

“Comparative Study Of Conventional Advertising Media And Advertising Through Social Media Networking With Respect To Education Sector In Maharashtra”

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Abstract

Cut throat competition in business environment has enabled methods for exploring different methods of advertising. The new methods have made it possible to increase the bandwidth of the advertisers by being more reasonable in terms of investment. Traditionally used conventional channel often fail in getting required customer attention and therefore pioneering medium for example internet advertising are trending up, these are now well identified as social media advertisers. They are gaining attention from marketing department and with the availability of wide geographical areas the upcoming trend of social media is identified as more beneficial. The management institutes are trying to show their availability through all the possible ways available and specially gaining attention of the youngsters via new media trends. This study is restricted to management institutes in Maharashtra only. Data is collected through primary and secondary sources including questionnaire and review of journals, articles and news releases.

Keywords : *Education in Maharashtra, Management Education, Social Media Marketing, Conventional Advertising*

1. Introduction

Marketing is everything that a company does to increase its customers and maintain a relationship with them. Even the minor tasks like writing appreciation letters or thanks giving letter, playing games with a prospective client, doing call back punctually and meeting with a old client for coffee can be thought of as marketing since during these activities one can talk about the products and services the company is offering also there are ways in which personalized gifts can be given to client or prospect so that whenever they see the gift it reminds them of the product. Many manufacturing companies are involved in giving gifts during new-year or festival season. The ultimate goal of marketing is to match a company's offerings to the people who need and want them, thereby ensuring profitability for the company. Marketing research has come to the front, as

companies are beating into customer data and awareness not only to stronger connection with intended audiences, but also to develop winning business strategies.

Marketing is a process that includes set of activities performed by understanding who your potential customers are, what they want to get from your product or service. The successful marketing process requires proper understanding of different elements of marketing mix. Based on the marketing mix the product is developed and depending upon the STP the former are designed. The two are inter-related. It is marketing strategies that defines your brand and attracts the market share companies want. It is a widely used term to describe the communication between a company and the consumer that targets to increase the valuation of the company or its stock or, at its simplest, rises the profile of the company and its goods in the public mind. The purpose of marketing is to encourage behavioral change in the receptive audiences, the American Marketing Association ,most recently defined marketing as "the activity, set of institutions, and processes for creating, communicating, bringing, and exchanging offerings that have value for customers, clients, partners and society as a whole" which includes advertising, selling and delivering products to people. Marketing division professionals try to target prospect audiences by using various advertising tools.

Market research is a key factor in heading competition. Market research provides relevant and useful information to identify and analyze the market need, market size, target group and competitors. It also helps to understand the substitutes available in the market and potential for sale of once new product. Market-research techniques incorporate both qualitative models like focus groups, depth interviews, and discussions, as well as quantitative techniques such as customer surveys, feedbacks and analysis of secondary data. Market research, includes

social and opinion research, is the methodical gathering and understanding of data about individuals or organizations using various statistical and analytical approaches and techniques of the applied social sciences to get understanding and support decision making.

1. History Of Advertising

Egyptians used papyrus to convey sales messages and wall posters. Commercial communications and political campaign demonstrations have been found in the ruins of an ancient roman town – city near moderns Naples. Lost and found advertising on papyrus was commonly used in Ancient Greece and Ancient Rome. Wall or rock painting (it includes petroglyphs that is carved into the rock surface, pictographs that is painted onto the surface, and earth figures that is made on the ground.) for commercial advertising is another indicator of an ancient advertising form, which is present to this day in many parts of Africa , Asia, and South America. The tradition of wall painting can be traced back to Indian rock art paintings dated back in 4000 BC.

In ancient China, the earliest advertising known was oral, as recorded in the Typical of Poetry (11th to 7th centuries BC) of bamboo pleats played to sell candy. Advertisement usually takes in the form of calligraphic or modern writing boards and inked papers. A copper photogravure plate dated back to the song – dynasty era of hinese history used to print advertisements in the arrangement of a square sheet of paper with a rabbit logo with “Jinan (capital of Shandong, eastern China.) Liu’s Fine Needle Shop” and “We buy high-quality steel rods and make from fine-quality pointers, to be ready for usage at home in minimal time” transcribed above and below is reflected as the world’s earliest identified printed advertising medium.

