

Conference Paper

Assessing the Level of Effectiveness of Marketing Activities of HEIs in the National Capital Region

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Abstract

Higher Education Institutions in the Philippines, just as any business institutions, conduct marketing activities to ensure the thriving admission and retention of students. This paper ascertained the effectiveness of the marketing activities used by selected HEIs in the National Capital Region through the “Four P’s of Marketing”. Results of the study can be used as references by HEIs in updating their marketing activities.

Keywords: Marketing Activities, Four Ps of Marketing, Higher Education Institution

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1. Introduction

Business organizations such as schools utilize marketing activities to promote their offerings especially their specializations. The need to be recognized is quite essential as in most cases, the students’ perception of an educational institution depends highly on the impression they or their relatives have of the institution. With the many avenues of promotion nowadays, even colleges and universities have strategically looked for ways to encourage student enrolment. Promoting a Higher Education Institution (HEI), just as in any form of business entities, thrives through strategic planning using what is known as the “Four Ps” of marketing. As a result, the increase in enrolment can be associated with how universities and colleges promote themselves which only goes to show that they were able to spread awareness. The notion that the school’s reputation is the sole reason for students to enrol may still be an attribute, but for certain private colleges and universities, there could more than perennial reputation to offer.

According to Lewison and Hawes [1], universities face the usual dilemma when developing marketing strategy. They must formulate ways and use means without commercializing education. Also, a university must select a marketing strategy that

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maintains an appropriate balance between its ability to efficiently meet the needs of the students and its capacity to operate competently. Analyzing the types of students who will be the target enrollees is another reason why colleges and universities must be strategic about the promotional strategy they will be employing. Kotler and Fox [2], likewise, suggested that educational institutions should take certain steps to develop sound marketing activities. Such steps include the analysis of internal and external environments so that the educational institution can identify the marketing possibilities and determine which of these can be seized by (limited) sources.

Another thing to consider is that the technological breakthroughs today provide vast opportunities to promote. With the presence of social media as inexpensive yet effective means of promotion, colleges and universities cannot afford to pass on the opportunity to make them known to a diverse set of users, especially now that students from other countries have been coming to the Philippines for tertiary education. Even for local students, colleges and universities familiarity and impression of an educational institution is hugely attributed to how universities promote themselves.

Drawing support from the “The Four Ps” of marketing by E. Jerome Mc Carthy, this study was purported to look into the promotional activities used by colleges and universities in the NCR and their level of effectiveness as assessed by freshman students of selected colleges and universities in the NCR. The model is just fitting since marketing as an activity, involves a set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large with the four Ps—Product, Price, Place, and Promotion— noted as traditional model [3]. This widely-popular notion has been consistently utilized by marketing companies, branding agencies, and even web design companies worldwide.

2. Objectives of the Study

This study intended to identify the effectiveness of marketing activities employed by HEIs in the National Capital Region (NCR). This particularly sought answers to the following: the students’ profile in terms of gender, average monthly family income, type of school graduated, and type of HEI enrolled in; students’ assessment of the effectiveness of marketing activities of their school in terms of product, price, place, and promotion; and the significant difference in the students’ assessment of their school’s marketing activities.

3. Materials and Methods

The study employed the descriptive research design method to assess the level of effectiveness of marketing activities used by private colleges and universities in the National Capital Region.

Student respondents are from eleven (11) private colleges and universities in the NCR. Six hundred forty- six freshmen have been identified using formula for determining sample size for estimating proportions.

The instrument used for the study was a modified version of the questionnaires used by Boquiren, Mendoza, and Mercado [4], and another one by Roque [5]. Permissions to use their instruments have been sought prior to the conduct of the study.

Responses gathered have been tabulated and computed using the percentage in obtaining the profile of the students; the weighted mean in determining the level of effectiveness of the promotional activities used by the schools; paired T-test in obtaining the significant difference of answers when students are grouped by gender, type of school graduated, and type of school enrolled in; and the one-way ANOVA in obtaining the significant differences of answers when students are grouped according to monthly family income.

4. Results and Discussion

Table 1 presents the frequency and percentage distribution of the respondents according to gender. Of the 646 respondents, 388 or 60.1% are female while 248 or 38.4% are male. Ten or 1.5% though failed to indicate their gender.

