



THE IMPACT OF EDUCATIONAL MARKETING ON UNIVERSITIES PERFORMANCE: EVIDENCE FROM PRIVATE MANAGEMENT COLLEGES OF VIETNAM

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ABSTRACT

This paper aims to explore the effects of the numerous university marketing campaigns carried out by selected private management colleges in Vietnam. The research also studied the actions of students from BBA and MBA, who have been recruited by their own management college. For this analysis, the conceptual model consists of 7ps of marketing mix built for educational institutions. Self-administered questionnaires were provided to 169 students from different colleges. Descriptive figures were used for the interpretation of collected results. The findings were focused on students, arrangement for non-school events, the library and IT services. The findings of the study indicate that the prestige of a university is strongly connected to the brand's ability to satisfy stakeholder expectations; brand credibility management may be treated as an important concern for most universities in the present very competitive climate. For managers responsible for designing a university's competitiveness promotion policy to support educational programs and programs, the findings of study can be valuable. We conclude that the findings of this study would seek to explain the psychology of the students and establish appropriate communication campaigns for all private schools, advertisement agencies and governmental education departments. It would also promote the oversight of certain practices that better suit the needs of students and service providers, ensuring that all future students at private colleges become more desirable.

Key words: Educational marketing, private management colleges, university performance, Viet Nam higher education.

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1. INTRODUCTION

Universities play an essential part in the growth of every country in the world. It offers not only trained staff, but it also raises knowledge of environment, politics and community. People of high qualifications lead significantly to the development of society's living levels and increases growth (Helgesen, 2008). Many countries worldwide invest greatly to build and improve their education systems in order to achieve the required social and economic development. Governments around the world made significant investments in education for the country's economic and social growth. However, the government can hardly provide higher education on its own in developing countries. The private involvement in higher education has resulted. These private providers of education programs come to light in order to generate money and to meet societal obligations (Haur, 2009).

Private schools spend extensively in the development and execution of communication techniques to boost their university enrolment. This research therefore aims, from the student's point of view, to examine the impact of marketing activities of private universities. The latest BBA and MBA students for the study were analyzed as the decisions taken during the admission period are extremely probable to be reminiscent. In order to recognize how students from the BBA and MBA levels who research at different colleges of the private sector appreciate the numerous factors throughout the selection of the course. Study the relationship between private management colleges' promotional practices and those of BBA and MBA enrolment rate (Enache, 2011).

Modern universities contend for academic capital, faculty, national and global rankings against the background of major shifts in higher education. The creation of universities' management and marketing strategies has various contextual influences. A variety of socio-economic, socioeconomic, political, national (public) problems and student characteristics – their age, ethnicity, socio-economic status and cultural backgrounds are the most important factors (OECD, 2020).

Therefore, the importance of the study question relies on administrators who work in higher education being prepared to meet different obstacles in a rather dynamic foreign setting that is increasingly business driven. The aim of the paper is to examine existing higher education marketing and branding patterns and to address popular marketing strategies integrated into a new university marketing strategy. Thus, the main aim that lies behind this paper is absence of studies related to educational marketing in Vietnam. This paper is focused on reviews of theoretical and earlier academic literature, the Vietnamese Higher Education Marketing Papers and marketing strategies of randomly selected institutions of higher education. The research carried out in the paper helped the author to recognize the key issues confronting universities in the advancement of educational facilities and programs (Nguyen & LeBlanc, 2001; Ho & Hung, 2008; Chawla, 2013).

2. RESEARCH QUESTIONS

Based on this, the research attempts to answer following questions:

What factors students value most in selecting private management college for higher education in Vietnam?

How can private management colleges increase effectiveness of their marketing approaches to increase attraction and enrolment in Vietnam?

What is the relationship between educational marketing strategies and its impact on academic performance in Vietnam?

3. REVIEW OF LITERATURE

Bulley (2014) has discussed the presence of third-party organizations of strategic marketing strategy. As with the use of marketing blend variables, not all 7Ps are used in synchronization, and this affects the performance of the university. Study results suggest that a long-term and short-term approach is utilized and a marketing strategy is guiding the operations of organisations. Chawla (2013) also underlined that in the education services sector 7Ps of the marketing mix are essential to students, when selecting any institution. Odio (2014) studied the variables that affect social study enrolment and found that prospects for jobs, ethnicity and influences in the community affect student enrolment in social studies.

