

ADOPTION OF MODERN MARKETING STRATEGIES IN PRIVATE MANAGEMENT AND TECHNICAL INSTITUTIONS: AN EXPLORATORY STUDY OF OUTREACH EFFECTIVENESS IN CHANDRAPUR DISTRICT

PIYUSH PANDURANG AMBATKAR

RESEARCH SCHOLAR, SAU. LEENA KISHOR MAMIDWAR INSTITUTE OF MANAGEMENT STUDIES & RESEARCH, KOSARA, CHANDRAPUR

DR. NIYAJ S. SHEIKH

RESEARCH SUPERVISOR, SAU. LEENA KISHOR MAMIDWAR INSTITUTE OF MANAGEMENT STUDIES & RESEARCH, KOSARA, CHANDRAPUR

ABSTRACT

In the modern competitive world of tertiary education, it is indicated that the use of modern day marketing strategies by the institutions concerned with the private management and technical institutions is increasingly gaining importance to help the institutions reach more, and gain new students. In this paper the researcher has analysed the adoption and application rates of modern marketing strategies in the private management and technical institutions within Chandrapur District. The study takes an exploratory and descriptive design, with the use of primary and secondary data. The structured questionnaire was used to collect data in the form of primary data, which consisted of 120 respondents of which 60 were students and 60 potential students. The discussion revolves around the awareness and high performance of the marketing devices like social media marketing, institutional websites, internet advertisements, and virtual engagement device. The results indicate that digital mediums of marketing, especially the social media and institutional websites, are important in increasing the presence of the institution and the choices made by students when enrolling into institutions. Most of the interviewees have mentioned that the current marketing tactics have a severe influence on how they view and choose the institutions. The research finds that the successful adoption of digital marketing tools can greatly enhance the engagement of the stakeholders, institutional branding, and positively affect the trends in enrolment in private higher learning institutions.

KEYWORDS: Modern Marketing Strategies, Digital Marketing, Higher Education Marketing, Student Enrolment, Stakeholder Engagement, Institutional Outreach, etc.

INTRODUCTION

In the past decades, there has been a tremendous change in the higher education sector because of globalization, advancement in technology and an intensified competition among institutions. There is stiff competition among the private management and technical institutions especially in attracting potential students, retaining stakeholders and ensuring the schools maintain the levels of enrolled students. Consequently it has led to the adoption of the modern marketing techniques within the institutions to increase the visibility of the institutions, the effectiveness of stakeholder engagement and the effectiveness of the institutions outreach. Print advertising, educational fairs and verbal communication as forms of traditional promotion are slowly being complemented or substituted with digital and technology driven promotional tools including social media marketing, search engine optimization (SEO), content marketing and email marketing.

The contemporary marketing strategies have already focused on the interactive communication and relationship building with stakeholders such as future students, parents, alumni, industry partners as well as the community. The digital platforms enable institutions to give real time information on academic programs, infrastructure, placements and institutional achievements. It has been recorded that the evolving speed of internet and social media usage has had a considerable impact on the decision-making process of students in terms of the choice of higher education institutions (Choi and Lee, 2003; Kusumawati, 2019).

The growing dependence on online communication systems has revolutionized marketing in institutions of higher learning all over the world. Golden era University and technical institutes are employing integrated marketing communication by incorporating websites, social media sites, virtual campus tours, online webinars, and targeted web advertisements to reach out to potential students. Such strategies are applicable in helping institutions gain

good brand identity, enumerate their value proposition, and target geographically distant audiences more effectively (Erdogmus and Cicek, 2012).

Whether it is their survival or expansion, the use of suitable marketing strategies becomes very important in the operation of the private institutions of higher learning since their survival is often being tied with the number of students pursuing higher education. Research has shown that digital marketing operations like social media interactions and online advertisements have beneficial impacts on the interest of the potential students to enroll and finally their decision to enroll (Wijaya and Rachmawati, 2023).

The competition in attracting students in India has been fuelled by the growth of individual management and technical institutions. Institutions are thus forced to implement new marketing strategies that pay attention to outreach effectiveness, brand building and also paying attention to stakeholders. Digital marketing does not just improve the reputation of the institutions but also offers cost-effective communication mediums that enable the institutions to engage potential students more often and effectively (Sohrab & Singh, 2025).

