

# FACTORS INFLUENCING ON SALES GROWTH IN EDUCATIONAL SECTOR OF KARACHI, PAKISTAN

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## ABSTRACT

*The research conducted to analyze the factors influencing the sales growth in the educational sector in Karachi, Pakistan. There are various factors that are affecting the sales of universities and institutions based on quality education, teaching staff, facilities available, and marketing strategies. This research is focused on marketing strategies how these institutions cater to student's needs based on available demand and competition. The researcher adopted the Kotler model of marketing in the educational sector based on 7 factors taken as independent variables including product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy and Sales growth is a dependent factor. The research conducted in Post Positivism research paradigm and quantitative research was conducted with a certain hypothesis for explanations. The primary data was collected through questionnaires and filled 250 questionnaires from the faculty, parents, and students belonging to universities and educational institutions. The regression results explain that product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy are significant predictors and promotional strategy, and entrepreneurial culture are found insignificant in this context. The research is useful for education sector and helpful for universities and educational institutions to analyze the market dynamics and consider various marketing strategies for targeting customers.*

**Keywords:** Sales growth, product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy.

## INTRODUCTION

### Research Background

The education industry nowadays plays an important role in the growth of an economy. This industry has functions that diversifies the meaning of education and increases sustainability in this sector. In other words, education sector provides in helping to add value to the sales growth of the educational sector of Karachi. Some institutional areas can be quite challenging whereas in terms of sales growth where this research will help in creating immense growth for greater benefits in future and will help in turning tables while the educational industry will flourish. The growth in sales will also increase the revenue generation process which can be catered to collect large amount of taxation process for the country (Ahearne, John, & Bolander, 2019).

Education has great importance and education is the prime thing that affects the social and economic conditions of country. Without educated people society is blunt and no entrepreneurs, no successful businessmen can be emerged. The education system develops people and culture and those who gain education they contribute for people and society (Anderson, Karthol, and Bloom, 2015).

Marketing is crucial to gain organizational efficiency. This suggests that advertising presence a crucial function inside the instructional context, even though some human beings can also have unnoticed it, and therefore, it's far critical to train and expand the knowledge of stakeholders, in place of forget about or avoid it (Gibbs, 2012).

Marketing education received fantastic consciousness and attention in the past two a long time. Marketing schooling is essential as it covers almost every issue of the social community. Production responds to marketplace research approximately college students' preference discovers quality. The market research also affords a guiding principle for the improvement of new degree applications primarily based on the new market necessities. In addition, new technology needs to be reinforced to reach new students. Marketing is the object because the product may be traded, offered, or offered. The required advertising making plans procedure and implementation of a method is to get extra extension. (Cummins, Peltier, Erffmeyer, & Whalen, 2016). The schooling industry these days performs a crucial position within the boom of an economic system. This enterprise has functions that diversifies the which means of schooling and will increase sustainability on this zone. In different words training quarter presents in supporting to add value to the sales increase of the educational sector adequate Karachi. Some institutional areas may be quite hard while in terms of sales boom in which these studies will assist in growing substantial boom for extra blessings in future and will assist in turning tables whilst the educational industry will flourish. The increase in income will also boom the sales generation process which may be catered to acquire massive amount of taxation process for the U. S. A. (Ahearne, John, & Bolander, 2019).

In order to boost client happiness and loyalty, current company practices and marketing trends employ efficient marketing methods along with moral business, marketing, and advertising activities. The use of dangerous products, deceptive promotion, subliminal advertising to enhance one's reputation, fabrication of terms and conditions, and improper product usage all have an impact on consumers and an organization's ability to make business decisions. Organizations now days concentrate on moral behavior in order to obtain a competitive edge, boost consumer reaction, become more visible to customers, and raise customer happiness. Consumer behavior changes as a result of unethical marketing strategies, and businesses eventually suffer unfavorable effects (Abdul Nasir, 2018).

Customer satisfaction is increased by providing customers with an improved marketing and advertising experience through the use of customer relationship management and customer service excellence methods. Since an organization's ethical standards are crucial to the expansion and development of its business, it is important to uphold these standards in order to prevent changes in consumer behavior and to keep customers interested in purchasing and selling goods.

The application of morality, justice, and standards to marketing decision-making behavior altered the business environment (Riquelme, Roman, & Iacobucci, 2016).

The cycle of selecting goods and services based on decisions and available options from associations is known as consumer buying behavior. The buyers are looking for improved ways to narrow down their selections, choose the finest alternatives, and make purchases of goods and services. Consumer purchasing behavior is influenced by a variety of factors, such as location, pay, weather, and shopping malls' accessibility. A variety of other showcasing activities, including as advertising, development, restrictions, accessibility, and shows, can also affect consumer purchasing behavior and lead to indiscreet purchases (Chonko, 2016).