Fosu and Poku (2014) tried to understand the main factors affecting the option of university for students. The study showed that the most significant variables affecting students' preference of university were lectures, high-quality lecturers, well-stocked libraries and the Internet, convenient reading schedules, and employer appreciation. Yamamoto (2006) reviewed students' university-level requirements for better university management by utilizing marketing methods. The choosing of a university was very influential for families. Haur (2009) conducted research aimed at determining and understanding the factors which influence the intention of students to pursue their studies in universities. In this research, the costs of preparation, material, and academic framework, persons (family, colleagues, peers and teachers), gender and education are major factors affecting student study in a university. Messah and Immaculate (2011) performed a student enrolment research in private universities in Kenya, showing that print media are the most powerful marketing outreach resources to educate prospective students; newsletters, brochures and alumni networks were widely recognized.

Likewise, Sarwar et al. (2012) analyzed the driving factors of the pupils in choosing higher education courses at separate institutions of higher education in Malaysia. It demonstrates that a student's selection of the higher education institution followed by the colleges, curriculum configuration, and accreditation facilities at the campus is the most significant element in the standard of the education in the university. Sia (2013) aims to find out the factors which students consider essential for decision-making at their university and to offer education administrators marketing implications. The findings indicated that prospective students regard their school preference as a significant factor of curriculum, costs (financial assistance), venue, secondary school staff, colleagues and friends and campus visit.

In a further analysis, Ho and Hung (2008) has revealed that employability, curriculum, academic prestige, faculties, and research climate are the five most critical elements for student selection. Mehboob et al. (2012) analyzed variables which are fundamentally significant in shaping and deciding the decision of students to engage in HEIs. In deciding student enrolment decisions at HEIs the most powerful aspect is the facility element. Lai et al. (2014) carried out a report on the university-level general issue and linked it to university-level and national patterns. The highlights for the non-marketing intelligence outlets of college options are secondary school advice counselors and the present and former university applicants. Social life was the most charged among college characteristics, with the maximum charge for marketer-controlled variables earned in the admissions bureau telephone calls. Students were often researched as a consumer strategy. Watjatrakul (2014) explored the students' expectations about the outcomes of the implementation and engagement results of the Student-as-Customer definition and their plan to research at universities and their attitudes towards acceptance. The outcome has disclosed that students expect that the universities can enhance education quality by embracing customers as a consumer definition. Teachers are more dedicated to enhancing the standard of education and to developing relations between

students and teachers. Many experts recognize the necessity for creative marketing planning to improve educational programs (Hung & Yen, 2020).

In order to evaluate important factors that affect higher education attendance, the effect of various marketing variables is often analyzed. In addition, attempts were made to define the latest communication combination most relevant for supporting educational facilities. Most students choose trained lecturers to the findings of the study. Other considerations that students enjoyed most when choosing a college were college services and job prospects. It should be mentioned, however, that the conduct of students varies with the criteria of geography, history, economics and education. The chosen 7Ps for testing variables are often calculated depending on their usage in promotions. In this analysis the marketing practices of private management colleges in Viet Nam are examined based on the promotion factors used by them during registration.

Marketing activities and its impact on Higher Education

Modern higher education is affected by different globalization mechanisms and has a significant effect on these systems at the same period (OECD, 2020). The growth of human resources, information creation, trade and conservation, creativity, social, cultural and environmental growth, as well as social stability lead to social and economic development (OECD, 2020). Higher education is rising internationally and participatory involvement is increasing; the number of foreign students is rising; the massification and internationalization of the sector are gaining traction (OECD, 2020). Both this helps in the diversification of the community of pupils. Innovation contributes to qualitative shifts in the whole of community and the school structure of the world. Modernizing higher training is connected to the numerisation, followed by big improvements in ICT, of the resources and processes which may promote education and learning (OECD, 2020).

In order to build an education reform plan, the capacity to quantify creativity (how often the education and learning processes have changed) is vital and enhances the education expertise required for creating policies (OECD 2020). Pedagogical frameworks enabled by technology seek to extend the scope of educational resources open to students (OECD, 2020), which is very relevant on the agenda of massification, internationalization and transformation of higher education. Present trends in tertiary training are therefore related to: – higher education massification – higher education internationalization – student diversification – higher education modernization. These developments are strongly related to the growing cooperation and contact between academics, industries and society at large (Hung, 2019).

