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Publicity and its impact on admissions in Management institutes

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Abstract

The management institutes in Maharashtra use Publicity as a marketing mix element for admissions in Management institutions. Publicity is made by the students and alumni of the management institute, if the educational and placement services are good then the publicity would be in the favor of management institutes otherwise if the educational and placement facilities are not provided as per the expectations of the students then the publicity would not be favoring to the management institutes. In this research paper, researcher tried to analyze the impact of publicity on admissions in management institutes in Maharashtra. It is found that Publicity made by the alumni and students had also influenced on branding and marketing of Management Institutes to get more admissions in Maharashtra State.

Keywords: Publicity, Admission, Branding and Management Institutes

I. INTRODUCTION

Publicity is the means of using an external entity (celebrities, people from the media, etc) to increase the awareness levels of the product, company, goods etc amongst the public and/or buying segment.

"Publicity is the deliberate attempt to manage the public's perception of a subject".

Publicists

“A publicist is a person whose job is to generate and manage publicity for a product, public figure, especially a celebrity, or for a work such as a book or movie. Publicists usually work at large companies handling multiple clients”.

The subject of publicity includes people (for example, politicians and performing artists), goods and services, organizations of all kinds, and works of art or entertainment.

From a Marketing perspective, publicity is one component of promotion.

The other elements of the promotional mix are

- Advertising,
- Sales promotion, and
- Personal selling.
- Promotion is one component of marketing.

Publicity is a tool of public relations. Whereas public relations are the management of all communication between the client and selected target audiences, publicity is the management of product- or brand-related communications between the firm and the general public. It is primarily an informative activity (as opposed to a persuasive one), but its ultimate goal is to promote the client's products, services, or brands.

A publicity plan is a planned program aimed at obtaining favorable media coverage for an organization's products - or for the organization itself, to enhance its reputation and relationships with stakeholders.

Basic TOOLS of the Publicist ARE the

- Press Release
- Telephone press conferences
- In-studio media tours
- Multi-component video news releases (VNR's)
- Newswire stories

But the publicist cannot wait around for the news to present opportunities. They must also try to create their own news. Examples of this include:

- Contests
- Art exhibitions
- Event sponsorship
- Arrange a speech or talk
- Make an analysis or prediction
- Conduct a poll or survey
- Issue a report
- Take a stand on a controversial subject

- Arrange for a testimonial
- Announce an appointment
- Celebrate an anniversary
- Invent then present an award
- Stage a debate
- Organize a tour of your business or projects
- Issue a commendation

The advantages of publicity are

- Low cost
- And credibility (particularly if the publicity is aired in between news stories like on evening TV news casts).

The disadvantages are lack of control over how releases will be used, and frustration over the low percentage of releases that are taken up by the media.

These are of particular interest because they are themes in human lives which feature heavily throughout life. In television serials several couples have emerged during crucial ratings and important publicity times, as a way to make constant headlines. Also known as a publicity stunt, the pairings may or may not be truthful.

Effectiveness of Publicity

The theory any press is good press has been coined to describe situations where bad behavior by people involved with an organization or brand has actually resulted in positive results, due to the fame and press coverage accrued by such events.

Objectives of the Study

- 1) To study the Publicity made by the alumni and students and its influence on branding and marketing of management institutes in Maharashtra.
- 2) To analyze the impact of publicity on admissions in management institutes.

Hypothesis of the Study

Null Hypothesis: Publicity made by the alumni and students had not influenced on branding and marketing of Management Institutes to get more admissions in Maharashtra State.

Alternative Hypothesis: Publicity made by the alumni and students had also influenced on branding and marketing of Management Institutes to get more admissions in Maharashtra State.

Research Methodology

The research methodology is explained with the help of following research design

Sr. No.	Parameter	Description
1	Universe	Indian Management Institutes
2	Population	Maharashtra State Management Institutes
3	Sampling Frame	students, faculty and Directors
4	Sample Size	Total 386 students, 386 faculty and 94 Directors and 94 Management Members.
5	Sampling Method	Multilevel Non Probability Convenient Sampling
6	Type of Research	Ex post Facto descriptive research
7	Research Instrument	Structured questionnaire, observation and interview
8	Sources of Data Collection	Primary and Secondary sources
9	Primary Sources	Structured questionnaire, observation, interview and field survey
10	Secondary sources	Journals, Articles, Magazines, Digital library, e resource database ebsco, pro-quest, open j gate, emerald, science-direct, Harvard Business Review case study, articles and many other published data
11	Measurement Scales used	Nominal, ordinal and interval scale
12	Questions Types	Likert scale, Dichotomous, open ended, multiple responses, ranking and differential scales
13	Data Interpretation	Through graphs, descriptive statistics and inferential statistics
14	Statistical Tools	Z test, chi square, ANOVA, factor analysis and multiple regression and descriptive statistical tools and parametric and non parametric statistical tests

Source: Researchers' Compilation

Data Analysis and Interpretation

The Publicity made by the alumni and students and its influence on branding and marketing of management institutes in Maharashtra similarly the impact of publicity on admissions in management institutes are studied through the data analysis and interpretation as follows.

