

**“COMPARATIVE STUDY OF CONVENTIONAL
ADVERTISING MEDIA AND ADVERTISING THROUGH
SOCIAL MEDIA NETWORKING WITH RESPECT TO
EDUCATION SECTOR IN MAHARASHTRA”**

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ABSTRACT

Competitive business environment has paved a way of exploration of alternative means of advertising. These means has resulted in increasing the reach of the advertisers and it is also proved cost effective. Conventional channel of advertising at times tend to loose customers attention and hence innovative medium like internet advertising which is now well known as social media advertising are getting attention from marketers and with the support of geographical tagging the new trend of social media advertising is seen as more beneficial. Earlier depending upon the type of the product it was decided which type of promotion to be implemented but now it has became important to show the presence everywhere as it gives hammering / reminder to the viewers and it helps in retention, on the same lines, the colleges try to show their presence through all the medias available and especially getting attention of the youth through new media and targeting their guardian through conventional advertising medias, however, research finding says a balance has to be maintain so that the cost for promotion through more number of ways should not leads to increase in cost which may not be affordable. This study is limited to management institutes in Maharashtra.

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The study is based on primary and secondary data collection including questionnaire with respondents from 525 management faculties and review of journals, articles and news releases.

Keywords: Conventional Marketing, Maharashtra, Management Education, Social Media Marketing

INTRODUCTION

Marketing is integral part of all the business processes, it has covered all the segments, education has also been covered, this is basically due to increasing the number of institutes, management institutes are on target majorly because students from many streams are interested in management course and are eligible as well, increasing its demand. There are many big management institutes that have already created their goodwill, but in current scenario due to increasing competition they also have to participate in the marketing activities, however the activities are quite different, every institute has different set of students to attract, big b schools may prefer organizing inter college competitions, case studies, paper presentations where as some others may opt to attract students by high infrastructure facilities, industrial tours and other such benefits.

Based on technological development, trends are diverting from old monotonous ways of marketing to advanced technology driven interactive ways, all these provide exiting ways of marketing and promotion. The newly introduced ways of marketing are more attractive and respondents are more attracted to use and revert on them, however other important section of decision making is controlled by guardian or parents and hence based on their demographics they are more comfortable with the conventional ways of marketing.

Maharashtra has always had a potential for education sector, various well known colleges and institutes are set up here since inspection, making it favorable for students preference. Details about the state are shared below.

HISTORY OF ADVERTISING There has been a history of advertising in India since the time when first newspapers was published in the country in the 19th Century printed an advertising an

advertisement. Furthermore, the very first advertising agency was set up in 1905, B. Datram and Company, which was then followed by The India-Advertising Company in 1907, next was the Calcutta Advertising agency in 1909, and after this the trend continued by S.H.Bensen in 1928, J. Walter Thompson Associates with the help of its Indian associate, Hindustan Thompson Associates in 1929, Lever international Advertising Services in 1939 and McCann Erikson was established in 1956. In 1950 expenditure on advertising was estimated at around \$US 300,000. However, In the 1970s 58% growth was observed in the number of registered agencies to 168 in 1979 which was otherwise 106 a decade ago in 1969, and this witnessed a growth in Indian agencies. The first television advertising was seen in 1976. Since then the industry has seen various forms of unique and different advertisements.

HISTORY OF EDUCATION IN MAHARASHTRA

Till May 1961, when Gujarat was created out of the erstwhile state of Bombay, Maharashtra boasted of an engineering college at Ahmadabad, a polytechnic at Pune and one model polytechnic each, at Bombay and Ahmedabad. With the formation of the State of Maharashtra in 1960, a new chapter opened in the field of technical education in the state. This, coupled with a rise in industrial development, fueled the need for technical manpower. To cater to this trend, several industrial training institutes, engineering colleges and polytechnics were started. By the beginning of 1978, there was a marked rise in demand, and the number of engineering degree institutions rose to 16. At the same time the number of diploma colleges went up to 50. Also, nine institutions developed postgraduate facilities. The ITI's as well as technical schools increased by large numbers. By the year 1987, almost every district in Maharashtra, except Gadchiroli, Ahmednagar, Raigad and Wardha had a government polytechnic. Despite all this, due to the high demand, many a deserving student were left out due to limited number of seats in these governments and government-aided institutions. With a view to give equal opportunity to all aspirants, the government chose to grant permission to private educational bodies to start self-financed institutions.