Although there has been increased use of modern marketing tools especially in the commercial sector, some countries and certain institutions have been found to have a poorer success rate of their applicability because of technological infrastructure, institutional resource and marketing mastery. It is thus necessary to look into the way these strategies were implemented by the private institutions and whether they have been effective towards the outreach efforts and enrollment. Chandrapur district with a number of private management and technical institutions is a good place to be able to consider these dynamics.

The purpose of the study therefore is to examine the implementation of the use of contemporary marketing strategies and whether they are effective to increase outreach to stake holders in the sphere of the private management and technical institutions in Chandrapur District.

LITERATURE REVIEW

Marketing in higher education has been experiencing a surge of academic literature in the last twenty years. As competition among institutions grows, marketing has become a critical strategic role in the institutions to attract students and also promote the reputation of the institutions. As stressed by Kotler and Fox, to better comprehend the student needs and expectations, educational institutions should implement a marketing focused strategies to learn more about the other parties in the institution (Kotler and Fox 1995). Their contribution is the foundation on which marketing principles are applied in management in higher learning institutions.

Digital marketing has become one of the most effective instruments in promotion in the higher learning institution. Kusumawati (2019) states that online marketing sites help institutions to reach out to their potential students as well as give them specific information that will guide them to make a choice. International students are more depending on internet resources in terms of institutional web pages, social media profiles, and online advertisements to assess the educational institutions prior to application.

Equally important, Choi and Lee (2003) also asserted the increasing significance of internet marketing in higher education by indicating that online communications tools had a great bearing on perception of institutional credibility and image of the school amongst the students. Those institutions that have an active digital presence have higher chances of establishing trust and drawing potential applicants.

The use of social media marketing has become an ingredient of the new educational marketing. As well, Erdogmus and Cicek (2012) proved that social media presence has a positive impact on brand loyalty and consumer relationships. The use of the social media in higher education setting has been associated with enabling institutions to communicate with the students, showcase campus life, and market student accomplishments, enhancing the institutional image.

It has also been shown that digital marketing tools can have a great influence on the enrollment choice of students. One of the studies conducted in terms of the role of digital marketing in the field of private universities revealed that social media marketing and search engine marketing are the core issues that put prospective students into consideration and lead them to final decision as to whether to enroll at a university or not (Wijaya and Rachmawati, 2023).

Moreover, Sohrab and Singh (2025) evaluated online marketing practices used by universities and colleges in India and came to the conclusion that online research, online events, and online content marketing play the vital role in brand development and in increasing the number of enrolments. It was also found that the digital marketing among the institutions, both private and public, is more actively adopted by the former of the two groups.

In a different investigation about the effectiveness of digital marketing in institutions of education, it was identified that the use of the social media platforms like Facebook and Instagram also increase the visibility of the institution, strengthen brand equity and eventually leads to an increase in enrollment of the course (Shahid et al., 2017).

It has also been established that brand awareness forms a very important element in the student selection of institutions. Karen and Zia (2023) established that increased brand awareness created by digital marketing would have a significant influence on how students choose higher institutions of learning.

Equally, research has also established that digital marketing is crucial in the determination of the behavioral intentions and enrolment of students. A study of Indian institutions of higher education has revealed that there is

a close association between digital marketing communication and the process of student choice of colleges in terms of decision making (Nair and Kumar, 2021).

Various researchers also have indicated the need to implement integrated digital marketing strategy in outreach in higher education. The current strategies usually carry content marketing, emails marketing, search engine optimization, and social media to communicate with the potential students (Biswas, 2021).

Although the actual use of digital marketing tools has been on the rise, most institutions continue to experience difficulties in the effective adoption of such practices owing to the lack of expertise, insufficiency of technological system and proper planning. Research indicates that the institutions have to establish an established digital marketing framework to facilitate uniform communication, efficient positioning of the brands, and better outreach performance (Otieno, 2023).

