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Strategies for enrolling students by professional Institutions: With reference to Gwalior region

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Abstract
Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand. The main purpose is to increase enrollment of the students in professional institutions. There are many reviews are finding for this study and take only suitable reviews for this. The main objective of this study is to evaluate the various Strategies for enrolling students. For this purpose data was collected from various institutions in Gwalior and Chambal Region. After collection, data is analyzed by t-test, post doc, factor analysis and confirmatory factor analysis. After analysis important result is found and suggestion is given on the basis of result.

Keywords: professional Institutions, Marketing strategies, Students

Introduction
Marketing is communicating the value of a product, service or brand to customers, for the purpose of promoting or selling that product, service, or brand. The main purpose is to increase sales of the product and profits of the company. For colleges students are treated as customers. The traditional image of a college education has changed significantly in recent years. Colleges and universities have begun to market themselves in whole new ways in order to attract this flood of students. They have had to look beyond the traditional college demographic to find ways to appeal to first generation students, older students, and foreign students from around the world.

Contents of Marketing Strategies
There are various contents that effect marketing of colleges that may affect the enrollment of institutions. Some is as follows.

Advertising
Advertising is one of the most powerful elements in the promotion mix. The dictionary meaning of the term is to give public notice or to announce publicity. Advertising may be classified into the following categories: Product advertising, Institutional Advertising**,** Press publicity (newspaper and magazines), Direct mail, Outdoor Advertising, Film advertising, Radio advertising, Television, Exhibition, Point of purchase advertising

Word of Mouth Activity
It is the process of oral and written recommendation by a satisfied student to the prospective student of professional college. It is considered to be the most effective form of marketing. College students and teenagers tend to by highly elusive and wary of advertising. In order to break down these barriers, brands need to establish trust and create a youth marketing campaign that resonates with students. One way to do this is with word of mouth viral marketing.

Federal and State Aid, Scholarships, and Awards
Common forms of financial aid include grants, loans, work-study, and scholarships. Some are available specifically to students with disabilities. Many students use a combination of these financial aid resources. It is important to remember that financial aid results in a partnership of the student, parents, postsecondary educational institutions, state and federal governments, and/or private organizations. Such a partnership requires cooperation, communication, and an understanding by each of their responsibilities within the financial aid process.

Sports facility
Sport is also an important factor of professional colleges and also helpful factor of college promotion to enroll students**.** Today sports in India have achieved a zenith in terms of popularity and as a career option. Olympics, Commonwealth Games, Asian Games, SAF Games, Wimbledon and many other world sports tournaments see Indians as one of the most leading sports participants in the world.

Affiliation to legal body and accreditation (UGC, AICTE, NAAC, ISO etc.)
Affiliated college is an educational institute that operates independently but also has a formal collaborative agreement with another, usually a larger institutions that may have some level of control or influences over its academic policies, standard and programs. According to UGC norm “affiliated college” means any college situated within the university area and affiliated to the university. While a university may have one or several affiliated colleges, it is not necessarily a collegiate university, which is a union or federation of semi-autonomous colleges.

Experienced faculty
students report higher levels of engagement and learning at institutions where faculty members use active and collaborative learning techniques, engage students in experiences, emphasize higher-order cognitive activities in the classroom, interact with students, challenge students academically, and value enriching educational experiences. In general, faculty at liberal arts colleges are the most likely to engage their students.

Placement
It is the action of placing someone or something somewhere. The concept of placement refers to placing the employee or student on particular location with good job and good salary Campus placement or campus interview is the program conducted within educational institutes or in a common place to provide jobs to students pursuing or in the stage of completing the programme.