Education has been held with respect in Maharashtra and progression has been done in many respects in this field. Literacy rate of the state is perhaps the second highest in the country and more than the literacy average in the country, according to 2011 census. Rate of literacy among

males is about 90% while more than 75% is rate of literacy in females. Gap in literacy rate among the genders is also going down. Between the years 2001 and 2010, there has been increase in the enrolment of students, growth of educational institutions and number of teachers. The difference between the school children enrolment in terms of gender is about lower than 6%, but goes to 15% when it comes to the levels of higher secondary and secondary schools. Many of the schools in Maharashtra have had their infrastructure improved by the implementation of Sarva Shiksha Abhiyan. Ratio of students and teachers was below 1 to 40, situation being seen in about 95% of schools. It was a difficult scenario for increasing the achievements in learning and a big challenge for Maharashtra. It is for this reason that today we see some of the most remarkable educational facilities and infrastructural development taking place in Maharashtra. Along with private institutions, the state government too has built a number of educational institutions. There are more than 330 engineering colleges, 610 industrial training centers and 26 universities. With such a priority to higher education in Maharashtra, it is not surprising that more than 1, 75000 students are awarded the professional degree every year. The University of Mumbai ranks amongst the largest universities of the world. Besides this Nagpur, Ahmednagar, Kolhapur and Aurangabad too boast of good education centers. The literacy rate in Maharashtra is almost 83%. Amongst its 35 districts, Pune has traditionally given a high importance to education infrastructure. The College of Engineering, Pune, established in 1854, ranks as the 3rd oldest college Asia.

With the opening of the economy in the 1980s there was a growth in the number of alliances with multinational agencies and an expansion in advertising though foreign network participation in agency ownership was limited. In 1987 Hindustan Thompson was affiliated to J. Walter Thompson. Lintas, the 2nd ranking agency, held only 4% of its subsidiary, as did Ogilvie and Mather. Saatchi and Saatchi/Compton had minority interests in Compton as did Lintas. A study done in 1984 of the largest companies in India found that the ratio of advertising expenditure to sales had risen from .64 in 1976, to .71 in 1980 to .74 in 1984. Foreign controlled corporations had the dominant share of total advertising expenditure, and 80% of these were in the consumer goods sectors. Advertising was very concentrated with the top 50 advertisers accounting for 80% of the advertising spending and the top 10 advertisers made up 40% of that figure, 32% of the total. The largest advertiser throughout the period was Hindustan Lever which was nearly 10%

of the advertising budget of the corporate sector companies. Pharmaceutical companies were also significant advertisers at this time.

India's emergence as one of the fastest growing economies on the globe, with the possibility of a double digit growth rate, poses a critical challenge of its preparedness to capitalize on opportunities on the horizon for its massive and growing work-force. More importantly, is the country looking towards creating new ways to harvest this promise of growth through appropriate educational and training infrastructure. In this overview we will look at the emerging prospects, the current status of India's higher education system, growing role of private institutions and challenges to emerging as a knowledge economy.

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,

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.

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

LITERATURE REVIEW: 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.

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

servicing 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.

Chahal, Naveen; Dar, Hafizullah 2015: HE system is a commanding device to build knowledge established society. With increasing participants of higher education in field of management and technical education courses, it has become extremely significant to shape a proficient database on higher education. HE has observed wonderful modifications in education system. It is said to be the best phase for building outstanding system in arena of education and research. India requires more proficient and educated youth to enterprise country's economy. There are many talented people in Indian who known for their competencies and expertise. As Country is providing skilled talent to other countries, it can and must use the talent for its own country progress and become a developed country. There are various ways of promoting the management colleges to the world and make sure that the advertisements reaches to its target audience very well and colleges get the deserving results. The authors in their study mainly focused on the strategies used for promotion of higher education system and also initiatives taken by the government to raise level of education system.

NEED OF STUDY

The important two reasons of for my interest in the study includes increasing craze of management education amongst the youth and rising visibility of marketing activities performed by management institutes in Maharashtra.

OBJECTIVES

- Changes in approach of marketing strategies by management institutes in Maharashtra.
- To find out how the colleges are trying to balance between the conventional advertising.

