

Positioning for Success: An Analysis of Marketing Strategies used by Private Schools in Coimbatore, India

OPEN ACCESS

Manuscript ID:
COM-2024-12027304

Volume: 12

Issue: 2

Month: April

Year: 2024

E-ISSN: 2582-6190

Received: 26.12.2023

Accepted: 26.01.2024

Published: 01.04.2024

Citation:

Kumar, A., et al. "Positioning for Success: An Analysis of Marketing Strategies Used by Private Schools in Coimbatore, India." *ComFin Research*, vol. 12, no. 2, 2024, pp. 35–41.

DOI:

<https://doi.org/10.34293/commerce.v12i2.7304>



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Abstract

The marketing techniques used by private schools in Coimbatore, India, are examined in this study. Private schools are using more marketing strategies to draw students as the focus on parental choice in education grows. The study looks at the particular components of the marketing mix that these schools use, such as place (distribution channels, school location), pricing (fee structure, scholarships), and product (curriculum, facilities) and promotion (advertising, open houses). The effectiveness of these tactics in influencing parental choice of school and decision-making is examined in this study. A combination of surveys, interviews, and focus groups with parents, school administrators, and marketing staff will probably be used in the study process. The results will help to clarify the competitive marketing environment of Coimbatore's private education sector and offer insightful guidance to school directors looking to maximize their marketing expenditures.

Keywords: Marketing of Education, Private Schools, Coimbatore City, Parental Choice, Marketing Mix

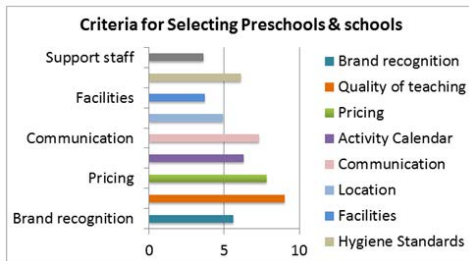
Introduction

“Education serves as a tool to either facilitate the younger generation’s integration into the logic of the current system and enforce conformity, or it can be used as a means of practicing freedom, enabling men and women to engage critically and creatively with reality and learn how to contribute to the transformation of their own world.

In its most basic definition, education is broadly defined as any act or experience that shapes a person’s character, mentality, or physical capabilities. Being formative implies that education is forming something, especially something that will impact a person’s mind and abilities in the long run. The most evident illustration of this is the capacity to comprehend and use mathematical and language skills, which are subsequently applied throughout a person’s life.

Marketing Strategy of Education Service

The fact that education is a business even for non-profit universities is frequently overlooked. Attracting suitable pupils and making financial plans in advance are essential in a competitive market with plenty of imitations.



Based on these findings, it is clear that parents weigh activities, cost, school reputation, and instruction quality when choosing a preschool or high school.

Now that we are aware of the crucial considerations while choosing a school, let's examine the influencing elements that lead to conversions.

According to our research, I have seen that choosing a preschool and school is mostly influenced by family. The majority of parents choose an XYZ school after discussing their child's performance with friends and family.

Now that they are aware of the guidelines and deciding elements that assist parents in making decisions, let's talk about the approach that you, as the high school or preschool, can take into account for your marketing plan. We must recognize the distinction between tactics and strategy before moving on to strategy. The culmination of concepts combined to form a long-term strategy is known as a tactic.

Contribution by the Private Sector Education in India

- There are 100 million pupils enrolled in Indian schools, compared to 5.1 million in the US and 504,000 in the UK who attend private schools.
- Proof that enrollment in private schools in rural India is rising from 18.7% in 2006 to 25.6% in 2011, while enrollment in government schools is falling.
- 30.6% of primary school students attend private schools, and 37.1% of upper primary students

do the same. In the junior secondary level, secondary education makes up 54.4%, whereas in the senior/higher secondary level, it makes up 60.3%.

- 247,843 private schools educate 69 million elementary school children, with an average of 280 pupils each school.
- India now has over 339,000 private K–12 schools, with a 4% compound annual growth rate over the last five years.
- Based on present trends, an extra 130,000 private schools will be needed by 2022. In the top 20 states, almost 55% of secondary and higher secondary enrollment is at private schools.

Why the Parents Prefer the Private School?

- Better facilities are found in private schools, which are necessary for children's physical and mental growth. They can assist by providing the facilities needed so that the kids can absorb their courses more effectively.
- Private institutions take a better approach to fostering children's psychological growth.
- The environment and hygiene standards in private schools are higher, perhaps protecting pupils' health.
- With the introduction of computers into the classroom, the instruction provided in private schools has become increasingly audio-visual in nature.
- Better sporting opportunities and equipment for kids' physical development can also be found in private schools.
- Students can acquire the sophisticated and contemporary methods that are necessary in the MNC culture that supports a large portion of the population today.

Objectives of the Study

- To examine the education facilities of private schools.
- To study about the role of modern technologies in school studies.
- To study about marketing challenges of private schools.
- To study about marketing channels used in private schools for their promotion.

