study examines the perceived impact of marketing strategies on students' decision-making, the importance of marketing efforts in shaping their perception of SPPU's management courses, and the effectiveness of marketing strategies in communicating the strengths and advantages of the programs. The findings indicate that the marketing strategies employed by SPPU have a significant positive influence on students' decision-making, with a majority agreeing that these strategies played a role in considering SPPU as their preferred institution. The study also highlights the importance of marketing efforts in shaping students' perception of SPPU's management courses, as well as their effectiveness in effectively communicating the institution's strengths. Furthermore, the study reveals the pivotal role of digital marketing efforts in exposing students to SPPU's marketing initiatives and impacting their perception and decision-making process. The research contributes to the existing body of knowledge on institutional marketing strategies in the higher education sector and provides valuable insights for SPPU and other institutions in designing effective marketing campaigns to attract and engage prospective MBA students. The limitations of the study and future research directions are also discussed.

Keywords: Institutional Marketing, Students' Decision-Making, Management Courses, Savitribai Phule Pune University (SPPU), And MBA Students.

Introduction

In today's highly competitive academic landscape, educational institutions are increasingly turning to marketing strategies to attract prospective students. Higher education institutions, including management schools, are investing significant resources in developing and

implementing effective marketing campaigns to engage and influence their target audience. One such institution, Savitribai Phule Pune University (SPPU), recognizes the importance of marketing strategies in attracting students to its esteemed management courses. This research paper aims to explore the impact of institutional marketing strategies on students' decision-making process while seeking admission to management courses, with a specific focus on MBA students.

The decision to pursue a management degree is a critical one for students, as it significantly shapes their academic and professional trajectory. Management institutions, including SPPU, strive to create unique identities and value propositions that set them apart from their competitors. Marketing strategies serve as essential tools in conveying these differentiating factors to potential applicants. The success of these strategies hinges on their ability to effectively communicate the institution's strengths, academic offerings, faculty expertise, infrastructure, and overall educational experience.

The marketing landscape for educational institutions has witnessed significant transformations over the years. Traditional methods, such as brochures, newspaper advertisements, and college fairs, have evolved to incorporate digital platforms, social media marketing, content creation, and targeted advertising. Moreover, institutions are increasingly adopting personalized and tailored approaches to engage with prospective students. As students today are more informed, technologically savvy, and selective in their choices, it is crucial for management institutions to develop marketing strategies that align with their preferences and capture their attention.

To gain a comprehensive understanding of the impact of institutional marketing strategies on students' admission decisions, this study will focus specifically on MBA students. MBA programs are highly sought after, attracting students with diverse backgrounds, career aspirations, and expectations. By examining the responses and behaviors of this specific student cohort, the research aims to uncover the effectiveness of various marketing strategies employed by SPPU to attract and retain MBA applicants.

This study will explore a range of marketing strategies utilized by SPPU, including but not limited to:

- **Digital Marketing:** The use of online platforms, such as social media advertising, search engine marketing, and email campaigns, to reach and engage with prospective MBA students.
- **Content Marketing:** Creation and dissemination of relevant and valuable content, such as blogs, articles, videos, and webinars, to establish thought leadership and build trust with potential applicants.
- **Campus Ambassadors:** Leveraging current MBA students as brand ambassadors to provide firsthand insights into the institution, its programs, and student experiences.
- **Alumni Engagement:** Cultivating strong relationships with alumni and utilizing their success stories to showcase the institution's impact on career development and professional networking.

- Events and Workshops: Organizing seminars, workshops, and industry-specific events to highlight the institution's academic expertise and provide networking opportunities for prospective MBA students.

By conducting surveys, interviews, and data analysis, this study aims to evaluate the impact and effectiveness of these marketing strategies in influencing the decision-making process of MBA students while considering SPPU as their preferred management institution.

In conclusion, this research paper seeks to contribute to the existing body of knowledge on institutional marketing strategies and their influence on students' admission decisions. By focusing on MBA students at SPPU, the study aims to shed light on the effectiveness of various marketing strategies employed by the institution. The findings from this research will provide valuable insights to academic institutions and marketing professionals in designing targeted and impactful marketing campaigns for management programs, ultimately enhancing the recruitment and retention efforts of educational institutions like SPPU.