As for the family income, 145 or 22.45% of the 646 respondents belong to the family with Pph105,000 and above average monthly income; 118 or 18.27 with Php25,001 to Php45,000; and 93 or 14.40% with Php45,001 to Php65,000 average monthly family income. Only 27 or 4.18% belong to a family with Php5,000 and below average monthly income. Fourteen or 2.17% of the respondents however, did not give answer to this item. This result is logical since the respondents are students of private higher education institutions which offer high tuition fees which range from Php30,000 and above per semester. The 27 whose average family income belong to Php5,000 and below may have received scholarship grants or financial aids.

Regarding the distribution of the respondents according to the type of high school they graduated from, 554 or 85.76% out of the 646 respondents came from private high schools while 90 or 13.93% were from public high schools. Two respondents failed

TABLE 1: Profile of the Students.

| Gender | Frequency | Percent |
|-------------------------------|-----------|---------|
| Male | 248 | 38.4 |
| Female | 388 | 60.1 |
| No Response | 10 | 1.5 |
| Average Monthly Family Income | | |
| P5,000 and below | 27 | 4.18 |
| P5,001 - P25,000 | 75 | 11.61 |
| P25,001 - P45,000 | 118 | 18.27 |
| P45,001 - P65,000 | 93 | 14.40 |
| P65,001 - P85,000 | 89 | 13.78 |
| P85,001 - P105,000 | 85 | 13.16 |
| P105,001 and above | 145 | 22.45 |
| No Response | 14 | 2.17 |
| Type of High School Graduated | | |
| Public | 90 | 13.93 |
| Private | 554 | 85.76 |
| No Response | 2 | 0.31 |
| Type of School Enrolled in | | |
| Sectarian | 266 | 41.18 |
| Non-Sectarian | 380 | 58.82 |

to answer this particular item. The result implies that graduates of private high school prefer to take college studies also in private higher education institutions especially that it was found out that most of the respondents have the capability to continue to enrol in private schools since their families have a monthly average income of Php105,001 and above.

The distribution of the respondents according to the type of colleges and universities they are enrolled in shows that out of 646 respondents, 380 or 58.82% are in non-sectarian colleges and universities while 266 or 41.18% are in sectarian.

The table reveals that product has obtained 4.26 from males, 4.41 from females, and 4.35 overall which are interpreted as effective. Based on the results, respondents are drawn to HEIs' considering the proficiency of the school to a specialized course offer.

In terms of price, the males have 3.90 average, the females have 4.05, and the overall is 3.99 which is interpreted as effective. In particular, the students have rated the HEIs' considering discounts or incentive schemes for good academic performance the highest.

TABLE 2: Level of Effectiveness of HEIs' Marketing Activities in Terms of Students' Sex.

| Marketing Activity | Sex | | | | | |
|--------------------|------|----|--------|----|---------|----|
| | Male | | Female | | Overall | |
| | WM | VI | WM | VI | WM | VI |
| Product | 4.26 | E | 4.41 | E | 4.35 | E |
| Price | 3.90 | E | 4.05 | E | 3.99 | E |
| Place | 3.73 | E | 3.85 | E | 3.80 | E |
| Promotion | 3.58 | E | 3.73 | E | 3.67 | E |

VE = very effective, E = Effective, SE = Somehow Effective, NE = Not Effective

As regards the place, the average score from the males is 3.73, 3.85 from the females, and 3.99 overall score which are interpreted as effective. Students have given the highest rating to HEIs' considering *jeepneys* (local mass transportation) as a convenient mode of transportation.

The promotional marketing activities of the HEIs have received 3.58 average mean from the males which is interpreted as somehow effective, 3.73 from the females, and 3.67 overall. All averages are interpreted as effective. Using posters as promotional material and the use of web pages and social media sites along with family referrals were given the highest rating by both male and female students.

TABLE 3: Level of Effectiveness of HEIs' Marketing Activities in Terms of Average Monthly Family Income.