Generally, the literature suggests that contemporary marketing approaches are essential to enhance institutional accessibility, reinforce the stakeholder business, and enroll more students. Nevertheless, the study of the adoption and implementation of these strategies on the institutional level that is specific to the region is still necessary. Thus, the current research paper tries to examine the use and success of modern marketing in private management and technical institutions in Chandrapur District.

Objectives:

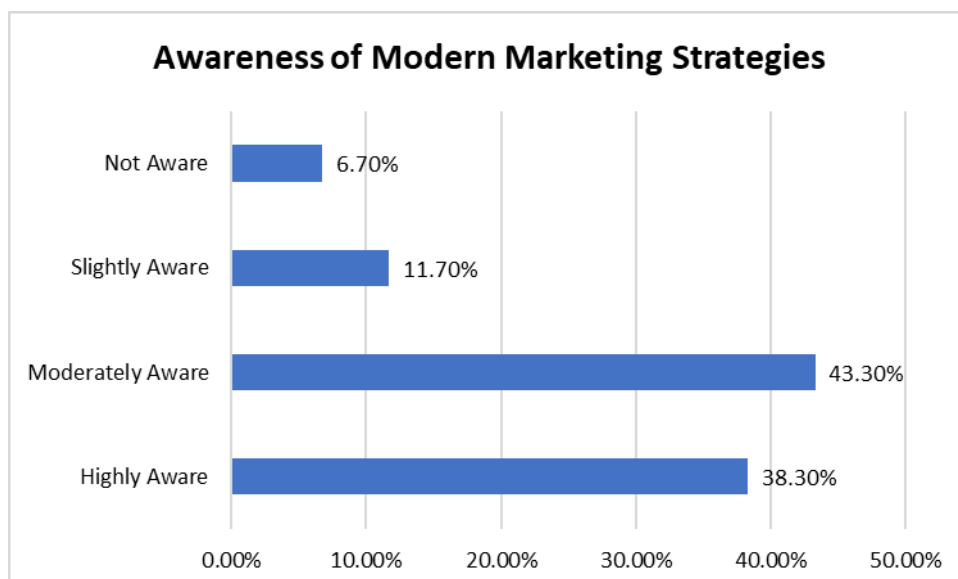
This research shall be aimed at analyzing how modern marketing strategies are being adopted by the private management and technical institutions in Chandrapur District and their effect on improving institutional outreach, increasing stakeholder interactions and shaping the trends of student enrollment which will measure the contribution of digital and modern marketing tools in the promotion of higher education.

METHODOLOGY:

This is an exploratory and descriptive research design that will investigate the process of adoption of new marketing strategy and its success in terms of effectiveness of the strategy in the management and technical institutions in private in Chandrapur District. The study utilises both primary and secondary data. Primary data are obtained using structured questionnaire where students, prospective students and institutional representatives are questioned whereas the secondary data are obtained through research journals, institutional reports as well as other academic publications. The research will assume the sample of 120 respondents as the figures will be taken out of the various institutions in the district which are privately owned. The sample respondents are selected through convenience sampling method, with respect to availability and readiness to take part in the questionnaire.

RESULT AND DISCUSSION:

Frequencies and per cent analysis were the descriptive statistics meant to determine how often and how many times observation of the data collected using descriptive statistics occurred. 120 respondents including students, prospective students, institutional representatives in Chandrapur District were used as the sample population. The argument is performed in the context of awareness of the marketing tools, their efficiency in the various marketing tools, and their role in making the enrollment decisions.



According to the table, 43.3 percent of the respondents will be moderately aware of the present day marketing strategies applied by education institutions, and 38.3 percent will be very aware. The awareness of 6.7% of

respondents was none. This implies the digital and modernized instruments of marketing have achieved a popularity among potential students and stakeholders.