### **Scope of the Study**

The actual point of conducting this study is to highlight some factors that would help in increasing the sales in the whole education sector that would provide quality and performance, knowledge and create new strategies in marketing area for the new developments of the country in the particular area of education. This study conducted in the educational institutes to build a firm value of knowledge that would spread out in the economy as a positive sign for the educational sector of Karachi, Pakistan.

### **Problem Statement**

The educational institutions are striving for resources and marketing is the key factor to attract people towards schools, colleges, and universities to get registered to improve education. This research conducted to analyze the marketing practices performed by various universities and institutions to engage people in education and get admissions through which the revenues and sales of educational institutions also increased.

## **INTRODUCTION**

### **Objectives of Research**

1. To analyze the impact of product marketing strategy on sales growth in education sector of Karachi Pakistan.
2. To analyze the impact of Price Strategy on sales growth in education sector of Karachi Pakistan.
3. To analyze the impact of Promotion Strategy on sales growth in education sector of Karachi Pakistan.
4. To analyze the impact of Placement Strategy on sales growth in education sector of Karachi Pakistan.

### **Research Questions**

1. What is the impact of product marketing strategy on sales growth in education sector of Karachi Pakistan?
2. What is the impact of Price Strategy on sales growth in education sector of Karachi Pakistan?
3. What is the impact of Promotion Strategy on sales growth in education sector of Karachi Pakistan?
4. What is the impact of Placement Strategy on sales growth in education sector of Karachi Pakistan?

### **Hypothesis**

**H1:** There is significant impact of product marketing strategy on sales growth in education sector of Karachi Pakistan.

**H2:** There is significant impact of Price Strategy on sales growth in education sector of Karachi Pakistan.

**H3:** There is significant impact of Promotion Strategy on sales growth in education sector of Karachi Pakistan.

**H4:** There is significant impact of Placement Strategy on sales growth in education sector of Karachi Pakistan.

### **Literature Review**

The Literature reviews describes the factors influencing sales growth in educational sector and what they are important factors based on theories, models and empirical research has been stated in this chapter of literature review.

### **Sales Growth in Educational Sector**

The Educational sector strives for providing quality education to people and focus on launching that program which are in demand and consumer prefer to take admissions. The educational marketing is also similar to their business marketing and depend upon the 4Ps of Consumers, includes Product, price, placement and promotion. Education has high-quality significance and education is the prime aspect that affects the social and monetary conditions of the USA. Without knowledgeable humans' society is blunt and no entrepreneurs, no a success enterprise man can be emerged. The training device develops people and lifestyle and people who gain training they make contributions for humans and society (Anderson, Karthol, and Bloom, 2015). The education industry nowadays performs an essential position in the growth of an financial system. This enterprise has features that diversifies the that means of schooling and will increase sustainability in this region. Some institutional regions may be pretty hard whereas in terms of income growth in which this research will help in developing big boom for extra blessings in destiny and will assist in turning tables at the same time as the academic enterprise will flourish. The boom in income will even increase the revenue generation technique which may be catered to acquire huge amount of taxation process for the country (Ahearne, John, & Bolander, 2019). In different words schooling zone provides in assisting to feature fee to the income boom of the academic region ok Karachi.

Research has proven that income and provider group of workers in distribution channels have the most touch with the customers and the most impact over clients' destiny decisions concerning product buy and repeat product purchase. New distribution channels primarily based at the aggressive gain of latest technology could consequently allow greater salespeople to interact with capacity customers, at the same time as modern customers will use these channels for carrier. The empirical consequences show that developing new channels of distribution; schooling the income employees in the firm as well as within the distribution channels; imparting incentives to salespeople; and the use of unique entertainment events and using media releases to promote it distribution channels will increase sales boom (Ling, Chai, & Piew, 2010).

Understanding the purchasing habits of consumers is essential in the highly competitive market of today. Through advertising and promotion, the multinational firm increases customer interest while offering solutions to its clients. These days, with the fierce competition, the necessity to analyze customer wants, and the pressure to find original advertisements quickly, ethical advertising and promotion are critical. Numerous marketing practices that businesses engage in are deemed unethical, including subliminal advertising, deceptive customer service, pricing that is not displayed on packaging, hidden fees, and taxes that are charged to customers at the point of sale. As a result of these practices, customer dissonance increases, and customers may choose to switch to other products, which has a direct impact on consumers' purchasing decisions (Chonko, 2016).

Better quality, better packaging, promotion, advertising, and brand promises to make decisions easier for consumers all contribute to increased consumer attractiveness. In order to make an informed decision, consumers seek out competitive pricing, high-quality products, and marketing initiatives. However, when marketers deceive consumers regarding product quality, packaging, and pricing, this influences the consumers' decisions, which may lead them to seek out alternative brands and products (Ferrel & Ferrell, 2017).

