

E-learning Promotion Tactics in Leading Management Institutes: A Case Study of Selected Private Educational Institutes in Maharashtra

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Abstract:

This research paper aims to study the E-learning process among students familiar with web-based technology and find solutions to improve the traditional education system, with a particular focus on private management institutes. E-learning has become an integral part of educational institutions worldwide including schools, colleges, government universities and especially private management education institutes. This shift from traditional offline classes to e-learning brings challenges and opportunities. E-learning offers effective methods to assess the acceptance of e-learning among students. The findings of this study highlight the positive impact of e-learning offerings on students and emphasize its role in maintaining the bond between students and their decision to pursue management education in selected cities of Maharashtra.

Keywords: e-learning; e-classroom; Google classroom; Google meet; online teaching; e-marketing; e-business marketing.

Introduction:

Education is the master key of success and it has the essential value in human life and an inspirational beam of light in the history of mankind. It gives positive energy and an attitude to stand confidently to survive in competitive world as far as management education is concern.

History behind the opting E-learning

Lockdown in India:

Indian prime minister ordered lockdown in India on 22nd march with Janta curfew and later on it is then ordered from 24 March 2020.

1.3 billion Population of India locked down as preventive measure against Carona virus-19¹.

This was the first time in the Indian history of education suddenly stopped and searching for the new sources of education maintaining social distancing.

Actually, the work load opted by not only private educational but also the government institutes in distance education had become the only choice to continue for education.

For the survival everyone has only option to adopt E-learning via Google meet, zoom meet, video calling, duos, Cisco Webex meetings, You tube etc.

1.1 Concept of E-Education

E-education is an electronic teaching learning process by using online ICT enabled technology i.e. by means of electronic devices.

1.2 Need of the research study Due to Pandemic COVID-19 Situation, education system has been drastically shifted from traditional classroom teaching to online mode of education. The shift was necessary to continue the ongoing courses and programs offered by few government colleges but by the private management institutes at large. Hence it becomes the needs of our impart education therefore e-education is essential to continue ongoing.

1.3 Research Questions

Why there is a need of e- education? What will be impact of e-education and effectiveness in marketing strategies of management institutes? Does e-education satisfy the need of students of private management institutes?

1.4 Objective of the study

To identify the student's awareness to e- education in private Management institutes in Maharashtra pandemic situation. To find impact and effectiveness of marketing strategies in e-education mode of private management institutes in Maharashtra in COVID-19.

1.5 Significance of the study

The study has become a mild stone, helpful in emerging edge to the online mode of education. Role of E- Education in private management education for the survival leads to the new sources and adoption for the betterment of student's future and build the new horizon in online mode.

1.6 Literature review

1. Merisavo, M. and R. Mika (2004), the research study reflects the use of digital marketing and promotional techniques by digital technology, to reach customer door step. Marketing of product, brand with internet medium as core promotional medium. Marketing practices using electronic media message i.e email.²
2. Tripti Dhote and et al (2015), provides the information about the uses of digital marketing and its image in the social media. The digital marketing has wind speed application and digital marketing contest have popularity in the social media especially in young generation³
3. P. Sathya (2015), Digital marketing and crucial approach for many firms not only for small business proprietor but also extremely inexpensive companies. Company may utilize any electronic devices such as tablets, smart phones, TV, laptops, media, social media, e-mail and lot other to support company and its products and services. Digital marketing may achieve something more than traditional techniques⁴
4. J.S.Levine, (2009), it gave an overview about the involvement computer network and information support for the online provisions support system and learning management systems in education.⁵
5. Assareh et al (2010), the study imparts information about computers as a substitute for face-to-face communication media over traditional method. Computer used in detail clarification of the concepts. Students benefit of e-learning through a variety of media rather than just books and listening to an instructor. However, there is still a long way to go before computer technology is used by all students for learning and communication.⁶
6. Manir, A.K (2009), Study guided about the use of information policy in support following govt. policies in Nigeria. The Government's National Education Policy stated that information and communication technologies (ICT) should be integrated at all stages of education to improve the effectiveness of modern teaching and learning.⁷
7. Philip Kotler (2012), To know the Four Ps of

Marketing The study gives the approach to marketer that they must choose the right mix necessary to control or influence an organization to provide the best value.⁸

8. Smith, P. R. & Taylor, J. (2004), To know the method of promotion The promotion includes all communications and sales activities to ensure prospects for enrolment in the program⁹
9. Rosenbloom & Dimitrova (2011), To know the advertising, communication, and channels of distribution The organization must then focus on effectively communicating how the Product addresses the need and identifying effective promotional messages and distribution channels that will make products accessible to customers.¹⁰
10. Enache I.C. (2011), to know the importance of promotional activity in higher education. The research study shows that a university has many important channels that need to be fed with information. The advertising strategy focuses on finding effective ways to reach your intended audiences. One of the essential categories of recipients is students.