Today, higher education institutions are working to create a strong partnership with all "external players" to find ways to produce the right goods to satisfy the demands of both person and social needs in support of the labor market (Muhcina & Moraru, 2016). The next move is "to encourage and sell the commodity," which may be a significant task. Universities use any fair attempt to improve their image in a highly dynamic global world to raise their enrollment and recruit more talent. Now administrators in higher education are searching at the most effective forms in 'synchronizing their role' with internal strengths and vulnerabilities with external opportunities and challenges (Stukalina, 2015) so contemporary academics have to look closely at emergent patterns and changes in the global education sector. Any emerging tertiary education developments and their effect on university marketing management are summarized in Table 1.

Table 1 Tertiary Education Developments and its impact on marketing management

Current university trends	Marketing Management and its impact on universities
Massification	Uncertainty of customers Accountability of stakeholders
Internationalization	Uncertainty of customers Enhancing international marketing
Diversification of student population	Uncertainty of customers Focusing on diversified programs and services
Modernization	The change from standardization to innovation Focusing on delivering high quality

As seen from Table 1, there is a necessity to reconsider marketing strategies to be applied in a modern university in the agenda of significant changes occurring in the higher education area.

Educational Marketing Trends

Educational marketing methods, typically, are close to the social marketing and selling of resources, as the high school sector is driven by the emergence of social needs (Filip, 2012). The reach of marketing practices and the approaches used in modern universities are commonly applicable, although they are primarily based on numerous internal and external factors (Białoń, 2015). Today, thanks to globalisation, technical changes and legalization, etc., the marketing climate is radically shifting (Kotler & Keller, 2016). To thrive, marketing experts must draw their attention to current patterns and technology innovations so that their communication plans are corrected correctly (Kotler & Keller, 2016).

Since the above factors dominate the foreign education sector, the developments following the global higher education environment have an essential effect on the creation and execution of marketing strategies in contemporary universities. Communication planners therefore utilize numerous marketing methods, including the "Marketing Blend Model" (Kotler & Fox, 1995). This concept is often relevant to higher education.

Academia's communication campaigns seek to aggressively promote the introduction of overall policies intended to boost the role of the university in the foreign educational sector (Białoń, 2015). As university management confronts the need to recruit a larger and varied student body, branding and marketing efficient practices are becoming increasingly necessary. Universities often employ industry marketers and spend more resources in developing their identities. Table 2 demonstrates certain emerging developments in the marketing of higher education and the associated marketing goal.

Table 2 Emerging developments in the marketing of higher education

Trend	Outcome
Increased spending in the development of a good organization	Identity Strong Brand
Increased capital spending (academic and participating personnel)	Standard of education and facilities increased
Integration into a university society with the business mindset	Development of a new business model
increased use of every prospective student's personal approach	High number of enrolled students due to enhanced marketing activities
Implementation of information technology in universities	Brand Involvement Enhancement
Continuous implementation of marketing strategies	Enhancing educational services

The implementation of the strategic marketing plan to build and retain a clear institutional brand that is distinctive and familiar, as seen in Table 2 is a must in contemporary higher education marketing patterns.

Marketing priorities mirrored in the marketing plans of contemporary universities. Two main factors are traditionally used in the communication plan (Chernev, 2014):

The target sector (operational sense, target demographic, school company, personnel and competitors)

Value Proposition: The option of marketing approach at universities relies on a variety of variables such as the education market condition and state of marketing information from a study period; there are various 'scenarios' for the enhancement of higher education (Białoń, 2015) in the findings of marketing climate review.

In a university's business policy, the findings of the business environmental review are expressed. This paper integrates the long-term priorities of different strategies and methods to achieve the objectives based on the strategic priorities defined in the overall plan. A collection of priorities endorse long-term targets. Along with the long-term goals, goals ought to be more precise and described more explicitly (Białoń 2015). Table 3 points out several business targets proposed by contemporary colleges focused on the study of the consumer climate.

Table 3 Business targets and contemporary colleges

Type of analysis	Marketing objectives based on the obtained results
Analyzing situation	Increased awareness and appeal by better national and foreign rankings
Competitive analysis	Strengthen the brand with emphasis on key brand awards
SWOT analysis	Develop a more effective internal and external communication system to increase positive brand awareness

The new academies perceive the development and preservation of a strong institutional brand as essential to their progress, as seen from the above chart. A good brand would affirm its legitimacy on the foreign education sector in the marketing of education facilities and programs as a favorable brand picture and popularity have clear consequences for customer behavior (Kotler & Keller, 2016). In market, brand is described as a group of exclusive characters and organizations which identify a supply and generate value beyond the fundamental aspects of this offer. Brands are to have a high degree of customer protection, as their worth is closely connected to their potential to achieve a special and beneficial effect on customers (Chernev, 2014).