When an advertising organization uses celebrity endorsements to boost their product, it attracts attention, builds brand trust, and creates authenticity that leads to greater transactions. Unique marketing requests are used to identify the target audience's interests in order to maintain the purchase. In order to strengthen their brand, advertisers allocate additional resources. In order to project a genuine image, advertisers assist VIPs and communicate messages of support to different media outlets. A big component of modern advertising is the endorsement of well-known figures. Well-known endorsements contribute to the rise in publicizing interest (Hunjet & Vuk, 2017).

The organization expects significant financial benefits as a result of the endorsement. It is evident that CEO branding and celebrity endorsements are the winning formulas in advertising. Large-scale underwriting fosters brand awareness, supports brand development, and broadens brand evaluation. Celebrities are well-known individuals who are welcomed by the brand. Superstar underwriting raises the bar and sets the precedent in the industry, helping to create consumer expectations for the loved brand (Muthukumar, 2014). While endorsing a celebrity is an expensive endeavor, an organization might gain additional benefits from major sponsorship. When adopted by a celebrity, buyers perceive it as being of the highest caliber. The endorsed brand receives prompt attention. The openness of the media is greatly increased. On the lookout, the endorsed brand might become more noticeable. The company might receive financial compensation. The well-known supported item could be successfully distinguished from competitors. Purchase intent is directly impacted by brand support (Shimp, 2018).

**Product Marketing Strategy**

The Products in educational marketing are the packages offered to college students at various levels includes IT, Business, Commerce, Pharmacy, Computer Sciences, Media Studies and so on. The universities and institutions are presenting these applications primarily based on call for and marketplace competition. Consumer attraction will increase because of marketing, promoting, better exceptional, better packaging and as a consequence these guarantees made by manufacturers so that consumer selections are easy (Hunjet & Vuk, 2017).

In order to help consumers make the right decisions, marketers use effective pricing, appropriate, high-quality products, and attention to advertising, promotion, and advertising activities. However, when these marketers deceive consumers with attractive packaging, excellent products, and competitive pricing, it influences their decision to buy and may lead them to look for other products and brands. When an advertising organization is utilized to arrange celebrity endorsements, it attracts attention, increases brand trust, and builds credibility that leads to better offers. Unique marketing strategies are used to align with customer interests and support buying objectives. Advertisers devote additional resources to bolster their brand. In order to make their photos appear genuine, advertisers help VIPs and deliver encouraging words to various media outlets. Celebrity endorsements play a significant role in gift-day advertising these days. Prominent figures support the emergence of a promoting hobby in the media. The employer expects excellent financial benefits as a result of significant call assistance. It is evident that using celebrities to promote and brand CEOs is a powerful formula. Big call underwriting maintains and builds upon brand construction, broadens brand assessment, and creates second brand mindfulness. Celebrities are well-known figures who could be included in the logo. According to Ferrell and Ferrell (2017), superstar underwriting sets a precedent in the enterprise sectors and contributes to the development of consumer expectations for the adopted brand.

**Pricing Strategy**

The Pricing strategy reflects to charges or fees of programs include admission fees, monthly charges from the students. The fee structure should be flexible so that students can be engaged and facilitate to get admission and involved in admission process.

The product and offerings are bought out for same value and alternate of products and services with positive fee from the vendor or manufacturer. The Pricing is the financial cost charged through producer or seller for trade This research is centered on advertising strategies how these institutions cater to scholar's needs based on to be had call for and competition. The researcher followed the Kotler version of advertising and marketing in the educational zone based totally on 7 factors taken as unbiased variables which includes product marketing approach, pricing approach, promoting strategy, placement approach, entrepreneurial tradition, useful resource control, and applications control approach and Sales boom is a dependent aspect. Education is the driver for increase and improvement in any economic system and to foster education

Government and Entrepreneurs are running to provide excellent education at low price. The educational institutions are striving for resources and advertising is the important thing element to attract human beings towards schools, colleges and universities to get registered to improve schooling. The Education is most effective the source thru which humans expand their competencies and skills for make contributions for society as whole. This research conducted to analyze the marketing practices carried out by means of various universities and institutions to engage people in training and get admissions thru which the revenues and sales of nstructional establishments additionally multiplied. (Marshall & Michaels, 2011).

The study of consumer purchasing behavior focuses on how people behave as individuals, in groups, and as organizations, and how they select, acquire, and use goods and services. Individuals and households engage in the buying behavior when they purchase goods for their own consumption (Madhavan, & Kaliyaperumal, 2015).

