The Influence of Marketing Mix on the Student’s Choice of University in Pakistan

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Abstract

In 2021, there is tough competition going on in the world among various sectors and educational sector is not an exception. Keeping in view this factors, the authors of this research decided to conduct a research on “The Influence of Marketing Mix on the Student’s Choice of University”. There are three-fold research objectives, one is to understand the role of marketing mix 7 P’s namely product, price, place, promotion, people, physical evidence and process on the student’s attitude and willingness to apply. Secondly to explore that what are the marketing tactics which the universities are currently using to attract the students from the literature. Thirdly, to provide clear understanding to universities that how they can effectively blend the marketing mix to attract students and improve their services.

The present research is based on finding the impact of marketing mix on Pakistani student’s selection of a university. The research instrument is the structured questionnaire for collecting primary data from students of Pakistan. There are many factors that students pay attention to while applying in a university. The researchers tried to investigate and find out the strength of these marketing mix 7 Ps. A 5 point Likert scale was used to collect primary data. The researchers selected public and private sector universities of Islamabad as students from all over Pakistan apply here. The researcher distributed a total of 250 self-administered questionnaires out of which 180 were found complete is all respects having a response rate of 70% which is quite high. Among 180 respondents 95 (approximately 53%) were males and 85 (47%) were females. As the data has been collected from the university students which are at the different stages of their educational level, 60 (33%) of them were enrolled in the graduation, 65 (36%) Master, 40 (22%) were in MS/MPhil and the remaining 15 (9%) were PhD scholars. The major findings of the present research show that there is a high impact of marketing mix on the decisions of students applying in a higher educational institution. In nutshell, the top management of universities can use the findings of this research to strengthen their marketing strategies in order to increase the enrollment and quality of their various educational programs. Furthermore, higher educational institutions can also have in-depth understanding of their prospective students and this will also help them design better marketing strategies to compete in the market.

Keywords: Product, Price, Place, Promotion, People, Physical Evidence, Process, University.

Introduction

The literature on the emergence of marketing in the education sector has been originated in the USA in the decade of 1980s and that literature is theoretical and normative in nature. This literature consists of books...
and manuals which emphasis on such topic “how to market your school” and the models which were given in those manuals and books were developed from the non-educational sector (Gray, 1991). According to Kotler and Fox (1995), in the decade of 1980s the importance of the marketing in the educational sector increased. In the opinion of the Gibbs (2002), most of the educational institutes now recognize that now it is the time to implement the marketing practices to remain competitive in the global world, there is enough literature and practical concepts of marketing are available which tells how to implement marketing in educational institutes. Currently due to bad economic conditions and financial crisis in the higher education institutes the universities and colleges are now competing for the same students (Pinar et al, 2011). According to the Mathew as the competition is severe at the global level for full fee paying foreign students in the Higher Education in numerous nation states of the world made it compulsory for the academic institution to understand the decision making criteria of the students to develop strategies accordance with their needs and wants. The same thing is described in another study, as the competition is increasing so the need to understand that how students make their decision is very important (Moogan et al, 1999). Nevertheless, the immaterial aspect of any such product introducing in the market means that strategies linked with ebbing price especially with consumed products are not applicable a very widespread problem solving procedures which is vital to high involvement university degree choices (Brown et al, 2009).

In recent times the students possess more awareness regarding high involvement (Briggs, 2006), and though students are highly informed and shrewd … “more urbane and are making more informed choices” (Clarke and Brown, 1998, p. 85), yet there are umpteen factors which affect these youngsters causing anxiety.

The existence and provision of better and flawless services is quite essential at least for competitive sake. Higher education sector is loaded with complex actions and operations by default owing to its complex hierarchy and it offers highly intangible services and promoting soft liaison relations with stakeholders like (e.g.; parents, students, tutors, industry, government, professional bodies, and alumni) extended over greater span of time and it is always challenging. This intangibility or soft aspect affects the teaching-learning processes (Douglas et al., 2008), and being more reputational the decision making process is intertwined with complexities. (Ancil, 2008; Harvey and Busher).