| Marketing Activity | Average Monthly Family Income | | | | | | | | | | | | | | | |
|--------------------|-------------------------------|----|------------------|----|-------------------|----|-------------------|----|-------------------|----|--------------------|----|--------------------|----|---------|----|
| | P5,000 and below | | P5,001 - P25,000 | | P25,001 - P45,000 | | P45,001 - P65,000 | | P65,001 - P85,000 | | P85,001 - P105,000 | | P105,001 and above | | Overall | |
| | WM | VI | WM | VI | WM | VI | WM | VI | WM | VI | WM | VI | WM | VI | WM | VI |
| Product | 4.13 | E | 4.28 | E | 4.41 | E | 4.31 | E | 4.3 | E | 4.45 | E | 4.43 | E | 4.36 | E |
| Price | 3.8 | E | 3.94 | E | 4.1 | E | 3.95 | E | 3.91 | E | 4.12 | E | 4.04 | E | 4.01 | E |
| Place | 3.8 | E | 3.94 | E | 4.1 | E | 3.95 | E | 3.91 | E | 4.12 | E | 4.04 | E | 4.01 | E |
| Promotion | 3.37 | SE | 3.47 | SE | 3.72 | E | 3.51 | E | 3.41 | SE | 3.76 | E | 3.44 | SE | 3.54 | E |

As revealed by the table, product marketing has obtained the highest average of 4.45 from those under the P45,001 to P65,000 bracket with overall score of 4.36. All of the ratings are interpreted as effective. Students have specifically rated HEIs' considering the proficiency of the school to a specialized course offered as the highest.

Regarding the price marketing activity, the highest average rating of 4.45 from those under the P45,001 to P65,000 bracket with overall score of 4.01, and all ratings are interpreted as effective. HEIs' discounts and incentives are still the highly preferred indicator of the marketing activities employed.

The place marketing activity has obtained the highest rating of 3.98 from those under the P25,001-45,000 earning bracket, with overall rating of 3.81. All ratings are still interpreted as effective. Among the indicators, HEI's considering jeepneys as convenient mode of transportation was given the highest rating.

As for the promotional marketing activity, ratings have varying interpretations between somehow effective and effective. The highest score or 3.76 (effective) is given by those whose family earning is within P85,001-P105,000, while the lowest which is 3.37 is from those whose family earning is within P5,000 and below, interpreted as somehow effective. The overall all score is 3.54, interpreted as effective. Among the activities, promotional activities using family referrals, social networking sites and webpages and posters for ads have obtained the highest score, while radio advertisements was the lowest.

TABLE 4: Level of Effectiveness of HEIs' Marketing Activities in Terms of Students' Type of School Graduated.

| Marketing Activity | Type of High School Graduated | | | | | |
|--------------------|-------------------------------|----|---------|----|---------|----|
| | Public | | Private | | Overall | |
| | WM | VI | WM | VI | WM | VI |
| Product | 4.24 | E | 4.37 | E | 4.35 | E |
| Price | 3.90 | E | 4.01 | E | 3.99 | E |
| Place | 3.90 | E | 3.79 | E | 3.81 | E |
| Promotion | 3.53 | E | 3.63 | E | 3.62 | E |

Table 4 shows that product marketing activities of HEIs have obtained effective rating from students with 4.24 average mean from students who graduated from public schools, 4.37 from those from private schools, and 4.35 overall score. Still, HEIs' considering of their proficiency to specialized course offered was chosen to be the top indicator.

Price marketing activities on the other hand, have received effective average ratings with 3.90 from public high school graduates, 4.01 from private school graduates, and 3.99 overall with HEIs, considering of discounts or incentive schemes for academic performance as top indicator.

As for place, the average rating from those who graduated from public schools is 3.90, 3.79 from those from private schools, and 3.81 average rating which are interpreted as effective. Using jeepney as convenient mode of transport was still the primary choice.

Promotional marketing activities have been assessed as effective by those who come from public schools with 3.53, 3.63, interpreted as effective from those from private high schools, and 3.62 overall average which is interpreted as effective. Based on the results, family referrals, webpages, social networking sites, and poster ads have the highest ratings.

TABLE 5: Level of Effectiveness of HEIs' Marketing Activities in Terms of Students' Type of HEI Enrolled in.

| Marketing Activity | Types of HEI Enrolled in | | | | | |
|--------------------|--------------------------|----|---------------|----|---------|----|
| | Sectarian | | Non-Sectarian | | Overall | |
| | WM | VI | WM | VI | WM | VI |
| Product | 4.42 | E | 4.30 | E | 4.35 | E |
| Price | 3.90 | E | 4.01 | E | 3.99 | E |
| Place | 3.90 | E | 3.79 | E | 3.81 | E |
| Promotion | 3.75 | E | 3.60 | E | 3.66 | E |

The table shows that product has obtained a general weighted average of 4.42 from students from sectarian schools, 4.30 from those from non-sectarian schools and 4.35 overall which are interpreted as effective.