In Europe, as the localities of the middle ages started growing, and the general public was unable to read,

instead of symbols that read “cobbler”, “miller”, “tailor”, or “blacksmith”, pictures associated with their occupation would be used such as a boot, a arc, a table, a clock, a piece of cloth, a diamond, a horse shoe, a pen, candle or even a bag of flour. Fruits and vegetables were sold in the city main square from the backside of carts and carriages and their proprietors used street callers to announce their whereabouts for the suitability of the patrons. The first compilation of such advertisements was gathered in “Les Crieries de Paris”, a 13th-century poem by Guillaume de la Villeneuve.

1.1 History Of Education in Maharashtra

The 1990s was severely marked by enhancement in economic reforms and education begin to improve the status of an individual. This is since higher education was going to be connected to employability which make available economic independence and is openly related to rise in per capital income. An overall economic growth was highlighted tangled exclusively under the stimulus of knowledge –based society in which creation of human capital was a essential activity. In order to tolerate the growth in numbers was also taken into attention along with quality as without numeric data higher education would never be a productive sector. Therefore widening the scope of primary, secondary and higher education was the basic responsibility of the government. The availability of knowledge was highly inclined through the primary grade policy structure. The impact was also high-pitched on the women population that constituted approximately 50% of Indian Population and consciousness and attention of higher education had go up abruptly among middle class women few of them were inclined to take up autonomous careers on their own. Hence growth of women education was uninterrupted cause for rise in student enrolments all over country. The outcome was an growth in the level and quality and then the higher education sector was not confined

with a specific target segment. This manifest the starting of commodification and a trend of consumerism which affected the old concept of higher education. This increase in students’ population all over motivated the government to stare for better possibilities as government organized higher education system did not have the correct required type of infrastructure to maintenance huge number of enrolments. This was basically because at this stage, the expenses on higher education had dropped to 0.35% of Gross National Profit and same was marked as the initial step towards widespread private higher education structure that exists now. Though privatization was essential, India was culturally not ready to agree to take the metamorphosis, especially in the arena of education. Hence Government regulated summit bodies were believed of in mandate to standardize the service quality in a privatized framework. With the creation of All India Council for Technical Education (AICTE) in 1993, significant developments have been taking place in planning and reviewing of course content and training methods in this field. Council has also passed regulations for opening of new institutions/new courses. So far the Council has approved 585 new institutes for MBA, 221 for MCA, 1128 polytechnics and 552 Engineering Institutes. But in order to make higher education sector self sustaining, a new funding pattern for the IITs, Indian Institute of Managements, and Indian Institute of Science at Bangalore was introduced in the 8th Five Year Plan period, whereby the institutes were encouraged to attain self reliance by generating their own finances by providing consultancy services to the industries. Indian universities and institutes of higher education and research today have made a significant contribution to transmission of knowledge and enquiry into frontiers of science and technology. In such traditional subjects as in arts and humanities as well as in pure sciences, applied physics and chemistry, mathematics and in ranges of technology, the universities and higher institutes have

been playing a leading role to transform the country into a contemporary industrialized, technically advanced state. “ The result of the gains of high quality technical education has been evident in the facts that India now has the third largest pool of technical manpower in the world, its scientists and engineers are sought after throughout the world, and India’s performance in software exports is doubling every three years.

Maharashtra is uniquely positioned to reap the benefits of its economic gains by strategies for effective use of knowledge to increase the overall productivity of the economy and benefit its own population. Some of the main issues, which the World Bank cites for strengthening India's education system include:

- Efficient use of public resources in the education system, and making it more responsive to market needs, as well as ensuring expanded access to education,
- Enhancing the quality of primary and secondary education,
- Ensuring consistency between the skills taught in primary and secondary education and the needs of the knowledge economy,
- Reforming the curriculum of tertiary education institutions to include skills and competencies for the knowledge economy,
- Improving the operating environment for higher education and coordinating a system with multiple players,
- Embracing the contribution of the private sector in education,
- Establishing partnerships with foreign universities,
- Increasing university-industry partnerships to ensure consistency between research and the needs of the economy,
- Developing a framework for lifelong learning, including programs intended to

meet the learning needs of all, both within and outside the school system,

1.1 Conventional Advertising

Advertising is one such art to promote your business. Advertisements have a long history and have evolved over changing times. Conventional methods have significance of their own, the techniques can be used in the present advertising world to great effect even for small companies.

A marketer knows how crucial it is, to promote a product if it has to sell. Advertising is one such art to promote your business. In fact, they present a different type of advertising. Now conventional advertising techniques can be used in the present advertising world to great effect even for small companies. There are various tools in conventional advertising that includes Television advertising, Infomercials, Radio advertisement, press advertisement, fixed and mobile billboards, Newsletters, Contest, free coupons, telemarketing etc. All these are different types are based on the advancements made from time to time as per the trends in market. Innovation is the essence.