According to Hina and Matlay, (2009), the expectations of the students and other stakeholders are growing and they want better result or outcomes of their investment in the higher education. So in this paper our focus will be on the impact of marketing activities used by the universities on the student’s decision making.

According to the Hamsley and Platka (2006), education is a relatively new marketing discipline in higher education has encouraged more discussion in particular. The literature on the use of marketing in the higher education is insufficient especially theoretical models. There has been very little or no published research on the educational marketing or the role of 7 P’s in the university selection from the student perspective, especially in Pakistan. Applying marketing to the non-business or to the organizations whose major aim is not to earn profit; this will surely help the marketing discipline into heights. This research paper in which the authors examine the role of 7 P’s in selection of the university will help universities to understand that what are the factors that highly influence the students’ (consumer) decision in selection of educational institute for higher studies.

Joseph and Joseph (1997) has the opinion that educational reforms have been taking place in the number of countries of the world to bring the efficiency accountability and quality in the educational system. In order to maintain the competitiveness, the academic institutions need to incorporate marketing practices in their institutions.

Licata and Maxham (1998) call Higher Education as a broad professional service ranging from a student deciding which accommodation to adapt to developing their intellect over an extensive period of time. Thus the acquisition of a Higher education administration matches to the assurance of future advantage, yet the
specific prizes are not known toward the beginning of this all-inclusive dynamic success with the apparent danger being high for every one of those parties concerned. Thus, to pull in the reasonable researches for the marketing strategies promoting methodologies could be created in such manner, whereby correspondence between the two parties, understudies and organizations can assist the expected understudies with getting the required data in regards to their choice of foundations for Higher education (Bonnuma and Waldt 2008). Nevertheless, it may, the increased choices in the higher education commercial center may constrain schools and colleges to use a more client arranged way of thinking in conveying their administrations, and the individuals who figure out these standards will have a better likelihood of accomplishing their goals all the more successfully (Kotler and Fox, 1995).

Research Objectives

- The aim of this research paper is to understand the role of marketing mix 7 P's on the student’s attitude and willingness to apply.
- To explore that what are the marketing tactics which the universities are currently using to attract the students from the literature.
- To provide clear understanding to universities that how they can effectively blend the marketing mix to attract students and improve their services.

Literature Review

According to Kotler and Fox (1995), "the study, preparation, execution and control of carefully conceived initiatives in order to attain organizational goals. According to the (Maringe, 2005) competition is growing due to growth of academic institutions at level of higher education, and this intense competition is a cause of higher education marketing around the world. Higher education is marked by more interpersonal communication, ambiguity, deviation and personalization than any other service. (Patterson et al., 1998).

Services are different from goods, services consist of elusive components such as procedures, expertise of people and resources that need to be properly organized to result in the correct or scheduled configuration of the service.

The use of marketing in education is considered depraved in culture because the use of marketing would raise the cost of education, which is the fundamental right, in their point of view.

Marketing Mix and Hypothesis Development

Marketing Merge Principle is the major principle of philosophy of marketing. According to McCarthy's, 1964, there are 4Ps of marketing which is highly criticized at present as there are number of other marketing mixes presented by major philosophers from the area of marketing in the world.

Christian Gronroos claims that the 4P paradigm can be useful for consumer packaged goods to be sold, but the 4P concept is no longer and cannot be used for all forms of marketing circumstances. The most rigorous critique has come from the marketing field of services.

In particular, the expansion of the 4P paradigm to include method, physical evidence and participants by Booms and Bitner (1981) has gained popular acceptance in marketing literature services (Rafiq et al 1995). According to Rafiq & Ahmad (1995), the 4Ps of marketing are highly criticized and mostly researchers are not satisfied with 4P concept. The definition of the 4P is typically used for the invasive marketing.

On the other hand, Jonathan Ivy (2008) says that "a controllable set of controls". Typically, 4P's marketing mix model is used in the marketing of physical products, but expanded marketing mix model with 7P's is
used in the marketing of the facilities, consisting of physical proof, people and method in addition to conventional 4Ps.

**Product**

According to Armstrong and Kotler (2006), a commodity is something that could fulfill a desire or need for attention, acquisition, usage, or consumption. On the other hand, Borden (1984) says that the product is defined by consistency and style. But here, in this case, students are considered explicitly in this research paper as the client, while staff are considered as communication staff, which is the 5th P in the marketing mix. The study programs offered by the university are one factor that is highly critical in creating the Higher Education product (Darling et al).

