



# REVIEW OF RESEARCH

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## A STUDY ON MARKETING OF SERVICES IN EDUCATIONAL INSTITUTIONS (A case study on MBA department of Akkamahadevi Women's University, Vijayapur)

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### ABSTRACT

Education is the process by which society deliberately transmits its accumulated knowledge , skills and values from one generation to another through institutions. The act of process of imparting or acquiring general knowledge and of developing the powers of reasoning and judgment.

**KEYWORDS :** knowledge , skills , general knowledge and of developing.

### INTRODUCTION:

Education was the monopoly of Gurus in our society, students were sent to the ashram with the sole aim of learning only. The education system has seen a drastic changes over a period because of the changes in the structure of the society. The abolition of caste system, cross-country and cross-culture influences have influenced our values and education system. Educational services during the last decade have been commercialized to a great extent after the government's approval for privatization of it.

Vijayapura , one of the popular heritage city located in the Karnataka State of India is also one of the top ten populated cities in Karnataka. It is the 9<sup>th</sup> biggest city in Karnataka. Vijayapura city has more than 3.2 lakh population as per census 2011. the population of the entire district is more than 21 lakh. Around 20 % of the people habitation is found in the urban regions. Males constitute 51% of the population and females 49%. Vijayapur has an average literacy rate of 84% higher than the national average of 74% with male literacy of 89% and female literacy of 78%. Vijayapura has the pride of having first women's university in the state of Karnataka, which was established in 2003.

### OBJECTIVES:

- 1) To know service quality gaps found in the educational institute.
- 2) To know the students perceptions regarding higher education.
- 3) To suggest strategies to overcome these gaps and improve service quality by the service provider(University)

**Research Design:** The research study is purely empirical in nature. Sample of 50 students of MBA department were addressed. Data was collected mainly by primary source through questionnaire.



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**FINDINGS AND SUGGESTIONS:**

1. Majority ie 50 percent of the respondents' parents are involved in one way or the other in agricultural activities.
2. 86 Percent of the respondents are unmarried.
3. 86 percent of respondents family income per month will fall from Rs.5,000- Rs.15,000.
4. Majority ie 46 percent of them have chosen MBA course since it is more in demand. And 22 percent have chosen this course because of good results.
5. Majority 44 percent of them chose this course in this university because of availability of good and experienced faculties and 36 percent of them have chosen this course in this particular university because of low fees.
6. 36 percent of the respondents got more than their expectations and 28 percent of them said that they got what they expected.
7. 46 percent of respondents highest perception towards this university is experienced teachers and 26 percent of them have perception towards this university is low fees and high quality of education.
8. Majority of them ie 44 percent of them have been suggested by their family to join this university and 32 percent of them taken self decision and took admission in this university.
9. Majority ie 42 percent of them joined this university by word of mouth and 40 percent of them joined this university by the recommendations by the old students of this university.
10. majority ie 68 percent of them rate the quality of teaching as good and 20 percent of them rate the quality of teaching as excellent.
11. majority ie 46 percent of them grade the range of teaching methods are good.
12. Majority ie 62 percent of them grade the relevance of course material as good.
13. majority ie 60 percent of respondents rate the knowledge and experience of the academic staff as excellent.
14. 40 percent of the respondents rate it good regarding the availability of academic staff and 30 percent of them rate it as neutral.
15. 46 percent of the respondents grade it good and agree they get individual attention when they require.
16. Majority ie 52 percent of the respondents grade it as good for prompt and efficient feedback on work and academic facilities.
17. 70 percent of the respondents rate it as good for course flexibility.
18. majority ie 38 percent of them rate it as neutral for quality of academic facilities and learning resources and 32 percent of them grade it as good.
19. majority of the respondents ie 54 percent of them rate knowledge of administrative staff as good and 56 percent of the students grade the availability of administrative staff as good.
20. 60 percent of them have agreed that their personality development is taking place by joining this university.
21. majority ie 50 percent of them rate career service and student welfare as worst.
22. majority ie 64 percent rate the campus layout and location of the university as good
23. majority of them ie 60 percent of them grade physical appearance of university as good
24. Majority of them ie 88 percent of them rate the reputation of the university as good
25. Majority of them ie 88 percent of them grade the internal student feedback system as good.
26. Majority ie 90 percent of them would advice others to join this university and 10 percent of the respondents wouldn't advice others to join the university.
27. majority of them ie 40 percent would believe this university is the best place for women's education as the major reason for them to recommend others to join this university. And 10 percent of them consider no placement as the major reason for not recommending others to join this university.

**SUGGESTIONS:**

- majority of the respondents' parents are from agricultural background and they feel university charges low fees, so they prefer this particular university, so the university should try to maintain this cost leadership strategy and improve the quality of education.
- 86 percent of the respondents are married, which is helping them to take up post graduate course in the present university.
- 86 percent of the respondents family income per month will fall from Rs.5,000 – Rs.15,000/- that why some more concessions should be given to these students.
- 44 percent of them chosed this course in our university because of low fees.
- 36 percent of them got more than their expectations and 28 percent of them said that they got what they expected
- Experienced teachers and low fees are the major two reasons for majority of the respondents ie 46 percent of them perceive this service from this university.
- Majority ie 42 percent of them joined this university because of word of mouth, and 40 percent of them have been recommended by old students to join this university, so the university should always involve more in social responsibilities activities and always then try to retain old customers and attract new customers.
- University should build strong and good Alumni association.
- Majority ie 68 percent of them rate the quality of teaching as good, so university should still more improve the quality of teaching by giving more training to their staff.
- Majority ie 40 percent of them rate access to academic faciities as good and 30 percent of them rate access to academic facilities as bad, so the university should improve and increase more academic facilities.
- 56 percent of them grade the presence of administrative staff as good ie administrative staff are very much available in the university and attend to the needs and problems of the students.
- Majority ie 60 percent agree that their personality development is been given more importance in this university.
- Majority ie 60 percent agree that administrative staff promptly deal with the queries of the students.
- Majority ie 50 percent of them agree that career service and student welfare is worst, so university should look into this matter very seriously and take more measures in this regard. And try its level best to build strong and more active placement cell.
- Majority ie 50 percent of them rated the facilities of this university is neutral and so the university should improve with more facilities.
- Majority ie 90 percent of them would advice others to join this university, as they ie 40 percent of them feel this university is the best place for women's education , 10 percent of them advice others not to join this university as there is no placement so university should work more towards placement of its students.

**CONCLUSIONS:**

Service firms can increase market share three ways: attract more new customers, do more business with existing customers and reduce the loss of customers. Educational services is one such service industry which is not fully commercialized and relationship marketing is one such strategy which is very much useful and prevailing in educational institutions.

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