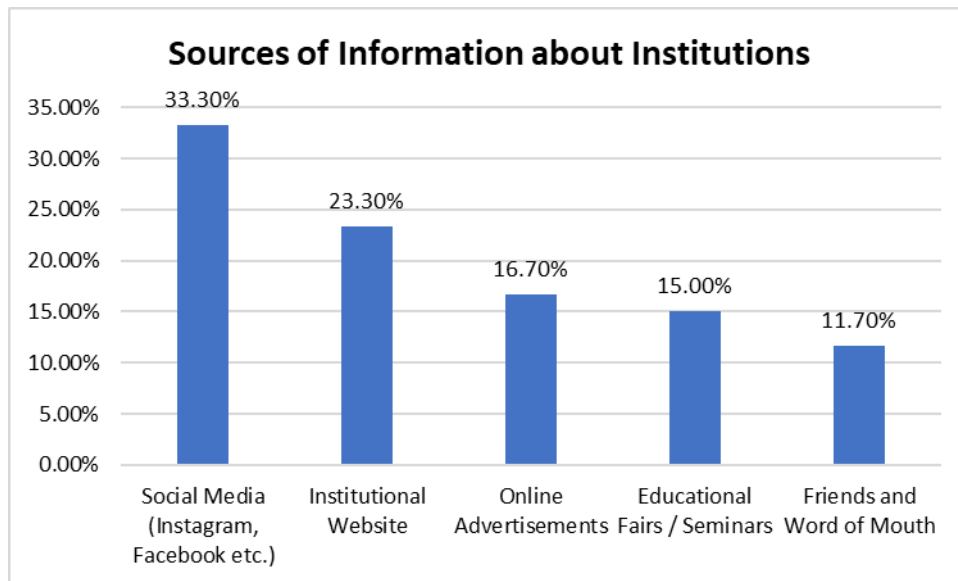


Fig. 2 Sources of Information

This data shows that the most strong source of institutional information is social media platforms (33.3%), and then it is institutional websites (23.3%). Conventional marketing approaches like educational fairs will also take 15 percent which means that institutional outreach to digital marketing channel has taken the lead.

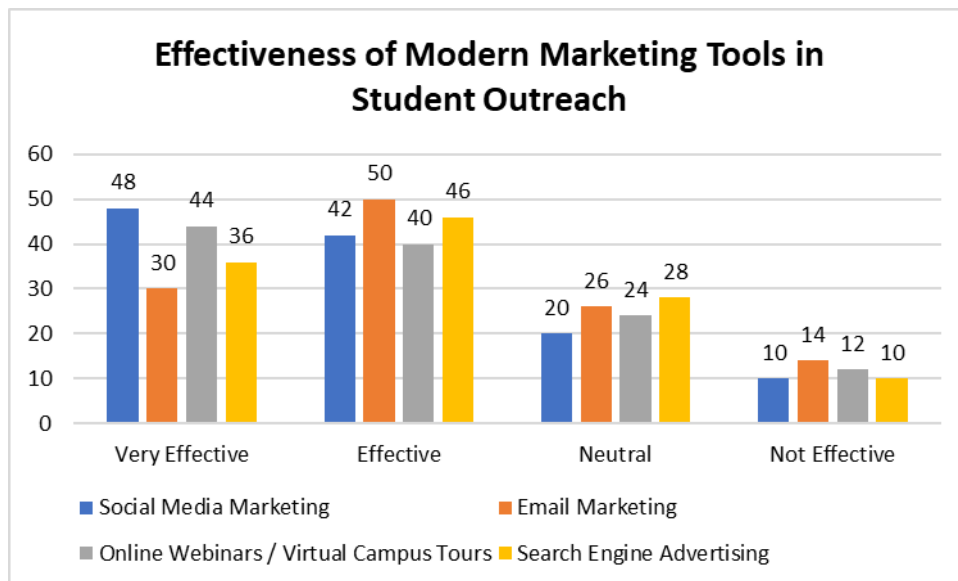


Fig. 3 Effectiveness of Modern Marketing Tools

This table reflects that the social media marketing has been regarded as the most effective outreach tool with 48 respondents characterizing it as very effective. Webinars and virtual tours of the campuses online also show much success in conveying institutional information to the potential student.

