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## **AN ANALYTICAL STUDY: MARKETING FACTORS INVOLVED IN STUDENT ADMISSION DECISION IN HIGHER EDUCATION IN UTTAR PRADESH**

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### **Abstract**

Competition among colleges throughout the world is fierce, so institutions must innovate often to attract and retain the best students. One's decision to continue their education at a university or college, and their eventual choice of major(s) and area(s) of concentration, are both significant life decisions. This highlights the importance of gaining insight into the decision-making process and informational resources that impact potential students' preferences when making a Higher Education school selection. Options were evaluated on a scale from 1 to 10, with 10 being the best. Three hundred and fifty students from 15 schools were interviewed using a stratified random selection method. Analysis of the survey data included descriptive statistics, cross tabulations, correlation, analysis of variance (ANOVA), and factor analysis. The results of this study show that students' decisions were influenced by their aspirations in higher education. Elements of the marketing mix have a significant relationship to the company's structure. The study accomplished its main aim, which was to determine what variables influence college choice.

**Keywords: Marketing, Factor, Student, Admission, Higher Education**

### **INTRODUCTION**

The survival of the global university system depends critically on enrollment competition. Because of this, marketing in higher education must be comprehensive; educators and higher education institutions who adopt market-oriented tactics increase creativity in instructional design, course delivery, and student services. When selecting on a college or university to enrol in, students think about several factors, including those of their loved ones, their personalities, their alma maters, the school's reputation, and the job prospects for graduates. A student's decision on where to attend college is heavily influenced by three factors: the university's academic reputation, the proximity of the university to the student's home and family, and the availability of suitable work and housing alternatives in the region.



Despite its expansion and transformation over the last several decades, higher education remains vulnerable to a wide range of national and worldwide dangers. Universities aren't the only places to get an education nowadays. Yet it now has to act like a company, attracting customers and building a reputation in order to have a good name and image among potential pupils. The intensely competitive market for new students has led to a rise in the use of techniques influenced by behavioural theory and marketing theory by universities. Universities exist not merely to convince and enrol students in their product (their educational programme), but also to keep those clients satisfied.

## **LITERATURE REVIEW**

**Ionela, Maniu (2019)** Due to increased competition, HEIs are working to enhance their marketing strategies. In order to create successful marketing campaigns, HEIs need insight into the decision-making process of prospective students. Choosing a college is a huge choice that may affect a student for the rest of their lives. (future career, friends, residence, etc.). Therefore, this study presents a conceptual framework to explore the factors, noteworthy in literature, that most affect the choice to attend university. Credibility of the institution, availability of funds, prospects for meaningful employment, parental sway, educational opportunities, and proximity to the institution are all considered. The purpose of this study was to determine what factors are most important to Romanian students when making a decision on where to pursue higher education.

**Rika, Nadezda. (2016)** As competition among Latvia's HEIs heats up, administrators there are becoming more interested in the factors that influence prospective students' final decisions. A deeper comprehension of consumer behaviour may help institutions better meet the needs of their customers and guide their strategic marketing decisions. The purpose of this study is to determine what factors influence a high school graduate's decision on where to enrol in college. Latvian high school seniors were surveyed and their responses (644 in total) were analysed using Spearman correlation and stepwise regression for this research. We show that after controlling for demographics and other demographical factors, cultural, social, psychological, and organisational impacts on HEI selection each explain for over half ( $R^2 = .48$ ,  $(1;641)=293,46$ ,  $p < 0,001$ ) of the total variance in the dependent variable. These results provide important insight into the factors that young people in Latvia value most when making a decision about where to enrol in college. They might be used by universities to innovate student recruiting strategies, therefore increasing their market share and competitiveness.

**Popov, Klim. (2019)** As such, a university might differentiate itself from others by highlighting features that local students care about rather than the well-established similarities that foreign universities stress. There were two surveys considered for this conclusion. Based on the results of the secondary research, the primary study focused on students in Dubai. A total of 220 future college students and 75 current students participated in the survey, which inquired about demographics, personal traits, and desired campus location. To analyse the data, we used both MANOVA and mean analysis. Integrated marketing communication was also used as a lens through which to analyse the brand. (IMC). When comparing the global market to the Dubai



market, the experts saw a significant difference. Students value career possibilities after college the highest, followed by academic excellence and a practical mindset. Membership decisions were not influenced by where people lived. The niche market's IMC strategies were analyzed, and some recommendations were given to strengthen them in areas including offline and online advertising, events, and public relations. This research may have limitations due to the diversity of its respondents. (nationality, curriculum, residency location). This research has the potential to inform the creation of a strategic road map for educational institutions in Dubai by highlighting the factors that are most influential on students' final choices.

