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Sales Promotional tools of Management Institutes in Maharashtra

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Abstract

The management institutes in Maharashtra state use number of sales promotion tools to attract the students as their customers. The sales promotion or marketing tools may range from only one marketing tool to multiple marketing tools depending on the management of management institutes. Here, in this paper, researcher tried to identify the number of marketing tools utilized by management institutes in Maharashtra. The researcher made an attempt to study different Marketing Tools used by Management Institutes in Maharashtra. At the end of the research paper, the conclusion is drawn as Management Institutes in Maharashtra State used different marketing tools to reach their target customers that were students.

Keywords: Sales Promotion Tools, Marketing Tools, Management Institutes, Marketing Mix and institutional marketing .

I. INTRODUCTION

Marketing Mix is a modern concept in modern marketing and involves practically everything that a marketing company can use to influence consumer perception favorably towards its products or services so that consumers and organizational objectives are attained. Marketing mix is a model of crafting and implementing marketing strategy.

The Marketing mix element, Promotion, was the key element of marketing programme and was concerned with effective and efficient awareness about these courses. Thus, the major elements of promotion mix were involved advertising, sales promotion, personal selling, direct marketing, public relation and publicity. The Management Institute used all possible components of promotional elements.

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

- To study different marketing tools used by Management Institutes in Maharashtra to reach the target students.
- To study the number of marketing tools used by Management Institutes in Maharashtra to reach the target students.

Hypothesis of the Study

Null Hypothesis: Management Institutes in Maharashtra State did not use different marketing tools to reach their target customers that were students.

Alternative Hypothesis: Management Institutes in Maharashtra State used different marketing tools to reach their target customers that were students.

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

The numbers of marketing tools used by Management Institutes in Maharashtra to reach the target students are tabulated so as to test the null hypothesis and the different marketing tools used by Management Institutes in Maharashtra to reach the target students are again tabulated to verify the null hypothesis.

The data analysis and interpretation are carried out as follows

Table No. 1.2 Cross Tabulation

No. of Marketing Tools * Type of Respondents Crosstabulation							
			Type of Respondents				Total
			Students	Faculties	Directors	Management	
No. of Marketing Tools	No Use	Count	18	37	15	6	76
		% within Type of Respondents	4.7%	9.7%	16.1%	6.6%	8.0%
	only one	Count	79	93	17	23	212
		% within Type of Respondents	20.7%	24.3%	18.3%	25.3%	22.4%
	Two to Five	Count	115	120	36	41	312
		% within Type of Respondents	30.2%	31.3%	38.7%	45.1%	32.9%
	More than 5	Count	169	133	25	21	348
		% within Type of Respondents	44.4%	34.7%	26.9%	23.1%	36.7%
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 44% students replies that the number of marketing tools used by management institutes in Maharashtra state are more than 5 where as 34% faculties have the same opinion for more than 5, nearly 39% directors replies that the number of marketing tools used by management institutes in Maharashtra state are in the interval two to five. Whereas the 45% management members have the

same opinion as that of directors that they use two to five different marketing tools.

As respondents and number of marketing tools are nominal-interval multi point scaled variables, there is distinction between dependent and independent variable, it mean either t test, z test or ANOVA is application.

In order to know the exact application of t / z Test or ANOVA, heteroscedasticity using levene statistics are used. If heteroscedasticity is present, t test or z test is applicable. Otherwise ANOVA is applicable

Table No. 1.3

Test of Homogeneity of Variances			
Income			
Levene Statistic	df1	df2	Sig.
278.809	3	944	.000

Source: SPSS output

From the above table, it is clear that the heteroscedasticity is present hence researcher may use t test or z test. As the sample size is greater than 30, researcher preferred to use z test using column proportions by Bonferroni method as follows

Table No. 1.4

. No. of Marketing Tools * Type of Respondents Crosstabulation							
			Type of Respondents				Total
			Studen ts	Faculti es	Directo rs	Manageme nt	
No. of Marketi ng Tools	No Use	Count	18 _a	37 _b	15 _b	6 _{a, b}	76
		% within Type of Responde nts	4.7%	9.7%	16.1%	6.6%	8.0%
	only one	Count	79 _a	93 _a	17 _a	23 _a	212
		% within Type of Responde nts	20.7%	24.3%	18.3%	25.3%	22.4%
	Tw o to Five	Count	115 _a	120 _{a, b}	36 _{a, b}	41 _b	312
		% within Type of Responde nts	30.2%	31.3%	38.7%	45.1%	32.9%
	Mor e than 5	Count	169 _a	133 _b	25 _b	21 _b	348
		% within Type of Responde nts	44.4%	34.7%	26.9%	23.1%	36.7%
Total		Count	381	383	93	91	948
		% within Type of Responde nts	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 number of different marketing tools used by management institutes in Maharashtra state. This can be clearly or independently studied with the help of Pearson chi square test as follows

Table No. 1.5 Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	36.141 ^a	9	.000
Likelihood Ratio	35.391	9	.000
Linear-by-Linear Association	14.852	1	.000
N of Valid Cases	948		
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.30.			

Source: Field Survey and SPSS output

From the above chi square test, it is clear that significance value is less than the standard significance value, hence the null hypothesis is rejected accepting the alternative hypothesis.

II. CONCLUSION

It is concluded that there were different marketing tools used by Management Institutes in Maharashtra State. The two or more than two marketing tools were used by (69.57%) of total Management Institutes. Again it was proven by using Chi square test X² that the null hypothesis 'Management Institutes in Maharashtra State did not use different marketing tools to reach their target customers that were the students which were rejected'. Hence the alternative hypothesis 'Management Institutes in Maharashtra State used different marketing tools to reach their target customers that were students' holds. It meant that the Management Institutes in Maharashtra State used different marketing tools to reach their target customers that were students.

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