

Marketing Strategies Adopted by Private Coaching Classes in Marathwada Region

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Abstract: *In Today's world everyone wants to excel in his /her life .To reach this goal of excellence one needs access to quality education. However, the present education system or schools of the country were unable to cater to the needs of the aspiring students so they were compelled to look for other alternative avenues and here come to the picture the private coaching classes and their importance in shaping the future of students.*

In the modern era, educational institutes have gone under various reforms. Also, there has been huge growth in this sector. Growth in India is especially due to growing need of importance and awareness of education. India is a developing country. Today we can see various private educational institutes providing various courses at various levels. And, it still has many untapped opportunities. Also, the aspiring students have become more aware and there have been development of private educational brands apart from government universities. In order to capitalise on the prevailing conditions and to make their presence felt the coaching institutes were adopting various methods and strategies and the current research is dedicated to analyse these Methods and strategies.

The Indian education system is divided into two major segments core and non-core. While, the core group has schools and higher education, the non-core consists of pre-schools, vocational training and coaching classes. Increased college perseverance and completion, One such effort which is the focus of our paper has been the use of mentors and coaches to facilitate student persistence and completion. The education seekers have started prioritizing their needs and wants. Hence, it has become important for educational institutes to be updated according to student and industry needs in order to prepare Industry Ready Professionals The purpose of the study is to analyze students needs and attitude towards educational institutes. Since, fulfilling student's needs is one of the major factors for private universities, in order to generate value education in society. Researcher wants to carry research on "Marketing Strategies Adopted by Private Coaching Classes in Nanded and Latur districts."

Keywords : *Marketing strategies, Coaching Classes, marketing of educational Institutes, E-Marketing, and Marketing Mix.*

I. INTRODUCTION

Marketing strategies of private coaching classes and their practices attracting students flock towards private coaching

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responsible for creating image in the market. The most likely selling opportunities available in market-based potential market expansions were open to all sellers of goods or services. The market potential shows that how many specific products can be sold in certain markets over a certain period, assuming the use of appropriate marketing methods. Marketing and marketing researches for private coaching classes in order to best practices and lime lighting possible advanced techniques responsible for popularity and social development. The possible potential concept of the market has made it clear that identifying the selling opportunities in the manufacturing sector or services manufacturing organization. Once recognized as an opportunity, it was convenient for marketers to apply the right marketing method so that the opportunities available remain unused. It is successful with the accurate estimation of market potential.

It is possible to make optimum utilization, which makes productivity leadership easy by bringing productive leadership. The probability of probabilistic probability is important on the backdrop of these backgrounds and takes care of the need when identifying the potential. Marketing leads to fulfil the consumer (students) demand and needs by providing product or services (coaching). Marketing strategies adoption helps to create brand name in the business environment with its quality of services. Determining how best way to reach the potential customers to make them aware of their products and persuade them to buy. Modifying existing products or creating new products to match consumer (students) need and wants. The marketing of private coaching classes determines the need for a product through consumer research and observing quality and quantity of product in the market by marketing research.

In the competitive educational environment many aspiring students worried for getting admission for Medical, Engineering, pharmaceutical courses and reputed biotechnological, Chartered accountant and company secretary etc. The systems of private coaching classes were trying to attract the students, and for their retention they were effectively working for fulfilling the needs and wants and up gradation in coaching classes. Nowadays, new students demand, new way of techniques digitalization came into focus. It is essential to study effectiveness of marketing strategies adopted by private coaching classes in Marathwada. The topic is lime lighting on the current marketing scenario and marketing demand and required strategies.

1.2 Objectives of the study:

1. To study the marketing methods by private coaching classes in Marathawada region.

2. To study the impact of marketing strategies over students admissions.

3. To analyse the effectiveness of E-marketing on private coaching classes.

1.3 Hypothesis of the study:

1. Marketing strategies including advertising and promotional strategies used by private coaching classes in Marathwada were different to retain the consumer demand.

2. The impact of marketing strategies is useful to attract the targeted market in favor of increasing students' admissions.

3. E-marketing plays vital role in marketing of private coaching classes in Marathwada region and digitalization and modern techniques were effective in catching the student's attention in private coaching classes in Marathwada region.