The first challenge is to present and explain the educational product to potential students adequately. The educational website is an important communication channel in this phase. The educational website that informs the candidate and guides them to the next step is a valuable tool for a good registration process.¹¹

The literature study gives an idea about relation between traditional education and parameters of marketing of education and new digital mode of marketing. How, E-education influenced young generation in academic curriculum.

1.7 Methodology

For the present study mainly, primary data is collected from 100 higher educational students mainly from management sciences and their responses were collected by online questionnaire filling with help of goggle form.

Secondary data was collected from the various sources e- magazines, research articles and national

Table 1 Sample profile

Contents	Description
Universe	Management Institutes
Population	Selected Cities of Maharashtra
Sample frame	Students, Parents and, Professors.
Sample size	1000 respondents
Type of Research	Expostfacto descriptive Research
Research tools	Field survey, and personal interview
Data sources	Primary and secondary data sources
Primary Sources	Online questionnaire and their responses
Secondary	Researches papers, Nationals and International journals, Magazine, newspapers
Question type	Open ended, 5 points Likert scale is used, Multiple responses
Data interpretation	Graphs, pie chart, descriptive statically Tables
Statistic tools	Percentage, Chi square etc.

(Source: Researcher compilation)

2. Data Analysis

Table 2. E-education awareness in coaching culture of Maharashtra.

Responses	Respondent	Percentage
Yes	490	49%
No	360	36%
May Be	150	14%
Total	1000	100

(Source: Researchers compilation, Excel output)

1.8 E-education awareness in Maharashtra:

Globally the information technology is having major impact on modern education. It plays an important role in all new teaching skills in education. There are many resources available online to study wherever you are. Digital educational tools not only allow students to give knowledge, but also avails strategic plans for the learners in new way. The informative data provides analytical results. In Table 1.1 49 per cent of the students from the Management institutes give the positive response towards the education.

The best history sources available with the help of digital approach is favourable by the students. Informative data gives the 15 per cent of the people her confused to give the answer positive approach towards the education. Student's response there found to be negative for favouring education services. It means that 36 per cent of the students save as traditional method of education learning understanding techniques, they did not believe in digital education system.

Table 3. E-education awareness among management students, their parents and associated teachers.

Sr.No	Responses	Respondent	a. Among students	b. Parents	Percentage	c. Teachers	Percentage
1	Yes	489	49%	394	39%	51	51%
2	No	362	36%	359	36%	29	29%
3	May Be	149	15%	247	25%	20	20%
Total		1000		1000		100	

(Source: Researchers compilation, Excel output)

The data reflects the satisfaction level among the students and their parents and teachers opting e-education services. About 50 per cent students found to be satisfied though they could not attend the classes but digital education system had provided them the opportunities to survive in competition. 36 per cent of the students found to dissatisfy with e-educational mode. Their response showed that electronic and digital education could not efficient as off traditional method of education. The 15 per cent of the students found be confused to the responding the satisfaction level using digital method of education.

The above informative data provided about the satisfaction level in aspiring student's parents. About 39 per cent of the parents are found to be satisfied with education in premier management institutes of Maharashtra whereas 36 per cent parents found to be

negative for opting education by digital method and 25 per cent of the parents unable to give the response. Their willingness favoured offline teaching system.

E-education and digital aspects of education method created milestone in education among the teachers of the primer management institutes in Maharashtra.

Students and parents were found to be worried about the education and completion of syllabi to survive in competitive world of education. The teachers of private Management institutes have got an opportunity to prove their best of contribution and to share the bite of delivering the knowledge. The teachers of the Management institutes adopted E-education method by which students were at their home, they could get equal opportunity to meet the requirements. Though COVID-19 pandemic taught the lesson not only survive in isolation but also gave an opportunity avail knowledge together by 24X7 hours.

