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Изучение факторов выбора родителями вуза как важный элемент стратегического маркетинга в образовании

Если рассматривать современное высшее образование как услугу предоставляемую государством, то важно знать к нему требования потенциального потребителя. Молодые люди не в состоянии самостоятельно оплачивать расходы, связанные с получением образования, эти расходы, как правило, ложатся на родителей. Следовательно, при разработке рекламно-маркетинговой кампании коммерческого вуза следует ориентироваться в том числе и на запросы родителей, ожидания и ценности, определяющие их выбор. Цель статьи – изучить факторы выбора родителями вуза, как важный элемент стратегического маркетинга. Выделить группы факторов, влияющих на такой выбор со стороны родителей. Дать практические рекомендации по построению рекламно-маркетинговой кампании вуза.

В ходе проведенного исследования было выделено три группы факторов, влияющих на выбор вуза, а также составлен социально-психологический портрет родителей выпускников, изучены представления выпускников школы о влиянии различных факторов на качество образования в вузе, данные представления определяют направленность активности и поиска информации об учебном заведении и во многом влияют на окончательный выбор абитуриента.

Образование как сфера услуг должна реагировать на сложный характер ценностей, определяемых тройственной природой современного общества, сочетающей в себе традиционные ценности, модернизм и постмодернизм. Практическая значимость исследования заключается в возможности использования предложенных рекомендаций при построении политики учебного заведения в соответствии потребностям потенциальных покупателей данной образовательной услуги. Предложенный материал будет способствовать улучшению качества образовательных услуг, с целью привлечения абитуриентов на обучение в вузы. Результаты проведенного исследования могут быть полезны как специалистам в области образования, управленцам, так и широкой общественности.

Ключевые слова: образование, потребители образовательных услуг, родители выпускников, выпускники, вуз, высшее образование

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Study of the factors of choosing the university by parents of as an important element of strategic marketing in education

If we consider modern higher education as a service provided by the state, then it is important to know the requirements of a potential consumer. The young people are unable to pay for their education themselves, therefore, it is mostly covered by the parents. Thus, while working out the University advertising marketing campaign one should focus on the requirements of the parents, the expectations and values that determine their choice. The objective of the article is to research the factors that determine the parents' choice of the University as a significant element of strategic marketing. It's necessary to identify the groups of factors that have an effect on such a choice from the parents' side as well as to give practical recommendations on making up the advertising and marketing University campaign.

While the research there were determined 3 groups of factors that have an effect on the choice of the University, the socio-psychological outline of the graduates' parents has also been made up. There have been studied the ideas of the school graduates about different factors influencing the quality of higher education which determine the direction of activeness and information search concerning the educational establishment itself that have much effect on the final applicant's choice.

Education as a sphere of service should be flexible to complex values criteria, that is determined by the triple nature of the contemporary society containing the traditional values, modernism and post-modernism. The research practical significance is contained in the opportunity of using the suggested recommendations while defining the educational establishment policy corresponding with the potential customers' educational service requirements. The material suggested will increase the quality of the educational service under the objective of drawing the applicants to study in the University. The results of the research conducted may be useful both for the specialists of educational sphere, educational management and the wide audience as well.

Keywords: education, consumers of educational services, parents of school leavers, school leavers, University, higher education

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Introduction to the research problem

As you know, human behavior is determined by the characteristics of his consciousness. Since we live at the junction of times, in the period of global transformations, the consciousness of the modern consumer is complex. Education as a service sector should respond to the complex nature of the values defined by the triple nature of modern society, combining traditional, modern and postmodern values. Moreover, different aspects of the behavior of the same person are determined by the values and attitudes corresponding to different cultures: traditional, cultures of industrial and post-industrial society. It is important to take constantly into account this fact, both in the organization of the educational process, and in building a dialogue with the consumer of educational services. Different cultures meet different objectives of education. For example, raising social status is a traditional value, getting a profession is an industrial value and self – realization is a post – industrial value [1].