SCOPE

The development of information technology and increasing craze of social groups has led the market very dependent on its use and marketers are also trying to take the benefit of the same to expand its geographical boundaries so as to get more business. The scope of this report is restricted to management institutes in Maharashtra only.

IMPORTANCE OF RESEARCH

With the increase in the fast changing trends in marketing and with the advent of technology, it has become very mandatory for all the business field to cope up to be part of the market, study is with reference to management institutes in Maharashtra state since Maharashtra is one of the fast developing state in case of education sector and Management education has been catching eye balls of most of the students because of its future prospects and acceptance of students from most of the fields.

So I found it interesting to study the shifts in marketing strategies, its impact and advantages to management institutes in Maharashtra.

HYPOTHESIS

- Awareness of advertising through social media marketing is increasing day by day.
- A College has to make balance between conventional advertising and social media marketing for maximum reach.

RESEARCH METHODOLOGY

SOURCES OF DATA COLLECTION

- **Primary data:** The data is collected through questionnaire and has be filled by 525 faculties of management institutes across Maharashtra. Structured and semi structured interviews were taken, field notes and observations were recorded.
- **Secondary data:** Census, housing, social security as well as electoral statistics and other related databases.

DESIGNING OF QUESTIONNAIRE

Questionnaires was designed to collect 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. In order to maximize return rates, questionnaires was designed in a simple and clear manner, with targeted sections and questions.

DATA ANALYSIS AND INTERPRETATION

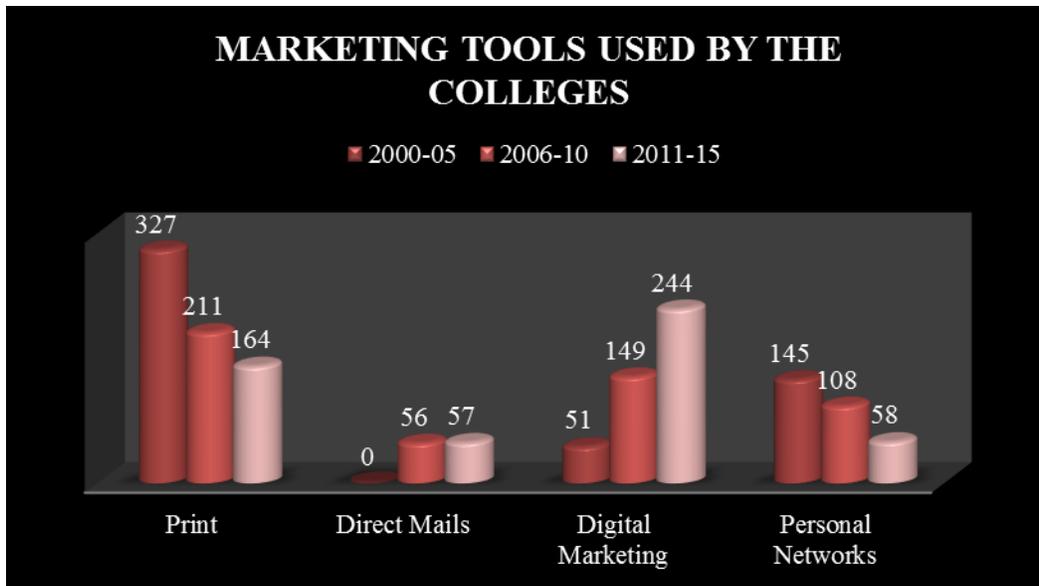
HYPOTHESIS 1:

Awareness of advertising through social media marketing is not increasing day by day (**Alternate Hypothesis, H_1**).

Null Hypothesis: Awareness of advertising through social media marketing is increasing day by day (Null Hypothesis, H_0).

For analyzing this hypothesis, data was collected from 525 respondents with three questions namely use of four different tools namely Print media including TV Newspapers, etc. (Conventional marketing) Direct Email, Digital marketing and personal networks (Social networking) over a period of one and half decade in three sections namely from 2000 to 2005, 2006 to 2010 and 2011 to 2015.

