

# “Behavioral Intention of potential candidates towards admission marketing of B-Schools of Kolkata”

By

Gautam Sardar  
Research Scholar

Dept. of Business Management, University of Calcutta

&

Prof Asok Kr. Banerjee  
Sr. Prof IEM Group  
Former President

Calcutta Management Association.  
Former Chairman

& Chairman's Council Member,  
IIM Calcutta Alumni Association, Calcutta

## **Abstract:**

*It is quite obvious that Indian B-Schools are really struggling in a very competitive market (S. Balaji, 2012). Marketing of B-Schools consists, advertisement through Print & Electronic Media, Web based Publicity and by affiliates (Egle & Nijole, 2015). In India student admission is highly influenced by their families and Placement after education is the greatest motivator for the students and hence the attitudes of both (student & guardian) are equally important for decision making (L Nicolescu, 2009). On the reliability aspect of various information sources, Students and their guardians always have differences in opinion, while trying to find the appropriate Management College (R Balaji, 2013). Information sources like, websites, social media and Word-of-Mouth are very reliable for the students, but their guardians like to rely most on print/ electronic media & campus visit for authentic information. This study is aimed to know the attitude of students and their guardians towards the marketing strategies of B-Schools. Research findings will be beneficial for the B-schools to plan and improve their marketing strategies to attract prospective students.*

**Key Words:** B-Schools, Business Management Education, Marketing Strategy, Attitude

## **Introduction**

Business Management Education in India and overseas is definitely facing supply side deficit since last decade. It is not only losing market share in terms of student enrollment, but also the inter industry competition between existing management colleges (R maria, M Raguraman, P veerappan, 2013). In order to survive in this very competitive environment management colleges need to create advantages of their own (S. Balaji, 2012). Considering the present challenges the Indian management institutes are trying to apply those strategies which are already in use by other service sector organizations.

The rationale behind this study comes from three main reasons. First, Indian economic scenario at present and its huge and urgent requirement of quality Management experts, is a serious concern for policy makers (R Balaji, 2013).

Second: ideally, education at any standard is not a business in India. Most of the B-schools are also managed by Societies or Trusts in non-profit basis (S Balaji, 2012). Therefore, marketing of B-Schools are presumed to have little relevance for serious marketing research. However, even in this non-profit model, a considerable amount of capital has been involved in the process. Moreover, the industry has infused neck-to-neck competition between B-Schools of different tire. These organizations are trying to explore all kinds of marketing methods, which are quite common in other businesses.

Third: student attitude happens to be very much dynamic at its entire time-span. This study provides insight of Young Indians who are desperate to earn University degrees at their best and have been well supported by their families.

### Literature Review

The review of some recent literature reveals the fact that; customer attitude is somewhat really complicated to appraise. As the customer, students and their parents are very much aware that the cost of education has been on the rise irrespective of mushroom growth of educational institutes (D Raj, 2013). Many of the experts believe that institutes are becoming less focused on education and placement, but are more interested in attractive ads and other show businesses (J Bhattacharjee & P Pal, 2016). Therefore, it seems a difficult choice for the prospective students to find out the appropriate B-School for enrollment.

Advertisement plays very important role in student enrollment for any B-School in India. It (advertisement) happens to be the standard promotional tactic which is designed to reach a target audience and to affect behavior or to introduce, persuade, and/or remind consumers towards an offer (Nihel 2013). Messages of advertisement could be delivered through various mediums such as TV, radio, Internet, magazines, etc. Advertisement often characterized as ubiquitous and an important part of fabric modern life (Shavitt 1998). With the support of advanced technology advertisement has increased its inter-connectivity with target customer (D. Maria et al, 2013).

Social media advertising is now a developing phenomenon in marketing. It has already become most favorite internet application for hundreds of millions of Internet users' in their daily lives all over the world. Marketers are at the beginning to understand the use of social media as a key component in their marketing strategies for campaigning to reach out to customers (Brindha & Parameswaran, 2015). Marketing intelligence, Promotions, Sentiment research, Public relations, Marketing communications and product and customer management are sub-disciplines of marketing that may use Social Media (Tanuri 2010)

In order to satisfy the customer, every organization needs to understand the actual requirement of the customer first. The organization must identify the need and want of the customer, such study of the consumer is one way to fulfill the core goal of marketing (L Nicolescu, 2009). Promotion policy of the organization should deal with the means of communication between the target customer and the organization. The concept and approach of marketing have a critical role for the organization and then at present time marketing rather than skills have become the key to create competitive advantage (Doyel, 2000).