Statement of Problems

- The majority of voters favoring government-aided schools are middle class. Just a small percentage of people support private education. However, only private schools are receiving favor from those in the luxury class.
- Private schools are now opening everywhere, and the degree of competition is rising due to the institutions themselves. People find it difficult to select the greatest option from that.
- There are two ways that private schools use their fees. They gave bill for certain amount of fee and balance amount was taken his own. The parents so lack appropriate documentation to support their payment of fees.

Scope of Study

- To analysis about the marketing challenges of private schools.
- Impact of modern technologies in studies.
- Analyzing the parents and students expectation.
- Student's usage of modern technologies.
- Parent's opinion about their schools.

Research Methodology

The city of Coimbatore is the sole focus of the investigation. to use data gathered via analysis to pinpoint issues and possibilities. It is the methodical collection, documentation, and examination of market data.

Research Design

The method and preference of parents in selecting private schools are defined by the research design.

Sampling

The analysis was conducted using a purposive sampling strategy. For the private school survey, 100 questioners were delivered to a variety of individuals.

Area of Study

The area is restricted only in Coimbatore city.

Source of Data

Primary data: Primary data is gathered by surveying parents in the city of Coimbatore using a variety of questionnaires. The questionnaire is designed in an organized fashion.

Secondary data: Secondary data is collecting from the websites and marketing executives.

Statistical Tools used for the Study

The following statistical tools have been used to analyse the primary data.

- Simple Percentage Analysis
- Rank analysis
- Weighted average analysis
- Chi-Square Analysis

Period of the Study

The study, conducted over the course of four months from November 2016 to February 2017, aimed to understand how Coimbatore's private schools sell their curriculum.

Limitation of Study

- One hundred respondents who are selecting private schools participate in the study.
- Parents who are not educated are ignorant of their children's educational status.
- Why Become the samacheer syllabus; less parents are choosing government-aided schools for their children.
- Few parents have a preference for Anglo-Indian schools. due to the cost structure and the pressure of studying.

Analysis and Interpretation of Data

This part covers the analysis and interpretation of the study that was conducted on the subject and is based on a sample of one hundred respondents. The gathered information is categorized and totaled. Chi square analysis is the statistical tool that is used to analyze the data.

Table 1 Occupation of the Respondents

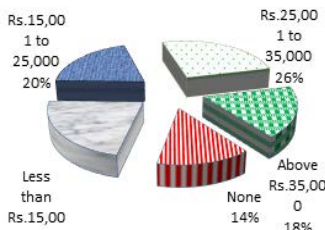
Occupation	No. of Respondents	%
Business	23	23
Employed	49	49
House wife	19	19
Others	09	09
Total	100	100



Interpretation: The aforementioned table shows that 49 percent of respondents are employed, 23 percent are business owners, 19 percent are housewives, and 9 percent are other responses. The majority of respondents 49 percent are working.

Table 2 Monthly Income of the Respondents

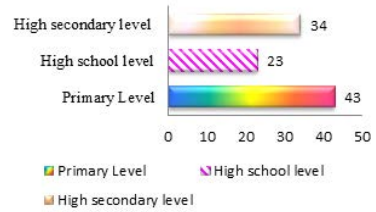
Monthly Income	No. of Respondents	%
Less than Rs.15,000	22	22
Rs.15,001 - Rs.25,000	20	20
Rs.25,001 - Rs.35,000	26	26
Above Rs.35,000	18	18
None	14	14
Total	100	100



Interpretation: According to the aforementioned table, 26 percent of respondents make between Rs. 25,001 and Rs. 35,000, 22 percent make less than Rs. 15,001, 20 percent make between Rs. 15,001 and Rs. 25,000, 18 percent make more than Rs. 35,000, and 14 percent have no income at all. The majority of respondents 26 percent earn between Rs. 25,001 and Rs. 30,000 per month.

Table 3 Education Level of the Respondent's Child

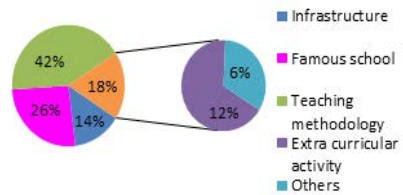
Level of Education	No. of Respondents	%
Primary Level	43	43
High School Level	23	23
Higher Secondary Level	34	34
Total	100	100



Interpretation: The above table shows that 23 percent of the respondent's son or daughter are enrolled in high school, 34 percent are enrolled in higher secondary education, and 43 percent of the respondent's son or daughter are in primary education. The majority 43 percent of the respondent's children are enrolled in elementary school.