According to Yavas and Shemwell, 1996; Landrum et al., 1998, brand of an institution plays a critical role in the market. Paramewaran and Glowacka (1995) propose that universities are required to build and/or preserve a unique image to establish exclusive position in the educational sector. Furthermore, Ivy, 2001 says that such a distinct image is likely to influence the willingness of a student. Hence, it is very necessary to create these images in the minds of students. Branding is often seen as part of product policy so that it is very important to build an appealing picture of an organization in the marketplace in order to design successful product policy (Stensaker&D’Andrea, 2007).

The authors of this study consider two product components in the educational marketing mix:

a) Reputation/image of the university/institute
b) Number of programs of study offered by the university/institute

**Price**

According to Kotler et al, the pricing factor is another major factors while selecting any academic institution for studies. When the value equals or exceeds the given price then student’s perception increases. According to the Chartered Institute of Marketing 2009, subtle existence of services, prices are a key predictor of quality where other information is accessible.

Zeithaml, 1981 also emphasizes the importance of pricing and says that as compare to services, pricing is a tangible factor hence it should be given importance. In universities, pricing factor influence the revenues that a university receives from its sources.

For the parents and students, high prices increase their worries and therefore has number of negative consequences. Pricing also influences marketing strategies of academic institutions. Besides the tuition fee flexibility in the payment of tuition fee, scholarships and bursaries are the factor of expense.

**Place**

According to Armstrong, Kotler, 2006, Hirankitti et al. 2009, location is seen as another major factor while students apply for a program in any academic institution. The comfort of access associated with a service such as location and delivery by potential customers. Place is the method of delivery adopted by the university to deliver tuition to its market. The idea of distance learning is now very popular around the world. The growth of alternative forms of tuition has expanded significantly: nowadays, there are virtual or online classes and learners are not dependent on in class studies. According to Jonathan Ivy, 2008 and Kotler, 2008, place denotes to the convenience of educational institutions/program to potential students in the maximum convenient and available manner in the sense of higher education. According to Kotler & Fox, 1995, place factor is now not limited to geographical location because of the advances in IT, but substitutes are also being created for the delivery of educational services. Strategies such as e-learning and
distance learning may also be implemented by universities to support their students and to improve their market competitive advantage.

- Convenience to the students.
- Distance from home.
- Facility of distance learning.

Promotion

Promotion usually means the way through which the goods/service provider communicates to the target market about his/her product or service. While (Borden, 1984) defined promotion as sales promotion, advertising, personal selling, public relations and direct marketing on the other hand promotion is defined by the Lovelock and Wright as publicity. All these tools can be used by the universities for increasing their enrolment in their various academic programs. When a university/educational institute wants to communicate to a wide variety of public then they generally use electronic media such as own websites, social media, and similar electronic platforms for effective communication with the target market. Lambset et al (2004) & (Soedijati, 2006) say that promotion is at the heart of marketing as it provides the awareness to the target market which is one of the initial steps from market point of view.

There are number of benefits of promotion but according to Mazzarol, 1998, not many academic institutions utilize it well. Ivy, 2002 says that there are number of persons who say that information provided by electronic channels is sometimes inappropriate or is not complete. Communication activity can be subdivided into two areas, personal and non-personal. Personal communication (selling) to students frequently starts with visits by faculty or admissions officers to colleges and high schools. Non personal communication (advertising) includes catalogues, brochures, descriptive pamphlets, newspaper articles, or even ads, and direct mail activity.

According to (Bennet, 2006) universities should design their message in accordance with the student’s requirement, their message should convey what student think is important not like what the university think. But no one can deny the role of promotion in the marketing of the education sector promotion can increase the reputation and image of the university (Rudd & Mills, 2008).

- The visits of the university members to colleges (personal selling).
- University prospectus.
- Ads on the mass media.
- Word of mouth communication.
- Other.

People

It includes all the human resources that are involved in the delivery of services to students (Hartline & Ferrell, 1996). The quality of these services by people strongly influences the student’s thinking about the academic institution where he or she is applying.