#### **Popular marketing strategies of management colleges**

**Print Media:** It is the most tested method for the publicity of Indian B-Schools since last century. It includes all forms of advertisement published in hard copy such as News Paper, magazines, banners, Hoardings, Pamphlets etc. to send messages to the prospects. Even in smaller cities or villages, local newspapers, engage the biggest staff of journalists (Fattal A-Al, 2010).

News Paper in comparison with any other form of print media has the highest customer reach. It is available almost everywhere in the country and everybody knows its uses and impotence. Readers of different age group often go through all the pages of the newspaper readers from front to back. Meanwhile, some of the advertisements are also caught in the eyes of newspaper readers. News Paper can provide information to the readers till it is dropped in the trash bin. Most of the leading B-Schools in India believe that, the newspaper is considered to be the most effective information source by the target students (Zia Ul Haq, 2012).

**Electronic Media:** After Print, Electronic media such Television, FM and other radio channels get maximum ads of B-schools. Electric media play very significant role in B-school marketing because of its existing customer base(L Nicolescu, 2009). One of the main reasons, perhaps its ability to reach out to thousands of target prospects at one time to deliver crucial information (Katherine D, 2016). Television advertisement has huge and long term impact to connect brands with consumer (A Leslie & D Poltrack, 2015).

**Virtual Media:** Berthon et al. (1996) were the pioneer to investigate how advertisement can be published on the internet which is the most innovative area of marketing communication. B-Schools in India are already using digital media for advertisement. The propagation of virtual medium such as Social Media, Mobile Advertisement, and Banners in Search Engines etc. has definitely caused a considerable decline in advertisement expenditure on traditional media (Holly Paquette, 2013).

A survey of international students in the year 2013 discovered that "Direct email or phone conversation was twice more important than social media" for students to get information about the institutions. The Website of the University appears to be the primary and most reliable source of information for the students. Prospectus, friend's input advertisement by email, Social Media and education fairs also provide organizational information, to select for admission. According to some eminent marketing gurus net-surfing is the best way to track coverage, but in reality, net monitoring alone cannot resolve everything.

Online Marketing of the organization and its Branding has experienced considerable changes in recent years. It has been using the array of new platforms for external communication and engagement.. Social media and Digital marketing both include the role of effective and intuitive websites. Social media in recent time has been regarded as the most powerful advertising media (Radbata & Kubenka 2012). B-Schools are using Social Media such as, Facebook, Twitter, YouTube to market their organization (A Aparna, P Das, 2015). Web site design and the interface can easily provide the insight of the College or University before the prospective students. According to one recent study, the home page of the college website has become the key components to share the student experience, and can make difference with another organization.

**Affiliates Marketing:** B-Schools often engage Affiliate marketers in their marketing process. These commission agents collect prospects for admission by promoting the voice of B-Schools. In recent years affiliate marketers have started their own publicity through different media (V Jurisova, 2013); same like the institutes. Although financial benefit is the sole concern of all affiliates, but at the same time they often try to maintain a personal relationship with the customer for referrals (S Prabhu & T Satpathi, 2015). In spite of carrying a very low profile Affiliate Marketing plays a very significant role in student admission for B-Schools.

**Campus Visit:** One of the recent surveys has found that event-based marketing which involves direct interaction with the prospective students are most effective marketing strategies for Colleges or Universities. Despite increased digital activity, Radio ads, alumni referrals from current students, online college fairs, etc. were found least effective, but open houses and campus visit for prospective students are found to be a most effective methods for new student admission(S Balaji, 2012).

### **Student and Parent Attitude towards marketing strategies of B-Schools**

The student and their parents are only concerned about correct as well as detailed information about the B-Schools of their reach. Study reveals remarkable changes in the belief of the prospect within last four decades. Very early studies on students' attitudes toward marketing of B-Schools and its supposed dishonest and adverse consequences rightly suggested that they were rather negative (Haller, 1974; Larkin, 1977). In his data sample, Heller found that, around 70% of the respondent believed that more than half of all advertising presents misleading claims, insults people's intelligence, is irritating and highly annoying, and persuades no people to buy a product or service they don't want or need.