Regarding this, it is important to consider what tasks of higher education are considered having priority for parents of school leavers, future entrants. This explains the relevance of our study. The purpose of the article is to study the factors of the University choice of parents as an important element of strategic marketing. To identify groups of factors that have an effect on such a choice of parents. There are three groups of such factors revealed in the study:

1. Sources of information about higher educational establishments of the city.
2. Factors affecting the quality of education.
3. Attitude to the contract (paid) form of getting an education.

Taking into account these factors will allow universities to build the correct advertising and marketing campaign, to conduct career-oriented activities [2].

Theoretical framework

The theoretical basis of the research constitute the works of famous scholars marketers (I. M. Sanaeva, A. N. Romanov, G. A. Vasilyev, M. M. Maximtsov, N. A. Nagapetyants), the theory and practice of marketing in the sphere of educational services is presented in the works of (A. P. Pankrukhin, S. A. Mamontov, A. V. Netesov, U. G. Zinnurov). The application issues of the marketing provisions in the higher education sector was developed by such scientists as N. Bryukhanova V. V. I. Beliaye, R. B. Freeman, V. R. Chanklin, K. A. Saginov, A. P. Pankrukhin, A. A., Salamatova, D. N. Korneeva, S. S. Demtsura, E. B., Plokhotniuc, L. A. Kostyukova, R. I. Simonyan, V. M. Rogozhina, A. S. Apukhtina, T. G. Khurimova. In the works of these scientists the theoretical and practical aspects of marketing educational services are considered [3].

However, despite the presented developments, the issues related to effective technologies for promoting educational services, regarding the use of marketing research in the management of higher education, are still insufficiently developed.

Methods

The research methodology is based on the General scientific principles of historicism, consistency, neutrality and scientific nature of researches as a means of studying the formation and development of pedagogical systems; ideas of modern philosophy of education.

Developing a specific methodology of research, we were guided by the basic provisions of anthropological, humanistic, multicultural, cultural approach in the comprehension of social, pedagogical factors, phenomena, processes [4].

The following methods were used in the research: mathematical statistics: quantitative and qualitative analysis – for processing and interpretation of data on the factors of choice by parents of higher educational establishment; prognostic – for generalization of conclusions, recommendations and proposals for the advertising and marketing campaign, the method of modeling; empirical – surveys of parents to assess the current state of this issue and to determine the group of factors affecting the process of choosing a University.

To conduct the study, a social survey of parents of students of universities located in the South of Russia, as well as the results of testing and questionnaires was conducted. More than 1000 of parents of students took part in the survey, on the basis of which the presented tables and figures were compiled. As a result of the study, three groups of factors affecting the choice of University were identified, a psychological portrait of parents of students was made [5].

Discussion

The study of the factors of choice by parents of the University is an important element of strategic marketing. To know the selection criteria, the factors that influence the choice mean to create the policy of the educational institution in accordance with the needs of potential customers. At the initial stage of the study, a survey was conducted among the parents of students, the main purpose of which was to identify the parents' idea of the tasks of higher education, the results of the study are presented in figure 1.