The differentiation between good or service and competition are specifically linked to branding. Brand symbolizes everything operation or quality details (Kotler & Keller, 2016). A good branding is critical because it encourages a company to explore new markets by expanding and offsetting environmental challenges. The identification of higher education organizations has become the subject of several important problems confronting universities today (Erisher et al., 2014). Modern colleges are gradually "business-like."

The willingness to react to an uneasy external world may be known as entrepreneurialism in the higher education (Clark, 2000). The notion of branding is commonly employed in higher education with intensified global rivalry on the educational sector. Tangible and intangible elements are part of a brand in this market. (a) state college accreditation or training programs; (b) foreign accreditation for educational courses; (c) certification for college workers (e.g. proportion of PhD instructors, number of professional faculty members);

and (d) financial characteristics (e.g. tuition fees, research scholarships and awards); and (c) financial characteristics; Table 4 explains such marketing tactics to create and retain a powerful institutional identity. A collection of techniques should be assisted in marketing campaigns built on the basis of the study of the business climate. The key marketing alternatives for brand campaigns are techniques (Chernev, 2014).

Enhancing the awareness of the university’s educational services and programs

The knowledge of products is deemed a requirement for products' commercial performance. Sensitivity to the brand encourages the desire of customers to recognise the company, such that they want "to buy" (Kotler & Keller, 2016). Knowledge of tangible and intangible brand elements requires market recognition. These elements provide education facilities and initiatives in the higher education field, among other aspects. The strategies used for growing university knowledge are categorized according to the preferred marketing technique.

Table 4 Strategies implemented by universities

Marketing strategy	Related activities
Renew the brand	Recruitment of concept experts from or outside the university
Share the brand's origin within the campus	Campaigns to encourage brand recognition among professors and students
Campaigns to encourage brand recognition among professors and students	Create unique services with successful rates of placement
Naturally expand the brand on campus	Creation and usage of social media to establish a propagation strategy

4. METHODOLOGY

Study respondents involve students who had recently been recorded in BBA and MBA levels. The students were presented with a self-administered questionnaire. Pilot analysis of the reliability of the questionnaire and the data obtained was performed among 15 students. In order to pick the research respondents, the target population was composed by students studying BBA and MBA at 20 private colleges, which totaled 3,000. The survey had been distributed using google forms, and had been treated using SPSS statistical software. At last, the research implemented deductive approach accompanied with quantitative technique for data analysis.

An answer was reported and evaluated using SPSS and MS Excel from 169, students in 9 separate private management colleges. The survey data were first coded into relevant SPSS groups. In order to determine the importance of factors of 7Ps that affect BBA and MBA registration, the Pearson Chi-square was used. The methodological structure consists of the 7 Ps marketing blend built for educational institutions (Figure 1).

The Impact of Educational Marketing on Universities Performance: Evidence from Private Management Colleges of Vietnam