In present Indian economy, College students represent the largest and growing population with a substantial amount of money to dispose. Beside the trend setting objectives they are earliest in the family to adopt and influence the purchasing decisions of their family and friends. B-Schools have been allocating a huge amount of their budget towards advertisements in recent years. Therefore, it is quite rational to find that, whether these expenses are creating the approving attitude of their prospects towards the organization or not. It is quite obvious that negative attitudes towards the organization could hinder the effectiveness and efficiency of advertisements' as a marketing strategy (A Aparna, P Das, 2015).

In any online/ offline marketing program, consumer attitude is affected by perceived usefulness, perceived trust, perceived informativeness and perceived incentive (Jeff Seaman, 2011). However, in case of Affiliate Marketing program, it the Perceived usefulness which has been found to be the strongest factor to influence customer attitude (Monsuwe, Dellaert, Ruyter, 2004). Perceived incentive and trust is also positively related to attitude towards affiliate marketing programs. If the consumer sense to catch some benefits in the form of incentives and also the trust level towards affiliate links are higher, then the consumers are most likely to use the affiliate links (Yoon C, 2015).

Current college students' attitudes toward B-school's marketing and comparing them to those reported in previous studies are significant for numerous reasons. Student attitude towards B-Schools advertisement is often found very much positive, especially when it tells about placement and job security (Zia Ul Haq, 2012). Most of the guardians on the other hand do not get confident on the same stories without physical verification.

Perceived behavior of the student and guardian towards B-school marketing depends on ease of use. Students are expected to be at ease about web-based sources of information. Guardians are more likely to be familiar and confident with print media.

### **Research Gap**

In recent times, UTAUT model has been used by a number of researches to understand the students' intention towards the initiative taken by the institutes. Marchewka, Jack & Chang et al, 2007 examined student perceptions

about the usefulness of using new technologies for students training. That study was conducted to understand customer's perceived behavior towards the activities of the Institute to make better investment decisions.

A Birch & V Irvine, 2009 have used the UTAUT model in their study to explore factors that can influence the teachers' perceived acceptance of the integration of Information and communication technology in a classroom study for the students.

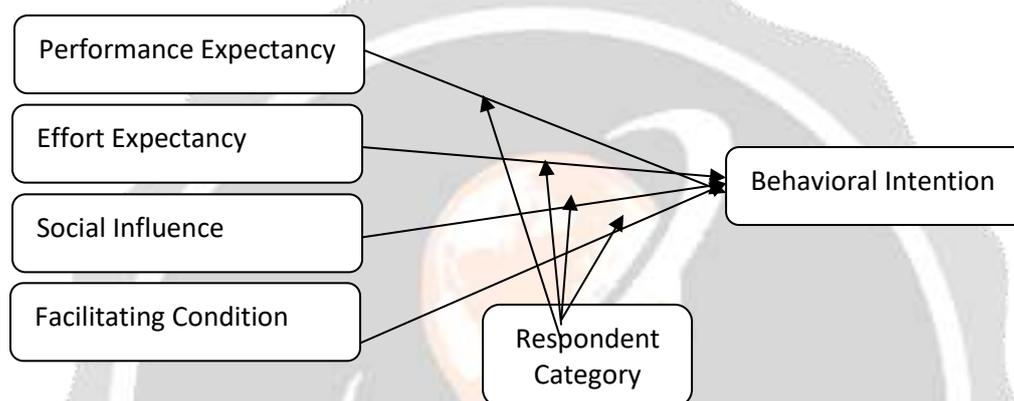
There have been a number of valuable researches on following areas of Higher education marketing:

1. The factors which can influence student choice of B-Schools
2. Study on customer attitude of service sector business in India

However, no such studies have been found on Prospective students and their guardians' attitude towards marketing strategies of B-Schools to attract them for enrollment.

Since no studies so far have been conducted on Behavioral Intention of students towards different marketing initiative of the management colleges in Indian context, our current study is one of the first attempt in this field.

