Online Marketing for Marketing of Management Institutes in Maharashtra

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Abstract

The service sector requires marketing so as to compete with the competitors and to strive and grow in their relevant sector. In this research paper, the researcher attempted to study the management institutes as the educational service providers and the marketing practices employed by them. The recent trends in the marketing of management institutes may include the internet marketing, mobile marketing and other recent trends. Here the researcher made an attempt to study the online marketing practices adopted by management institutes as marketing practices nowadays. The findings are interpreted from the table that Online marketing or internet marketing had also played an important role in Marketing of Management Institutes in Maharashtra State as explained by 64.33% Management Institutes in Maharashtra State with agree and strongly agree case.

Keywords: Online marketing, educational marketing, internet marketing and management institutes.

I. INTRODUCTION

Marketing is used to identify the customer, satisfy the customer, and to retain the customer. With the customer as the focus of its activities marketing management is one of the major components of business management. Marketing evolved to meet the strategies in developing new markets caused by mature markets and overcapacities in the last couple of centuries. The adoption of

marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying profitable.

Hence marketing of Management Institute had required all possible combination of different marketing mix elements and their component to brand their values.

The medium of marketing used by Management Institutes was divided into Brochures, Newspapers, Websites, Advertisements, and Television.

Here, we found that although most of the Management Institutes were using traditional marketing techniques like newspapers and brochures but they still have not accessed the modern marketing mediums such as websites, advertising, social media etc.

Objectives of the study
1) To understand the role of internet marketing or online marketing in the marketing of Management Institutes in Maharashtra.
2) To study the relationship between internet and marketing activities employed by the Management Institutes in Maharashtra.

Hypothesis under the study
Null Hypothesis: Online marketing or internet marketing had not played an important role in Marketing of Management Institutes in Maharashtra State.

Alternative Hypothesis: Online marketing or internet marketing had played an important role in Marketing of Management Institutes in Maharashtra State.

Research Methodology
The research methodology is explained with the help of following research design as follows

Table No. 1.1 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

In the following table, abbreviations used are given as under with their long form: SA= Strongly Agree; A= Agree; N= Not Agree; D= Disagree; SD= Strongly Disagree.

Table No. 1.2

Respondents	SA	A	N	D	SD	Total
Students	107	169	45	36	24	381 (100%)
Faculty	79	113	54	49	88	383 (100%)
Director	27	41	16	6	3	93 (100%)
Management	31	43	11	4	2	91 (100%)
Total	244 (25.73)	366 (38.60)	126 (13.29)	95 (10.02)	117 (12.34)	948 (100%)

Source: Field Survey and Excel Output

The above table is cross tabulated for online marketing and type of respondnets in SPSS as follows
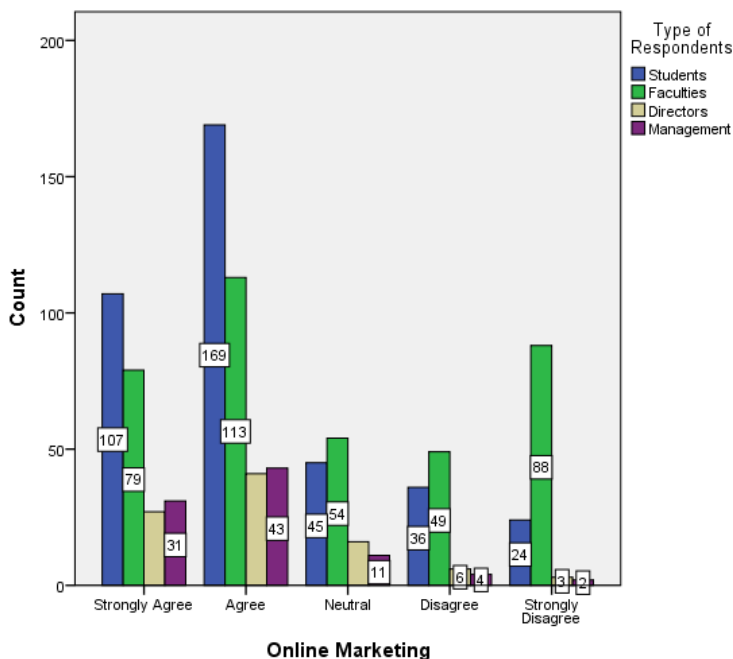
Table No. 1.3