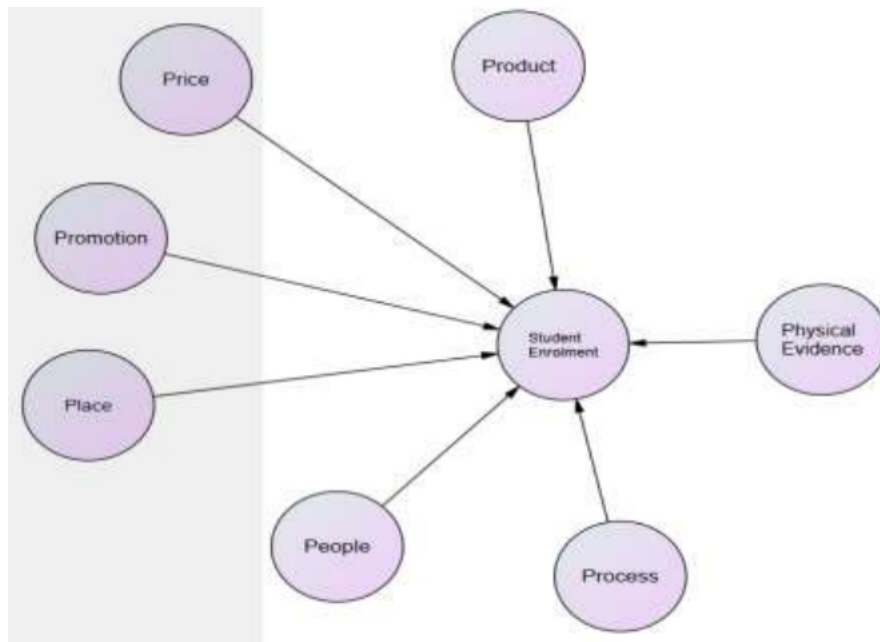


Figure 1 Research Model

Product is measured by:

- University Affiliation
- Employment opportunities
- Previous Academic results
- College offering placements

Price is measured by:

- Fees of the programs
- Scholarships offered

Promotion is measured by:

- Newspapers
- Televisions
- Radio
- Social Media

Place is measured by:

- Accessibility to the faculty based on location

People are measured by:

- Management team
- Faculty team

Process:

- Teaching practices and activities

Physical Evidence:

- Library
- Activities
- Alumni Engagement

The 7Ps of marketing operation i.e. the independent variables in goods, price, marketing, individuals, locations, processes and physical proofs, while student enrolment is regarded as dependent variable at the BBA / MBA stages. In each independent variable, different variables are examined to make the outcomes more precise and effective. In order to evaluate the usefulness of any one of these inscriptions, the students were invited to respond to advertising media used by the universities. The students were also questioned to address 15 criteria and see how relevant each aspect is when deciding on registration for the individual institution, and decide what the importance of the student is most during registration. Factors are calculated depending on the presence of these factors in private colleges' promotional activities.

5. RESULT AND DISCUSSION

Table 5 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Promotion tends to have a direct effect on university marketing	169	1	5	2.54	.994
University affiliation tend to play a direct effect in marketing university	169	1	5	2.55	1.091
Employment Opportunities tend to affect the marketing of the university	169	1	5	2.41	1.115
Previous academic grades is an effective tool for marketing university	169	1	5	2.44	1.005
Price affects marketing university	169	1	5	2.11	1.110
Fees of the programs is an essential tool for educational marketing	169	1	5	3.51	1.268
Scholarships offered is an important tool for marketing	169	1	5	2.64	1.094
Social Media tends to enhance educational marketing	169	1	5	2.88	1.001
Teaching practices and activities tend to enhance educational marketing	169	1	5	2.26	1.042
Alumni Engagement tend to boost educational marketing	169	1	5	2.15	.980
Valid N (listwise)	169				

Table 5 represents descriptive statistics, the N represents the number of sample addressed, the minimum and maximum represents the scale ranging from 1 to 5, 1 corresponding to strongly agree and 5 corresponding to strongly disagree. As for the mean it represents the average of the responses. Furthermore, the respondents agreed that “Promotion tends to have a direct effect on university marketing” since this question scored a mean of 2.54 which falls under the agree scale. This tends to clarify that promotion is an essential marketing tool to be implemented by the university. On the other hand, the respondents agree that “University affiliation tend to play a direct effect in marketing university” since it scored a mean of 2.55 which falls under the agree scale according to the measures implemented in the research. Affiliation had proved that it is an essential marketing tool to ensure university success and high performance. Referring to the statement which states that “Employment Opportunities tend to affect the marketing of the university” most of the respondents agree with this statement and proposed that providing employment opportunities is considered one of the main important tools to implement educational marketing, and it scored a mean of 2.41 falling under the agree scale. Previous academic grades is an effective tool for marketing university 2.44 falling under the agree scale. The respondents agreed that “Price affects marketing university” since the lower the price, means the better the university is, and students tend to

correlate the university quality to price, this statement scored a mean of 2.11 falling under the agree scale.

The respondents neither agree nor disagree with the following statement “Fees of the programs is an essential tool for educational marketing” this statement scored a mean of 3.51 falling under the neutral scale. The Scholarships offered is an important tool for marketing, and the respondents highly agree with this statement since it scored a mean of 2.64 falling under the agree scale, and the higher the scholarships are offered the higher the performance of the universities will be.

Social Media tends to enhance educational marketing and especially the use of Facebook, LinkedIn and Twitter and this statement scored a mean of 2.88 falling under the agree scale. Teaching practices and activities tend to enhance educational marketing 2.16 falling under the agree scale. Alumni Engagement tend to boost educational marketing and this statement had been confirmed by the participants which replied to the questionnaires, and it scored a mean of 2.15 falling under the agree scale.