1.2 Social Media Networking

Social media marketing programs usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks. A corporate message spreads from user to user and presumably resonates because it appears to come from a trusted, third-party source, as opposed to the brand or company itself. Hence, this form of marketing is driven by word-of-mouth, that means it results in earned media rather than paid media. Social media has become a platform that is easily accessible to anyone with internet access. Increased communication for organizations fosters brand awareness and often, improved customer service.

Additionally, social media serves as a relatively inexpensive platform for organizations to implement marketing campaigns. Social media itself is a catch-all term for sites that may provide radically different social actions. For instance, Twitter is a social site designed to let people share short messages or “updates” with others. Facebook, in contrast is a full-blown social networking site that allows for sharing updates, photos, joining events and a variety of other activities. The different types of social media marketing includes digital marketing, cloud marketing, content marketing, cross media marketing, Email marketing, Article writing etc

2. Literature review

Bhatia, Kareena; Dash, Manoj Kumar, 2011: System for Higher education is essential for national, social and economic development. Essentially there is a need of significance system which empowers youth for self-sustainability by inculcating employment skills and hence reducing poverty. There are various institutes available however success of these institutes depends on multiple factors including campus to job opportunities, these are the key strengths that institutes can work on and share successful results for the progress of once institutes. Countries higher education system is the third largest in the world. The authors also explained that the crucial characteristics of managing, and delivering higher value of the higher education.

Singh, Yadwinder; Bhalla, Amarbir Singh; Bhalla, G S, 2015: A sound higher education sector assumes an imperative role in economic development and advancement of a country. Higher education, regarding its pertinence and significance, enjoys a significant position in the instruction framework as it outfits individuals with learning and aptitudes to be productively utilized. In the connection of the present demographic structure of India where the dominant part of populace is underneath the age of 25 years,

higher education had a significant role to play in serving to realize the broad social changes fundamental for sustainable development. Additionally giving them right direction by providing the correct path for the students to follow, all students cannot enroll in the world class best institutes adding to it all the students have varying prospective to enroll for the higher education course, considering this in mind the display of various benefits that the management colleges are offering should be done very effectively so that the right students gets the right college and the right college gets the right students for their offering course.

A study was conducted by Prasanta Mukherjee and Shabori Mukherjee in 2013 according to them Institutions of higher education are anticipated to accomplish roles extremely diverse from the ones for which they were established. Today chasers of higher education gaze for course module programs with explicit aims that would enhance importance to their services in their global workplaces. The demand for HE with higher levels of objective carries new challenges for universities that provide informative leadership to the colleges and the research centers affiliated to them. As 86% of the undergraduate youth is in colleges, fulfilling the requirements of new expertise for the new comers is equally a stimulating task for the colleges. To sustain their role of educational guidance, leadership and responsibility, universities and colleges are underneath the burden to regularly ask the question of which way to do? Now the debate is not about if we need HE but about how HE institutions should be working in an operative way to provide effective results. In the case of private deemed universities, tolerable controlling and checking mechanisms therefore the deemed university position is given for a limited time period post that the institution will have to apply for renewal of the status. Additionally, community orientation and serving the immediate related are some of the social obligations of an

institution in which the HE institutions need to pay more attention.

3. Research Methodology

3.1 Need Of Study

The two important reasons behind taking up this topic was continuously growing craze of management education between the youth and second was rising visibility of marketing activities performed by management institutes in Maharashtra.

3.2 Objectives

- To study the reason for change in marketing strategies by management institutes in Maharashtra.
- To find out how the colleges are trying to balance between the conventional advertising.

3.3 Scope

The progress of IT and rising obsession of social groups has made the market very reliant on its application and advertisers are taking its assistance to widen the dimensions in its geographical boundaries so that they can get more business. The scope of current study is limited to management institutes of Maharashtra state only.

3.4 Importance of research

With the intensification in the quick moving trends in marketing and by the introduction of technology, it has become essential for all the commercial to deal with the trends and be part of the market, here the research is with reference to management colleges of

Maharashtra state as Maharashtra is growing and developing state especially in regards of education sector and in which also Management education is the apple of the eyes for most of the students for the reason of its future benefits and the course is open for students from various different educational fields.

So the topic was of interest to me and I realized it interesting to further explore the reason for the shifts in marketing plans, its impact and benefits to management institutes in Maharashtra state.

3.5 Hypothesis

- Social media marketing is the cheapest medium of marketing.
- A College has to make balance between conventional advertising and social media marketing for maximum reach.

