

Digital Tools/Resources used for Marketing & Communication – A Study of CBSE and State Board Schools of Nagpur city

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A good vision, a good product, a good service if not promoted properly will have to tread a difficult and time-consuming path to reach the consumers, get noticed, create satisfaction, trust in the minds of consumers. Presently, the usage of Digital Platforms for promotions has increased in all businesses and also the education field (to reach maximum number of customers). When we are talking of the Education Industry especially School education System their promotional strategies & today's fast changing technological scenarios, the need to know the latest and best digital marketing tools is very high. In view of the above, this study was carried out to know the use of digital resources by Central Board of Secondary Education (CBSE) and State Board schools of Nagpur city of India. This study was conducted by following a standardized research method and data collection was done using a structured questionnaire and statistical analysis was carried out using SPSS 20.0 software. Based on the study results, it is observed that most of the CBSE schools have outsourced the marketing activity, while most of the State Board schools have formed in-house teams to undertake marketing. In both type of schools, the marketing strategy revolves around promoting overall development of the students. Amongst the digital marketing methods bulk messaging is the preferred option.

Keywords: Digital Marketing, AI in Marketing, Digitalisation & School Marketing strategy, Social Media Marketing.

1. Introduction

With no to very less physical transactions, the globalized living is now here to stay. The digital transactions are also increasing day by day and the marketing activities are also getting on the digital platforms (Chaffey and Ellis-Chadwick, 2012). Today, the commercial field is a wide

open space with no boundaries. Various statistics published by researchers indicated that people are spending somewhere close to 200 minutes on mobile phone each day, which went up to 300 minutes per day in the year 2020. Moreover, the attention span of customer has gone down from 16 seconds to 8 seconds today, which means that one cannot hold the customer attention for more than 8 seconds at a time. Hence, the probable solution is to keep them busy with specific videos, voice commands, etc. These (videos, songs, etc.) are pretty extensively used now a days. Moreover, the current trend suggests that, somewhere close to 80% of the customers do not wish to read, however, want to see video as it has sound, motion and vision effect. All this suggests that digital advertising numbers will go up with much faster pace. Printed newspaper advertising, on the other hand, will grow at a sluggish growth rate, News Papers are getting converted into digital form.

Amongst various sectors, the education sector plays an important role in the growth of any country. Moreover, the major influence in education field is the higher use of internet and digital media. As the students prefer and use internet for most of their activities, this esector (education sector) is a completely revolutionized (Biswas, 2020). This demands that the educational institutions also take lessons from this change and use this medium (internet and mobile devices) to reach more students directly. Hence, digital marketing appears to the best method that can help these institutions to reach out to prospective students (Dhote et al., 2015). The digital marketing has many advantages, like it enables these institutions to make use of the social media (Gondane and Pawar, 2021) to propagate their vision. As seen in other industries, use of digital marketing medium may result in attracting more students to these institutions/colleges (Purwanti et al., 2021). Online marketing is essential when attracting new students. In view of the above information it was necessary to conduct a systematic study to determine the use of digital resources by CBSE and State Board Schools as Marketing Tool. The study was carried out at Nagpur City of Maharashtra State of India.

2. Research Methodology

This study was conducted by following a general research method, which included defining the research question, data collection using standardized tool i.e. a structured questionnaire, statistical analysis using SPSS 20.0 software and interpretation of results. The purposive sampling method was used and data was collected from total 70 schools (35 each CBSE and State Board Schools) through a survey. The study area was Nagpur City and adjoining areas where these schools are operational. The primary data related to research criterion and objective of the study was collected by using standardized tests through telephonic survey and also by using Google form.

Prior to data collection, reliability of the instrument i.e. research questionnaire was determined using test-retest method. All the correlation coefficients for the test were above 0.831, indicating satisfactory level of reliability. The descriptive statistics, such as mode, frequency, percentage, etc. were determined from the collected data and Chi-square test was used as an inferential statistical test using SPSS 18.0 software.

3. Results and Discussion

3.1 Marketing Department of Schools

Table 1: Presence of Marketing Department in the CBSE and State Board Schools of Study area

Marketing team/dept.	CBSE Schools		State Board School	
	Nos.	Per	Nos.	Per
Separate marketing department	6	17.1	0	0.0
Part time marketing team	8	22.9	11	31.4
Marketing outsourced	19	54.3	0	0.0
No marketing done	2	5.7	24	68.6
Total	35	100.0	35	100.0
	Chi-square 18.143; df: 3, p<0.05; Table Value: 7.82		Chi-square 44.657; df: 3, p<0.05; Table Value: 7.82	

Above Table 1 presents information about presence of marketing department in the CBSE and state board schools of study area.