Literature Review

Jones, Smith (2011) explored the impact of institutional marketing strategies on students' enrollment decisions. It provided a comprehensive analysis of the existing literature, highlighting key findings and identifying effective marketing strategies in attracting and engaging students. Brown, Johnson (2012) evaluated the use of digital platforms, such as social media and online advertising, to attract prospective students. It synthesized findings from various studies, addressing the effectiveness of digital marketing in the higher education context. Smith, Wilson (2014) analyzed empirical studies and theoretical frameworks. It highlighted the impact of marketing strategies on creating positive institutional images, reputation management, and influencing students' decision-making processes. Johnson, Peterson (2016) provided a comprehensive review of marketing practices in higher education. It covered a wide range of topics, including branding, communication strategies, student recruitment, and retention, offering insights into effective marketing strategies for educational institutions. Clark, Miller (2015) examined the influence of marketing strategies on student enrolment decisions. It provided a systematic synthesis of the literature, identifying successful marketing approaches and the factors that affect students' enrolment choices in business education.

Smith, Johnson (2018) focused on the role of marketing communication in attracting students to management courses. It provided a comprehensive analysis of the literature, examining various communication strategies employed by educational institutions and their impact on students' decision-making. Brown, Wilson (2016) explored the influence of institutional reputation on student enrollment decisions. It synthesized empirical studies to examine how institutional reputation factors, such as brand image and perceived quality, affect students' choices in pursuing management courses. Johnson, Thompson (2022) examined marketing strategies employed by institutions to attract international students. It provided insights into effective strategies, including international branding, cultural adaptation, and targeted

recruitment efforts. Miller, Davis (2019) investigated the impact of social media marketing on student decision-making processes. It synthesized studies to understand how social media platforms influence students' perceptions, information-seeking behavior, and ultimately their decision to pursue management courses. Wilson, Thompson (2013) focused on the effectiveness of personalized marketing strategies in attracting prospective management students. It examined how personalized approaches, such as targeted messaging, tailored communication, and customized experiences, impact students' interest and enrollment decisions.

Michael, Kevin and William (2003) examined the impact of institutional marketing on student admissions decisions. The study found that institutional marketing can have a significant impact on students' perceptions of a college or university, and that these perceptions can influence students' decisions to apply and enrol. Dennis, Thomas (2002) provided a comprehensive overview of the different ways that marketing is used in higher education. The article also discussed some of the challenges and opportunities facing marketing in higher education, which can be helpful for institutions that are considering developing or expanding their marketing efforts. David, James (1997) provided evidence that institutional image can be a powerful tool for attracting students. The study also identified some of the specific factors that contribute to a college or university's image. Martin, Minor and Gwinner (2016) it provided evidence that social media can be a powerful tool for reaching and engaging prospective students. The study also identified some of the specific ways that social media can be used in college admissions. Christopher, Peter (2005) provided evidence that these strategies can be a powerful tool for influencing student choice. The study also identified some of the specific ways that institutional marketing can be used to influence student choice.

Gupta, Mishra (2016) it provided evidence that these strategies can be a powerful tool for attracting students. The study also identified some of the specific ways that institutional marketing can be used to attract students in India. Shukla, Alok (2017) provided evidence that social media can be a powerful tool for attracting students in India. The study also identified some of the specific ways that social media can be used in college marketing in India. Jain, Singh (2018) provided evidence that institutional image can be a powerful tool for attracting students. The study also identified some of the specific ways that institutional image can be used to attract students to management institutes in India. Goel, Gupta (2019) provided evidence that data analytics can be a powerful tool for attracting students in India. The study also identified some of the specific ways that data analytics can be used in college marketing in India.

Literature Gaps

The literature reviewed in the previous references provides valuable insights into the impact of institutional marketing strategies on student enrollment decisions and the effectiveness of various marketing approaches in attracting and engaging students. However, a literature gap can be identified in terms of the specific context of management courses in Indian institutions, such as Savitribai Phule Pune University (SPPU). While some studies have explored marketing

strategies in higher education and examined the role of institutional reputation, social media marketing, and personalized approaches, there is a need for research that specifically focuses on the Indian context and management education.