**Munir. D. Momin, Maaz Mohammed Sheik (2018)** Higher education is highly valued in India due to the country's youthful population and rapidly growing economy. One's decision to continue their education at a university or college, and their eventual choice of major(s) and area(s) of concentration, are both significant life decisions.(s). So, it's important to know how prospective students make their decisions and what kind of resources they use to get information. In today's world of immediate internet information, this study investigates the elements that impact Indian consumers' and students' choices while choosing and enrolling in educational institutions.

**Katherine Culliver, (2016)** When compared to students of typical age, nontraditional students have quite different reasons for applying to and doing well at four-year institutions. Marketers in the modern day can't afford to overlook the student market or the significance of online promotion. Although the older nontraditional students in the sample acknowledged utilising traditional forms of advertising (such as billboards, pamphlets, and mailers), the findings as a whole suggest that these forms of advertising are utilised far less often than newer, more creative forms. (such as electronic media, e-mail, and social media).

## **RESEARCH METHODOLOGY**

The purpose of this quantitative research is to examine the factors that lead students in Uttar Pradesh to choose a school accredited by the state's Higher Education Commission. In this article, we follow these methods: Academic journal content analysis, focus groups, and student questionnaires were all part of the research process.

### **Data collection**

The majority of the information came from incoming college freshman in Uttar Pradesh during the first semester of the next school year, 2020.

### **Sample size**

A total of 350 kids from 15 different schools were interviewed using a stratified random sampling strategy. In this investigation, questionnaires served as the main tool for gathering information. The status survey results have been collected. Factors external to the decision-making process and other relevant factors. Added Reflections and Suggestions. Options were evaluated on a scale from 1 to 10, with 10 being the best.



**Tools**

Descriptive statistics, including the mean and standard deviation, are used to examine the range of responses on the environmental factors and marketing mixes that influence the decision to enrol in a certain educational institution. Chi-square analysis is an inferential statistic used to evaluate hypotheses concerning the link between individual characteristics and the kind of higher education institution pursued by a certain student. Analysis of the survey data included descriptive statistics, cross tabulations, correlation, analysis of variance (ANOVA), and factor analysis.

**DATA ANALYSIS**

*Factors Affecting the Selection of a Higher Education Institution for Marketing Strategy*

Prospective students were asked what factors were most important to them when choosing a university. The ranking criteria were informed by scientific data from peer-reviewed research as well as conversations with higher education authorities and people responsible for marketing certain institutions and programmes of study. The findings of a survey distributed to prospective students are shown in Table 1.

**Table 1: main statistical indicators of evaluations of factors influencing the choice of higher education establishment**

	Accreditation	Atmosphere	Place of location	Activities outside studies	State budget financing	Hostel	Respect of confidentiality	Recommendations of relatives and friends	Rating	Reputation	Sport possibilities	International possibilities
N Valid	346	345	344	342	345	345	341	343	342	341	341	346
Missing	4	5	6	8	5	5	9	7	8	9	9	4
Mean	8.19	8.11	7.62	7.09	8.23	6.17	6.96	6.66	7.67	8.02	6.72	8.16
Std. Error of Mean	0.077	0.059	0.072	0.078	0.079	0.106	0.087	0.083	0.076	0.073	0.099	0.076
Median	9	8	8	7	9	7	7	7	8	8	7	9
Mode	10	8	8	7	10	8	8	7	8	10	8	10
Standard Deviation	1.979	1.508	1.831	2.000	2.031	2.699	2.220	2.114	1.946	1.872	2.532	1.952
Variance	3.917	2.275	3.353	3.998	4.124	7.287	4.930	4.470	3.788	3.505	6.409	3.812
Range	9	9	9	9	9	9	9	9	9	9	9	9
Minimum	1	1	1	1	1	1	1	1	1	1	1	1
Maximum	10	10	10	10	10	10	10	10	10	10	10	10

Evaluation scale 1–10, where 1 – not important; 10 – very important



The survey found that prospective students had the highest levels of satisfaction with the following aspects of higher education institutions: state budget financing (mean 8.23, mode 10, and median 9), accreditation (mean 8.19, mode 9, and median 9), and in-state tuition (mean 8.19, mode 9, and median 9). (arithmetic mean 8.19, mode 10 and median 9). The mean and median ratings for personal recommendations from loved ones were also set very low, at 7. This suggests that by the time they graduate from high school, students have developed to the point where they can make well-informed decisions regarding their post-secondary plans. It is clear that respondents' opinions span the full range of the evaluation scale, with standard deviations of 2.669, 2.532, and 2.220 for the statements "possibility to stay in hostel," "sports possibilities," and "respect of confidentiality," and 1.508 and 2.220 for the statements "atmosphere" and "place of location," respectively. (with standard deviation 1.872). Respondents' views aligned with theoretical findings of foreign researchers. Factor analysis with varimax rotation was performed on the factors assumed to have a role in choosing a higher education program, and the results are shown in Table 2.