Currently five colleges had a department in marketing; the majority had a professional in marketing (71%). The key findings and correlation coefficient are summarized to evaluate the degree and intensity of the linkages between marketing strategies' use and their perceived performance.

The findings have showed that private universities utilize other communication techniques, such as SMS ads, social networks, and favorable word-of-mouth towards senior citizens. These observations are compatible with Maringe (2006) study, which has shown that, ultimately, advertisement in university institutions is used in a limited fashion as ads or promotion.

He has also learned that several colleges have utilized the brand communications approach rather than establishing partnerships to incorporate the commercial concept. In developing and less developed countries, this perception seems widespread globally (Ivy, 2002, Maringe, 2006). The other purpose of the research was to investigate how marketing campaigns at private universities are considered to be successful.

Out of the 15 marketing techniques, the findings indicate that more than 75 percent viewed ten techniques as productive or extremely successful (i.e. assets analysis, present and potential patterns evaluation, customer study, placement, promotional pricing, adversity, advertisement, web marketing, market research and the auditing of marketing). The least successful strategy considered by the respondents is consumer segmentation, whereby 62% of the participants regard the strategy to be quite unsuccessful.

These findings are aligned with the Maringe (2006) report, which found that marketing is highly important and necessary for senior managers and workers in view of the underlying powers and challenges confronting universities around the world. The third aim of this research was to explore the essence of the linkage between communication campaigns and their efficacy.

The findings have shown that all 15 marketing tactics have a strong and meaningful correlation between use and perceived impact. Most techniques found that the two variables were highly linear (i.e. $r > 0.70$, $p < 0.05$). The more the admission directors' adopt this technique, the more successful they consider in the recruitment of students in the first year. Just two methods revealed that the two variables (i.e., customer and positioning) had a mild linear association. That is, admission directors are less successful at hiring students for the first year while introducing the technique. In this report, the last goal was to recognize the obstacles that private universities face in their marketing plan acceptance and execution.

The respondents were asked to explain the marketing challenges facing private universities.

Several insights were given such as:

- Shortage of financial resources,
- Higher education rules did not support the private universities expansion strategies,
- Difficulties in satisfying public’s needs,
- High price sensitivity of students to the tuition fees,
- High promotional costs, and
- Intensive competition

5.1. Pearson Correlations

Table 6 Pearson Correlations Test

		Performance
Teaching practices and activities tend to enhance educational marketing	Pearson Correlation	.213**
	Sig. (2-tailed)	.005
	N	169
Price affects marketing university	Pearson Correlation	.214**
	Sig. (2-tailed)	.005
	N	169
Fees of the programs is an essential tool for educational marketing	Pearson Correlation	.334**
	Sig. (2-tailed)	.000
	N	169
Scholarships offered is an important tool for marketing	Pearson Correlation	.467**
	Sig. (2-tailed)	.000
	N	169
Social Media tends to enhance educational marketing	Pearson Correlation	.595**
	Sig. (2-tailed)	.000
	N	169
Alumni Engagement tend to boost educational marketing	Pearson Correlation	.296**
	Sig. (2-tailed)	.000
	N	169

The Pearson Correlations aims to study the relationship between the dependent and independent variables based on Pearson Coefficient.

The results showed a positive significant relationship between dependent and independent variables, and will be explained as follows:

- Teaching practices and activities tend to enhance educational marketing and it showed a correlation of 21.3%
- Price affects marketing university tend to enhance educational performance by 21.4%
- Fees of the programs is an essential tool for educational marketing tend to enhance educational performance by 33.4%
- Scholarships offered is an important tool for marketing tend to enhance educational performance by 46.7%
- Social Media tends to enhance educational marketing tend to enhance educational performance by 59.5%
- Alumni Engagement tend to boost educational marketing tend to enhance educational performance by 29.6%

5.2. Hypothesis Testing

The below table represents the hypotheses which had been constructed based on the research model and based on the dependent and independent variables of the research. In this Chi Square examination, student enrollment is strongly related to the 7Ps of education marketing at BBA and MBA levels. The Chi Square Test demonstrates how BBA or MBA students respond similarly or otherwise to various variables embraced for promotional activities by private colleges. The table below indicates that the hypotheses developed for study are appropriate and refused.

