

PalArch's Journal of Archaeology of Egypt / Egyptology

MARKETING PROMOTION TO INCREASE NUMBER OF APPLICANTS FOR EFFAT UNIVERSITY

Asalah Omar Alyafie¹, Manzar Ahmed²

^{1,2}College of Business, Effat University, Qasr Khuzam St, Kilo 2, Old Mecca Road P.O.BOX
34689, Jeddah 21478, Saudi Arabia

Asalah Omar Alyafie, Manzar Ahmed. Marketing Promotion To Increase Number Of Applicants For Effat University PalArch's Journal Of Archaeology Of Egypt/Egyptology 18(12), 235-241. ISSN 1567-214x

Keywords: Marketing, Promotion, Education, University, Applicants, Saudi Arabia

ABSTRACT

Recently, higher education around the globe is experiencing heavy competition between fellow government and private sector universities. Marketing promotion is therefore important for universities to attract potential students to join their institution. Hence, this work has analyzed explored the promotion factors that is used by Effat University at Saudi Arabia to increase the number of new applicants. This study was done based on quantitative research method. The sample population of this work was 50 respondents, consisting of Effat University students and faculty members. Data was collected through a questionnaire survey of 7 statements distributed to the population sample. The findings of this work have shown that the university has a good reputation and strategy, good marketing of its academic programs, is able to develop strong promotional activities and is focused on improving customer satisfaction. Furthermore, the findings have also shown that universities need to improve the use of social media to attract applicants.

INTRODUCTION

The higher education environment has changed dramatically in recent years [1]. Higher education has long been viewed as a luxury rather than a fundamental requirement for students. Many individuals even regarded higher education to be a pretentious exercise that should not be publicized [2]. Over time, as individuals obviously noted the significance of higher education, demand for it risen dramatically. To satisfy the growing economic requirement for higher education, the incapability of government universities has resulted to the creation of private and foundation universities [3].

In such a vibrant setting, students are now thoroughly selecting their higher education establishment. Since there are many options, however, the college

selection method is extremely complex for candidates. In fact, the rise in options has led in increasing rivalry among colleges [4].

While it is not easy to comprehend the college selection decision among the students, determining the variables that affect the method could be seen as a needed exercise for college directors [5]. By analyzing this method, education establishments can create a thorough knowledge of how and why pupils choose a better learning organization. Likewise, comprehending the selection method is crucial for universities in enhancing their student hiring policies [6]. Many studies have discussed the growing competition in higher education. Du and Lapsley [7] stressed that the goal of the growing competition between universities was to increase the number of students, obtain research support, find faculty members, and receive financial contributions. Hemsley-Brown et al. [8] stated that an institution's reputation is a major factor in the process of university selection. A study by Stephenson et al. [9] has shown that university choice decisions of students are influenced by university attributes. These attributes are identified as staff quality, type of institutions, availability of desired programs, curriculum, international reputation, quality of facilities such as library, computing facilities and social facilities, size of campus and class, and availability of financial assistance. Likewise, the report by Douglass [10] stated that academic factors, availability of desired program, academic reputation and teaching quality are the main reasons that affect students in selecting a university. Moreover, the research conducted by Kim et al. [11] shows that there is a certain relationship between students and their families in selecting university. Parent's financial status may lead to limiting one's choices about their scholarly future. Furthermore, Noaman et al. [12] stated that quality is an important factor that influences the choice of university among students. He claims that learners are prepared to recognize large increases in tuition fees in return for quality education.

In current periods, the notion of marketing strategy for education, such as contemplating potential students as customers, is being practiced around the globe. Pucciarelli and Kaplan [13] stated students mainly use pamphlets, banners, education conferences, endorsements, advertisements, websites, and social media as interaction instruments for university selection. These mediums are currently being used by universities as marketing tools to attract and recruit students.

The higher education environment in Saudi Arabia is also experiencing competitive nature. With regard to increasing the number of students, which is a significant part of university competition in Saudi Arabia, this study explored the promotion factors that are used by Effat University to increase the number of new applicants.

METHODOLOGY

This research is primarily a quantitative research. The study population sample contains 50 respondents, ranging from students to faculty members of Effat University. The questionnaire administered 7 statements requiring scale of responses ranging from Excellent to Poor. The primary data was gathered through the questionnaire. The secondary data was gathered through previous

research publications and other related materials. The data was analyzed in terms of the basic statistical analysis and is presented in graphical form.