3.6 Sources of data collection

- **Primary data:** The data is collected through questionnaire filling from 525 faculties of management institutes across Maharashtra. Personal interaction were done and information was collected through structured and semi structured interviews, field notes were collected and observations were recorded.
- **Secondary data:** Secondary data was collected from census of state through government website, research paper of other researchers were studied for better understanding.

3.7 Designing of questionnaire

Questionnaires was planned to gather the data from the respondents. It was designed in English and it required respondents to answer the questionnaire based on their experience and observations considering the practices used by their management institute for promotion purpose. All the questions had multiple options as choices and respondent has to choose from the given options. In order to maximize return rates, questionnaires was designed in a simple and clear manner, with targeted sections and questions.

4. Data Analysis And Interpretation

HYPOTHESIS 1:

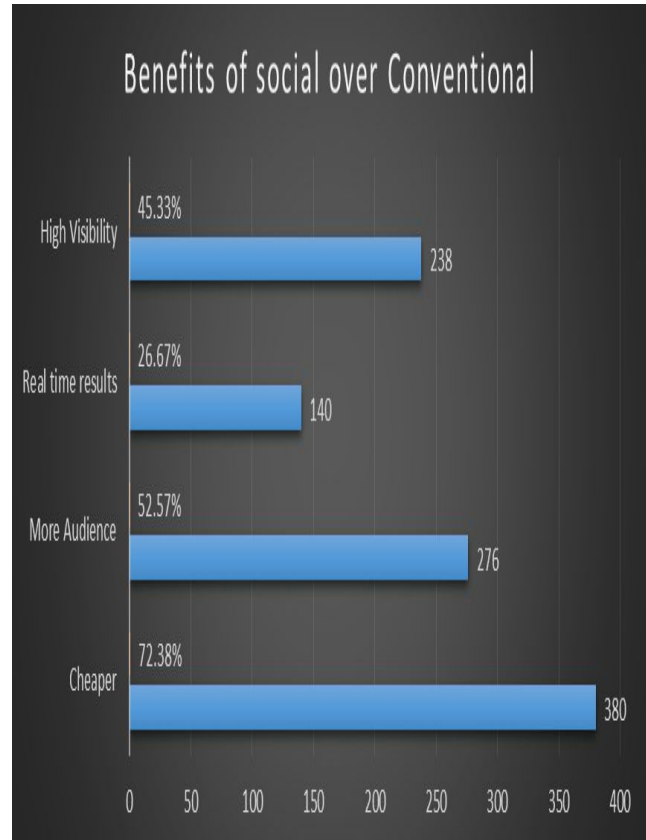
Social media marketing is the cheapest medium of marketing.

(Alternate Hypothesis, H_1).

- Null Hypothesis: Social media marketing is not the cheapest medium of marketing.

(Null Hypothesis, H_0).

Benefits of social media over conventional were studied and it was identified that if the respondents found social media as cheaper than conventional media.



For the above graph it is clear that 72.38% said that social media is cheaper as compared to conventional media marketing in terms of financial investment, 52.57% respondents said that they prefer social media marketing instead of conventional media marketing because it caters to more audience as compared to the conventional marketing. 45.33% respondents said that social media tools give wider exposure and provides high visibility to the advertisements put on leading to more response and hence they prefer social media marketing over social. Lastly 26.67% respondents said that with the help of social media marketing, we can get real time response and data can be recorded immediately with proper mechanism.

Hence alternate hypothesis is proved to be true.

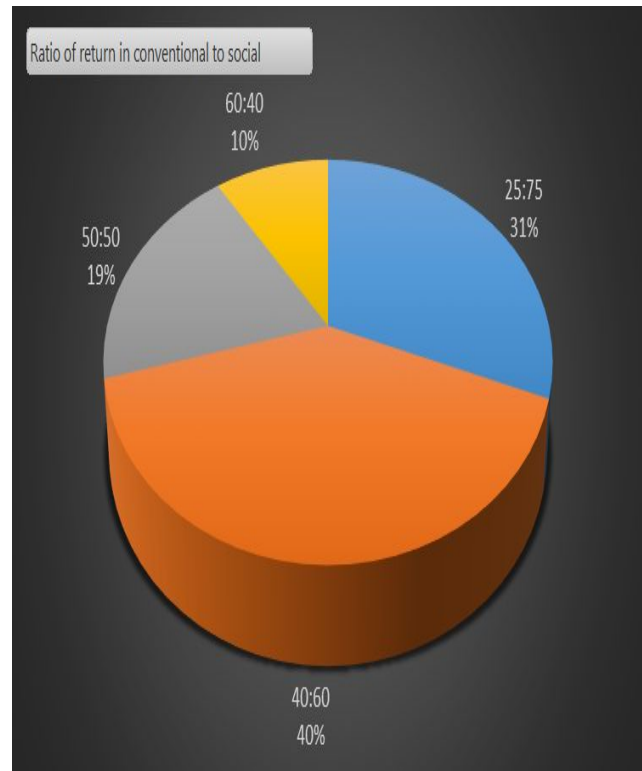
HYPOTHESIS 2: A College has to make balance between conventional advertising and social media marketing for maximum reach. (Alternate hypothesis, H_1)