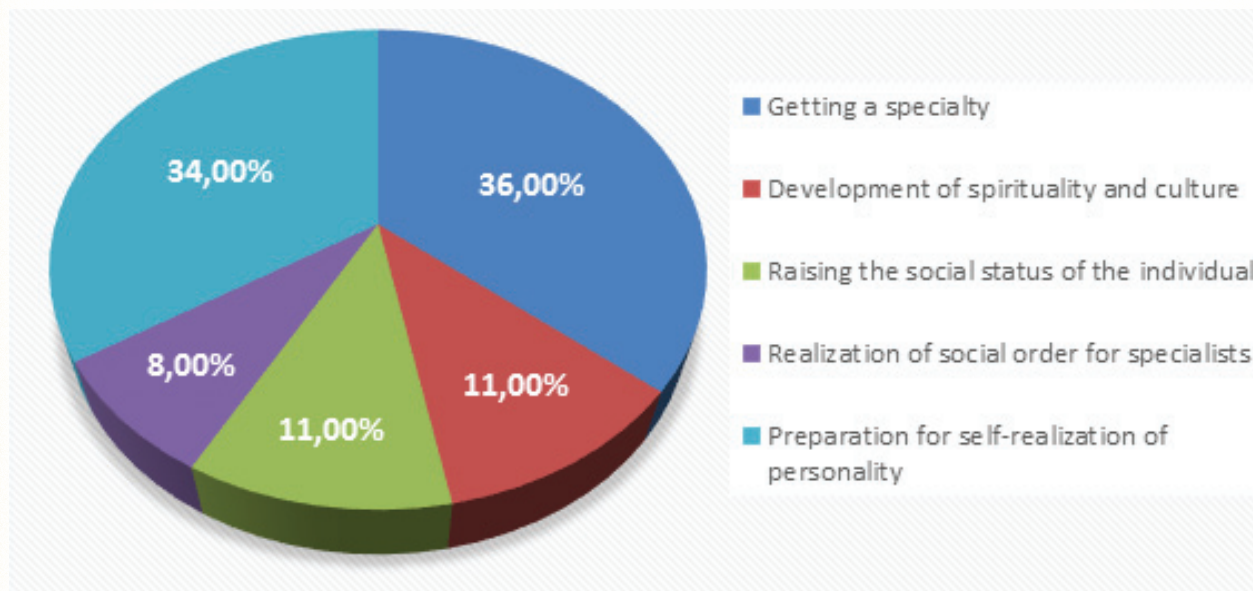


Fig.1. Parents' ideas about the tasks of higher education

As you can see, the parents are dominated by the values of modernity and postmodernity. Getting a specialty is the main task of higher education for 36% of parents. We can relate to the group of industrial values also the task of realization the social order for training a specialist – 8%. The second most important are post-industrial values: preparation for self-realization of the individual – 34%. Traditional values are on the third place and have a

relatively small share. In other words, the University should give specialty and prepare for self-realization. These two areas, from the point of view of parents, should be a priority for the educational process. When carrying out an advertising campaign, universities should take into account this focus of parents' expectations [6].

There is a correlation between the level of education of parents and the prevailing values. For men and women with higher education, the preparation of their children for self-realization in future life is more important than just mastering the specialty. Parents with secondary education have opposite views. Thus, people with higher education are more focused on the development of personal rather than social potential. Self-realization as a psychological phenomenon has a deeper personal character than mastering the specialty as a social function.

The results presented in table 1 indicate that the perception of higher education objectives is similar for men with higher education and women with secondary education. These socio-demographic groups in the process of reorganization of society suffered more than others from reforms, hence they pay more attention to the improvement of social status, and the situation with the social order for the professions. It is important for them to acquire by their children a specialty that society needs.

Since industrial values dominate in the minds of potential customers, it is desirable to demonstrate and advertise the practical skills of teachers, students and graduates. Information about the creative achievements, personal qualities of graduates would be useful for parents of students with post-industrial values [7].

Table 1

Dependence of parents' expectations on their educational level, (%)

Tasks of the higher education	Men		Women	
	Higher education	Secondary education	Higher education	Secondary education
Preparation for self-realization of an individual	60	47	62	46
Getting a specialty	50	65	58	53
Development of spirituality and culture	19	12	14	21
Improvement the social status of the individual	25	14	20	18
Realization of social order for specialists	16	12	9	15

Higher education is designed to realize the social order for the training of highly qualified specialists. At the same time, according to the results of the study, this problem of higher education is considered as the least significant for the respondents (Fig. 1). Most likely, this state of affairs is associated with a noticeable increase in the share of individual values in the ordinary consciousness. Hence the need for individualization of education, focusing on the values of personal achievement, personal success.

The attitude of parents to the education system as a whole is reflected in their assessments of higher and secondary education (Fig. 2). Higher education is rated slightly better than secondary education. This indirectly indicates:

- first, the optimism of parents;
- secondly, the attribution of the success of their own children and themselves (not all students are taught up to grade 11) education system [8].