Initially, the consumer begins to determine which commodities he would like to utilize, and only those that are good at offering a higher level of utility do so. The next stage is estimation, in which a person estimates the amount of money he can spend. Finally, the consumer carefully monitors and evaluates commodity prices before deciding which commodities to purchase (Parsand, 2017).

The current business practices and advertising characteristics aim to boost client satisfaction and loyalty by utilizing ethical business, advertising, and marketing practices together with efficient advertising and marketing techniques. Consumers are influenced and have an impact on business decisions by deceptive advertising, damaging merchandise usage, subliminal advertising to create recognition, and the use of products in situations and language that are false. Organizations now place a strong emphasis on moral behavior in order to boost aggressive gains, boost consumer response, and foster a sense of buyer pride. Businesses must deal with long-term negative effects from unethical advertising techniques, which create shifts in consumer behavior (AbdulNasir, 2018).

Client purchasing behavior can also be described in other ways, such as when a person selects and purchases items and services only to satisfy their own needs and desires. There are a lot of distinct practices and strategies in client behavior. Numerous different factors and distinct qualities influence a person's character, which defines who they are. Additionally, a buyer's conduct during the selection process, decision-making process, and buying behavior, as well as their preferred brand or the store they frequent, all play a role. These elements simply result in a purchasing choice (Elliot & Maier, 2014).

Initially, the buyer starts by selecting the products that he wants to employ, and he only chooses those that are reliable in offering higher quality software. The next stage is estimation, in which one calculates the amount of money he can afford to spend. Finally, the consumer carefully considers the costs of the various items and decides which ones to purchase (Parsand, 2017).



**Promotion Strategy**

The Promotional strategy reflects the marketing tool to create awareness to student for admission and programs offerings. The program offering includes the product based on demand. The Promotional strategy includes the creating awareness through Social media marketing, digital marketing, TV Channels advertisements, print advertisement, using bill boards to engage customers for selection of programs. Through these promotional strategy consumers are attracted and visit the websites and universities. The university needs to focus on admission department and people, who are available at admissions they need to guide people properly and get them involved. The consumer's perception of a product or brand's effective quality and better uses increases its appeal to them, and deceptive product identification and false claims have an impact on their purchasing decisions (Khan & Rajput, 2020).

The purpose of advertising is to draw in customers and brands by offering data on accessibility, limitations, and fresh ideas to encourage them to make purchases. A significant factor in showcasing and publicizing is ethics. Deceptive advertising that involves children, the sale of tobacco and alcohol, and diffused activations in the selling process all negatively impact customers. Ethical consumers find these notices repugnant and may choose to patronize other manufacturers instead (Mittal & Kamakura, 2019).

Customers are making decisions about what products and services to buy based on a variety of factors, such as price, quality, advertising, and brand advancement. As a result, decisions about accessibility and insight that are balanced with decisions about price and quality are referred to as buyer purchasing behavior (Lee & Jin, 2019).

The Promotional strategy reflects the advertising device to create awareness to scholar for admission and programs offerings. The software offering includes the product based on demand. The Promotional strategy includes the creating cognizance through Social media advertising, virtual advertising, TV Channels advertisements, print advertisement, the usage of bill forums to interact clients for choice of applications. Through these promotional approach customers are attracted and go to the web sites and universities. The university needs to recognition on admission department and people, who are to be had at admissions they want to guide human beings properly and get them concerned.

Although consumers care about ethical purchasing, other purchasing criteria such as value, worth, quality, and brand are frequently more important in making decisions than morality. Moral buying behavior is defined as lead case analysis of buyer blacklists, which is a readily identifiable form of moral buying behavior. He demonstrated how consumers might use their purchasing power to influence business policies and procedures in relation to pressure meetings. According to Farrel and Farrell (2017), these ethical consumers are "concerned about the impacts that a buying decision has, on themselves, as well as on the outside world around them."



### **Placement Strategy**

The Placement includes the location and area where the university and institute are operating and target the students. The Placement reflects to where university is located, is it in population area, the demand of university and programs, this is the reflection in which marketing efforts can be centered and target for admission and growth.

Where become the college located? This method the place of the university, or the accessibility of the provider – how easy it's far to get admission to? It no longer best consists of the region in which the college is placed, all those activities carried out via the university to make certain the supply of the program to the targeted clients. Availability of the program on the right region, on the proper time and inside the right quantity is vital in placement choices. A sound education gadget is essential for each country of the arena. Every nation develops its era on the idea of vigorous schooling and schooling on social, political, economic and ideological grounds. Pakistani training gadget due being directionless and weak has no longer been able to increase and manual its human beings on sound political and social grounds. There is lack of cohesion within the device and it's far greater inclined toward fashionable schooling which does no longer convey any skilled manpower to the marketplace. Resulting there is increasing unemployment. This state of affairs may also sell sense of deprivation a few of the loads. Due to this there is cultural and political unrest inside the society. Besides, there is lack of academic opportunities for science and generation. In this manner the improvement of questioning, reasoning and creativity of college students is not being polished.