Marketing Tool	2000-05	2006-10	2011-15
Print	327	211	164
Direct Mails	0	56	57
Digital Marketing	51	149	244
Personal Networks	145	108	58



From the above graph, it is interpreted that use of print media and personal networks is decreasing gradually whereas use of Digital marketing is increasing at a faster pace and a gradual growth is observed in direct email marketing.

So the alternate hypothesis that Awareness of advertising through social media marketing is increasing day by day is true.

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

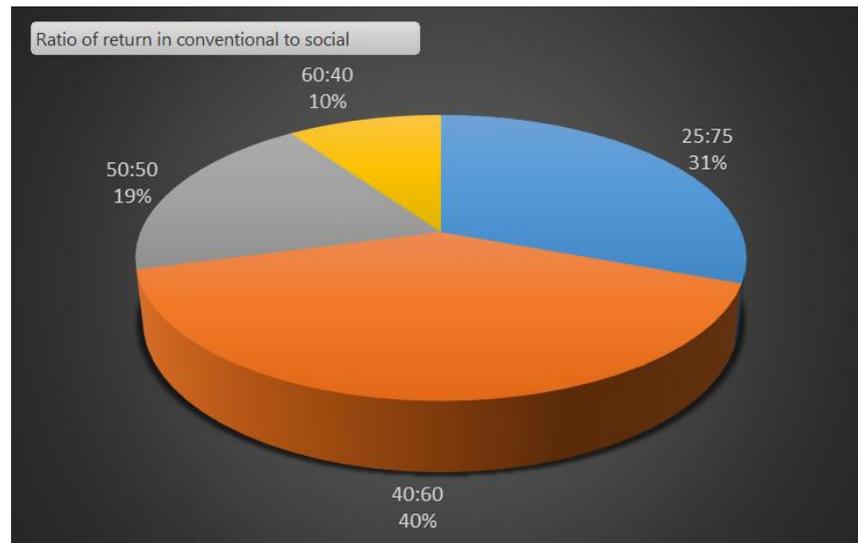
Null Hypothesis: College do not have to make balance between conventional advertising and social media marketing for maximum reach.(Null hypothesis, H_0)

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

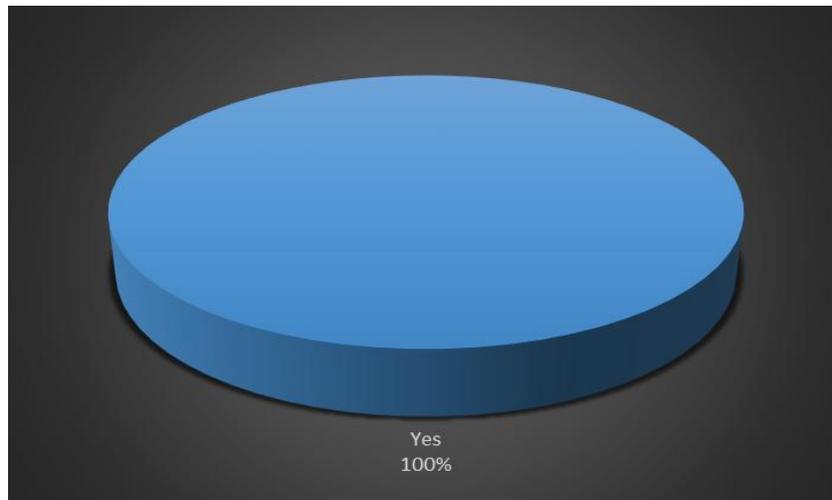


As per the above chart, 40% respondents said that ratio of returns is 40:60 that means 40% returns are accomplished from conventional and 60% social marketing, another 31% respondents said that 25% returns are achieved from conventional marketing and 75% returns are from social media marketing. 19% respondents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

FINDINGS, RECOMMENDATIONS AND CONCLUSION

Form the above analysis, it is concluded that advertising through social media marketing is widening its coverage at an fast space, in order to be competitive all the management institutes will have to incorporate the upcoming trends in marketing of management institutes, this is Use of social networking tools by target audience of management institutes that is students is also a status symbol, marketers have tried to take advantage of this growing aspect because other benefits are also associated with it, these benefits are like cost effective, quick response, easy access, In addition to tab the students group social marketing is a great medium, 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. In accordance to this it is recommended that marketers should make a balance between social media and conventional marketing tools to reach out to maximum prospects.

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