1.4 Significance of research:

The aim of the study is to help private coaching classes to improve the marketing strategy which is useful to increase their profitability index. The study may be guideline for aspiring students to choose correct options by effective advertising and promotions.

1.5 Scope of Research:

There was always scope for further research as many of the parameters and elements untouched. The expectations by the aspirants and their parents were unlimited and the private coaching classes were limited to Marathwada region only with reference to Nanded and Latur districts.

1.6 Research Methodology

Sr.no	Contents	Description
1	Universe	Private coaching classes, Marathwada
2	Population	Marathwada Region i.e Nanded & Latur Districts
3	Sample frame	Students, Parents and coaching owners ,tutors.
4	Sample size	1000 (500 students from Nanded and Latur respectively.)
5	Type of Research	Expostfacto descriptive Research
6	Research tools	Quitionnaire,observation,field survey, and personal interview
7	Data sources	Primary and secondary Data sources
8	Primary Sources	Structured Quitionnaire,field survey, and personal interview Methods
9	Secondary	Nationals and International journals, articles, Magazine, newspapers
10	Question type	Open ended, 5 points Likert scale is used , Multiple responses
11	Data interpretation	Graphs, pie chart, descriptive statical Tables
12	Statistic tools	Percentage, Chi square, Annova ,t test, z test etc.

(Source: Researchers' Compilation)

II. REVIEW OF LITERATURE

1. Keller P., & Fox K. (1995); Discusses the proposed marketing mix. The last two decades have attracted a great deal of attention and attention to marketing education. Marketing education is important because it covers almost everything a social network does. The product responds to market research containing quality information about student preferences. Market research also provides guidance for the development of new degree programs based on new market requirements. In addition, new technologies need to be strengthened to reach new students. Marketing is an article because the product can be traded, bought or sold. The required marketing planning process and implementation of the strategy is to achieve greater expansion¹.

2. Al-Fattal (2010); The need for marketing is more important in the last few decades to achieve organizational efficiency. It shows that the marketing presence and the important role in the educational context, although some may overlook it, and so it is important to understand the stakeholders and enhance their education rather than ignore or avoid it².

3. Smith, P. R. & Taylor, J. (2004); The promotion includes all communications and sales activities to ensure future prospects for enrolment in the program. Organized, ongoing promotion plans should be organized for both institutions and individual programs to attract students, staff and financial resources. There are several advertising methods that organizations use, including: (1) paid advertising, for example, newspapers and magazines. (2) Free publicity; For example, the public relations department provides positive information about the organization through a press release. 3) Community and professional involvement; For example, faculty members are encouraged to talk to local communities and business groups to create a 'word of mouth' that will attract a large number of potential students and employers. 4) Open house, information day, counselling day and recruitment day to interact with potential students, parents and employers. 5) Personal sales, which include sales, interaction with students, parents and other stakeholders in higher education³.

4. Masterson, R. & Pickton, D. (2010); The role of the Marketing manager is the employees. Free courseware, for example, tastes distance learning on the Internet for prospective students. Short courses of tuition fees are an effective tool for programs. These 'location' and 'promotion' marketing strategies should be designed to align organizations and programs with the desired image so they can be realistic, attractive and distinctive in a positive way for departments and people. People 'refers to all education and administrative staff through whom service is served and customer relationships are created. People include current and former students of the organization. This is because prospective students have a tendency to ask about current and former students and to know their opinions. When planning a marketing strategy, it is recommended for an organization to start developing its employees⁴.

5. Wright (1999); Believed that the success of an organization depends more on the attitude, commitment and



skills of the entire workforce than on any other element. The shared beliefs and objectives of these strategies ensure that the organization is customer oriented. In addition to that, the idea of creating a positive relationship with customers has a powerful role⁵.

6. Mukerjee, K. (2007); Explained that if a customer is satisfied and trusted with a particular provider, then it will be difficult for competitors to disrupt the relationship. This is related to relationship marketing, where the university empowers its relationship with the market. Examples of this are teachers who keep track and track of each student, not just at every academic level but at a very personal level. In fact, it has excellent evidence that reflects existing student perceptions⁶.