These people include not only the staff but also the teachers/academicians. The potential students when communicate with these people in the university, get a better awareness about the various academic programs. Potential students when become the regular student then these people again interact with them. Therefore, this people factor of marketing mix is one of the major factors influencing potential students applying for any academic program of the university.

The image of the teaching staff at the undergraduate level and their impact on the student’s perception is highly debatable issue, while at the graduation level, the quality of teaching/academic staff plays vital role on the student’s selection of the university. (Cubillo et al., 2006; Ivy, 2001). Therefore, human resources of
universities who are responsible for teaching and other managerial activities respectively, are called people (Kotler and Fox, 1995). The human resource is the most important asset of any organization hence it also plays a major role in quality of services. Current and former students are also the element of the People because the potential students often ask them to provide them some guidelines and their opinion about the university. Lovelock & Wright (2004) suggested that as the customers are directly involved in the service process, they evaluate value of human resources, their verbal and non-verbal communication, their technical skills hence the quality of service is judged on these bases. Designing of the service delivery is the most crucial part because as said by the Du Plessis and Rousseau (2005), the contact personnel should be trained because their appearance their attitude and behavior have influence on the potential student’s perception. Acquiring the best human resources, retaining, training and developing them as per the market requirements is the core source of competitive edge (Mazzarol, 1998). Learning and expertise of the quality of staff is a source of competitive advantage. In the education industry, students select the university on the reputation of the teaching staff. People element of the educational marketing mix includes,

a) Quality of Teaching staff.
b) Administrative staff of the university.
c) Others.

Physical Evidence

Physical evidence includes tangibles like the building, furniture, teaching content, brochures, facilities, and so on (Rafiq & Ahmed, 1995). These tangibles help improve the image of the universities in number of ways. The potential students when observe these physical evidence, make up their minds for getting admission. These factors influence the decision making of potential students who are selecting any university for their studies.

The intangible nature of services of the higher education institutions makes the physical evidence more important. Both tangible and intangible factors strongly impact the environment in which the potential students make a decision (Ivy & Fattal, 2010). In the opinion of the Kotler et al (2008), first impression of an organization is really important and potential students usually observe the facilities and building of the university. In addition to that Gibss and Knapp (2002) suggests that physical location condition also greatly contribute on the image of the institution. For example: cleanliness of rooms, technologies used, library, etc.

Hence at the end we can conclude that followings are the elements of the physical evidence;

a) Infrastructure of the university (building etc).
b) IT labs.
c) Libraries.
d) Hostel facilities.
e) Others.

Process

Process involves the execution of all functions of the universities. These processes have a strong impact on the target market as they are observing these processes keenly. Processes refer to the university’s administrative and bureaucratic functions like handling of enquiries to registration, course evaluation, examinations, result dissemination and so on (Maula et al, 2012). The way of doing business is also called organizational processes (Kotler, 2008). When a consumer owns a product after buying then there is a sense of ownership nut this is not the case in universities. Universities charge fee from students and there is no ownership or guarantee of getting a degree hence this becomes really challenging for the academic institutions (Ivy, 2008 & Palmer, 2005).
Followings are major elements in the 7th P ‘Process’ of the educational marketing:

a) Admission process.
b) Examination system process.
c) Process of lecture delivery.
d) Others.

Conceptual Framework

<table>
<thead>
<tr>
<th>PRODUCT</th>
<th>PRICE</th>
<th>PLACE</th>
<th>PROCESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Image/reputation</td>
<td>• Tuition fee</td>
<td>• Convenience</td>
<td>• Admission process</td>
</tr>
<tr>
<td>• No. of Programs of study offered</td>
<td>• Flexibility in the payment of tuition fee</td>
<td>• Distance from home</td>
<td>• Examination System</td>
</tr>
<tr>
<td></td>
<td>• Bursaries</td>
<td>• Distance learning</td>
<td>• Lecture delivery Process</td>
</tr>
<tr>
<td></td>
<td>• Scholarships</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>PEOPLE</th>
<th>PHYSICAL EVIDENCE</th>
<th>PROMOTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Quality of teaching staff</td>
<td>• Infrastructure (Building)</td>
<td>• Visits to colleges (PS)</td>
</tr>
<tr>
<td>• The attitude of other supporting staff</td>
<td>• Appearance</td>
<td>• Advertising</td>
</tr>
<tr>
<td></td>
<td>• IT lab</td>
<td>• Public relations</td>
</tr>
<tr>
<td></td>
<td>• Library</td>
<td>• Publicity</td>
</tr>
<tr>
<td></td>
<td>• Cleanliness</td>
<td>• Prospectus</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Word of Mouth</td>
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</table>