Online Marketing * Type of Respondents Crosstabulation							
			Type of Respondents				Total
			Students	Faculties	Directors	Management	
Online Marketing	Strongly Agree	Count	107	79	27	31	244
		% within Type of Respondents	28.1%	20.6%	29.0%	34.1%	25.7%
	Agree	Count	169	113	41	43	366
		% within Type of Respondents	44.4%	29.5%	44.1%	47.3%	38.6%
	Neutral	Count	45	54	16	11	126
		% within Type of Respondents	11.8%	14.1%	17.2%	12.1%	13.3%
	Disagree	Count	36	49	6	4	95
		% within Type of Respondents	9.4%	12.8%	6.5%	4.4%	10.0%
	Strongly Disagree	Count	24	88	3	2	117
		% within Type of Respondents	6.3%	23.0%	3.2%	2.2%	12.3%
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 cross tabulation, it is observed that students, faculties, directors and Management agrees with 44.4%, 29.5%, 44.1% and 47.3% resp forming the majority part of the opinions followed with agree opinions about 28.1%, 20.6%, 29.0% and 34.1% resp., it means that the Online marketing or internet marketing had also played an important role in Marketing of Management Institutes in Maharashtra State as explained by 64.33% Management Institutes in Maharashtra State with agree and strongly agree case.

This cross tabulation is supported with the graphical representation as follows

Graph 1.1

The means are compared either by using t test, z test or ANOVA. The decision of using test is taken from the test of homogeneity of variances, as follows

Table No. 1.4

Test of Homogeneity of Variances			
Online Marketing			
Levene Statistic	df1	df2	Sig.
38.888	3	944	.000

Source: SPSS output

From the above table, it is observed that the heteroscedasticity is present and hence ANOVA cannot be used. The researcher may use t test or z test. As the sample size is enough large, it is recommended to use z test. The SPSS can use z test by using Bonferroni method as follows

Table No. 1.5

Online Marketing * Type of Respondents Crosstabulation							
			Type of Respondents				Total
			Students	Faculties	Directors	Management	
Online Marketing	Strongly Agree	Count	$107_{a, b}$	79_b	$27_{a, b}$	31_a	244
		% within Type of Respondents	28.1%	20.6%	29.0%	34.1%	25.7%
	Agree	Count	169_a	113_b	41_a	43_a	366
		% within Type of Respondents	44.4%	29.5%	44.1%	47.3%	38.6%
	Neutral	Count	45_a	54_a	16_a	11_a	126
		% within Type of Respondents	11.8%	14.1%	17.2%	12.1%	13.3%
	Disagree	Count	36_a	49_a	6_a	4_a	95
		% within Type of Respondents	9.4%	12.8%	6.5%	4.4%	10.0%
	Strongly Disagree	Count	24_a	88_b	3_a	2_a	117
		% within Type of Respondents	6.3%	23.0%	3.2%	2.2%	12.3%
Total		Count	381	383	93	91	948
		% within Type of Respondents	100.0%	100.0%	100.0%	100.0%	100.0%
Each subscript letter denotes a subset of Type of Respondents categories whose column proportions do not differ significantly from each other at the .05 level.							

Source: Field Survey and SPSS output

From the above z test table, the column proportions are sub scribe with alphabets a and b denoting the differences are significant using Bonferroni method for some cases of students, faculties, directors and management for the Online marketing. internet marketing had also played an important role in Marketing of Management Institutes in Maharashtra State.

This can be clearly or independently studied with the help of Pearson chi square test as follows

Table No. 1.6

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	90.839[a]	12	.000
Likelihood Ratio	93.858	12	.000
Linear-by-Linear Association	.957	1	.328
N of Valid Cases	948		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 9.12.			

Source: Field Survey and SPSS output

From the above Pearson chi square test, it is found that null hypothesis is rejected accepting the alternative hypothesis as Online marketing or internet marketing had also played an important role in Marketing of Management Institutes in Maharashtra State.

It was proven from z test and chi square test that Online marketing or internet marketing had also played an important role in Marketing of Management Institutes in Maharashtra State.

II. CONCLUSION

It is concluded that students, faculties, directors and Management agrees with 44.4%, 29.5%, 44.1% and 47.3% resp forming the majority part of the opinions followed with agree opinions about 28.1%, 20.6%, 29.0% and 34.1% resp., it means that the Online marketing or internet marketing had also played an important role in Marketing of Management Institutes in Maharashtra State as explained by 64.33% Management Institutes in Maharashtra State with agree and strongly agree case. It was proven from z test and chi square test that Online

marketing or internet marketing had also played an important role in Marketing of Management Institutes in Maharashtra State.

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