### Research Model and Hypothesis



Research Model (adopted from UTAUT model of Venkatesh, 2000):

The research model in this study is derived from the Unified Theory of Acceptance and Use of Technology (UTAUT) model originally proposed by Venkatesh et al, 2003. Compare to other models for prediction of user's behavior UTAUT has more conceptual similarities with this current research. Moreover, UTAUT model has been developed by integrating the concepts of other related models such as Technology Acceptance Model, TPB, TRA, Social Cognitive Theory etc (Awadhi, Morris, 2008).

The determining factors of the UTAUT model to find the Behavioral Intention and the function of the user are Performance expectancy, Effort Expectancy, Social Influence, Facilitating Condition and Behavioral Intention. Performance Expectancy describes the users believe in the technique to generate better outcome (Venkatesh et. Al, 2003). In the context of education marketing, the student and their guardian; as the user always perceives that they will get all relevant information about course and college by following marketing approaches of the colleges itself.

Effort Expectancy, measures the degree of comfort coupled with the use of a particular scheme. It is the strongest predictor of Human Behavioral intention in voluntary as well as involuntary setup (Venkatesh et. Al, 2003). Ease of following the strategic marketing of management colleges depend on the skills of user. It is the strongest predictor of Human Behavioral intention in voluntary as well as involuntary setup (Venkatesh et. Al, 2003).

Social Influence measures the degree of user's perception that its friend and others feel the importance of employing a particular technique (Venkatesh et al 2003). It represents the degree of respondent's/ user's perception about their friends and other important people who want them to use various marketing channels to find correct and adequate information. Earlier studies have proved that the student's decisions in many cases are largely influenced by their parents, friends and others close to them (Abu-al-aish 2013). We have used the concept of subjective norms of (Technology Acceptance Theory) and Social Factor of PC Utilization Model to include social Influence in our construct.

Facilitating Condition refers to the degree of 'users believe' that adequate infrastructure is available in the system to follow and use the techniques in the organization (Venkatesh et al 2003). Therefore, in the context of college search the students and guardians must have access and proper knowledge about different marketing items such as newspaper, Hoardings, Television, Internet, Social Media, communication with Affiliates, etc. the attitude of Students and their Parents towards all such marketing items may act as decisive factors for selection of a college

Behavioral Intention describes the subjective probability of users' action for any given technique (Venkatesh et al. 2003). This study tries to measure behavioral intention of students and their parent towards different technique used by the Management colleges to attract for enrollment.

In the original UTAUT model as proposed by Venkatesh et. al., the moderating determinants are gender, age, experience and volunteers. In our research, students and parents are falling almost in the same age group in two different categories. Moreover, very insignificant variations in response have been expected due to student's gender and their knowledge about different techniques used in college marketing methods. Hence we did not include Experience, Age & Gender in our study. Therefore, in our present study I have considered Respondent Category (student and their guardians) as the moderating factor among the respondent.

### Research Hypothesis

Research hypothesis have been formulated under the above mentioned conceptual framework are as follows:

H<sub>1</sub>: Performance expectancy has a positive and significant effect on user Behavioral intention towards Print Media Marketing Strategies of Colleges

H<sub>2</sub>: Effort Expectancy has a positive and significant effect on user's Behavioral intention towards Electronic Media Marketing Strategies of Colleges

H<sub>3</sub>: Social Influence has a positive and significant effect on user's Behavioral intention towards Virtual Media Marketing Strategies of Colleges

H<sub>4</sub>: Facilitating Condition has a positive and significant effect on user's Behavioral intention towards Affiliate Marketing Strategies of Colleges

H<sub>5</sub>: Student and Parent will moderate the relationship between Performance Expectancy and behavioral intention towards College Search

H<sub>6</sub>: Student and Parent will moderate the relationship between Effort expectancy and behavioral intention towards college search

H<sub>7</sub>: Student and Parent will moderate the relationship between Social Influence expectancy and behavioral intention towards college search

H<sub>8</sub>: Student and Parent will moderate the relationship between Facilitating Condition expectancy and behavioral intention towards college search

### Research Methodology

#### Pilot Survey:

A pilot study can help developing ideas, design methods & research procedures for research, analysis and further investigation (Oppenheim, 1992). We have conducted one pilot survey with total 14 respondents, of which 9 are students from different institutes 3 guardians and two operational staff of a management college to broaden our understanding of the literature reviewed and also to design the hypothesis of the research.