The education institution developed university as brand and people are considering the brands like IBA, IoBM, Dow Medical University, Agha Khan in Universities and in similar way Anees Husain, Students Inn are in the process of preparation of entry tests. Brand identifies the firm not only to recognize the product but also to distinguish the other services and products. Branding creates a positive and negative impact on the customers' minds. (Akkucuk 2016). Brand affiliation is defined as that whatever which is deeply embedded approximately emblem in clients' minds. It imply that there may be a relationship between the brand association and emblem photo. Most of the emblem affiliation is related with the logo attributes stories and pix and different elements that distinguish a emblem that is used for the customers to remember or identify the emblem It can be directly and not directly associated with the logo provider it's miles some thing's that Consumers pleasure and buying behavior might be inspired and understand logo affiliation. The simple intention of logo association is to create a brand that customers partner with true features. The emblem affiliation aids inside the improvement of fee and reputation. It's a method for groups to inform clients about their product's first-class. When a organization decides to adopt a aggressive pricing strategy and develop the emblem in various markets perceived pleasant is a beneficial tool. Customer belief is that what customers see and feel approximately the product or brand that is referred to as perceived first-class. In perceived quality is that client buy the famous brand which they realize the emblem and she is glad with the brand so consumer prefers the well-known brand. Consumers understand that well-known merchandise continually have better pleasant compared to the unknown brand there is a hazard additionally we'd claim that perceived

exceptional Can influence patron conduct such that customers are organized to pay greater for superb items (Akkucuk & Esmaeili, 2016).

With brand specialization, customers can purchase the proper product at a lower risk and in compliance with their needs. By getting to know their needs and desires, marketers may use branding to establish enduring relationships with their customers. The most significant and successful strategy for influencing customer behavior in the product selection process is brand product. Customers prefer only branded products worldwide because they are aware of the product's quality, price, and other details, and because buying branded goods reduces the risk that comes with purchasing non-branded goods. Effective branding can raise consumer awareness of the brand and, as a result, boost the likelihood that they will purchase the company's goods and services.

Brand association is defined as that anything which is deeply embedded about brand in consumers' minds. It indicates that there is a relationship between the brand association and brand image. Most of the brand association is related with the brand attributes experiences and images and other factors that distinguish a brand which is used for the customers to recall or identify the brand It can be directly and indirectly related to the brand service it is something's that Consumers satisfaction and buying behavior might be influenced and recognize brand association. The basic goal of brand association is to create a brand that customers associate with good qualities. The brand association aids in the development of value and recognition. It's a means for companies to inform customers about their product's quality.

### **Research Methodology**

#### **Geographic Distribution of the Sample**

The research conducted on marketing activities of educational institutions and specifically universities and how marketing impact there sales. The study focused upon various factors affects the sales growth in educational institutions. This study is limited to Karachi Pakistan and educational institutions operating in Karachi Pakistan.

#### **Demographic Distribution of the Sample**

The respondents are with varying in demographic characteristics so that all responses must be involved. The respondents are faculty, students and administration people related to educational institutions how marketing activities affects sales performance.

#### **Population, Sample and Sampling technique**

The research population is students, faculty, administration and parents of student related to education sector. The population consists of people from the student sector as well as the parents & family members who will be filling the questionnaire. The research has covered educations sectors including schools, colleges, universities & institutions. The population used for data collection in this analysis includes all students, teachers and staff members associated to educational institutions. In addition, it shall include both males and female, in the age bracket of 16-50, at various roles such as students, parents, staff members, administrators, bookstore owners, career counselors, marketing personnel, human resource department etc.

### Research Design

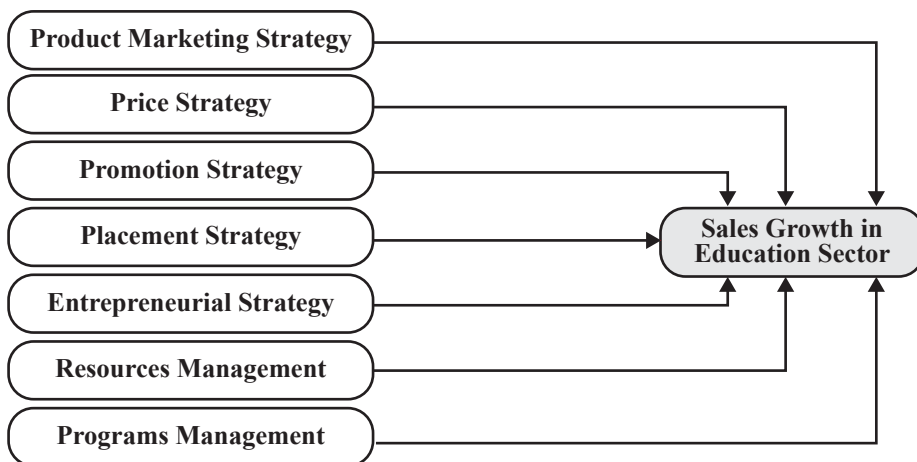
The research design specifies the research stand point of the overall research strategy. That gives you detailed strategy of how a study taken place (Saunders, 2011). This research conducted in Post Positivism research paradigm and research is explanatory in nature. The research conducted based on secondary data from sources. This research follows the epistemological philosophy and is based on the paradigm of post-positivism.

