

# **To Study the Perception of Individual Towards Promotional Approaches by Coaching Institutes in Flexible Work Environment**

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## **ABSTRACT**

Education is the learning of knowledge, information and skills during the life .The department for Education has committed to promoting flexible working among the teaching workforce within coaching institutes .Research by Raabe (1997) cited in waters & Bardoel (2006) Suggested that universities and coaching institutes are increasingly offering flexible work arrangements to obtain a competitive advantage. The research was carried by the educational sector and the coaching institutes in and around Delhi region. Various promotional approaches activities were carried out on the content as it is the medium between the buyer (students) and coaching institutes. The objective is to get an overall idea about promotional approaches of coaching institutes. It aims at developing the significance of demographics with promotional approaches and business development strategies in the fast growing educational sector and making the business efficient and smooth. In research methodology exploratory and descriptive research design was used in quantitative type of research. In Data collection, primary data was used and questionnaire using Google form was designed. Tools for data analysis is IBM SPSS software .So we could conclude that Coaching institutes are proactive in its approach and is always ready to experiment with new promotional approaches to market their product well. The sampling technique used to survey the students was Non-probability sampling (Quota sampling)m the sample size chosen was 95 students surveyed through Google form questionnaire.

**Keywords:** Education, promoting, flexible working, coaching institutes, promotional approaches, demographics.

## **INTRODUCTION**

Education is the key to success, the process of facilitating leanings, or the acquisition of knowledge, skills, values, morals, beliefs 'and habits. It is an art of imparting knowledge and generating positive judgement and well developed wisdom. One of its fundamental aspects is imparting culture from generation to generation. Tahir, S. A. A. Rizvi, M. B. Khan &Farooq Ahmad (2017) investigates, Education was not only a need of developing nations but of the developed ones also. Realization of its importance, there were several trends emerging in education. Educational Marketing was one of the new emerging trends. Keeping in view the global importance of Educational Marketing, this study was designed to identify, analyze and compare the higher education marketing strategies of Pakistan and Malaysia. Twenty students were randomly selected from each university and ten private universities of Pakistan and Malaysia each. The data was collected through questionnaire from university students.

Coaching classes have emerged as the well-known education system in India. Coaching classes market consists of private tuitions and entrance test preparation .Entrance test

preparation forms one of the core business of the educational industry, which is a very giant in terms of industry status. As most of the students at this stage are more concentrated on the board examinations and are not much aware about the various career options that are available for students after schooling.

Flexible work arrangements have been found to improve attraction and retention and have also been linked to a variety of positive organisation and individual outcomes. Common work flexibility type includes working at home, taking time off when needed, and changing one's work schedule. Work flexibility accommodates faculties by enabling them to allocate resources between work and non-work domains according to their preferences. The available evidence supports that work flexibility in terms of location and a work hour give faculties and student some sense of job control, improve their engagement and increase their job satisfaction and thereby improves their health and well-being. Gardiner and Tomlinson (2009) view flexible work arrangements as a broad concept that includes any work arrangements that digress from standard employment involving fixed daily hours on the employer's premises. There are an increasing number of flexible work arrangements on offer across organizations. To explore the factor affecting individual perception towards promotional approach by coaching institutes and to study the significance of demographics with promotional approaches by coaching institutes in flexible work arrangement to identify the factors which drive the students. The research was highly dependent on the individual perception and thought process of the students. Quantitative type of research was used for detailed analysis of the Delhi region. The sampling technique used to survey the students was Non-profitability sampling (Quota sampling) the sample size of 95 students surveyed was chosen through Google form questionnaire.

## LITERATURE REVIEW

1. **G. Tahir, S. A. A. Rizvi, M. B. Khan & Farooq Ahmad (2017)** investigates, Education was not only a need of developing nations but of the developed ones also. Realization of its importance, there were several trends emerging in education. Educational Marketing was one of the new emerging trends. Keeping in view the global importance of Educational marketing, this study was designed to identify, analyze and compare the higher education marketing strategies of Pakistan and Malaysia. Twenty students were randomly selected from each university and ten private universities of Pakistan and Malaysia each. The data was collected through questionnaires from university students. There were seven keys of educational marketing, i.e. Program, Price, Promotion, Place, People, Process and Physical facilities. It was found that physical facilities and prominence were considered the most important marketing strategies while price and premium were considered as the least important ones. Malaysian Private Universities showed comparatively high mean scores of usage and importance of marketing strategies rather than Pakistani Private Universities. It was observed that new and modern programs, adequate location (place), highly qualified faculty (people), educational expos (promotion) and physical facilities were examples of educational marketing strategies. Recommendations included that the variety of program offered by the universities may be helpful as marketing. The modern and new programs attracted the students. Education Expo and Book Fair were the case of promotion of the universities. The suitable and approachable place increased the cause. ( G. Tahir, S. A. A. Rizvi, M. B. Khan & Farooq Ahmad (2017), 2017)