As for price students from sectarian schools have given 3.90 average rating, those from non-sectarian colleges/universities have 4.01, and 3.99 overall rating. All scores are interpreted as effective.

The place marketing activity has obtained 3.90 average from students enrolled in sectarian schools, 3.79 from students enrolled in non-sectarian schools, 3.81 overall rating, interpreted as effective.

Promotion, likewise, has received effective ratings. Students from sectarian schools have rated HEIs marketing activities with 3.75, 3.60 from students from non-sectarian school, and 3.66 overall. Family referrals, webpages, social-networking sites, and posters are still among the popular information source based on the findings.

TABLE 6: Test of Significant Difference in Assessing the Level of Effectiveness of Product Marketing Activities According to Profile.

| Profile | t-value | Product | | |
|-------------------------------|---------|---------|-----------|-----------------|
| | | P-value | Decision | Remarks |
| Sex | -2.854 | .004 | Reject Ho | Significant |
| Type of High School Graduated | -1.877 | .061 | Accept Ho | Not Significant |
| Type of HEI Enrolled in | 2.441 | 0.015 | Reject Ho | Significant |

The table reveals that the test of significant difference on product marketing strategies of HEIs when grouped according to sex yields -2.854 t-value and .004 p-value which is lower than the 0.05 level of significance. This is the same when responses are grouped according to the type of HEI enrolled in which has 2.441 t-value, and 0.015 p-value. The results therefore reject the hypothesis which means that there is significant difference in the students' assessment on the effectiveness of their institution's marketing activities when grouped in terms of the said variables.

In terms of type of high school graduated, there are -1.877 t-value and 0.061 p-value. Since the p-value is higher than the 0.05 level, the hypothesis is accepted. There is indeed no significant difference in the students' assessments when grouped based on the variables of family income and type of high school graduated.

TABLE 7: Test of Significant Difference in Assessing the Level of Effectiveness of Price Marketing Activities According to Profile.

| Profile | Price | | | Remarks |
|-------------------------------|---------|---------|-----------|-----------------|
| | t-value | P-value | Decision | |
| Sex | -2.408 | .016 | reject Ho | Significant |
| Type of High School Graduated | -1.314 | .191 | Accept Ho | Not Significant |
| Type of HEI Enrolled in | -0.616 | 0.538 | Accept Ho | Not Significant |

The table shows that the test of significant difference on product marketing strategies of HEIs when grouped according to sex has -2.408 t-value and .016 p-value which is lower than the 0.05 level of significance. The result therefore rejects the hypothesis which means that there is significant difference in the students' assessment on the effectiveness of their institution's marketing activities when grouped in terms of the said variables.

On the other hand, responses, when grouped by type of high school graduated, have -1.314 t-value and 0.191 p-value. Similarly, when responses are grouped according to type of HEI enrolled in the responses have -0.616 t-value, and 0.538 p-value. The p-values, being higher than the 0.05 level, denotes that the hypothesis is accepted. There is no significant difference in the students' assessments when grouped based on the variables of family income, type of high school graduated, and type of HEI enrolled in.

The table presents the result of the test on place marketing activities when responses are grouped based on the four variables of profile. In terms of sex, the t-value registers at -1.828 and the p-value is .068, while in terms of type of HEI enrolled in, the t-value is 1.153 and the p-value is .251. The p-values are both above the 0.05 level of significance which means that the hypotheses are accepted. There is no significant

TABLE 8: Test of Significant Difference in Assessing the Level of Effectiveness of Place Marketing Activities According to Profile.

| Profile | Place | | | Remarks |
|-------------------------------|---------|---------|-----------|-----------------|
| | t-value | p-value | Decision | |
| Sex | -1.828 | .068 | Accept Ho | Not Significant |
| Type of High School Graduated | 1.153 | .251 | Accept Ho | Not Significant |
| Type of HEI Enrolled in | -1.989 | 0.047 | Reject Ho | Significant |

difference in the responses when grouped according to sex and type of high school graduated. On the other hand, responses, when grouped according to type of HEI enrolled in have registered -1.989 t-value and 0.047 p-value which is lower than the 0.05 level. This means that the hypothesis is rejected and that the responses when grouped by the said variable are statistically significant.