To sustain in this pandemic and building bond of deliberating the knowledge services by the way of E-education mode and gave opportunity to enhance viable distance education courses for professionals. The teachers of the private management institutes were found satisfied and efficient way 51 per cent. The positivity level among the teachers found to be innovative. The teachers of the management institutes had the opportunity to break boundaries, not only at the state level but also on a universal scale. About 36 per cent of the tutors were found to be inactive and lethargic for accepting digital method of education. They believed their way of delivering the knowledge must be traditional and off line. At offline mode the students were more interactive and not hesitate to ask doubts. The teachers about 20 per cent were found to be non-responsive to suggest E-education is in favour and their adoption towards E- Learning Method.

Table 4. Advantage over offline teaching pedagogy

Responses	Respondent	Percentage
Yes	487	49%
No	308	31%
May Be	205	21%
Total	1000	100

(Source: Researchers compilation, Excel output)

E-education created tremendous scope not only limited to the state but also can be spread all over the nation. The expansion of deliberation of the knowledge was given the chance that no one excluded from knowledge gaining. About 49 per cent of the students responded online teaching pedagogy was advantageous.

31 per cent the student responded negative approach over e-education offline education method which gives the opportunity to discuss all the problems in a group with friends. Advantage of online education is limited over the traditional method of education. 21 per cent of the student not interested and found in a dilemma to resolve the issue for responding.

Table 5. Impact of digital marketing strategies on management education.

Marketing parameters	Positive	Positive %	Negative	Negative %	Total	Total %
Product	778	77.8	222	22.2	1000	100
Price	815	81.5	185	18.5	1000	100
Place	741	74.1	259	25.9	1000	100
Promotion	682	68.2	318	31.8	1000	100
Total	3016	75.4	984	24.6	4000	100

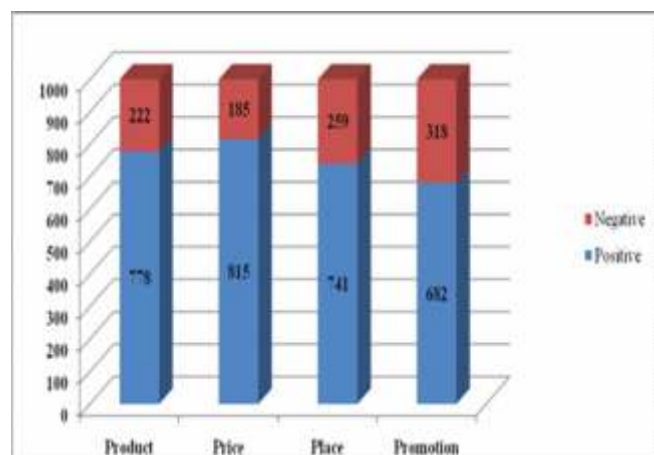
(Source: Researchers compilation, Excel output)

Table 6. Calculation of Chi Square Test

O	E	(O-E)	(O-E) ²	(O-E) ² /E
778	754	24	576	0.763926
815	754	61	3721	4.935013
741	754	-13	169	0.224138
682	754	-72	5184	6.875332
222	246	-24	576	2.341463
185	246	-61	3721	15.12602
259	246	13	169	0.686992
318	246	72	5184	21.07317
4000	4000	0	19300	52.02

(Source: Researchers compilation, Excel output)

Graph 1 Impact of digital marketing strategies on management education



From the above Pearson's chi-square test it was observed that the calculated value of Pearson's chi-square test is 52.02 at 3 degree of freedom 5 percentage level of significance. The table value of Pearson's chi-square test at 3 degree of freedom and 5 percentage of level of significance is 7.81 and calculated value of Pearson's chi-square test (52.02) is greater than the table value of Pearson's chi-square test (7.81) Hence, the null hypothesis that there is no significant difference in impact of digital marketing strategies on management education is rejected. There is a significant difference in the marketing tools responded to by the students and parents.

Table 7. Technical barriers in e-education

Responses	Respondent	Percentage
Yes	410	41%
No	392	39%
May Be	198	20%
Total	1000	100

(Source: Researchers compilation, Excel output)

The students of 41 per cent found disturbance in receiving information and time limitation due to technical network issue. The students failed to maintain consistency to receive proper data at exact time. The students residing in Taluka level of Maharashtra found to be facing with network issues in cloudy and raining days mostly. Buffering of videos and downloading the applications and

connecting with server. 39 per cent of the city side students responded no issues in attending and receiving audio and video informational data. The acceptances of digital learning tools were found to be in high demand and utilization in selected cities of Maharashtra found to be effective. 20 per cent of the student were non respondent.

Table 8. Utilisation of digital tools by teachers.