Table 7 Hypotheses Testing

Hypothesis	Statement	Correlation value	Sig Value	Remarks
H0 ₁	There is no significant relationship between education level of the university and student knowing about admission open through newspaper advertisements.	0.213	0.000	Rejected
H0 ₂	There is no significant relationship between education level of the university and university affiliation while selecting the college.	0.214	0.005	Rejected
H0 ₃	There is no significant relationship between education level of the university and discounts & scholarships while selecting the college.	0.334	0.000	Rejected
H0 ₄	There is no significant relationship between education level of the college, its location & accessibility while selecting the college.	0.567	0.000	Rejected
H0 ₅	There is no significant relationship between education level of the college and lecturers while selecting the college.	0.595	0.001	Rejected
H0 ₆	There is no significant relationship between education level and teaching practices while selecting the college	0.296	0.000	Rejected
H0 ₇	There is no significant relationship between education level of the college and building attractiveness & classroom layout while selecting the college.	0.296	0.000	Rejected

6. CONCLUSIONS

The analysis performed in this paper had made the following findings accessible to the scholar. Marketing is also being granted more focus in the higher education field. Field managers must adopt a more market-oriented stance, dictated by today's obstacles. The move towards marketing is strongly related to new developments in the field: massification, hyper-internationalization, upgrading higher education and diversification of the base of students. This allows new academies a successful tool to attain academic excellence and to recruit the best students in the already competitive sector of higher education.

The patterns formed within higher education marketing demand that universities utilize marketing elements in their administration. marketing services in the higher education marketing industry. Universities need to evaluate their past tactics to transform them from being open to becoming more pro-active. The way marketing campaigns are developed and applied in contemporary academia has major shifts in foreign higher education. New marketing tactics are already based on creating and retaining a successful institutional brand; the intellectual reputation of a successful brand in the global education industry will be verified. Brand recognition, including recognition of tangible and immaterial brand elements (educational services and programs), might promote brand loyalty such that understanding of those services and programs is significant. In order to increase brand visibility, different strategies are implemented in conjunction with a chosen campaign plan.

A variety of campaigns include some unique core messaging delivered to all customers (target audiences). Business appraisal is an significant aspect of the execution of the marketing campaign. Different metrics (success metrics), which are quantitative and qualitative by their design may are used to assess improvement in the field of marketing in higher education. The numerous academies utilize common indicators dependent on many variables that are directly tied to the business priorities of a single university's marketing strategy. The study 's drawbacks are largely due to the data sample, comprising a few higher education organizations, so it is advised to generalize outcomes in potential studies using a wider research base. Empirical study on the basis of primary data collection and interpretation is also advisable in this area.

The results suggest that the safest way to connect about colleges at both BBA level and MBA is to create suggestions from acquaintances, families and relatives. However, the inscription was substantially inspired by MBA newspaper ads. Students have often focused strongly on college web site alerts since both BBA and MBA respondents agree the college website reflects the college correctly. A large number of BBA and MBA students became informed of the college enrollment through the university website. This demonstrates that university websites maintained with important details and numerous events of the university may have a significant effect on inscriptions at both stages. The results of this paper demonstrate that students at BBA and MBA level consider most of the variables similarly.

Students at BBA and MBA level strongly regarded considerations like lecturers, job prospects in the course, university placement, teaching experience. Variables have also been identified that may greatly affect BBA and MBA inscriptions. MBA students were granted greater priority than at BBA level to reasons including faculty members participating in the College and program fees. In the same manner, the BBA students acquired greater value than the MBA students to factors like discounts and bursaries, availability of additional curriculum events and a suitable play arena.

However, this should be taken very strongly by all private colleges since all 7Ps in education marketing are interrelated closely. Stressing just few variables and factors will not render student enrollment successful. Students will see all of the reasons as the essential needs of a school. As for some factors such as cafeteria, venue, accessibility, the attractiveness of the building and the design of the classroom, participants at BBA as well as MBA level felt less significant. The research completed its targets successfully. The research found that students at BBA and MBA levels enjoyed contrasting variables in education marketing during enrollment. Based on the findings of this study, private universities will establish successful marketing campaigns in the short term and the long term to maximize attractiveness and enrollment. Colleges who provide BBA will easily utilize user tips such as referrals from friends and family to maximize enrollment. The college should provide a team to hire the prospective students and they can be useful through the enrolment process, who will provide

valuable knowledge regarding the college efficiently. The main factors such as instructors, incentives and bursaries, library and IT should be communicated where the students most care for when choosing college. Likewise, MBA graduates from the university will successfully market their programs by ads in journals.