Research Methodology

This research paper is about the educational marketing, in which authors tried to find out the relationship between the marketing mix (7P’s) and the students selection of the university particularly from the Pakistani students perspective. The researchers used a questionnaire as a research instrument to investigate the factors that potential students consider while selecting a university in Islamabad, Pakistan. The research instrument is adapted based on the in-depth literature review and present researches from the relevant sector. Minor changes were made in the research instrument to customize it as per the environment of our country. From this research instrument, the researchers evaluate different elements of the marketing mix. 5 point Likert scale was used to measure the potential student’s attitude and opinions while selecting any university for their admission. The respondents were asked to rank the criteria that they used to select a university ranging from (1) most unimportant to (5) most important.
Sample and Data Collection

The data has been collected through convenience sampling method. The data has been collected from the students in the different public and private sector universities situated in Islamabad. One important reason for selecting the universities of Islamabad is that students from almost every part of Pakistan come to Islamabad for higher degrees. In this way, authors tried to ensure the representation of the whole population.

A total of 250 questionnaires were distributed, 180 questionnaires were received from the respondents, response rate was above 70% which is quite high. Descriptive statistics were used to exhibit the demographics of participants by frequency distribution as show in Table 1. The age of the respondents ranges from 18 years to 53 years. Among 180 respondents, 95 (approximately 53%) were males and 85 (47%) were females. As the data has been collected from the university students which are at the different stages of their educational level, 60 (33%) of them were enrolled in the graduation, 65 (36%) Master, 40 (22%) were in MS/MPhil and the remaining 15 (9%) were PhD scholars.

Data Analysis & Discussions

Findings of the study show that means of all the elements of the marketing mix are more than the mid-point of 5 points Likert Scale. product element (Mean=3.97, SD = .56331) of the marketing mix is most important when students selecting a particular university, to measure the importance of product element of marketing mix items which includes, a) the image/reputation of the university b) number of programs offered by the university c) Majors and specializations offered d) Subjects taught in the major you were interested in.

The 2nd most important factor which students consider while selecting a particular university is price element (Mean=3.82, SD=.63851) which includes a) Tuition fee, b) Possibility of paying in installments c) Availability of scholarships and bursaries. In the comparison of relevant importance given to the different factors people element of marketing mix is at 3rd, people element (Mean = 3.80, SD=.54311) of marketing mix includes a) Qualification of Teaching staff b) Reputation of teaching staff c) Quality and support of nonacademic staff.

Table 1: Demographics

<table>
<thead>
<tr>
<th>Age (n=180)</th>
<th>f</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Under 25</td>
<td>52</td>
<td>29%</td>
</tr>
<tr>
<td>26-35</td>
<td>71</td>
<td>40%</td>
</tr>
<tr>
<td>36-45</td>
<td>42</td>
<td>23%</td>
</tr>
<tr>
<td>Above 46</td>
<td>15</td>
<td>8%</td>
</tr>
<tr>
<td>Sex(n=180)</td>
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</tr>
<tr>
<td>Male</td>
<td>95</td>
<td>53%</td>
</tr>
<tr>
<td>Female</td>
<td>85</td>
<td>47%</td>
</tr>
<tr>
<td>Profession (n=180)</td>
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<td></td>
</tr>
<tr>
<td>graduation</td>
<td>60</td>
<td>33%</td>
</tr>
<tr>
<td>Master</td>
<td>65</td>
<td>36%</td>
</tr>
<tr>
<td>MS/MPhil</td>
<td>40</td>
<td>22%</td>
</tr>
<tr>
<td>PhD</td>
<td>15</td>
<td>9%</td>
</tr>
</tbody>
</table>

The 4th most important factor which students consider while selecting a particular university is physical evidence element (Mean = 3.49, SD=.63081). The 5th most important factor which students consider while
selecting a particular university is process element (Mean = 3.46, SD = .62786). The 6th most important factor which students consider while selecting a particular university is promotion element (Mean = 3.43, SD = .88046). Finally, the 7th most important factor which students consider while selecting a particular university is place element (Mean = 3.30, SD = .68149).