Our pilot study had been intended firstly; to understand the relative importance of different marketing medium such as, Print Media, electronic media, Virtual media and affiliates to address different expectancies of the prospects. Secondly; it would help to understand items most suitable for measuring Performance expectancy, Effort Expectancy, Social Influence and facilitating Condition on the respondent's behavioral Intention.

We have used factor analysis to find the R values and the level of significance to understand the relative importance. However, the reliability of questions was calculated by using SPSS 16.0 software and Cornbeach alpha found 92.4%. Multidimensional scaling has been used to detect the particular item which can influence Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Condition on the respondent's Behavioral Intention. On the basis of the result derived from pilot research, we have made some corrections and finalized the questionnaire.

In our pilot survey, we have tried to estimate Behavioral intention of users to use a particular media subject to Performance Expectancy, Effort Expectancy, Social Influence and Affiliate Marketer. The Preliminary result of Multidimensional Analysis based on Pilot Survey data has proved that, Print media has a significant impact on

Performance Expectancy, Electronic Media on Effort Expectancy, Virtual media on Social Influence and Affiliate Marketer on Facilitating Condition. On the basis of such result, we have made our final Hypothesis.

### Questionnaire Design & Data Collection:

The Present investigation was conducted in 6 Management colleges, those are located in and surrounding areas of Kolkata city of West Bengal, India in the months of April – June, 2016. The Convenience Sampling technique was used for selection of respondents. The criteria of the respondents were Undergraduate and postgraduate students of BBA, BHM and MBA program, and their guardians.

In the survey this research has used two types of scaling; nominal and rating scale. A nominal Scale is used when numbers are served as labels or tags for classification and to identify objects (Malhotra & Birks 2007). In this research we have used nominal scale for questions 1 to 4, which contains demographic information. For survey question 5 to 22, 5-point Likert Scale have been used '1' for strongly disagree and '5' for Strongly agree', since these questions relate to customer intension. Likert scale is best for itemized rating of variables where, the rating on agree and disagree of with the statement is made (Malhotra, Birsk, 2007)

A questionnaire was prepared with two fold objectives. Firstly, questions were set to evaluate the construct of Performance Expectancy, Effort Expectancy, Social Influence, Facility Condition and Behavioral Intention towards variables and Secondly to estimate the variable's behavior. We have followed the standard questionnaire developed by S. Al Awadhi and Morris, 2008 also the standard questionnaire developed by Moon & Kim, 2000.

Final questionnaire has two sections. The first section is used to collect Demographic information of the respondents. The main or second part of the questionnaire has 15 questions using 5-point Likert Scale; i.e. completely disagree to complete agree. In order to determine validity of the questions, we have used content validity. A draft questionnaire was prepared on the basis of information collected through literature review and primary discussion with the experts.

Out of total 228 samples we have collected, 198 finally considered for analysis. We have concentrated mostly on undergraduate students because of their recent expose to the marketing system. Very insignificant quantity of data has been collected from the non-parent guardians, so we did not consider those samples in our research. A portion of information has been collected from college libraries and information desk.

### Demographic Information:

We have collected data from 67.7% students and 32.3% guardians. Most interestingly, 78.8% of total respondent was answering to any kind of survey first time in their life. The majority of the student respondents i.e. 83.6% were undergraduate student and only 16.4% of the student respondents were postgraduate students. Among the total lot of responding students (or guardians on behalf of students), 62% were male and 38% were female.

### Result

Reliability Analysis: Table: 1

Item-Total Statistics

Construct	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No of Items
Performance Expectancy	.788	.798	5
Effort Expectancy	.875	.878	5
Social Influence Expectancy	.824	.880	3
Facilitating Condition Expectancy	.813	.842	3
Behavioral Intention	.810	.811	4

Measures of Cronbeach Alpha have been used to check the reliability of data. In table No:1 above, all alpha values are greater than .7. Nunnally, 1978, the threshold values of alpha is .07, therefore, all alpha of Constructs in our UTAUT proves reliable.