7. Gibbs and Cannap (2002); added position of the physical space contributes greatly to the image of the organization. For example, the technology used, cleaning the rooms, carpeting, regular cleaning of the washroom are all references in which the individual learner understands who or what is in the context of the learning experience. Customers have a positive function in addition to looking at physical facilities as they support the teaching and learning process. An example is the use of visual representation and information technology to facilitate and improve learning outcomes⁷.

III. SOURCES OF DATA COLLECTION

a) Primary data: Collected from a questionnaire survey. Questionnaire for this study was developed based upon the concepts, theories, and past research information.

b) Secondary data: Collected by the researcher from several National and International research agencies. Further, the researcher had also utilized the government reports, textbooks, Magazines, Digital library, previous researches, newspapers, journals, and world-wide-web pages to collect the relevant secondary data for the study.

IV. DATA ANALYSIS AND INTERPRETATION

Collected data framed in statistical format analysed with help of SPSS software.

Hypothesis Testing

Findings, conclusion and Recommendations as per the hypothesis testing.

H₀₁.Marketing strategies including advertising and promotional strategies used by private coaching classes in Marathwada were different to retain the consumer demand.

Table 2:

	No of Respondent	No any	Advertising	Add and Sales	add/sales/seminars	more than
1	Students	24	52	78	94	123
2	Parents	34	68	68	82	95
3	Directors	36	22	23	26	36
4	Tutors	25	27	28	32	25
	Total	119	169	197	234	279
	Percentage	12%	17%	20%	23%	28%

(Source: Researchers' Compilation)

The table above shows that marketing strategies including advertising and promotional were used differently by Private coaching Classes in Marathwada Region. 12 percent organization did not use no any Marketing tool.

Marketing tools to run their coaching classes effectively as their brand found to be older more than 10 years where as the new flourishing brand in group found to use effectively. About 17 percent organisations focused only advertising for their business in marathwada. As the brands have only specialised for only one subjects. The data reflected 20 percent of private coaching classes in Marathwada used two types of marketing tools including advertising and sales promotional strategies. 23 percent of organisations in Marathwada region actively used three types of marketing tools i.e. advertising, sales promotion concentrating to

advertisement by print media too. 28 percent of organisations were effectively progressed and flourished within short period of time as these organisations successfully used marketing tools helped in catching the student's concentration and retaining their admissions.As Null hypothesis is rejected and alternative hypothesis is accepted.The marketing strategies worked in favour of increasing profit and helped creating brand name in short period.

H₀₂.The impact of marketing strategies is not useful to attract the targeted market in favor of increasing students' admissions.

Table 3

No of Respondent	S. A	A	N	D	SD
1 Students	118	133	64	73	26
2 Parents	78	61	25	39	32
3 Directors	44	58	12	29	41
4 Tutors	34	42	28	32	29
Total	274	294	129	173	128
Percentage	27%	29%	13%	17%	13%

(Source: Researchers' Compilation)

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The students behavior / opinion the promises made by the coaching organizations were developed in nature. It was interpreted from the above table and Likert scale that 27 percent and 29 percent of private coaching classes in Marathwada region showed their interests strongly agreed and agreed that Promises given by private coaching classes in Marathwada region in their marketing had also made the impact on admissions in Marathwada whereas remaining 13

percent ,17 percent and 13 percent either neutralized, disagreed, strongly disagreed their opinion in their marketing had not made the impact on admissions in Marathwada in coaching culture.

H0₃,E-marketing does not play vital role in marketing of private coaching classes in Marathawada region.

Table 4:

No of Respondent		Yes	No
1	Students	288	116
2	Parents	188	77
3	Directors	91	79
4	Tutors	84	75
Total		651	347
Percentage		65%	35%

(Source: Researchers' Compilation)

The above table reflected that 65 percent of private coaching classes in Marathwada region there was positive impact of E-Marketing on admissions and changing students mindset. The 35 per cent of students were found disagree or neutral as they did not feel that they were impacted by E- marketing.