### Type of Research

Research methodology incorporate in this research is quantitative. The Quantitative and explanatory research conducted to analyze the factors influencing the sales growth in educational sector. The method of study was chosen to remove potential bias and ensure precision in outcomes, to provide more authentic results by software analysis (SPSS) as the findings of this research. Nature of this research is causal in nature (Explanatory), where the cause-and-effect relationship is studied between variables, is that the impact of independent variables on the dependent variable. Furthermore, the time orientation of this research is cross-sectional where data is collected at single point in time without any manipulation in data.

## CONCEPTUAL FRAMEWORK

**Figure 1:** Conceptual Framework



**Source:** Tahir, Rizvi and Khan (2017), Dayan & Arnolds (2010).

### Research Instrument

Research instrument incorporate in the research shall include a survey questionnaire with close ended question pertaining to both the independent and dependent variables. All the responses in the questionnaire will be reported in the Likert five-point scales. In this questionnaire, 1 is the lowest level of agreement that is highly disagreeable, while 5 is the highest level of agreement that is strongly accepted.

### Data Collection & Analysis

For this research the data is collected through primary data, using a survey questionnaire. Data obtained from primary research will be analyzed using a computer based statistical software known as SPSS. In addition, the program will also be used to measure the reliability of the data gathered in order to ensure the feasibility and accuracy of the data collected. Along with the correlation and multiple linear regression (MLR), also known simply as multiple regression, a predictive method that helps us identify the impact of independent variables on the dependent variable accordingly. The Collected data analyzed through SPSS Software and various analyses performed. The tests include the reliability tests, Correlation analysis, regression analysis and hypothesis testing.

### Data Analysis and Results of the Study

The chapter of data analysis elaborates the various data analysis techniques applied for analysis of collected data. The research conducted to analyze the factors influencing sales growth in educational sector. This research is focused on marketing strategies how these institutions cater to student's needs based on available demand and competition. The researcher adopted the Kotler model of marketing in the educational sector based on 7 factors taken as independent variables including product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy and Sales growth is a dependent factor.

The research is primary in nature and data collected from parents, teachers and students to analyze the needs of programs and effectiveness of marketing strategies how these factors are important. The Independent variables are the product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy and sales growth is dependent variables. The data collected from 250 parents, staff, teachers and students from educational sector through online survey forms and data analyzed through SPSS Software. The demographics analysis, reliability analysis, correlation analysis, regression analysis and hypothesis testing performed in this chapter of data analysis

### Demographics of Respondents

**Table 1:** Demographics Factors

	Male		Female	
<b>Gender</b>	165		85	
<b>Age</b>	18-25	26-33	34-40	Above 40 years
<b>Education</b>	30	41	110	69
	Graduate	Masters	PhD / Doctor	
<b>Work Experience</b>	160	69	21	
	1 Year	2-3 Years	4-6 Years	Above 6 Years
	42	68	45	95

The primary data was collected through questionnaires and filled 250 questionnaires from the faculty, parents, and students belonging to universities and educational institutions. The educational institutes and universities are targeted for data collection, public private both and graduate undergraduate degree programs are considered in this research. The 165 are males and 85 respondents are female's respondents in this research. The respondents are normally doing jobs and business in various sectors. The data collected from 68 people having experience of 1 to 3 years of work in job or business, 45 people having experience from 4 to 6 years and 6-10 years with 86 people and 95 respondents are with greater than 6 years of experience. The respondents also varying in level of education few are Graduates and mostly are having master's level of education these are faculty and parents.