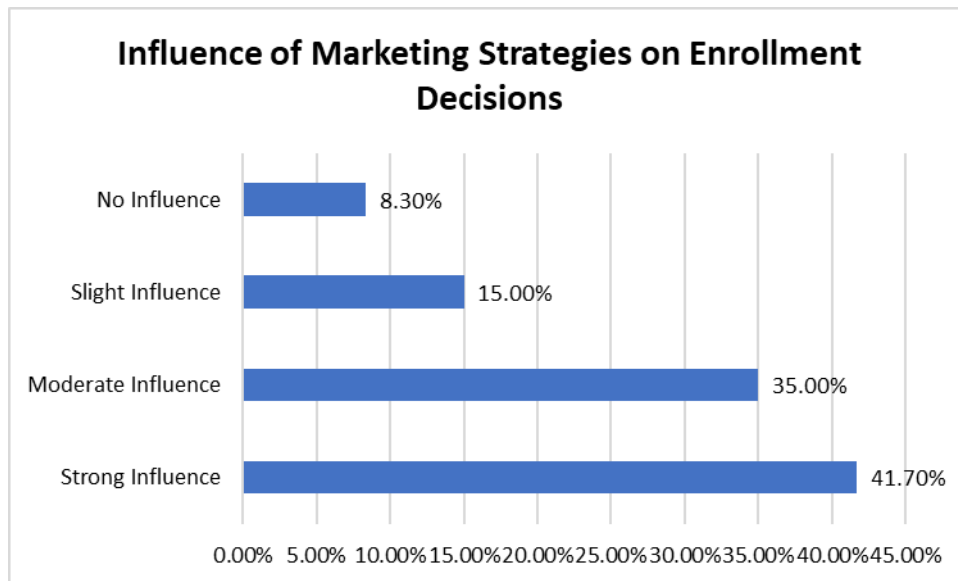


Fig. 4 Influence of Marketing Strategies

The results show that 41.7 percent of the respondents think that marketing strategies have a strong impact on their choice in enrolling whereas 35 percent of the respondents believe that the marketing strategies have moderate impact. The percentage of the respondents who declared that modern marketing strategy has no influence has not exceeded 8.3% (meaning that modern marketing approaches influence the decision of students to choose the institutions considerably).

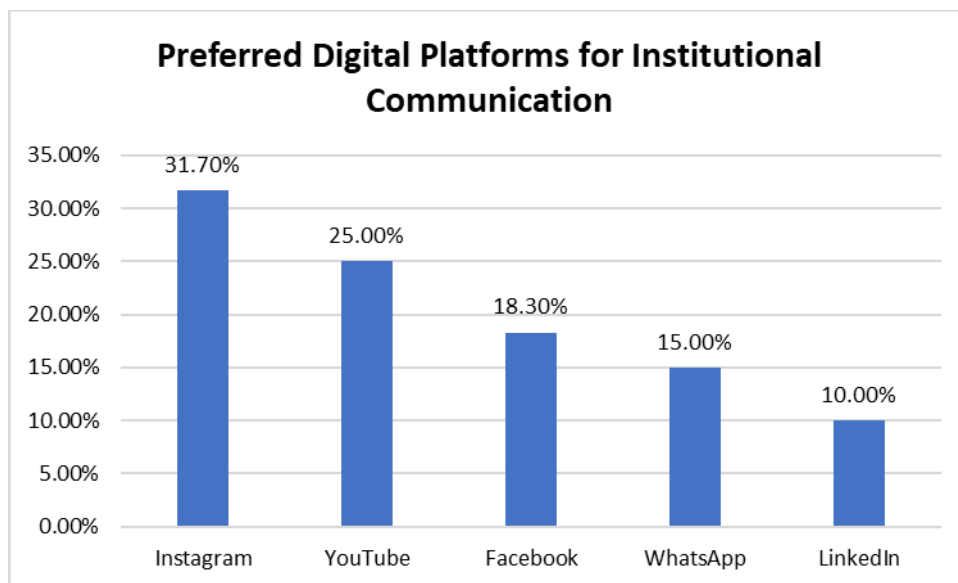


Fig. 5 Preferred Digital Platform

As mentioned in the analysis, the most popular online media is Instagram (31.7%), then YouTube (25%) where people watch institutional promotion videos and activities of the campuses. This implies that advertisements that are based on video and pictures are significant in targeting future students.