RESULT AND DISCUSSION

Questionnaire Analysis

For this work, the respondents were asked several questions related to the promotion factors that are used by Effat University to increase the number of new applicants. Therefore, the response to the questions is presented in this section. The respondents were asked ‘What is your view on the University's reputation and strategy?’. Based on Figure 1, 50% stated that it was excellent, 30 % stated very good, 20% stated good and 0% stated fair and poor.

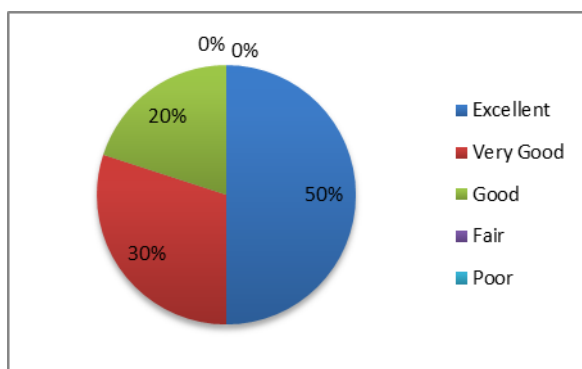


Figure 1: University’s reputation and strategy

The respondents were asked ‘What is your view on the overall number of students last year, compared with current year?’ Based on Figure 2, 40% stated that it was excellent, 20 % stated very good, 20% stated good, 20% stated fair and 0% stated poor.

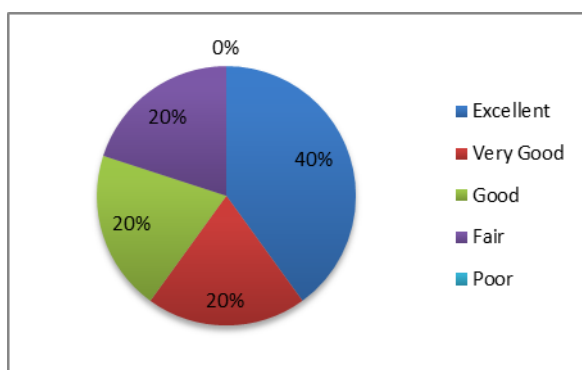


Figure 2: Overall number of students last year compared with current year

The respondents were asked ‘What is your view on the university's skill in marketing its academic programs?’. Based on Figure 3, 30% stated that it was excellent, 10 % stated very good, 20% stated good , 40% stated fair and 0% stated poor.

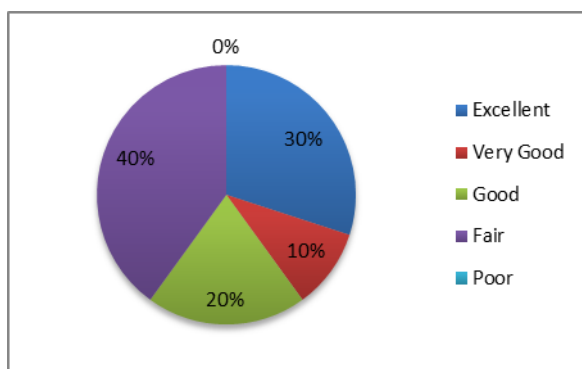


Figure 3: University's skill in marketing its academic programs

The respondents were asked ‘What is your view on university's ability to develop strong promotional activities?’. Based on Figure 4, 20% stated that it was excellent, 20 % stated very good, 20% stated good, 30% stated fair and 10% stated poor.

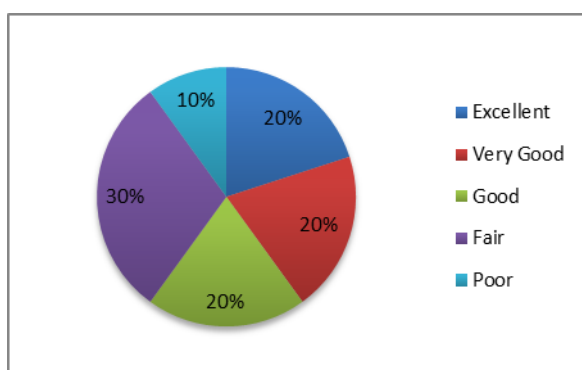


Figure 4: University's ability to develop strong promotional activities

The respondents were asked ‘What is your view on university's focus on improving customer satisfaction?’. Based on Figure 5, 30% stated that it was excellent, 20 % stated very good, 40% stated good ,10% stated fair and 0% stated poor.