### Correlation Analysis

**Table 3:** Correlation Matrix<sup>–</sup>

Correlations									
		PM	PS	PSS	PL	EC	RM	PG	SG
PM	Pearson Correlation	1	-.007	.223**	.615**	.223**	.615**	.615**	.566**
PS	Pearson Correlation	-.007	1	.033	-.028	.033	.033	.007	.199**
PSS	Pearson Correlation	.223**	.033	1	.095	0.02	.095	.223**	.058
LSC	Pearson Correlation	.615**	-.028	.095	1	.095	.095	.615**	.749**
PL	Pearson Correlation	.615**	-.028	.095	0.02	1	.033	.223**	.058
RM	Pearson Correlation	.615**	.033	.095	.095	.033	1	.615**	.749**
PG	Pearson Correlation	.615**	.007	.223**	.615**	.223**	.615**	1	.223**
SG	Pearson Correlation	.566**	.199**	.058	.749**	.058	.749**	.223**	1
	<b>Sig.(2-tailed)</b>	.000	.007	.437	.000	0.203	0.04	0.02	
	N	250	250	250	250	250	250	250	250

All variables' relationships to the dependent variable are simply explained by the correlation matrix, which is based on a sample taken from the population with a 95% confidence interval and a 5% margin of error. The relationship between the independent and dependent variables is displayed using correlation analysis. The probability value must be less than 0.05 for significant and here in this case. The correlation analysis shows that there is a significant relationship between product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy with sales growth. The factor promotion strategy and entrepreneurial culture is in-significant factors in this context of research.

### Regression Analysis

The effect of factors on dependent variables is described by the regression analysis. The change in dependent variables brought about by independent factors is explained in detail by the regression. The R square value of the regression model summarizes the predictability of the variables.

**Table 3:** Regression Model Results – Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.950 <sup>a</sup>	.902	.901	.22380

DV can be explained by independent variables (IVs), which also enlarge on the significance of the model and explain the dependent variable. With a R Square of 0.902, the dependent variable's 90% explanatory power and predictability with respect to the independent variable are indicated. This is an important case for the model.

**Table 5:** Regression Model Results – ANOVA

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.1
1	Regression	76.936	4	44.234	883.178	.000b
	Residual	19.283	385	.050		
	Total	196.308	384			

With a probability value smaller than 0.05, the model demonstrates importance and value according to the F Statistics value. Both the model and the F Statistics value are significant.

**Table 6:** Regression Model Results – Coefficients

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.B
		B	Std. Error	Beta		
1	(Constant)	.086	.073		1.169	.243
	PM	.452	.036	.455	12.701	.000
	PS	.437	.037	.449	11.822	.000
	PSS	.087	.023	.087	1.722	.437
	PL	.014	.034	.012	3.397	.043
	EC	.246	.072	.909	.349	.201
	RM	.532	.089	.404	5.962	.000
	PM	.231	.051	.171	4.495	.000

The t value more than 2 and the probability value less than 0.05 indicate that the variable is significant and may explain and predict the dependent variables. The tables

of coefficients display the values of t statistics and probability, with the criterion based on 95% confidence interval. The regression results explain that product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy are significant predictors and promotional strategy and entrepreneurial culture are found insignificant in this context. The Variables t statistics are product marketing strategy 12.7 with probability value 0.00 is significant, pricing strategy with t value 11.8 and probability 0.00 is significant, placement strategy with t value 3.3 and probability is 0.43 is also significant, resource management with t value 5.96 and probability value 0.00 is also significant, and programs management strategy with t value 4.4 and probability 0.00 is also significant to have impact of sales growth in education sector.

### Hypothesis Testing

**Table 8:** Hypothesis Testing

Hypothesis	T Value	Sig Value	Decision
<b>H1:</b> There is significant impact of product marketing strategy on sales growth in education sector of Karachi Pakistan.	12.701	.000	Accepted
<b>H2:</b> There is significant impact of Price Strategy on sales growth in education sector of Karachi Pakistan.	11.822	.000	Accepted
<b>H3:</b> There is significant impact of Promotion Strategy on sales growth in education sector of Karachi Pakistan.	1.722	.437	Rejected
<b>H4:</b> There is significant impact of Placement Strategy on sales growth in education sector of Karachi Pakistan.	3.397	.043	Accepted
<b>H5:</b> There is significant impact of Entrepreneurial culture on sales growth in education sector of Karachi Pakistan.	.349	.201	Rejected
<b>H6:</b> There is significant impact of Resources management on sales growth in education sector of Karachi Pakistan.	5.962	.000	Accepted
<b>H7:</b> There is significant impact of Programs management on sales growth in education sector of Karachi Pakistan.	4.495	.000	Accepted

The findings of the hypothesis test are based on the probability value, t statistics, and regression output. The first three hypotheses are confirmed, whereas the final hypothesis—that deceptive packaging has no effect on consumer purchasing behavior—is rejected. Given their substantial influence on consumer purchasing behavior, the variables, unethical advertising (UA), misleading consumer services (MCS), and product quality (PQ) are recognized as significant determinants and the hypothesis.