Inter-item correlation (checked for common method bias):

Inter-Item Correlation Matrix

	Performance Expectancy	Effort Expectancy	Social Influence	Facilitating Condition	Behavioral Intention
Performance Expectancy	1.000	.412	.703	.746	.712
Effort Expectancy	.412	1.000	.292	.439	.438
Social Influence	.703	.292	1.000	.600	.608
Facilitating Condition	.746	.439	.600	1.000	.649
Behavioral Intention	.712	.438	.608	.649	1.000

From the above table it is evidenced that strong inter-item correlation between Performance Expectancy and Facilitating Condition (.746), Social Influence (.703) and Behavioral Intention (.712) all are  $>.5$ , inter-item correlation between two item  $>.5$  proves strong correlation between two variables (). Therefore, Prospects will be better informed about the B-school if they can access all types/channels of institute marketing and friends of those prospects also feel that such marketing techniques are important to get information of the B-school.

The correlation between Social Influence and Facilitating Condition (.6) indicates that access to B-school marketing will have strong influence on the friends of the prospect to feel its importance to get information to decide for admission. The inter-item correlation between Behavioral Intention with Performance Expectancy (.712), Social Influence (.608) and Facilitation condition (.649), implies prospects of B-school feels, institute marketing is good for choosing a college for admission. It also indicates prospects have access to marketing techniques of B-School and friend of the prospects also feel that B-schools marketing is important.

Table: 2

Hypothesis	Independent Variable	Dependent Variable	Un standardized Coefficients		Standardized Coefficient		Sig
			B	Std. error	Beta	t	
H <sub>1</sub>	Performance Expectancy	Behavioral Intention towards Print Media	.536 -187	.091 .041		5.905 -4.656	.000 .000
H <sub>2</sub>	Effort Expectancy	Behavioral Intention towards Electronic Media	-.15 .163	.141 .065	.246	-1.108 2.511	.014 .014
H <sub>3</sub>	Social Influence	Behavioral Intention towards Virtual Media	.063 .215	.118 .051	.388	-.537 4.173	.592 .000
H <sub>4</sub>	Facilitating Condition	Behavioral Intention towards Affiliate Marketing	.730 -.305	.095 .047	-.547	7.684 -6.429	.000 .000

Hypothesis 1:

From the findings of Table: 2 of regression analysis for Performance Expectancy above, T-value found negative (-4.656) but has significant (.000) effect on the user's behavioral intention towards Print Media. Thus Hypothesis 1 is not supported

Hypothesis 2:

From the findings of Table: 2 of regression analysis for Effort Expectancy above, T-value found positive (2.511) but has in-significant (.014) effect on the user's behavioral intention towards Electronic Media. Thus Hypothesis 2 is not supported

Hypothesis 3:

From the findings of Table: 2 of regression analysis for Social Influence, T-value found Positive (4.173) and has significant (.000) effect on the user's behavioral intention towards Virtual Media. Thus Hypothesis 3 is supported

Hypothesis 4:

From the findings of Table: 2 of regression analysis for Facilitating Condition, T-value found Negative (-6.429) and has significant (.000) effect on the user's behavioral intention towards Affiliate Marketing. Thus Hypothesis 4 is not supported

Table: 3

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.839 <sup>a</sup>	.704	.701	.241	.704	233.641	1	198	.000
2	.903 <sup>b</sup>	.816	.812	.191	.112	58.782	1	197	.000
a. Predictors: (Constant), Performance Expectancy									
b. Predictors: (Constant), Performance Expectancy, Behavioral Intention									
Respondent Category: Student: 1, Guardian: 0									
1	.536 <sup>a</sup>	.287	.280	.374	.287	39.473	1	198	.000
2	.854 <sup>b</sup>	.729	.723	.232	.442	158.115	1	197	.000
a. Predictors: (Constant), Effort Expectancy									
b. Predictors: (Constant), Effort Expectancy, Behavioral Intention									
Respondent Category: Student: 1, Guardian: 0									
1	.694 <sup>a</sup>	.482	.477	.319	.482	91.204	1	198	.000
2	.865 <sup>b</sup>	.749	.744	.223	.267	102.978	1	197	.000
a. Predictors: (Constant), Social Influence									
b. Predictors: (Constant), Social Influence, Behavioral Intention									
Respondent Category: Student: 1, Guardian: 0									
1	.830 <sup>a</sup>	.690	.686	.247	.690	217.750	1	198	.000
2	.916 <sup>b</sup>	.838	.835	.179	.149	89.357	1	197	.000
a. Predictors: (Constant), Facilitating Condition									
b. Predictors: (Constant), Facilitating Condition, Behavioral Intention									
Respondent Category: Student: 1, Guardian: 0									