Null Hypothesis: College do not have to make balance between conventional advertising and social media marketing for maximum reach. (Null hypothesis, Ho)

For this purpose, faculties of management institutes were asked about the ratio of return in Conventional marketing and social media marketing and also respondents were about their suggestion on use of combined marketing.

The five options given in case of studying the ratio of returns includes 25: 75 that is 25% returns are gained from conventional and 75% social, 40:60 which stands for 40% returns are gained from conventional and 60% returns are gained from social marketing, 50:50 means equal returns are gained from both the options, 75: 25 that is 75% returns are gained from in conventional and 25% in social marketing and lastly 60:40 means 60% in conventional and 40% social marketing.

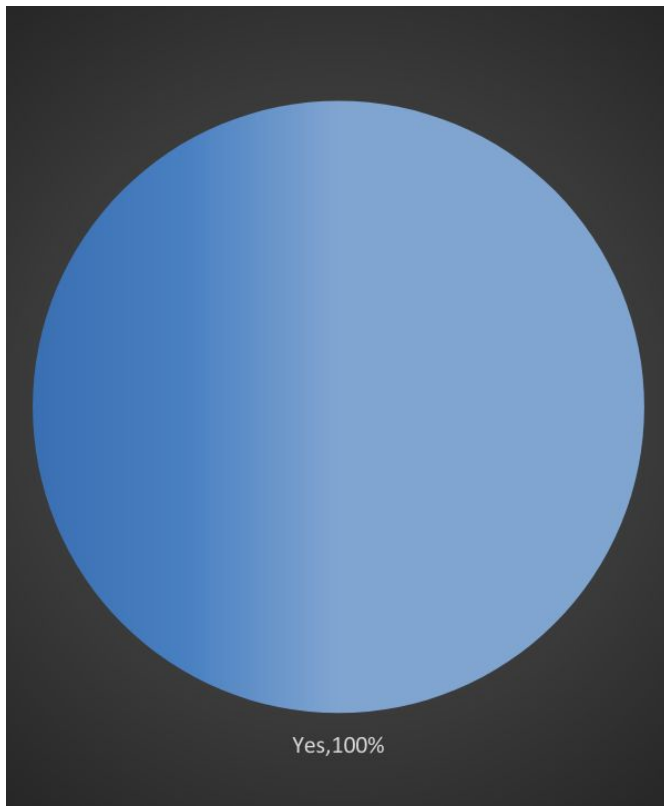
| Ratio of returns | Respondents |
|--------------------|-------------|
| 25:75 | 161 |
| 40:60 | 211 |
| 50:50 | 102 |
| 60:40 | 51 |
| 75:25 | 0 |
| Grand Total | 525 |



As per the above chart, 40% respondents said that ratio of returns is 40:60 that means 40% returns are accomplished from conventional and 60% social marketing, another 31% respondents said that 25% returns are achieved from conventional marketing and 75% returns are from social media marketing. 19% respondents said that returns are 50% from each of the two, lastly 10% respondents said that 60% returns are achieved from conventional and 40% returns are generated from social marketing

For the second question asked about respondents views on use of combined marketing strategy with option as Yes or No, all the 100% respondents answered that combined strategy will be beneficial for maintaining the balance in marketing strategies in management colleges in Maharashtra.

| Response options | Respondents |
|--------------------|-------------|
| No | 0 |
| Yes | 525 |
| Grand Total | 525 |



Hence from the above data, alternate hypothesis that A College has to make balance between conventional advertising and social media marketing for maximum reach is true.

5. Conclusions

Form the above analysis, it is concluded that advertising through social media marketing is accepted amongst youth however the influencing

parameter of parents or guardian age group which is not yet very much familiar with the technology, marketers have to continue with the conventional tools of marketing and hence College has to make balance between conventional advertising and social media marketing for maximum reach.

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