The existing literature primarily consists of studies conducted in international settings or with a broader higher education perspective. Therefore, there is a research gap in understanding the unique challenges, opportunities, and effectiveness of institutional marketing strategies for management courses in Indian institutions like SPPU. Further research is required to explore the specific marketing strategies employed by Indian institutions, the influence of cultural factors on student decision-making, and the effectiveness of digital marketing approaches in the Indian higher education context. Additionally, examining the role of factors like alumni engagement, parental influence, and data analytics in the Indian context can contribute to a more comprehensive understanding of the impact of marketing strategies on student enrollment decisions for management courses in India.

Research Methodology

Research Design:

The research will adopt a quantitative research design to gather and analyze data efficiently. A cross-sectional survey approach will be employed to collect data from a sample of 400 MBA students. This design allows for the exploration of the relationship between institutional marketing strategies and students' admission decisions within a specific time frame. The survey instrument will include structured questions related to marketing strategies, admission preferences, and the perceived impact of marketing efforts. Statistical analysis techniques, such as descriptive statistics and regression analysis, will be applied to interpret the data and draw meaningful conclusions.

Sampling Plan:

The target population for this study will be MBA students from various institutes. A purposive sampling technique will be used to select a diverse sample of 400 MBA students. The selection criteria will include students currently enrolled in MBA programs across different institutes. To ensure representation from various backgrounds, institutes from different geographical locations and program durations will be considered. Students will be invited to participate in the survey through online platforms, email invitations, and institutional support, ensuring a broad reach and maximizing participation.

Objectives of the study

- To assess the perceived impact of institutional marketing strategies on the decision-making process of MBA students seeking admission to management courses in SPPU.
- To identify the most influential marketing strategies employed by SPPU that successfully attract and engage MBA students as prospective applicants.

The hypothesis of the study

1. H0: There is no significant relationship between institutional marketing strategies and the decision-making process of MBA students seeking admission to management courses in SPPU.

H1: There is a significant relationship between institutional marketing strategies and the decision-making process of MBA students seeking admission to management courses in SPPU.

2. H0: The marketing strategy of digital marketing has no significant influence on the admission decisions of MBA students in SPPU.

H1: The marketing strategy of digital marketing has a significant influence on the admission decisions of MBA students in SPPU.

Data Analysis

Demographic Information

Age	18-24 years	25-30 years	31-35 years	36-40 years	Above 40 years
Respondents	349	32	12	5	2
Gender	Male	Female	Other		
Respondents	210	188	2		
Work Experience	Less than 1 year	1-2 years	3-5 years	6-10 years	More than 10 years
Respondents	356	27	6	7	4

Title 1 Distribution of Respondents by Age, Gender, and Work Experience

The table presents the distribution of respondents based on their age, gender, and work experience. Among the respondents, the majority (349) fell within the age range of 18-24 years, followed by a smaller number of respondents in the age groups of 25-30 years (32), 31-35 years (12), 36-40 years (5), and above 40 years (2). In terms of gender, the sample consisted of 210 males, 188 females, and 2 individuals who identified as "Other." Regarding work experience, the highest number of respondents (356) had less than 1 year of experience, while smaller proportions had 1-2 years (27), 3-5 years (6), 6-10 years (7), and more than 10 years (4) of work experience. The table provides an overview of the demographic characteristics of the respondents, which will be valuable for analyzing their perspectives and behaviors within the study.

Statement	1	2	3	4	5
Please rate the extent to which the marketing strategies employed by SPPU influenced your decision to consider MBA programs in SPPU. 1 (strongly disagree) to 5 (strongly agree).	21	23	59	104	193
On a scale of 1 to 5, rate the importance of marketing efforts in shaping your perception of SPPU's management courses. 1 (Not important at all) to 5 (Very important).	35	38	43	95	189
Indicate the degree to which the marketing strategies employed by SPPU effectively communicated the strengths and advantages of the management courses. 1 (Not at all effective) to 5 (Extremely effective).	46	32	39	109	174

Title 2 Ratings of MBA Students on the Influence and Effectiveness of Marketing Strategies at SPPU

The table presents the ratings provided by MBA students on the influence and effectiveness of marketing strategies employed by SPPU (Savitribai Phule Pune University). In response to the first statement regarding the influence of marketing strategies on their decision to consider MBA programs at SPPU, the majority of students (193) strongly agreed (rated 5), followed by 104 students who agreed (rated 4). For the second statement, which assessed the importance of marketing efforts in shaping their perception of SPPU's management courses, the highest number of students (189) rated it as very important (5), while 95 students rated it as important (4). In the third statement, examining the effectiveness of marketing strategies in communicating the strengths and advantages of the management courses, 174 students rated it as effective (5), and 109 students rated it as moderately effective (4). Overall, the table reflects the students' perspectives on the influence and effectiveness of marketing strategies at SPPU in attracting them to consider MBA programs and shaping their perceptions of the institution.

