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**Promises and its Impact on Admissions of Management Institutes in Maharashtra**

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**Abstract**

The management institutes in Maharashtra state have the serious issues as far as admissions are concerned. Hence the management institutes utilize different marketing tools to attract the students. These management institutes give promises to students regarding placement, good infrastructural facilities, good faculties and so on. These promises would attract the attention of students to do admissions. In this research paper, researcher tried to study the impact of promises given by management institutes in Maharashtra on admissions in management institutes. Through this research, it is found that there is impact of promises given by management institutes in Maharashtra on admissions in management institutes.

**Keywords:** Promises, Advertising and Admissions in Management Institutes.

**I. INTRODUCTION**

A promise is a commitment by someone to do or not do something. As a noun promise means a declaration assuring that one will or will not do something. As a verb it means to commit oneself by a promise to do or give. It can also mean a capacity for good, similar to a value that is to be realized in the near future.

Much like services marketing is the marketing of services or custom-made goods as opposed to finished tangible products, promise marketing is the marketing of a promise related to these services.

Firms that provide intangible services to their customers are not selling features, but relationships. These firms are selling their promise of satisfaction with a good or service that cannot be seen at the time of purchase. They are promising satisfaction without the ability to show their potential customer the result of their work. Promise marketing involves relationship marketing public relations and advertising and other methods of communication to help the business differentiate itself from its competition.

### **Objectives of the Study**

- 1) To study the impact of promises given by the Management Institutes on admissions in Maharashtra state.
- 2) To analyze the relationship between the promises given by management institutes and admission in management institutes in Maharashtra.

### **Hypothesis of the Study**

**Null Hypothesis:** Promises given by the Management Institutes in their marketing had not made the impact on admissions in Maharashtra State.

**Alternative Hypothesis:** Promises given by the Management Institutes in their marketing had also made the impact on admissions in Maharashtra State.

### **Research Methodology**

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

**Table No. 1.1 Research Design**

<b>Sr. No.</b>	<b>Parameter</b>	<b>Description</b>
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 impact of promises given by the Management Institutes on admissions in Maharashtra state and the relationship between the promises given by management institutes and admission in management institutes in Maharashtra can be understood by the following tables as

**Table No. 1.2**

Respondents	SA	A	N	D	SD	Total
Students	159	207	9	4	2	381 (100%)
Faculty	131	198	16	21	17	383 (100%)
Director	41	46	4	2	0	93 (100%)
Management	37	41	5	6	2	91 (100%)
Total	368 (38.81)	492 (51.89)	34 (3.58)	33 (3.48)	21 (2.21)	948 (100%)

Source: Field Survey and Excel Output

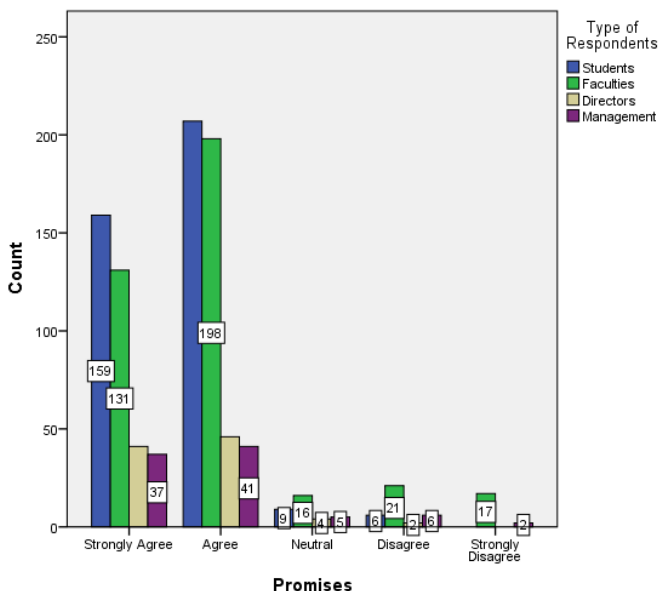
The output of tabulation and percentage in SPSS is as follows