Table 4 How Parents are Attracting by Private Schools

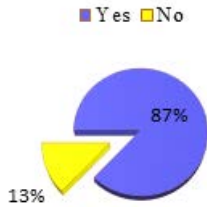
Options	No. of Respondents	%
Infrastructure	14	14
Famous school	26	26
Teaching methodology	42	42
Extracurricular activity	12	12
Others	06	06
Total	100	100



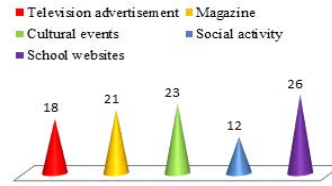
Interpretation: Based on the above table, 42 percent of respondents say that teaching methods draw them in, 26 percent say that a prestigious school draws them in, 14 percent say that infrastructure draws them in, 12 percent say that extracurricular activities draw them in, and 6 percent say that others draw them in. The majority The educational style is drawing in 42 percent of parents.

Table 5 Is Private School Environment being better than the Government School

Options	No. of Respondents	%
Yes	87	87
No	13	13
Total	100	100



Interpretation: The aforementioned table shows that 87 percent of respondents agree with the statement, while only 20 percent disagree with it. The majority of respondents 87 percent say that the environment in private schools is superior to that in public schools.



Interpretation: According to the above table, 26 percent of respondents said that school websites were used in private schools, 23 percent said that cultural events were used in private schools, 21 percent said that magazines were used in private schools, 18 percent said that television advertisements were used in private schools, and 12 percent said that social activities were used in private schools. The majority Private schools use school websites for marketing, according to 26% of respondents.

Table 6 Marketing Channel of Private Schools

Options	No. of Respondents	%
TV advertisement	22	22
Magazines	13	13
Cultural events	39	39
Social activities	26	26
Total	100	100



Interpretation: According to the above table, 39 percent of respondents are voting for cultural events, 26 percent are voting for social activities, 22 percent are voting for television advertisements, and 13 percent are voting for magazines among the respondents. The marketing channel for cultural events has an impact on 39 percent of the respondents, which is the majority.

Table 7 Marketing Strategies used in Private Schools

Options	No. of respondents	%
Television advertisement	18	18
Magazines	21	21
Cultural events	23	23
Social activity	12	12
School websites	26	26
Total	100	100

Chi Square Analysis

Chi Square for Monthly Income and Attracted by Private Schools

Chi square is applied to find the relationship between the personal factors such as monthly income of the respondents and their attraction by the private schools.

Table 8 Monthly Income and Attraction by Private Schools

Chi square value	Df	Significant value	Table value	Hypothesis
0.62	16	0.05	26.296	Null

Interpretation: The chi-square test result shows that, at the 5% level of significance, the computed chi-square value (0.62) is less than the table chi-square value (26.296). As a result, there is no correlation between monthly income and private school attraction. The link between the two factors is thus thought to be unreliable. The null hypothesis is therefore accepted.

Chi Square for Relationship between Occupation and Importance of Private Schools for Child

Chi square analysis is used to determine the correlation between individual factors, such as employment status, and the value of private education for children.

Table 9 Occupation and Importance of Private Schools for Child

Chi square value	Df	Significant value	Table value	Hypothesis
0.48	9	0.05	16.919	Null

Interpretation: The chi-square test result shows that, at the 5% level of significance, the computed chi-square value (0.48) is smaller than the table chi-square value (16.919), indicating that there is no correlation between occupation and the value of private education for children. The link between the two factors is thus thought to be unreliable. The null hypothesis is therefore accepted.

Chi Square for Relationship between Occupation and Objective of your Son/Daughter's Private School

The association between personal circumstances, including occupation, and the goal of your child's private school can be found using chi square analysis.

Table 10 Table Showing the Relationship Between Occupation and Objective of your Son/Daughter's Private Schools

Chi square value	Df	Significant value	Table value	Hypothesis
0.34	9	0.05	16.919	Null

Interpretation: The chi-square test result shows that, at the 5% level of significance, the computed chi-square value (0.34) is less than the table chi-square value (16.919), indicating that there is no correlation between occupation and the private school goal for your child. The link between the two factors is thus thought to be unreliable. The null hypothesis is therefore accepted.

Findings and Suggestions

In this chapter the researcher has summarised the findings, suggestions and conclusion of the study.

Findings

- There is no discernible link between monthly income and private school appeal.
- There is no discernible link between a child's need for a private education and their occupation.

- There is no discernible connection between your son or daughter's private school goal and career.

Suggestions

- Private schools must to adhere to the government's tuition schedule.
- Make use of contemporary technology to advance teaching methodologies.
- Magazine advertisements are a great way to promote the school. Therefore, private schools likewise place minimal value on that.
- Students ought to engage in social activities while learning new experiences.
- Schools merely impart knowledge and alter students' lifestyles. Thus, private schools ought to prioritize creating law-abiding citizens for our nation.

Conclusion

Private schools compete fiercely with public schools in their neighborhood while offering the greatest education to their pupils. As a result, they advertise their schools using student grades and activity data. Private schools want to demonstrate their strengths through a distinctive approach. The parents of every child enrolled in a private school claim that these institutions "want to follow the government fee structure and don't push the students for their school promotion activity."

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