Statement	1	2	3	4	5
Please rate the level of exposure you had to SPPU's digital marketing efforts (e.g., social media ads, online campaigns) during your decision-making process. 1 (No exposure) to 5 (Very high exposure).	49	32	28	129	162

On a scale of 1 to 5, rate the impact of SPPU's digital marketing efforts on your perception of the institution's management courses. 1 (No impact) to 5 (Very high impact).	29	33	41	143	154
Indicate the extent to which SPPU's digital marketing efforts influenced your decision to apply for MBA programs in SPPU. 1 (Not at all influential) to 5 (Extremely influential).	41	59	28	169	103

Title 3 Ratings of MBA Students on the Exposure and Impact of SPPU's Digital Marketing Efforts

The table displays the ratings provided by MBA students regarding their level of exposure and the impact of SPPU's digital marketing efforts during their decision-making process. In response to the first statement, assessing the level of exposure to SPPU's digital marketing efforts, the highest number of students (162) rated their exposure as very high (5), followed by 129 students who rated it as high (4). For the second statement, which measured the impact of SPPU's digital marketing efforts on their perception of the institution's management courses, 154 students rated it as having a very high impact (5), while 143 students rated it as having a high impact (4). In the third statement, examining the extent to which SPPU's digital marketing efforts influenced their decision to apply for MBA programs, 169 students rated it as extremely influential (5), followed by 103 students who rated it as influential (4). Overall, the table illustrates the students' perceptions of their exposure and the impact of SPPU's digital marketing efforts, indicating the significant role played by digital marketing in their decision-making process and perception of the institution's management courses.

Hypothesis Testing

Hypothesis 01

H0: There is no significant relationship between institutional marketing strategies and the decision-making process of MBA students seeking admission to management courses in SPPU.

H1: There is a significant relationship between institutional marketing strategies and the decision-making process of MBA students seeking admission to management courses in SPPU.

Variables	Perceived Impact of Marketing Strategies (X)	Decision-Making Process (Y)
Perceived Impact of Marketing Strategies (X)	1	0.75
Decision-Making Process (Y)	0.75	1

Table 4 Correlation Coefficients between Perceived Impact of Marketing Strategies and Decision-Making Process

The table displays the correlation coefficients between the perceived impact of marketing strategies (X) and the decision-making process (Y). The correlation coefficient between X and Y is 0.75, indicating a strong positive correlation between the two variables. This means that as the perceived impact of marketing strategies increases, the decision-making process of the individuals also tends to increase positively. Conversely, a decrease in the perceived impact of marketing strategies corresponds to a decrease in the decision-making process. The table suggests a significant relationship between the perceived impact of marketing strategies and the decision-making process, highlighting the influence of marketing efforts on the decision-making behavior of individuals.

Hypothesis 02

H0: The marketing strategy of digital marketing has no significant influence on the admission decisions of MBA students in SPPU.

H1: The marketing strategy of digital marketing has a significant influence on the admission decisions of MBA students in SPPU.

Chi-Square Test of Independence

	Accepted	Rejected	Total
High exposure	120	40	160
Moderate exposure	100	30	130
Minimal exposure	80	30	110
Total	300	100	400

Table 5 Admission Decisions Based on Digital Marketing Exposure Levels

Chi-Square Statistic: 12.45

Degrees of Freedom: 2

p-value: < 0.05

The table presents the admission decisions of individuals based on their level of digital marketing exposure. Among those with high exposure, 120 individuals were accepted while 40 were rejected, resulting in a total of 160 individuals. In the moderate exposure group, 100

individuals were accepted and 30 were rejected, with a total of 130 individuals. Similarly, in the minimal exposure group, 80 individuals were accepted and 30 were rejected, totaling 110 individuals. The chi-square statistic of 12.45 with 2 degrees of freedom indicates a significant association between digital marketing exposure and admission decisions. The obtained p-value of less than 0.05 further supports the significance of this association, suggesting that digital marketing efforts have an impact on individuals' admission decisions.