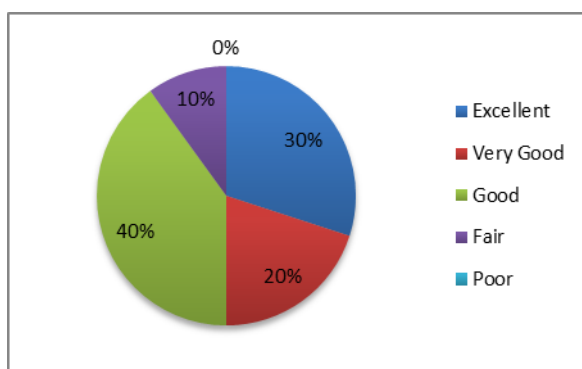


Figure 5: University's focus on improving customer satisfaction

The respondents were asked ‘What is your view on university’s use of social media to attract applicants?’. Based on Figure 6, 0% stated that it was excellent, 10 % stated very good, 10% stated good, 30% stated fair and 50 % stated poor.

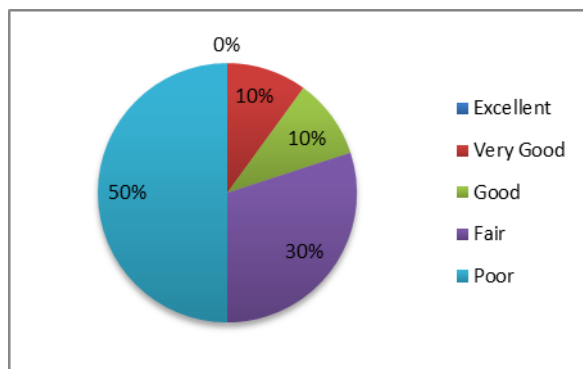


Figure 6: University’s use of social media to attract applicants

The respondents were asked ‘What is your view on the quality of the promotional activities?’. Based on Figure 7, 10% stated that it was excellent, 20 % stated very good, 30% stated good, 30% stated fair and 10 % stated poor.

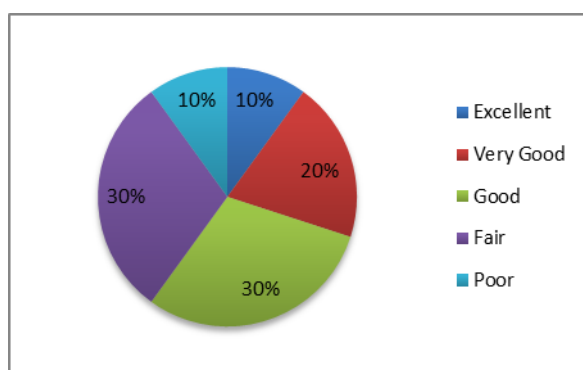


Figure 7: Quality of the promotional activities

Overall Discussion

This work has analyzed the promotion factors that are used by Effat University to increase the number of new applicants. The findings of this work have shown that Effat University has a reputation and strategy to attract students. Next, the results of this work have shown that the overall number of students of the current year is good compared to the previous years. Furthermore, the results have shown that the university's skill in marketing its academic programs is acceptable. Likewise, the results have shown that university's has good ability to develop strong promotional activities for attracting students. Moreover, the results have exhibited that the university is focused on improving customer satisfaction. In addition, the results have shown that needs to improve the usage of social media to attract applicants. Finally, the result have shown that overall, the quality of the promotional activities of the university is good.

In addition, the following promotional tools can also be used for increasing number of applicants to the University. The promotional tool includes word of mouth, radio, print advertisement, public relations, direct marketing, sales promotion and internet marketing. Word of mouth is the university's most effective promotional tool that can be used, because it is one of the most

credible tools. The respondents of this work have feedback that they would surely believe it if they heard from a relative or close friend that the university is good, rather than seeing an advertisement in a newspaper or television. This is agreed by Maisam and Mahsa [14] where it was stated that word of mouth is an effective tool for marketing as it exhibits a powerful impact among consumers when they hear it from their friends or family who have used the product before.