#### Hypothesis 5:

From the findings of Table: 3 of regression analysis, the value of R has been changed from .839 to .903 and corresponding  $R^2$  has been changed from .704 to .816 due to the introduction of Respondent category (Student and Guardian). Such changes have reduced standard error of estimate from .241 to .191. Therefore, it can be concluded that, Respondent category can play a moderating role between Performance Expectancy and Behavioral Intention.

#### Hypothesis 6:

From the findings of Table: 3 of regression analysis, the value of R has been changed from .536 to .854 and corresponding  $R^2$  has been changed from .287 to .729 due to the introduction of Respondent category (Student and Guardian). Such changes have reduced standard error of estimate from .374 to .232. Therefore, it can be concluded that, Respondent category can play a moderating role between Effort Expectancy and Behavioral Intention.

#### Hypothesis 7:

From the findings of Table: 3 of regression analysis, the value of R has been changed from .694 to .865 and corresponding  $R^2$  has been changed from .482 to .749 due to the introduction of Respondent category (Student and Guardian). Such changes have reduced standard error of estimate from .319 to .223. Therefore, it can be concluded that, Respondent category can play moderating role between Social Influence and Behavioral Intention.

#### Hypothesis 8:

From the findings of Table: 3 of regression analysis, value of R has been changed from .830 to .916 and corresponding  $R^2$  has been changed from .690 to .838 due to the introduction of Respondent category (Student and Guardian). Such changes have reduced standard error of estimate from .247 to .179. Therefore it can be concluded that, Respondent category can play moderating role between Facilitating Condition Expectancy and Behavioral Intention.

### Research Discussion and Conclusion:

The purpose of the research was to find the effectiveness and relative importance of the marketing techniques of Management College on aspiring students and their guardians. Keeping such objective in mind our present research adopted UTAUT model to identify the relative importance of factors which can influence the student admission to management colleges. In this context, we have selected variables influencing Performance Expectancy (PE), Effort Expectancy (EE), Social Influence (SI) and Facilitating Condition (FC) of the

respondents, while selecting management colleges for admission. We have also investigated the moderating roles of student and their guardians on PE, EE, SI and FC as respondents.

Overall analysis suggests that, Virtual media have very significant and positive effect on Social Influence and Electronic Media on Effort expectancy. This result is consistent with Venkatesh et. al . 2003. This result proves more social interaction through virtual media will create positive intention towards the organization. Similarly in case of electronic media the customer intention is positive for its massive reach to the lifestyle of the customer.

Moderating role of Respondent category (Student, Guardian) has been perceived for PE, EE, SIE , FCE and user's BI. Our result has been found consistent with Venkatesh et. al. result and also suggest that students have more positive and significant intention toward use of different media for choice of B-school.

#### **Study Limitation:**

In case of every research, the findings must be interpreted in the lights of its limitation (Selevicine et. al, 2015). Although we have achieved an acceptable response rate larger-scale generalizations were not achieved due to small sample size. We have used convenience sampling in our study. According to Farrokhi and Hamidabad, 2012, Convenience Sampling are conducive to many polluting factors in group creation; such as poor group creation, wrong administrative evaluation etc. This study could not cover other parts of the country; geographical differences might create impact on customer intention.

#### **Managerial Implications:**

This study provides very clear insight of customer (student & guardian) attitude towards B-School Marketing strategies for student enrollment. In other words, it will help decision makers to understand the factors which can really motivate their target customer at its highest possible extent. Such insight will help marketers to properly allocate marketing budget for future periods. Hence, this study provides a very relevant insight into this context.

#### **Scope of Future Study:**

Future study may use random sampling or Focus group study for data collection for larger scale generalization. Moderating effect of cultural and financial background can be considered for further studies.

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