In General, the quality of school and higher education on average in the sample is not

fundamentally different. Women, however, have lower rates of education than men. Women are responsible for the upbringing and education of children in families, their views are more realistic. On the other hand, they tend to attribute greater responsibility for education to the institution. Women are largely focused on the promise that the University will "teach their children well" [9].

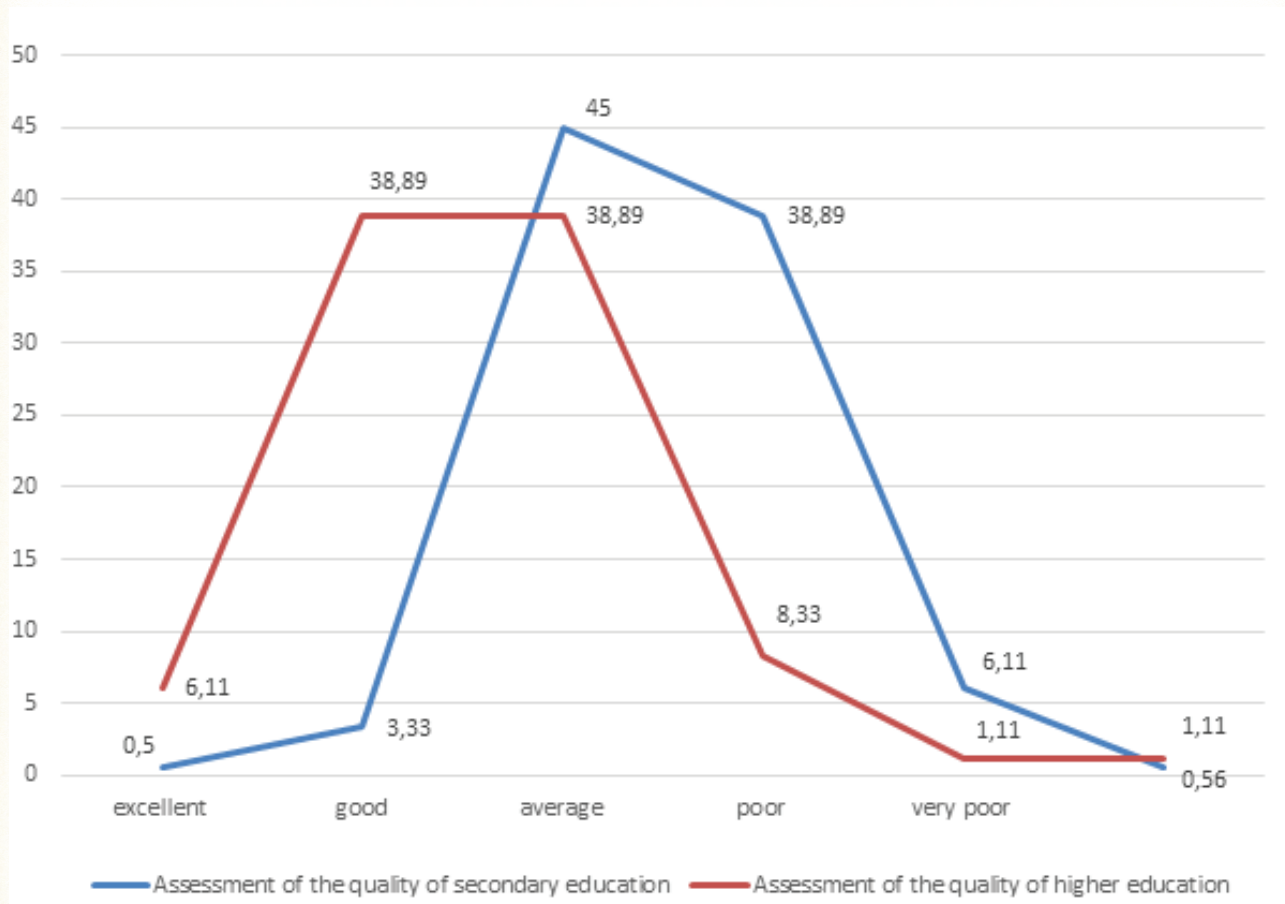


Fig. 2. Assessment of the quality of secondary and higher education

It is interesting, parents with one child rate the quality of school and higher education higher than parents of 2 or more children (table.2). If the child is alone, the parents have more opportunities to pay attention to him, to help in learning and the results of the child's success, therefore, higher. Parents of 2 or more children spend more effort and money on the education of children and less on each of the children separately, so they have a more negative view of the quality of education (especially school).