The analysis shows clearly that the contemporary marketing practices have a crucial impact on the institutional outreach and influencing the student enrollment choices. The best channels of reaching prospective students are social media marketing, institutional websites and use of virtual engagement tools. The results also indicate that learners are more turning to digital systems to get information on learning institutions before deciding to be admitted in them.

As a result, the integrated digital marketing tools such as social networking, video marketing, and interactive online communication instruments should be introduced to the private management and technical institutions in Chandrapur District to enhance the engagement of stakeholders and improve the enrollment trends.

CONCLUSION

According to the results of the study, modern marketing strategies are influential in enhancing the outreach effectiveness and the trends in enrollment in the private management and technical institutions in Chandrapur District. As indicated in the analysis, the digital marketing tools that are the most popular and common among the prospective students during the process of seeking higher education opportunities are the availability of social media platforms, institutional websites, advertisements online, and virtual engagements. Of the above tools, social media marketing and online tools have been identified to be the most powerful mediums of institutional information dissemination and involvement of the stakeholders. The outcome also reveals the possibility that most of the respondents consider modern marketing strategies as one of the key aspects that affect their choice of a certain institution. Consequently, deploying digital marketing strategies has turned out to be a necessity among the educational institutions in order to increase their visibility and reinforce institutional branding, as well as ensure they remain competitive in the higher education industry.

Recommendations

According to the results of the research, it is necessary to suggest that private management and technical institutions of Chandrapur District need to create final and properly designed digital marketing strategy to reinforce their outreach efforts. The institutions are encouraged to use the social media channels, video marketing, and interactive contents as a way of engaging the target students and other stakeholders. Institutional updates on the achievements, placement records, academic programmes and campus activities should as well be shared over the digital platform to improve the institutional credibility and brand image. Besides, online webinars, virtual campus tours, and online counseling sessions should be arranged at institutions so that the prospective students could receive the detailed information. The institutional marketing teams should also be trained on better digital marketing skills and strategic communication. Through the use of creative marketing strategies and engagement of modern communication media, the institutions would facilitate better stakeholder interaction and higher number of prospective students.

REFERENCES

1. Biswas, S. (2021). Exploring the implications of digital marketing for higher education. *BIMTECH Business Perspectives*, 2(1), 261–268.
2. Choi, S., & Lee, K. (2003). The impact of internet marketing on student choice of universities. *Journal of Marketing for Higher Education*, 13(1–2), 89–103.
3. Erdoğan, I. E., & Cicek, M. (2012). The impact of social media marketing on brand loyalty. *Procedia – Social and Behavioral Sciences*, 58, 1353–1360.
4. Karen, M., & Zia, A. (2023). Brand awareness and student decision making in higher education. *International Journal of Educational Marketing*, 12(2), 44–58.
5. Kotler, P., & Fox, K. (1995). *Strategic marketing for educational institutions*. Prentice Hall.
6. Kusumawati, A. (2019). Impact of digital marketing on student decision making in higher education. *International Journal of Educational Management*, 33(3), 456–470.
7. Nair, P., & Kumar, R. (2021). Digital communication and student engagement in higher education marketing. *Journal of Educational Technology Systems*, 50(1), 102–118.
8. Otieno, J. (2023). Digital marketing strategies and enrollment decisions in private universities. *International Journal of Latest Technology in Engineering Management & Applied Science*, 12(10), 45–52.
9. Shahid, S., Tali, R., & Nautiyal, S. (2017). Role of digital marketing in influencing student choice of institutions. *International Journal of Marketing Studies*, 9(6), 44–55.
10. Sohrab, M., & Singh, M. P. (2025). Digital marketing influence on branding and enrollment in higher education. *International Journal of Advanced Professional Studies*, 5(2), 55–63.
11. Wijaya, H., & Rachmawati, D. (2023). Digital marketing strategies and student enrollment decisions in private universities. *Klabat Journal of Management*, 4(2), 150–162.
12. Baltezarevic, V. (2023). Digital marketing strategies in education branding. *Journal of Education Marketing*, 11(3), 120–134.