**Table 2: complex factors of choice of higher education establishment Rotated Component Matrix<sup>a</sup>**

	Component		
	1	2	3
Accreditation	-.120	.326	-.560
Atmosphere	.070	.155	.762
Place of location	.197	-.007	.626
Activities outside studies	.522	-.063	.508
State budget financing	.069	.403	.461
Hostel	.767	.028	.060
Respect of confidentiality	.615	.234	.176
Recommendations of relatives and friends	.650	.339	-.149
Ratings	.180	.840	.069
Reputation	.177	.833	.069
Sport possibilities	.651	.037	.108
International possibilities	.053	.587	.264

Extraction method: Principal component analysis. Rotation method: Varimax with Kaiser normalization. a. Rotation converged in 6 iterations. Evaluation scale 1–10, where 1 – not important; 10 – very important

The results of the current empirical investigations support the theoretical conclusions and those of research done in the United States, despite considerable variances in the outcomes of studies undertaken in various countries. When looking at factors that matter for choosing a university, neither age nor gender show any statistically significant correlation.



**Marketing Factors Influencing Students' Decisions to attend Higher Education Institutions in Uttar Pradesh**

The results of this study are broken down into two parts:

- 1) Views on how the institution's choice is affected by the environment and the marketing mix, and
- 2) The marketing formula that has a role in determining the sort of school chosen.

**1) Opinions concerning the environmental factors and marketing mix that influence the institution's selection:**

This study evaluated the impact that students believe outside factors have on their choice of postsecondary institution. Student focus on the whole is modest ( $X = 3.32$ ;  $S.D. = 0.878$ ). Students cared most about whether a school was public or private ( $X = 3.58$ ;  $S.D. = 0.761$ ). Most students selected "because I think it will be easy to find a job after I graduate" ( $X = 3.53$ ,  $SD = 0.782$ ), "because my parents want me to" ( $X = 3.48$ ,  $SD = 0.816$ ), "because I heard about this school from a friend" ( $X = 3.38$ ,  $SD = 0.855$ ), and "because I was persuaded by friends" ( $X = 3.24$ ,  $SD = 0.785$ ). The average survey answers for selecting a college or university are shown in Table 3.

**Table 3: Average score of opinions on overall and individual factors on Higher Education institutionchoice**

Environmental Factors	$\bar{X}$	S.D.	Decision level
1. Parents' requirement	3.48	0.816	moderate
2. Been persuaded by a friend	3.24	0.785	moderate
3. Family or relatives have studied here before.	3.02	1.070	moderate
4. Recommended by acquaintance.	3.19	0.924	moderate
5. Information from public relations	3.38	0.855	moderate
6. Special privileges as a Quota for admission.	3.21	1.038	moderate
7. Expected that after graduation from here, there will be easy job opportunities.	3.53	0.782	considerable
8. State or private school status	3.58	0.761	considerable
Overall	3.32	0.878	moderate

**2) The marketing formula that influences the selection of institution type**

Based on the data, the process is the single most important factor in marketing (mean importance score = 3.66, standard deviation = 0.801). Based on the data in Table 4, the next most influential factor was product ( $X = 3.61$ ;  $S.D. = 0.806$ ), then people ( $X = 3.59$ ;  $S.D.= 0.795$ ), then evidence ( $X = 3.57$ ;  $S.D. = 0.808$ ), and lastly price ( $X = 3.56$ ;  $S.D. = 0.835$ ).





**Table 4: Average score of opinions on marketing mix factors on Higher Education institution choice**

Marketing Mix Factors	$\bar{X}$	S.D.	Decision level
1. Product	3.61	0.806	considerable
2. Price	3.56	0.835	considerable
3. Place	3.48	0.897	moderate
4. Promotion	3.44	0.784	moderate
5. People	3.59	0.795	considerable
6. Process	3.66	0.801	considerable
7. Physical Evidence	3.57	0.808	considerable

You'll use the findings to inform your marketing strategy moving forward. Marketing mix elements such as product, price, place, promotion, people, process of services, and physical evidence were studied alongside personal factors such as student and family income, domicile, parental employment, and level of education.

## CONCLUSION

The goal of this research is to identify the marketing factors that influence U.P. students' decisions on where to enrol in higher education. Research on students' expectations, attitudes, and motivation for studies, as well as the selection of higher education institutions and study programs, has yielded good theoretical findings confirmed by empirical results from around the world, providing solid groundwork for the promotion of these institutions and their offerings. Insufficient familiarity with the findings of marketing science may contribute to enrolment and graduation rate issues in higher education. Institutions of all stripes would do well to personalise their marketing efforts by taking into account customers' unique traits and preferences.

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