2. **Gardiner and Tomlinson (2009)** view flexible work arrangements as a broad concept that includes any work arrangements that digress from standard employment involving fixed daily hours on the employer's premises. There are an increasing number of flexible work arrangements on offer across organisations. The most prevalent are flextime (or flexitime) and flexspace. These flexible work arrangements allow flexibility in the timing of

work and the place in which the work is conducted (Shockley & Allen 2007).

3. **Gainey and Clenney (2006)** found that telecommuting, which involves working from home using technology, has been instrumental in helping employees meet the many demands on their time. Other popular types of flexible work arrangements are part-time work and job-sharing (Secret 2000). At times when the labour market is particularly competitive, flexible work arrangements can be utilised not only to retain staff, but also to attract groups who are currently under-represented in employment due to family responsibilities or other limitations (BrumitKropf 1999).

Flexible work arrangements have been acknowledged as a means of obtaining a competitive advantage by improving the attraction and retention of high quality employees, who may have been overlooked in the past for various reasons including their personal circumstances.

4. **Cole 2006; Poelmans, Chinchilla & Cardona (2003)**. There are further suggestions that the utilisation of flexible work arrangements has been linked to improved organisational commitment, motivation and job satisfaction (Nadeem & Henry 2003), and increased productivity and morale (Melbourne, 2008). Flexible work arrangements have also been recognised as a means for employees to create a more satisfying balance between their work and family lives (Grover & Cooker 1995 cited in Shockley & Allen 2007). Employees that are experiencing work-life conflict are likely to suffer negative individual and organisational consequences, further illustrating the individual and organisational benefits of flexible work arrangements. Lewis (2001) contends that flexible work arrangements came to prominence during the skills shortage of the 1980s when recruitment concerns were compounded by restructuring and downsizing. The need to avoid absenteeism and stress associated with work-life conflict was recognised as being a compelling argument for continuing the development of flexible work arrangements. This would suggest that regardless of economic conditions, there are significant benefits to offering and utilising flexible work arrangements.

5. **Silke Jurkowitsch, Claudio Vignali & Hans-Rüdiger Kaufmann (2006)** investigate that the literature reveals that universities are becoming more aware of the importance of student satisfaction. In addition, various studies have shown that student satisfaction has a positive impact on student motivation, student retention, recruiting efforts and fund raising. This article examines how overall student satisfaction in Austrian Universities of Applied Sciences can be broken down into dimensions of the student's learning experience. This article used both primary and secondary data. The primary data involved both qualitative and quantitative research. The research was divided into three stages. The first stage, the analysis of the actual marketing models for services especially Higher Education providers, used secondary data as a principal method of research. The second stage contained the testing and validating of the pre-conceptualised model with actual students via survey method. In the third stage, Higher Education experts in Austria were at the core of the research to further validate and adapt the model. The research was conducted by applying the case study method. (Jurkowitsch, Silke, 2006)

6. **Jonathan Ivy (2008)** investigates the purpose of a new marketing mix based on MBA students' attitudes and opinions towards the marketing initiatives of business schools in South Africa. The postgraduate business education market is, and increasingly, getting more aggressive in their efforts to attract students to their flagship degree, the MBA. The traditional marketing tools historically grouped into 4Ps (product, price, place and promotion), 5Ps (adding people) and 7Ps (adding physical facilities and processes) may be wanted in this market. (Ivy, Jonathan, 2008)

7. **Vikas Gautam (2015)** investigates effects of selected marketing tactics on parents' loyalty towards the educational institutions. The results of Multiple Regression Analysis shows that the price mix was the most significant factor having an impact on parents' loyalty followed by people mix, place mix, product mix, and promotion mix. Furthermore, educational institution image mediates completely (full mediation) the relationship between selected marketing tactics (product mix, people mix, place mix, promotion mix) and parents' loyalty. Whereas, educational institution image mediates partially (partial mediation) the relationship between price mix and parents' loyalty. The sample comprised 687 respondents. (Gautam, Vikas, 2015)