**Table No. 1.3 Cross Tabulation**

<b>Promises * Type of Respondents Cross tabulation</b>							
			Type of Respondents				Total
			Students	Faculties	Directors	Management	
Promises	Strongly Agree	Count	159	131	41	37	368
		% within Type of Respondents	41.7%	34.2%	44.1%	40.7%	38.8%
	Agree	Count	207	198	46	41	492
		% within Type of Respondents	54.3%	51.7%	49.5%	45.1%	51.9%
	Neutral	Count	9	16	4	5	34
		% within Type of Respondents	2.4%	4.2%	4.3%	5.5%	3.6%
	Disagree	Count	6	21	2	6	35
		% within Type of Respondents	1.6%	5.5%	2.2%	6.6%	3.7%
	Strongly Disagree	Count	0	17	0	2	19
		% within Type of Respondents	0.0%	4.4%	0.0%	2.2%	2.0%
	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

It was interpreted from the above table and Likert scale that nearly 90% Management Institutes in Maharashtra agreed that Promises given by the Management Institutes in their marketing had also made the impact on admissions in Maharashtra State Whereas remaining 10% either neutralize or disagree their opinion that Promises given by the Management Institutes in their marketing had not made the impact on admissions in Maharashtra State.



The hypothesis can be verified by z test or ANOVA that can be known through levene statistics as follows

Table No. 1.4

Test of Homogeneity of Variances			
Promises			
Levene Statistic	df1	df2	Sig.
3.372	3	944	.018

From the above levene statistics, it is clear that the variances are unequal hence z test is applicable as there is heteroscedasticity present

It had been statistically supported with statistical analysis z test as follows

**Table No. 1.5 Cross Tabulation**

<b>Promises * Type of Respondents Cross tabulation</b>							
			Type of Respondents				Total
			Students	Faculties	Directors	Management	
Promises	Strongly Agree	Count	159 <sub>a</sub>	131 <sub>a</sub>	41 <sub>a</sub>	37 <sub>a</sub>	368
		% within Type of Respondents	41.7%	34.2%	44.1%	40.7%	38.8%
	Agree	Count	207 <sub>a</sub>	198 <sub>a</sub>	46 <sub>a</sub>	41 <sub>a</sub>	492
		% within Type of Respondents	54.3%	51.7%	49.5%	45.1%	51.9%
	Neutral	Count	9 <sub>a</sub>	16 <sub>a</sub>	4 <sub>a</sub>	5 <sub>a</sub>	34
		% within Type of Respondents	2.4%	4.2%	4.3%	5.5%	3.6%
	Disagree	Count	6 <sub>a</sub>	21 <sub>b</sub>	2 <sub>a,b</sub>	6 <sub>b</sub>	35
		% within Type of Respondents	1.6%	5.5%	2.2%	6.6%	3.7%
	Strongly Disagree	Count	0 <sub>a</sub>	17 <sub>b</sub>	0 <sub>a,b</sub>	2 <sub>b</sub>	19
		% within Type of Respondents	0.0%	4.4%	0.0%	2.2%	2.0%
	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 table, it is clear that 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 using Bonferroni method (Z test), the z test indicates the null hypothesis is rejected, accepting the alternative hypothesis ‘Promises given by the Management Institutes in their marketing had also made the impact on admissions in Maharashtra State.’

This can again be proven with the help of Pearson Chi square test as follows

**Table No. 1.5 Chi Square Test**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	39.534 <sup>a</sup>	12	.000
Likelihood Ratio	46.786	12	.000
Linear-by-Linear Association	4.978	1	.026
N of Valid Cases	948		
a. 6 cells (30.0%) have expected count less than 5. The minimum expected count is 1.82.			

From the above table, it is clear that Chi Square test indicates the null hypothesis is rejected, accepting the alternative hypothesis 'Promises given by the Management Institutes in their marketing had also made the impact on admissions in Maharashtra State.'

## II. CONCLUSIONS

It is concluded that nearly 90% Management Institutes in Maharashtra agreed that Promises given by the Management Institutes in their marketing had also made the impact on admissions in Maharashtra State whereas remaining 10% either neutralize or disagree their opinion that Promises given by the Management Institutes in their marketing had not made the impact on admissions in Maharashtra State. From the Chi Square test and z test it is clear that the null hypothesis is rejected, accepting the alternative hypothesis 'Promises given by the Management Institutes in their marketing had also made the impact on admissions in Maharashtra State.'

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