Responses	Percentage
Yes	41%
No	37%
May Be	22%
Total	100

(Source: Researchers compilation, Excel output)

The most of the teachers of private management institutes in Maharashtra found to be more aggressive and progressive. 41 per cent of the tutors of private management institutes were found to be using digital boards and digital interactive projectors. Premier Management institutes had developed online applications for group meeting and conferencing adoption for E- leaning. Digital interactive boards in projector machines opted by the major management institutes with development of the digital classroom. Majority of the management institutes developed their own android application coaching for delivering lectures using E-learning method. The direct login ID and password are provided by the institute, students already admitted have given access for online video lectures. Same lecture is uploaded for the students who missed the lecture. Opportunity the institute level for maintaining consistency by leading private management institutes in Maharashtra.

The traditional way of delivering the lectures state buys 37 per cent of the tutors from the private management institutes in Maharashtra. They were facing the problem of assessing new technology and interface with digital technology and electronic media. Their way of delivering the lecture is phone to be traditional using white board and black marker. Video lectures are prepared by using and on YouTube channel communication student and teacher is found to be poor interactive.¹² 22 per cent of the tutors from essays in Maharashtra were found

to be neutral for opting the new technology and excellence of digital electronic media.

Learners: Mini learners from the village side faced financial problems with the unsaturated social domain. The students from the village side were not capable of using electronic and digital devices the financial issues.

Teacher: The people were found to be ignorant for accepting e education tools face due to the lack of knowledge about the information technology. Assignments uploading problems accessing electronic devices were difficult task in the initial days. The teacher's inadequate knowledge found to be inactive and at the back foot comparing with the youngster and dynamic teachers.

Free of lecture and curriculum: Barriers in lecture recording where maximum then the quality of lectures offline education mode teaching aids and process of writing in creating the educational creative environment faced critical issues due to the connectivity video buffering problems.¹³ The quality of education feels comparing and maintaining the consistency, linked traditional method of education.

Table 9. Digital tools opted by students of management institutes.

Responses	Respondent	Percentage
Yes	574	57%
No	228	23%
May Be	198	20%
Total	1000	100

(Source: Researchers compilation, Excel output)

The students residing in urban side where 57 per cent that is a large-scale quantity for accepting E-education. They found to use online metre application Zoom application Google meet WebEx Cisco but YouTube live has created milestone building a bond with the student's approach and preference of accepting the knowledge by e-education mode. Premier Private Management institutes had launched their android application for online education. Observed were using the free application for online conferencing and online

meeting too. Students were residing in villages set their mind not to join any private management institutes but to study online lectures preferred the free online YouTube lectures, UN academy videos available on YouTube. The online study material available with the different websites and telegram channels was the famous and cost cutting educational resources. The negative feedback 23 per cent the students preferred of Telegram solution series were interested in self-study and clarification of concept they used free available videos allocation channels but the most favourite choice where YouTube as a based resource for doubt solving. About 20 per cent of the students were enjoying holidays as an opportunity. They thought that they became free from routine hectic schedule and where current time days with the Mobile gaming chairs Android giving applications such as Rummy, free Fighter, PUBG. Information technology and digital work created positive as well as negative impact on the management education. The students were found with yearly subscription for watching TV Netflix, YouTube video, MX Player, hot star for annual subscription and watching web series drama reading stories etc.

Table 10. Educational Environment creation by e-education system in management education.

Responses	Respondent	Percentage
Yes	495	50%
No	289	29%
May Be	216	22%
Total	1000	100

(Source: Researchers compilation, Excel output)

E- Education was the only option for regular students but also for distance learners. E-education created environment opting electronic media, digital technology was most suitable and cost-cutting resource for connecting the students. About 50% where preferred E-education in Maharashtra. 29 per cent of the students believed to learn with the classroom learning than E-education. 22 per cent students were no responded for their choice and way of interest work sitting education.

1.9 Conclusion

1. The findings of the studies are based on the

secondary data which is responsible in creating a positive impact on E-education mode in private management education.

2. Findings of the study give an idea about the future demand of E-education. Student's interest for accepting the education mode is the efficient in all respect created demand to enhance value added management distance educational courses.
3. Digital electronic media becomes the most acceptable way of promotional strategies in marketing of private management institutes in Maharashtra.
4. E-education improved brand value new image in marketing of private management institutes in Maharashtra.
5. Adoption E-learning tools enhanced sales, responsible for creating brand image in the market.

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