Objectives
The objectives of this study is to design and develop a measure to Evaluate Enrolment Strategies, identify the underlying factors, identify the difference between different Parents income groups, age, gender, occupation, education level and marital status, to find out the most effective means of Enrolment Strategies of Professional Institutions situated in Gwalior & Chambal Region and to open the new vistas for further research

Methodology
The study was exploratory and descriptive in nature. The data was collected through survey and interview method, and relationships among demographic variables were evaluated by using statistical tools. Sample design includes population, sampling frame, sampling techniques, sampling elements and sample size. The target population for the study is include students and management staff (teaching and non-teaching staff) of professional institutions in the both regions i.e. Gwalior and Chambal Region of the Madhya Pradesh. All individuals of rural & urban from Madhya Pradesh were sampling frame. Non-probability purposive sampling techniques were used to identify the respondents for the study. Individual respondent was sampling element of the study. The population is Sample size was 540 respondents from Students which is seeking admission and also they have enrolled himself in professional institution of Gwalior and Chambal division, and 100 respondent from college staffs included teaching and no teaching in professional institution which is situated in Gwalior and Chambal region in Madhya Pradesh. The data was collected by the researcher himself after developing rapport with the respondents. Data is collected through mainly primary sources like questionnaire, survey and interview methods but some secondary data also be used. Secondary data has been collected secondary data from various literatures to various sources such as research paper in Journals or Research articles and Books, Magazines, Reports (Government/Corporate, News Paper, & Internet etc). Collected data has been analyzed by researcher himself with the help of different statistical calculations using SPSS 20.0 trial version software. Statistical package for social science (SPSS) version 20.0 for windows seven will be used for data analysis and hypotheses testing. Data has been collected from the 20 selected Professional Institutions from all the ten 10 division of Madhya Pradesh, the description of sampling are: ITM, Prestige, BVM, NITM, GICTS, IIITM, Aditya, IITTM, IPS, Vikrant, MPCT, MITS, Boostan, Amity university, HICT, Jain, MKTM, LNUPE, GEC, GRMC College Gwalior (M.P.).

Data Analysis
Reliability Measure

Table 1: Reliability Measures of Marketing Strategies

Reliability Statistics		
Name Statistics	**Value**	**N of Items**
Cronbach's Alpha	.846	24
Split-Half	.771	
Guttman	.811	
	.848	

It is being considered that reliability should be more than 0.7 as it can be seen in both table (Cronbhachs Alpha.846, Split-Half.771, Gutman.811 and Parallel.848) that the reliability through all tests is more than the standard value, hence the questionnaire were highly reliable.

Normality Analysis

Table 2: Normality Analysis of marketing Strategies

Tests of Normality						
	Kolmogorov-Smirnov[a]			**Shapiro-Wilk**		
	Statistic	**Df**	**Sig.**	**Statistic**	**Df**	**Sig.**
Marketing	.081	130	.064	.982	130	.078

a. Lilliefors Significance Correction

The entire table shows that data is normally distributed with insignificant level of.065. It is because if the insignificance value of the Shapiro-Wilk Test is greater than 0.078, the data is normal. This insignificant K-S value indicates the data was normally distributed and no outliers available in the data.

Factor Analysis
Factor analysis is a statistical method used to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors.

Table 3: KMO and Bartlett's test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.796
Bartlett's Test of Sphericity	Approx. Chi-Square	872.322
	Df	276
	Sig.	.000

The Kaiser- Meyer-Olkin Measure of Sampling Adequacy Value was. 796 indicating that the sample was adequate to consider the data as normally distributed. The bartletts test was evaluated through chi-square test having chi-square value 872.322 which is significant at 0.000 level of significant, indicating that null hypothesis is rejected, therefore it is clear that the item to item correlation matrix was pot an identify matrix and therefore, the data were suitable for factor analysis.

Factor Distributions
Principle component factor analysis with Varimax rotation and Kiser normalization was applied. The factor analysis resulted in 7 factors 10 iterations