Additionally, print advertising is useful for attracting consumers aged 35 and above. This is because this is the current age group that regularly reads a newspaper. This led them to spread the news among their friends, family or parents of younger students. Yaoyuneyong et al. [15] has agreed that print advertisement is a great marketing tool and it has a good reach among consumers. In addition, the use of sales promotion and internet marketing is one of the most successful tools that can be used in the Effat University promotion plan. This is because it addresses the target audience (youth in general) directly through a means they can all understand and interact with through their smartphones, tablets, laptops, and other platforms. This is agreed by Price [16] where it was stated that university digital marketing practice is highly welcomed as it has enormous reach around the globe and will benefit the university in attracting students.

CONCLUSION

This work has analyzed the promotion factors that are used by Effat University to increase the number of new applicants. The findings of this work have shown that the university has a good reputation and strategy; good marketing of its academic programs, has the capability to develop strong promotional activities and focuses on improving customer satisfaction. On the other hand, the university needs to improve the use of social media to attract applicants. Overall, the quality of the promotional activities of the Effat University is good. In addition, the authors recommend introducing new academic departments according to job market requirements, something that would attract students, as they would be employed as soon as they graduate.

ACKNOWLEDGMENTS

The authors are grateful for the support given by the participants and College of Business, Effat University.

REFERENCES

- Altbach, P. G., Reisberg, L., and Rumbley, L. E. 2019. Trends in global higher education: Tracking an academic revolution. BRILL.
- Brubacher, J. 2017. Higher education in transition: History of American colleges and universities. Routledge.
- Hazelkorn, E. 2015. Rankings and the reshaping of higher education: The battle for world-class excellence. Springer.
- Ognjanovic, I., Gasevic, D., and Dawson, S. 2016. Using institutional data to predict student course selections in higher education. *The Internet and Higher Education*, 29, 49-62.
- Wilson, J. D. 2018. Student learning in higher education. Routledge.
- Johnson, L., Becker, S. A., Cummins, M., Estrada, V., Freeman, A., and Hall, C. 2016. NMC horizon report: 2016 higher education edition. 1-50.

The New Media Consortium.

Du, J., and Lapsley, I. 2019. The Reform of UK Universities: A Management Dream, An Academic Nightmare?. Abacus.

Hemsley-Brown, J., Melewar, T. C., Nguyen, B., and Wilson, E. J. 2016. Exploring brand identity, meaning, image, and reputation (BIMIR) in higher education: A special section.

Stephenson, A. L., Heckert, A., and Yerger, D. B. 2016. College choice and the university brand: exploring the consumer decision framework. Higher Education, 71, 4, 489-503.

Douglass, J. A. 2016. The new flagship university: Changing the paradigm from global ranking to national relevancy. Springer.

Kim, S. Y., Ahn, T., and Fouad, N. 2016. Family influence on Korean students' career decisions: A social cognitive perspective. Journal of Career Assessment, 24, 3, 513-526.

Noaman, A. Y., Ragab, A. H. M., Madbouly, A. I., Khedra, A. M., and Fayoumi, A. G. 2017. Higher education quality assessment model: towards achieving educational quality standard. Studies in Higher Education, 42, 1, 23-46.

[Pucciarelli, F., and Kaplan, A. 2016. Competition and strategy in higher education: Managing complexity and uncertainty. Business Horizons, 59, 3, 311-320.

Maisam, S., and Mahsa, R. D. 2016. Positive word of mouth marketing: Explaining the roles of value congruity and brand love. Journal of Competitiveness, 8, 1, 19-37.

Yaoyuneyong, G., Foster, J., Johnson, E., and Johnson, D. 2016. Augmented reality marketing: Consumer preferences and attitudes toward hypermedia print ads. Journal of Interactive Advertising, 16, 1, 16-30.

Price, R. A. 2018. Incorporating Digital Marketing in the Marketing Curriculum: An Approach for Small Colleges and Universities. Business Education Innovation Journal, 10, 2.

*This form below helps us to understand your paper better, so please fill in the information of all authors. **The form itself will not be published.**

Authors' background

Position can be chosen from: Prof. / Assoc. Prof. / Asst. Prof. / Lect. / Dr. / Ph. D Candidate / Postgraduate / Ms.				
Paper ID	Position , Full Name, Working unit & nation	Email address	Research Interests	Personal website (if any)
	Dr. Manzar Ahmed, Effat University, Saudi Arabia	mahmed@effatuniversity.edu.sa		
	Student, Asalah Omar AlYafie, Effat University, Saudi Arabia	aoalyafie@effatuniversity.edu.sa		