Table No. 1.1

Respondents	SA	A	N	D	SD	Total
Students	192	161	9	12	7	381 (100%)
Faculty	179	167	14	15	8	383 (100%)
Director	37	43	7	5	1	93 (100%)
Management	31	39	11	6	4	91 (100%)
Total	439 (46.30)	410 (43.24)	41 (4.32)	38 (4.00%)	20 (2.10%)	948 (100%)

Source: Field Survey and Excel Output

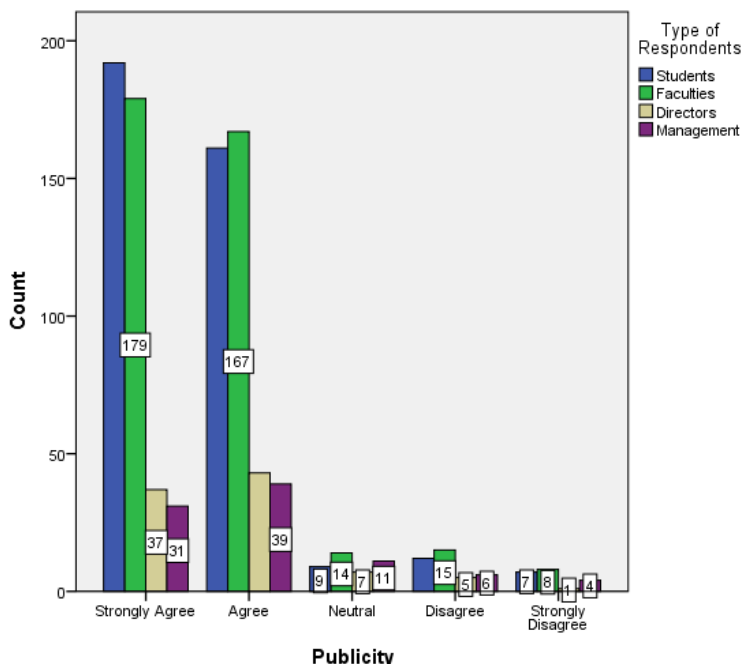
It was interpreted from the above table that the 89% Management Institutes in Maharashtra state that Publicity made by the alumni and students had also influenced on branding and marketing of Management Institutes to get more admissions in Maharashtra State whereas 11% Management Institutes in Maharashtra neutralized or disagreed that Publicity made by the alumni and students had also influenced on branding and marketing of Management Institutes to get more admissions in Maharashtra State.

From the SPSS output, the cross tab is as follows

Table No. 1.2 Cross Tabulation

Publicity * Type of Respondents Cross tabulation			Type of Respondents				Total
			Students	Faculties	Directors	Management	
Publicity	Strongly Agree	Count	192	179	37	31	439
		% within Type of Respondents	50.4%	46.7%	39.8%	34.1%	46.3%
	Agree	Count	161	167	43	39	410
		% within Type of Respondents	42.3%	43.6%	46.2%	42.9%	43.2%
	Neutral	Count	9	14	7	11	41
		% within Type of Respondents	2.4%	3.7%	7.5%	12.1%	4.3%
	Disagree	Count	12	15	5	6	38
		% within Type of Respondents	3.1%	3.9%	5.4%	6.6%	4.0%
	Strongly Disagree	Count	7	8	1	4	20
		% within Type of Respondents	1.8%	2.1%	1.1%	4.4%	2.1%
	Total	Count	381	383	93	91	948
		% within Type of Respondents	100.0%	100.0%	100.0%	100.0%	100.0%

Source: Field Survey and SPSS output



From the above table, it is observed that the nearly 89.5% of all respondents (Students, Faculties, Directors and Managements) agree and strongly agree that Publicity made by the alumni and students had also influenced on branding and marketing of Management Institutes to get more admissions in Maharashtra State.

It had been proven with the help of Chi square test and z test or ANOVA test.

In order to check the applicability of z test or ANOVA test, we use Levene Statistics as follows

Table No. 1.3 Levene Statistics

Test of Homogeneity of Variances			
Publicity			
Levene Statistic	df1	df2	Sig.
.855	3	944	.464

Source: Field Survey and SPSS output

From the above Levene statistic value, as is greater than the standard significance value, hence variances are equal, it is suggested to use ANOVA test to verify the null hypothesis as follows

Table: 1.4 ANOVA

ANOVA					
Publicity					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.028	3	4.343	5.642	.001
Within Groups	726.563	944	.770		
Total	739.591	947			

Source: Field Survey and SPSS output

From the above ANOVA test, it is observed that the sig. Value is less than the standard significance value hence the null hypothesis is rejected, accepting the alternative hypothesis ‘Publicity made by the alumni and students had also influenced on branding and marketing of Management Institutes to get more admissions in Maharashtra State.’

This is again proved with Pearson Chi square test as follows

Table No. 1.5 Chi Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.677 ^a	12	.003
Likelihood Ratio	25.410	12	.013
Linear-by-Linear Association	15.407	1	.000
N of Valid Cases	948		

a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.92.

Source: Field Survey and SPSS output

From the above Pearson Chi Square test, the significance value is less than the standard significance value, Hence the null hypothesis is rejected, accepting the alternative hypothesis ‘Publicity made by the alumni and students had also influenced on branding and marketing of Management Institutes to get more admissions in Maharashtra State.’

II. CONCLUSIONS

It is concluded that the 89% Management Institutes in Maharashtra state that Publicity made by the alumni and students had also influenced on branding and marketing of Management Institutes to get more admissions in Maharashtra State whereas 11% Management Institutes in Maharashtra neutralized or disagreed that Publicity made by

the alumni and students had also influenced on branding and marketing of Management Institutes to get more admissions in Maharashtra State. From the ANOVA and Pearson Chi Square test, the significance value is less than the standard significance value, Hence the null hypothesis is rejected, accepting the alternative hypothesis 'Publicity made by the alumni and students had also influenced on branding and marketing of Management Institutes to get more admissions in Maharashtra State.'

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