Table 4: Factor Distribution of Marketing Strategies

S. No.	Factor Name	Eigen Value		Item Covered	Factor Load
		Total	% of Variance Explained		
1	Effective Infrastructure	6.480	28.175	Computer/Research lab	.716
				Approved by Statutory/Regulatory Bodies	.662
				Ambulance/First Aid Available	.660
				Company Visit	.611
				Affiliation to Legal Body (UGC, AICTE, etc.)	.571
2	Promotional Strategies	2.947	12.815	Large Campus	.740
				Official Websites	.726
				Highly Qualified Experienced Faculty	.608
				Attractive Brochure/Prospectus of the Institutions	.534
3	Advertisement	2.322	10.097	Well Infrastructure	.739
				Sports Facility	.699
				Transportation	.579
				Well/Effective Dress Code (College Name Printed T-shirts etc.)	.573
4	Extracurricular	2.099	9.125	Facilities like Banking/post office	.715
				Hostel Facility	.667
				Seminar about institution in the Schools	.653
5	Financial Relaxation	1.520	6.608	Scholarship for merit student	.701
				Advertising	.690
				Placement	.611
6	Approval	1.387	6.029	Social Connectivity	.589
				Cast benefits/BPL card etc.	.562
				Fee relaxation	.534
7	Safety Mechanism	1.104	4.801	Fire Alarm/Protection Equipment Available	-.688
				Modern Canteen	.680

Showing result measurement model (Confirmatory Factor Analysis)

Chi-Square	113.89
Df	33
P-Value	0.00000
RMSEA	0.189

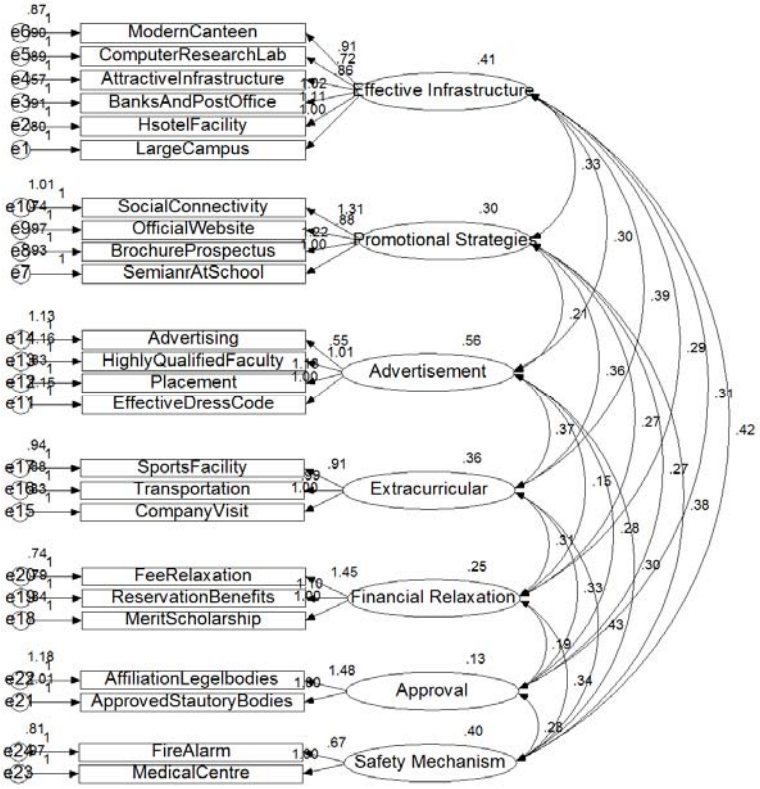

Fig 1: Confirmatory Factor Analysis

T-test between Marital Status and Marketing strategies

$H_0$1 – It stated Gender not affected Marketing of Professional Institutions.

The hypothesis was tested using T-test to evaluate the effect of Gender (Male and Female) on Marketing of Professional Institutions, the study two levels of gender

Table 7: Independent Sample test

Independent Sample Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Marketing	Equal variances assumed	1.155	.284	-2.087	125	.039	-5.20217	2.49214	-10.13443	-.26992
	Equal variances not assumed			-2.090	61.640	.041	-5.20217	2.48861	-10.17742	-.22693

Levene's test was applied to evaluate equality of variance in responses of male and female respondents. The value of F was found to be 1.155 which is insignificant at 28.4% levels therefore, the null hypothesis indicating not equal variance among groups formed on the basis of Gender (Male and Female) was accepted.

T-test between Job Description and Marketing of Professional Institutions

$H_0$2 – It stated Job Description not affected towards Academic and Research Environment of a Professional Institution.