Physical evidence (Mean=3.43, SD=.88046) & promotion (Mean=3.80, SD=.63081) are respectively at 4th and 5th place, while place and process elements of marketing mix are considered as less important as compared to the other marketing mix elements. Table: 2 and Graph I also shows the same results.

<table>
<thead>
<tr>
<th>Item</th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
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<tbody>
<tr>
<td>Product</td>
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<td>3.00</td>
<td>5.00</td>
<td>3.97</td>
<td>.56331</td>
</tr>
<tr>
<td>Price</td>
<td>180</td>
<td>3.00</td>
<td>5.00</td>
<td>3.82</td>
<td>.63851</td>
</tr>
<tr>
<td>Place</td>
<td>180</td>
<td>2.00</td>
<td>5.00</td>
<td>3.30</td>
<td>.68149</td>
</tr>
<tr>
<td>Promotion</td>
<td>180</td>
<td>2.00</td>
<td>9.00</td>
<td>3.43</td>
<td>.88046</td>
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<tr>
<td>People</td>
<td>180</td>
<td>3.00</td>
<td>5.00</td>
<td>3.40</td>
<td>.54311</td>
</tr>
<tr>
<td>Physical evidence</td>
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<td>5.00</td>
<td>3.49</td>
<td>.63081</td>
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<tr>
<td>Process</td>
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<td>2.00</td>
<td>5.00</td>
<td>3.46</td>
<td>.62786</td>
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Table 3: Correlation Matrix

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<th></th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price</td>
<td>.605**</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Place</td>
<td>.419**</td>
<td>.431**</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Promotion</td>
<td>.274**</td>
<td>.436**</td>
<td>.334**</td>
<td></td>
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<tr>
<td>People</td>
<td>.526**</td>
<td>.509**</td>
<td>.435**</td>
<td>.340**</td>
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<tr>
<td>Physical evidence</td>
<td>.573**</td>
<td>.504**</td>
<td>.352**</td>
<td>.453**</td>
<td>.727**</td>
<td></td>
<td></td>
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<tr>
<td>Process</td>
<td>.517**</td>
<td>.511**</td>
<td>.558**</td>
<td>.543**</td>
<td>.762**</td>
<td>.872**</td>
<td></td>
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</tbody>
</table>

**. Correlation is significant at the 0.01 level (2-tailed).

The above correlation matrix was used to find out the relationship among 7Ps of marketing mix of the present research. This analysis shows the variables that are significantly correlated with each other.

**Conclusion**

The results of this present research demonstrate that all the 7P’s which are generally used in service marketing can be highly useful for the universities as well because students consider all of the 7P’s (more or little) while selecting a particular university. Furthermore, findings show that all the research variables have significant influence on potential student’s selection of a university in Islamabad, Pakistan. This research strongly recommends that in order to compete in the tough educational market, all educational institutions should consider the 7P’s while designing their functions from registration to award of degree to students.

The various functions and processes of academic institutions should be based on the real expectations of the target market. Finally, this research can also guide universities while designing their recruitment and selection policies.

**Limitations and Future Recommendations**

The data were collected from the Islamabad region with the hope that it represents the whole Pakistan, as the students came here from all over the Pakistan for the higher education but the students who are not financially strong usually select from the other small countries. Therefore, future research from the students of other cities and universities will also be helpful for the higher education universities. Secondly, future research is recommended to collect the data from those students who are applying in the universities or deciding to apply in any specific university and the sample size should also be increased to make it more generalizable for the universities. Thirdly, the time is changing rapidly and many other factors are also affecting the students’ decision in selection of higher education institutions, therefore future research is also recommended to conduct interviews from the students to identify those unidentified factors.

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