This null hypothesis is tested with the help of Pearson Chi square test as follows:

Table No.2.4 Calculations of Pearson Chi square test

Observed Frequency (O)	Expected Frequency (E)	O-E	(O-E) ²	(O-E) ² /E
288	263.5311	24.46894	598.7289	2.271948
188	172.8607	15.13928	229.1978	1.32591
91	110.8918	-19.8918	395.6831	3.568191
84	103.7164	-19.7164	388.7377	3.748082
116	140.4689	-24.4689	598.7289	4.262358
77	92.13928	-15.1393	229.1978	2.487514
79	59.10822	19.89178	395.6831	6.694214
75	55.28357	19.71643	388.7377	7.031705
Calculated Value of Pearson Chi square test				31.39

(Source: Researchers' Compilation)

From the above table no. 2.4, it is found that the Calculated Value of Pearson Chi square test at 5% level of significance and at 1 degree of freedom (31.39) is greater than the standard Value of Pearson Chi square test at 5% level of significance and at 1 degree of freedom (3.84), hence the null hypothesis is rejected and alternative hypothesis is accepted. It is interpreted that E-marketing plays vital role in marketing of private coaching classes in Marathawada region.

V. CONCLUSION

The coaching classes in Marathrathwada Region Nanded and Latur Districts Were effectively impacted by marketing strategies .The private coaching classes' boom can be easily credited to the awareness in Marathrathwada Region Nanded and Latur Districts. No any firm of private coaching classes can grow without adopting marketing strategies. Marketing and sales promotional activities fruitful in management practices in private coaching culture. i) It is concluded that

the coaching classes in Marathrathwada region i.e. Nanded and Latur districts have used different marketing tools such as magazines, Newspapers, Brochure, advertisements on TV, Radio, Banner/pamphlets and Website to reach their target customers i.e. students. Whereas Social Media is yet not used for marketing in education though the most of the students uses these Media extensively. ii) Also clearly shows that our Indian Education system is becoming more competitive and exam oriented. The coaching classes create new educational industry in Marathwada. The above objectives were verified and can be obtained shows that a role coaching class plays Vital in grooming the students and ensuring them to obtain successful carrier.

Suggestion:

1. The outcomes of the study give following suggestions

1. Students result depended on the maximization of the practice, as “practice makes man perfect”, it is recommended to the Directors of the private coaching classes to arrange regular and weekly number of exams to give the best result.
2. Marketing strategies increases student’s number, it is recommended that coaching classes should start their branches especially to capture bulk from rural areas.

2. Pricing strategy /fees structure:

Due to high fees structure of some of the private coaching classes, many of the students were unable to get admissions in these private coaching classes.

It is recommended to directors of the coaching classes that provision should be made to increase the number of village students by offering them Scholarship cum admission provision, hostel facility and earn and learn scheme so that every student gets equal benefit and builds trust, bond with society which enhances promotion of the coaching classes.

The provision should be made to the economical backward students in fees flexibility, everyone gets educational freedom.

3. Place: Coaching classes in Nanded and Latur Districts were situated in residential area, people were facing the traffic problems in daily routine, it is suggested to the Owners of the coaching classes that to locate coaching centres at spacious place to avoid traffic problems and creating silent zones, healthy and favourable atmosphere for the study and providing them special parking facility to the students of the coaching classes.

4. Limitation on student’s strength in a classroom:

Outcomes of study observed that many coaching classes were crowdie, it is suggested to limit the number of students in each class to avoid unnecessary disturbance in the class due to crowd. It also facilitates the directors to control the class and give their best to the students for which they opt for coaching classes.

5. Hostel facility: Historically Nanded is known for its coaching industry which has made it a biggest Educational hub not only in Marathwada but also in whole Maharashtra. As the numbers of students were increasing day .by day, it creates the problem of their residing. Therefore, it is suggested that special residential coaching centre should be developed by directors of private coaching classes to contribute their efforts in time limitation.

6. Event Management : To organise an event to felicitate successful students with an extra ordinary performance in IIT, JEET, NEET entrance Examination by rewarding them and It is also suggested to announce the coaching classes management to organise some brain storming sessions to build healthy competition among the students which subsequently helps the coaching classes to develop their strong brand Image .The coaching classes were also suggested to participate in social welfare activities which will facilitate them to show their contribution towards the society.

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