## **Discussion**

Over the past 20 years, marketing education has attracted a lot of attention and focus. Since marketing education addresses practically every facet of social networks, it is essential. In addition, market research offers guidelines for creating new degree programs that meet the demands of the evolving market. To reach more pupils, new technologies must also be improved. Since the product can be purchased, sold, or traded, marketing is the article. To obtain additional extension, a strategy's implementation and necessary marketing planning method are needed.

(Gibbs, 2012). This industry has functions that diversifies the meaning of education and increases sustainability in this sector. In other words, education sector provides in helping to add value to the sales growth of the educational sector ok Karachi. Some institutional areas can be quite challenging whereas in terms of sales growth where this research will help in creating immense growth for greater benefits in future and will help in turning tables while the educational industry will flourish. The growth in sales will also increase the revenue generation process which can be catered to collect large amount of taxation process for the country (Ahearne, John, & Bolander, 2019). For the nation to progress socially and economically, education is crucial. The nation will unavoidably fall behind other nations in the fight for growth without education. The development of human resources and institutional strengthening are essential for the country to achieve its goals of progress and prosperity. These researches are similar with research results of this study as product, pricing and placement are most important factors that enhance the sales growth in educational sector. The correlation analysis shows that there is a significant relationship between product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy with sales growth. The regression results explain that product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy are significant predictors and promotional strategy and entrepreneurial culture are found insignificant in this context.

## **Sustainable Development Goals (SDGs)**

The SDGs provides the understanding of how people and society grow and management and world organization settle few sustainable development goals to promote quality of life in terms of education, production and manufacturing and promote the better living standards. The research is addressing the 4th Sustainable Development goals is to promote quality education for all, this academic study also emphasis on promoting sustainable education accessible to all and convey the idea how educational can grow and serve for people.

## **Conclusion**

The primary research conducted through Quantitative approach in educational sector. The study emphasis on marketing strategies works in educational sectors and offering new programs. This study focused on how educational institutions enhance sales growth by using marketing strategy includes program offering, pricing that is fees structure, quality education, placement of educational institutions in proper place and location with communities. The effective resource management and program offerings based on customer needs and demand is most important in educational sector.

The research conducted to analyze the factors influencing the sales growth in the educational sector in Karachi, Pakistan. There are various factors that are affecting the sales of universities and institutions based on quality education, teaching staff, facilities available, and marketing strategies. This research is focused on marketing strategies how these institutions cater to student's needs based on available demand and competition. The researcher also performs the regression analysis to analyze the impact of variables on sales growth and found product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy these five variables having strong relationship and impact of sales growth and other factors includes promotion strategy and entrepreneurial culture are insignificant. These might be insignificant that only marketing and advertising is the not the case in educational sector, but important is that what they offer, what is fees structure, quality of education is most important and these factors are significant in this research study.

The research conducted to analyze the factors affecting sales growth in education sector. The research analysis performed based on primary data and results are processed in SPSS. The research performs correlation analysis and regression analysis after confirmation of reliability testing. The correlation analysis shows that there is a significant relationship between product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy with sales growth. The t value more than 2 and the probability value less than 0.05 indicate that the variable is significant and may explain and predict the dependent variables. The tables of coefficients display the values of t statistics and probability, with the criterion based on 95% confidence interval. The regression results explain that product marketing strategy, pricing strategy, placement strategy, resource management, and programs management strategy are significant predictors and promotional strategy and entrepreneurial culture are found insignificant in this context. The Variables t statistics are product marketing strategy 12.7 with probability value 0.00 is significant, pricing strategy with t value 11.8 and probability 0.00 is significant, placement strategy with t value 3.3 and probability is 0.43 is also significant, resource management with t value 5.96 and probability value 0.00 is also significant, and programs management strategy with t value 4.4 and probability 0.00 is also significant to have impact of sales growth in education sector.

### **Recommendations**

The research results elaborate that product marketing strategy, pricing strategy, promotion strategy, placement strategy, entrepreneurial culture, resource management, and programs management strategy are significant predictors.

- The research is useful for education sector and helpful for universities and educational institutions to analyze the market dynamics and consider various marketing strategies for targeting customers.
- The research evaluates the product marketing strategy, pricing strategy; placement strategy, resource management, and programs management strategy are significant factors and effects on sales growth in educational sector.
- The Educational sector must consider new programs offering, target audience and place where they open the institutions is considerably most important.

- The fee structure referred as pricing is also most important thing to determine and must be based on customer purchasing power.
- The promotion strategy entrepreneurial culture in organizations is important factors but, in this context, they are insignificant but research must be conducted to evaluate the better culture and practices.
- The universities and educational institutions should focus on increase marketing activities to increase sales of educational growth.
- The increase in sales growth is based on effective marketing strategy includes product, price and placement strategy.

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