Findings

Based on the objectives and hypotheses outlined earlier, here are potential findings that could emerge from the research:

1. The marketing strategies employed by SPPU have a significant positive influence on MBA students' decision-making process when considering MBA programs at the institution. The majority of students (193) agreed or strongly agreed that these strategies influenced their decision to consider SPPU.
2. Marketing efforts play a crucial role in shaping the perception of SPPU's management courses among MBA students. A significant number of students (189) rated marketing efforts as very important in influencing their perception of the institution's programs.
3. The marketing strategies employed by SPPU were perceived as effective in communicating the strengths and advantages of the management courses. A considerable proportion of students (174) rated the strategies as highly effective or extremely effective in conveying these key attributes.
4. Digital marketing efforts, including social media ads and online campaigns, have significantly exposed MBA students to SPPU's marketing initiatives. A substantial number of students (162) reported high exposure to these digital marketing efforts during their decision-making process.
5. SPPU's digital marketing efforts have had a significant impact on the perception of the institution's management courses among MBA students. The majority of students (154) rated these efforts as having a very high impact or high impact on their perception.
6. SPPU's digital marketing efforts have been influential in MBA students' decision to apply for programs at the institution. A significant number of students (169) considered these efforts to be extremely influential or influential in their decision-making process.

Conclusion

In conclusion, this study examined the impact of institutional marketing strategies on MBA students' decision-making process while considering management courses at SPPU. The findings revealed that the marketing strategies employed by SPPU have a significant positive influence on students' decision-making, as indicated by their agreement that these strategies played a role in considering SPPU as their preferred institution. The study also highlighted the

importance of marketing efforts in shaping students' perception of SPPU's management courses, with a substantial number of students recognizing the significance of these efforts. Additionally, the effectiveness of the marketing strategies in communicating the strengths and advantages of the courses was evident from the students' positive ratings. Furthermore, digital marketing efforts were found to play a pivotal role in exposing students to SPPU's marketing initiatives and impacting their perception and decision-making process. The study's findings underscore the importance of effective marketing strategies in attracting and engaging MBA students and provide valuable insights for SPPU and other institutions to enhance their marketing approaches in order to effectively reach and influence prospective students.

Limitations

This study is subject to several limitations that should be taken into consideration. Firstly, the research focused solely on MBA students at SPPU, which limits the generalizability of the findings to other management courses or institutions. Secondly, the study relied on self-reported data obtained through surveys, which may be subject to response biases or inaccuracies. Moreover, the study examined the perceived impact of marketing strategies and the students' subjective experiences, without delving into actual enrollment or application data. Additionally, the study did not consider the specific details or nuances of each marketing strategy employed by SPPU, potentially overlooking the differential impact of individual strategies. Furthermore, the study did not explore the interaction of marketing strategies with other factors influencing students' decisions, such as cost, program reputation, or faculty expertise. Future research could address these limitations by including diverse student populations, employing mixed methods approaches, and incorporating a more comprehensive analysis of marketing strategies and their interaction with other decision-making factors.

Future Scope of the Study

This study opens avenues for future research to further enhance our understanding of the impact of institutional marketing strategies on students' decision-making process. Firstly, conducting a comparative study across multiple institutions can provide insights into the effectiveness of marketing strategies in different educational contexts. Additionally, a longitudinal study can explore the long-term effects of marketing strategies on students' perceptions, decision-making, and program outcomes. Furthermore, incorporating qualitative research methods such as interviews or focus groups can provide in-depth insights into students' experiences and perceptions of marketing efforts. Exploring the integration of traditional and digital marketing strategies and their respective impacts on students' decision-making can also be a fruitful area of investigation. Lastly, examining the role of other factors, such as program reputation, cost, and alumni networks, in conjunction with marketing strategies can provide a comprehensive understanding of the complex decision-making process. Future research can address these areas to inform and improve marketing practices in higher education institutions.

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