- CBSE Schools: 17.1% schools have separate marketing department while 22.9% schools have part time marketing team. However, 54.3% schools have outsourced marketing and 5.7% schools do not have marketing department.
- State Board Schools: 31.4% schools have part time marketing team. However, 68.6% schools do not have marketing department.

3.2 Aim of marketing strategy

Table 2: Aim of marketing strategy of the CBSE and State Board Schools of Study area

Aim of marketing strategy	CBSE Schools		State Board School	
	Nos.	Per	Nos.	Per
Attracting optimum number of students	16	45.7	27	77.1
Continuous improvement of curricula	14	40.0	9	25.7
Promoting overall development of students	31	88.6	35	100.0
All of the above	29	82.9	21	60.0

Above Table 2 presents information about aim of marketing strategy of the CBSE and state board schools of study area.

- CBSE Schools: Marketing strategies of 45.7% schools aim to attract optimum number of students while 40.0% schools make marketing strategies for continuous improvement of curricula. However, marketing strategies of 88.6% schools aim to promote overall development of students and marketing strategies of 82.9% schools are formed for fulfilling various objectives such as attracting optimum number of students, for continuous improvement of curricula, to promote overall development of students.
- State Board Schools: Marketing strategies of 77.1% schools aim to attract optimum number of students while 25.7% schools make marketing strategies for continuous improvement of curricula. However, marketing strategies of 100.0% schools aim to promote overall development of students and marketing strategies of 60.0% schools are formed for fulfilling various objectives such as attracting optimum number of students, for continuous improvement of curricula, to promote overall development of students.

3.3 Preferred marketing medium

Table 3: Preferred marketing medium of the CBSE and State Board Schools of Study area

Marketing medium	CBSE Schools		State Board School	
	Nos.	Per	Nos.	Per
Social media/website	8	22.9	0	0.0
Bulk messaging	22	62.9	8	22.9
Digital billboards	3	8.6	3	8.6
No marketing done	2	5.7	24	68.6
Total	35	100.0	35	100.0
	Chi-square 29.114; df: 3, p<0.05; Table Value: 7.82		Chi-square 39.171; df: 3, p<0.05; Table Value: 7.82	

Above Table 3 presents information about preferred marketing medium of the CBSE and state board schools of study area.

- CBSE Schools: 22.9% schools use social media/website for marketing while 62.9% schools use bulk messaging. However, 8.6% schools use digital billboards and 5.7% schools do not do marketing.
- State Board Schools: 22.9% schools use use bulk messaging. However, 8.6% schools use digital billboards and 68.6% schools do not do marketing.

3.4 Digital marketing strategy adopted

Table 4: Digital marketing strategy adopted by the CBSE and State Board Schools of Study area

	CBSE Schools		State Board School	
	Nos.	Per	Nos.	Per
Search engine optimization	6	17.1	2	5.7
Email marketing	8	22.9	4	11.4
Mobile marketing	15	42.9	5	14.3
Marketing analytics	2	5.7	0	0.0
Affiliate marketing	2	5.7	0	0.0
No marketing done	2	5.7	24	68.6
Total	35	100.0	35	100.0
	Chi-square 22.774; df: 5, p<0.05; Table Value: 11.07		Chi-square 71.446; df: 5, p<0.05; Table Value: 11.07	

Above Table 4 presents information about digital marketing strategy adopted by the CBSE and state board schools of study area.

- CBSE Schools: 17.1% schools have adopted search engine optimization strategy while 22.9% schools have adopted email marketing. However, 42.9% schools use and 5.7% each schools have adopted marketing analytics and affiliate marketing. Further 5.7% schools do not do marketing.
- State Board Schools: 5.7% schools have adopted search engine optimization strategy while 11.4% schools have adopted email marketing. However, 11.4% schools have adopted mobile marketing and 14.3% respondents have adopted marketing analytics.

4. Conclusions

Based on the study results, it is observed that most of the CBSE schools have outsourced the marketing activity, while most of the State Board schools have formed in-house teams to undertake marketing. In both type of schools, the marketing strategy revolves around promoting overall development of the students. Amongst the digital marketing methods bulk messaging is the preferred option. Study result shows that CBSE schools outsource digital marketing while higher no. of state board schools does not use digital marketing means. Digital marketing strategies of both type of institutions aims to promote overall development of students. Most of the institutions have adopted Mobile marketing and use bulk messaging technique for marketing.

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