The hypothesis was tested using T-test to evaluate the effect of Job Description (Teaching and Non-Teaching) on Marketing of a Professional Institutions, the study two levels of Teaching and Non-Teaching

Table 8: Independent Samples Test

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Marketing	Equal variances assumed	1.388	.241	1.317	125	.190	2.96377	2.25059	-1.49043	7.41797
	Equal variances not assumed			1.319	124.910	.190	2.96377	2.24661	-1.48258	7.41012

Levene's test was applied to evaluate equality of variance in responses of male and female respondents. The value of F was found to be 1.388 which is insignificant at.241% levels therefore, the null hypothesis indicating not equal variance among groups formed on the basis of Marital Status (Married and Unmarried) was accepted.

T-test between Gender and Marketing of Professional Institutions

$H_0$3– It stated Marital Status not affected Marketing of a Professional Institution.

The hypothesis was tested using T-test to evaluate the effect of Marital Status (Married and Unmarried) on Marketing of Professional Institutions, the study two levels of Marital Status.

Table 10: Independent Sample Test of gender

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Marketing	Equal variances assumed	5.208	.024	1.751	125	.082	3.94035	2.25005	-.51277	8.39347
	Equal variances not assumed			1.714	107.023	.089	3.94035	2.29881	-.61675	8.49746

Levene's test was applied to evaluate equality of variance in responses of male and female respondents. The value of F was found to be 5.208 which significant at.024 % levels therefore; the null hypothesis indicating not equal variance among groups formed on the basis of Marital Status (Married and Unmarried) was rejected.

Findings

1. It is being considered that reliability should be more than 0.7 as it can be seen in both table (Cronbhachs Alpha.846, Split-Half.771, Gutman.811 and Parallel.848) that the reliability through all tests is more than the standard value, hence the questionnaire were highly reliable.
2. To normality**,** the entire table shows that data is normally distributed with insignificant level of.065. It is because if the insignificance value of the Shapiro-Wilk Test is greater than 0.078, the data is normal. This insignificant K-S value indicates the data was normally distributed and no outliers available in the data.
3. With the help of factor analysis seven factors is to found that is effective infrastructure, promotional strategies, advertisement, extracurricular, financial relaxation, approval and safety mechanism.
4. In the Structural Educational Modeling, The Fit Indices of CFA is showing goodness of fit index (GFI) 0.95 even the adjusted goodness of fit Index (AFGI) show a value of 0.79 implying good model. The parsimonious goodness of fit index (PGFI) is 0.49 Value 0.50 or 60 indicate a good parsimony fit.
5. T-test between Gender and Marketing strategies showing the value of F was found to be 1.155 which is insignificant at 28.4% levels therefore, the null hypothesis indicating not equal variance among groups formed on the basis of Gender (Male and Female) was accepted.
6. According to T-test between Job Description and Marketing of Professional Institutions the value of F was found to be 1.388 which is insignificant at 24.1% levels therefore, the null hypothesis indicating not equal variance among groups formed on the basis of Marital Status (Married and Unmarried) was accepted.
7. According to T-test between Marital Status and Marketing of Professional Institutions. The value of F was found to be 5.208 which significant at 2.4% levels therefore, the null hypothesis indicating not equal variance among groups formed on the basis of Marital Status (Married and Unmarried) was rejected.
8. Post hoc test between age group, qualification of employee and salary in months of employee with marketing strategies shows that there is no insignificant difference among all factors. So that the hypothesis is accepted.

Suggestions

On the basis of findings and entire research work following suggestions may be given

a) Print media, Electronic media and outdoor advertisement are the main sources to aware students about the institutions. It is found that in study that most of colleges don't spend much more money on these sources. So it is suggested that these institutions that for using proper advertisement methods they can improve their enrolment.
b) Scholarship program, transport facility, study tours and Electronic gadgets are the best tools for attracting students in their organizations. But it seems in study that only few colleges uses this strategies for enrolling students so it is advisable to those type of institutions that they increase this type of programmes in their institutions.
c) Affiliation of legal body and accreditation (UGC, AICTE, NAAC, ISO etc.) helps colleges to make national and international identification. So it is very necessary to professional institutions. So it is suggested to professional colleges that they improve their affiliation and accreditation to increase their enrolment.

Inspite of this facilities word of mouth activity is a very important activity that highly influenced the perspective students so colleges improve this by their students and alumni session.

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