The university should spend intelligently in order, throughout its selection of the program, to provide students with visibility and competitiveness to boost work prospects highly valued for BBA and MBA students. The findings of this report would therefore be of considerable value to the organisations and individuals interested in encouraging, governing and investigating higher education facilities. This study can help decide the criteria that match the needs of students.

7. IMPLICATIONS, AND RECOMMENDATIONS

Even though few universities have a marketing department, most of which have a marketing expert, the findings suggest that private universities are utilizing marketing initiatives intensively and are considered to be successful. When developed by a marketing manager, the institution is responsible for executing the communication strategy.

In the implementation stage, the admission officer, such as vigorous competitiveness, financial capital and market sensitivity, stressed many obstacles faced by private universities. Private universities concentrated considerably on resource development. Private universities have shown that the resources research are used intensively and considered to be reliable. The opportunity review discusses the resources and challenges that impact higher education as external influences. The value of doing a resource review is that entities will utilize the data to establish strategic potential strategies.

The findings showed that market segmentation in student recruitment was not always abused or considered to be quite effective. It may have been that enrollment managers had not a good grasp of consumer segmentation that the poor utilization and perceived productive answers were noticed. In designing succession policies, higher education organizations should use industry segmentation. Market segmentation helps an institution to classify the groups of prospective candidates they plan to hire.

The statistics suggest that nearly half of private institutions did not take benefit of a study of customer behavior. Admission managers can genuinely research customer behavior in their target regions and assess if potentials utilize technology in their everyday lives. Studying the climate and habits of intake of prospective students offers insight into the behavior. It must first think about the future student pool before an organization can hire students.

Technology has helped web marketing to become a permanent method for admissions managers to attract first-year students in a marketing toolbox. Other advertisement techniques, including SMS ads and social networks, have seen in the findings of this report. Admission managers will expand the use of internet marketing when they get to know the platform better.

Software helps admissions directors to track the reactions of prospective students to online marketing activities. Social networking platforms and search engines provide choices that enable an organization to manage the traffic from internal ads. In order to incorporate the following marketing techniques, the admission directors can constantly build marketing plans: assets review, branding, product promotion, publicity and marketing audit.

When used to attract prospective students, the participants considered these marketing tactics to be successful. Several suggestions for the higher education field are important. The creation of marketing departments is very necessary for universities, in order to conduct

crucial functions including consumer attention, contest tracking, innovative strategies, internal communication, and the description and execution of the campaign.

Admission divisions should arrange technical conferences and preparation classes for the implementation of communication campaigns and discuss best practices. The tools required to execute efficient communication campaigns should be appropriate. Future research can be performed to examine the use and successful use of communication techniques of other campuses, such as two year schools. It should also analyze the usage of marketing tools to execute effective marketing strategies.

However, referring to the research results, product is measured by different metrics in Vietnamese universities including “University Affiliation” and it is represented by the affiliations that the university implements with other international universities to enhance its educational presence in the market. In addition to that, it is measured also by the “Employment opportunities” that the university provides to its students after or during graduation. In addition to its “Previous Academic results” which is considered one of the most important indicators which motivate Vietnamese students to enroll into universities. On the other hand, “Price” is one of the key metrics which is used for marketing purposes in Vietnam and it is measured by “Fees of the programs” and the “Scholarships offered”. This is considered a high indicator for marketing to attract students in Vietnam and among the world since most of them seeks financial aids and scholarships.

Promotion is measured by different aspects including “Newspapers”, “Televisions”, “Radio”, and “Social Media”. Nowadays the concentration will be on using social media and digital marketing to enhance the performance of university marketing which will impact overall the academic performance of the university. On the other hand, the location of the university is also one aspect of the addressed model in the research to maintain a high marketing area, and its’ measured by the “Accessibility to the faculty based on location”. For example, universities located in the downtown and cities tend to attract higher population than that in urban areas. However, the faculty members also tend to act as marketing for the universities especially the skills of the “Management team, and the Faculty team”

At last, the “Process” represented by teaching practices and activities, and the “Physical Evidence” which is represented by “Library”, “Activities” and “Alumni Engagement” tend to impact both the academic performance and the marketing activities in Vietnam.

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