TABLE 9: Test of Significant Difference in Assessing the Level of Effectiveness of Promotion Marketing Activities According to Profile.

| Profile | Promotion | | | Remarks |
|-------------------------------|-----------|---------|-----------|-----------------|
| | t-value | p-value | Decision | |
| Sex | -3.086 | .002 | Reject Ho | Significant |
| Type of High School Graduated | 1.809 | .073 | Accept Ho | Not Significant |
| Type of HEI Enrolled in | -0.495 | 0.621 | Accept Ho | Not Significant |

In terms of sex, the t-value is -3.086 and the p-value is .002. The p-value is lower than the 0.05 level. This means that the hypothesis is rejected and that the response when grouped by the said variables is statistically significant. On the other hand, when grouped according to type of high school graduated, responses have 1.809 t-values and 0.073 p-values. Similarly, responses, when grouped according to type of HEI enrolled in have -0.495 t-value and 0.621 p-value. Both p-values are lower than the 0.05 level of significance which means that the assessments of students when grouped by the said variable are not statistically significant.

The result of the one-way ANOVA on the assessment of students when grouped by their average monthly family income shows that product with f-value 1.798 and .097 p-value, and price with 1.544 f-value and .161 p-value are above the 0.05 level of significance which means that the responses are not statistically significant. The two other marketing activities—place and promotion—have different results with place obtaining 2.264 f-value and .036 p-value, and promotion with 3.404 f-value and .003 p-value. Since the p-values are below the 0.05 level of significance, the hypotheses are rejected

TABLE 10: Test of Significant Difference in Assessing the Level of Effectiveness of HEIs' Marketing Activities According to Average Monthly Income.

| Average Monthly Family Income | | | | |
|-------------------------------|---------|---------|-----------|-----------------|
| Marketing Activity | f-value | p-value | Decision | Remarks |
| Product | 1.798 | .097 | Accept Ho | Not Significant |
| Price | 1.544 | .161 | Accept Ho | Not Significant |
| Place | 2.264 | .036 | Reject Ho | Significant |
| Promotion | 3.404 | .003 | Reject Ho | Significant |

which denotes that the differences in the assessment when grouped by the last two variable are significant.

5. Conclusion and Recommendation

In conclusion, the majority of the students are female, with average monthly family income of P105,001 and above, graduated from private high schools, and enrolled in non-sectarian HEIs.

As regards the level of effectiveness, when grouped by all variables, product marketing activities are found to be effective specifically citing the HEIs' consideration of their proficiency when it comes to the programs offered. The price marketing activities are also found to be effective on all variables with HEIs' promoting of discounts and tuition incentive schemes as top choice. Likewise, place marketing activities are found to be effective when grouped by all the variables. Students found getting to school by jeepney to be the most convenient mode of transportation. With regard to promotion, all marketing activities are also effective based on the ratings particularly highlighting the use of posters as main promotional activity.

The t-test results on the significant difference have varying results in terms of the four marketing activities. Product marketing activities have shown significant difference in the responses when grouped by sex and type of HEI enrolled in while there is no significant difference when grouped according to type of high school graduated. As for price marketing activity, significant difference when grouped by sex was found, but no significant difference is present when grouped by type of high school graduated and type of HEI enrolled in. The place marketing activities have registered no significant difference in the responses when grouped by sex and type of high school graduated although statistical significance was found when grouped by type of HEI enrolled in. In terms of promotional marketing activities, there is no significant difference in the

assessments when grouped by type of high school graduated and type of HEI enrolled in yet sex shows that there is a significant difference. Finally, the test of significant difference when grouped by average monthly family income showed that assessments on product and price marketing activities are not statistically significant, but place and promotion marketing activities proved otherwise.

Among the recommendations of the study are to focus on the graduates of private high schools as the target market; to consider the proficiency of the school to a specialized course offered as a prime marketing activity; as to marketing activity in terms of price HEIs may continue updating discount or incentive schemes for good academic performance; with regard to place, since the colleges and universities already have a permanent location, should they plan to expand, it is recommended that they establish branch in areas accessible to students who prefer to take jeepneys as transportation mode; in terms of promotion through school advertisements, colleges and universities are advised to capitalize on using posters ads and tarpaulins, giving t-shirts as part of promotion through sponsored giveaways, to promote through school to school visitations, and to consider sponsoring seminars and quiz bees, and in using ICT advertisements, it is recommended that HEIs take advantage of web pages and social networking sites as a medium.

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