8. **Shahid Nawaz Khan & Imran M. Qureshi (2010)** investigates the variables that have a strong impact on students' enrollment in private schools and by the optimal use of these promotional variables private schools attract students for enrollment. The analysis revealed four variables of promotion namely: school appearance, public relations, publicity, and advertisement (print and electronic media). These four variables were found to be the main forms of promotion used by private schools for recruiting students. There was also a strong impact of school appearance being used as the standard tool for promotion. The study focused on one sector, the education sector in Pakistan. In order to enhance one's understanding and knowledge regarding the promotional variables. This needs to be taken into consideration in generalizing the findings to other sectors and geographic markets. This exploratory study establishes the forms of promotion that are used by most schools in Pakistan. School administrations can look at this study and further explore the link between recruitment and types of promotion. This study can also help promotional companies to develop service packages for the education sector in Pakistan. How private schools attract and influence students for enrollment and what are the sources for that influences and attraction, is not an actively researched topic in Pakistan. The study would therefore contribute towards better understanding of promotional variables and designing of effective promotional strategies. (Qureshi, Imran M., 2010)

9. **Ioan-Constantin ENACHE (2011)** aims to develop the use of the 7Ps framework in the educational marketing field. By presenting several important educational market forces the context of the discussion is revealed. Then the 7Ps framework is used to gather information. One by one the product, price, placement, promotion, people, process and physical evidence strategies are presented. It is shown that each has a particular role when it comes to the educational market and the synergy effects are important.

10. **Kristian Starck & Shahriyar Hossein Zadeh (2013)** describe and analyze what marketing approaches private Thai higher education institutions (HEIs) use to attract and enroll foreign students. The study's intention is also to provide recommendations to Bangkok University International College (BUIC) and Webster University (WU) and investigate what factors foreign students value in terms of marketing at these universities. The recommendations are based on marketing approaches that have been identified as effective in attracting and enrolling foreign students. The study finalized that higher education institutions in Thailand use different marketing approaches to attract and enroll foreign students. Online marketing was conducted through web pages, IT tools and physical presence at events, open houses and social activities. Foreign students at BUIC and WU valued marketing factors somewhat equally in terms of place, promotion, people, process, IT and image and reputation. The study also presented marketing approaches that strengthened these two universities' attraction and enrolment process towards foreign students. BUIC should definitely work on the factor people and the interaction during the

enrolment process. WU, on the other hand, needs to focus more on providing additional IT tools and improve their mismanagement regarding image and reputation (Starck, Kristian, 2013)

### OBJECTIVE OF THE STUDY

1. To explore the factor affecting individual perception towards the promotional approach of coaching institutes.
2. To study the significance of demographics with promotional approaches by coaching institutes in flexible work arrangement.

### RESEARCH METHODOLOGY

Objectives/ RM	Type of Research	Research Study Design	Tool for Data Analysis	Tool for Data Collection	Source of Data	Sampling Technique & sample Size
1. To explore the factors affecting individual perception towards the promotional approach of coaching institutes.	QUANTITATIVE RESEARCH	Exploratory design	IBM SPSS	Questionnaire using Google form.	Primary data	Non-probability sampling (Quota sampling)& sample size chosen was 95 students
2. To study the significance of demographics with promotional approaches by coaching institutes in flexible work arrangement.	QUANTITATIVE RESEARCH	Descriptive design	IBM SPSS	Questionnaire using Google form.	Primary data	Non-probability sampling (Quota sampling)& sample size chosen was 95 students

### DATA ANALYSIS

For the purpose of analyzing data as a way of comparing, contrasting and describing such data, exploratory statistics was used for quantitative type of research analysis in objective 1 and descriptive statistics was used for quantitative type of research analysis in objective 2. IBM SPSS software was used for analysis of the data. In objective 1 EFA was used and in objective 2 independent T test and one way anova was used. The Analysis of data collected from questionnaires administered to get sample opinions of the students, and focus is on identifying the type of customer and analysing their needs, expectation and goals, this helped in identifying the relevant factors that influence consumers (students).

### FACTORS TAKEN INTO CONSIDERATION

A number of factors influence the student's preference decision while selecting a particular coaching institute. The study of these factors was very essential as these could only tell us the parameters that influence students to enroll in a particular coaching institute. Factors such as :-geographical proximity of the center, Technology, convincing drivers, workshops/webinars were listed and students were asked to rate them between 1-5 with 1 being strongly disagree and 5 being strongly agree.

### FACTOR ANALYSIS

The questionnaire was designed in a way to study the different parameters that a student considers before joining any educational institute. For this different rating was given by the

students to different parameters. After rating, there was a need for naming the factors of the same class and doing data reduction. This will help the company to identify different dimensions on which they need to develop appropriate marketing strategies enabling it to become successful.

### KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling		0.716
Bartlett's Test of Sphericity	Approx. Chi-Square	392.504
	df	120
	Sig.	0

- Here KMO takes values between 0-1. For the application of factor analysis, the value of KMO should be greater than 0.5. Since here the KMO value is above 0.5 which indicates factor analysis could be applied.
- Df stands for degree of freedom. Here df is calculated by the formula  $[k(k-1)/2]$ , where  $k$ =number of variables on which factor analysis is applied. Here  $k=16$ , so putting  $k$  value we get  $df=120$ .
- The significance of the correlation matrix ensures that factor analysis exercise could be carried out. Since the assumed level of significance is less than 0.05 and we are getting a p-value of .000 so significant.
- Also the sample size of 95 is more than 5 times the number of variables (16).

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.494	28.086	28.086	4.494	28.086	28.086
2	1.54	9.628	37.713	1.54	9.628	37.713
3	1.27	7.937	45.651	1.27	7.937	45.651
4	1.128	7.049	52.7	1.128	7.049	52.7
5	0.82	5.124	70.947			
6	0.798	4.985	75.932			
7	0.7	4.375	80.308			
8	0.652	4.073	84.381			
9	0.609	3.805	88.186			
10	0.508	3.174	91.36			
11	0.44	2.75	94.11			
12	0.405	2.53	96.64			
13	0.31	1.936	98.576			
14	0.228	1.424	100			

1) **FACTOR**- The initial number of factors is the same as the number of variables used in the factor analysis. However not all 16 factors will be retained in our case 4 factors will retain.

2) **INITIAL EIGENVALUES**- Eigenvalues are the variance of the factors. Because we conducted our factor analysis on the correlation matrix , the variables are standardized, which means that each variable has a variance of 1 , and the total variance is equal to the number of variables used in the analysis .

3) **TOTAL** – This column contains the eigenvalues. The first factor will always account for the most variance and have the highest eigen values and the next factor will account for as much of the left over variance as it can and so on, hence each successive factor will account for less and less variance.

4) **% OF VARIANCE**–This column contains the percent of total variance accounted by each factor.

5) **EXTRACTION SUMS OF SQUARED LOADINGS**- The number of rows in the table corresponds to the number of factors retained. ,4 factors are retained , so there are 4 rows one for each retained factor.

***To study the significance of demographics on factors affecting the perception of individual towards Promotional Approaches by Coaching Institute in Flexible Work Environment***

1) **Independent sample T test:**

Null Hypothesis: There is no difference in the Class of the individual and ***factors affecting perception of individuals towards coaching institute in flexible work environment***

Factors	Sig. (2-tailed)
GEOGRAPHICAL PROXIMITY AT CENTRE	0.646
TECHNOLOGY	0.382
CONVINCING DRIVERS	0.941
WORKSHOPS/WEBINAR	0.024

**OBSERVATION:** Null hypothesis can be accepted for factor 1, factor 2 and factor 3 since sig value is greater than 0.05. Null Hypothesis cannot be accepted for Factor 4.

## 2) One way Anova:

Factors	Sig.
GEOGRAPHICAL PROXIMITY AT CENTRE	0.201
TECHNOLOGY	0.751
CONVINCING DRIVER	0.632
WORKSHOPS/WEBINAR	0.379

**Null Hypothesis:** There is no difference in the **Stream** of the individual and **factors affecting perception of individuals towards coaching institutes in a flexible work environment.**

**OBSERVATION**-Since for all the factors Sig value is greater than 0.05 therefore Null hypotheses cannot be accepted for any of the factors w.r.t. stream of the student. Hence there is a difference in perception of individuals based on the stream chosen by them.

### FINDINGS & CONCLUSION

The study shows that coaching institutes comprise establishments that provide instructions and training in a wide variety of subjects. So we could conclude that in this research a detailed study has been done on factors affecting individual perception towards Promotional approaches by coaching institutes in a flexible work environment And the significance of demographics with Promotional approaches by coaching institutes in a flexible work environment.. The coaching institutes are proactive in their approach and always ready to experiment with new promotional approaches to market their product well. Therefore, with the help of EFA and Independent T test analysis a number of factors influence the students preference decision while selecting a particular coaching institute. The study of these factors was very essential as these could only tell us the parameters that influence a student to enroll in a coaching institute. Factors namely geographical proximity of the centre, Technology, convincing drivers and workshops/webinars as in flexible work arrangement. The research was highly dependent on the individual perception and thought process of the students .Quantitative type of research was used for detailed analysis of the Delhi region,.the sampling technique used to survey the students was Non-probability sampling (Quota sampling) the sample size chosen was of 95 students surveyed through google form questionnaire.

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