Table 2

Parents' answers to the question "How do you assess the quality of education?" depending on the number of children in the family (%)

	Excellent		Good		Average		Poor		Very poor	
Number of children in the family	1	2	1	2	1	2	1	2	1	2
School education assessment	7	6	47	36	36	46	7	8	2	1
Higher education assessment	2	5	44	46	40	41	7	5	2	0

Evaluation of the demand for certain specialties is a key component of the successful marketing policy of the University. One of the reliable indicators of what specialties will be in great demand among the applicants are the views of parents about the demand for certain professions. As you can see from figure 3, the most popular are economic (47%), legal (41%) and medical (35%) specialties. The popularity of economic specialties is explained, in our opinion, by the lack of economic knowledge in society. Almost every working person needs this knowledge. Regarding this, the University could offer additional services (courses, lectures, etc.) in the field of economic education to the general population. The same is applicable to legal specialties.

Some popular specialties are included in the service sector. Specialists of these professions in a market economy can realize themselves in private practice. The development of the service sector is a characteristic trend in the development of the world economy, which is connected with the value structure of postmodern society (self-realization, free time, high technology, information openness, individual freedom, social responsibility). Each of the professional spheres attracts representatives of different cultures. Therefore, for those wishing to enter different specialties, it is necessary to make specific advertising messages [10].

The lowest rating have physical and mathematical specialties. There is an obvious need for special advertising and promotional activities aimed at promoting these specialties in the modern market. People who are focused on modern physics and mathematics are representatives of postmodern culture. Dialogue with them is easier to conduct using modern information technology, i.e. through the computer. This may be advertising placed in a variety of computer networks, Internet cafes, game libraries, etc. If the University offers its software products in the market of information services, it is important that there should also be information about the faculties associated with modern information technology. The difficulty is that parents have a traditionally oriented economic consciousness, reasonably believing that physics and mathematics are difficult to feed the family in modern Ukrainian conditions. A possible way of popularization is the conclusion of targeted employment contracts with various organizations, institutions and enterprises. The topic of participation of students in this area in international projects is not sufficiently developed [11].

Information about the high technical equipment of the educational process, modern equipment of laboratories and classes, scientific developments of employees, delivered directly to parents and teachers, can positively affect the choice of the faculty.

Education is not only education, but also upbringing. This idea is well known to parents and they share it. Hence, the need for a more detailed study of parents' ideas about the importance of upbringing of certain qualities and properties of the individual is obvious.

As can be seen from figure 3, parents want to see their children confident, hardworking, responsible, able to respect others, having good manners people. It is interesting that the qualities that are traditionally considered important and necessary to achieve success in such an area as business, are evaluated by the parents of graduates as less important. This applies to such qualities as entrepreneurship, perseverance, independence, determination and thrift [12].

At first glance, this result seems contradictory. However, the resolution of this contradiction is determined by the fact that the respondents answer the questions differently depending on whether they are addressed to the sphere of knowledge or meaning. It is known that if the questions clearly react to them from the perspective of their rational beliefs. If the questions relate to the sphere of their own experience, human

life, the answers are of psychological emotional character. The question of what needs to be nurtured in children concerns the immediate experience of the parent, so the answers are rather emotional. For us, this means that the characteristics of the services offered by the University should be consistent with the parents' opinions about the higher education system, and the characteristics of the graduate with emotional attitudes/

Dependence of educational priorities of parents on such demographic factors as "full – single-parent family", "number of children in the family" is revealed (Fig. 3). So parents from single-parent families consider a priority for the education of such qualities as good manners, sense of responsibility, respect for others. As for full families, they value more thrift, determination and perseverance.

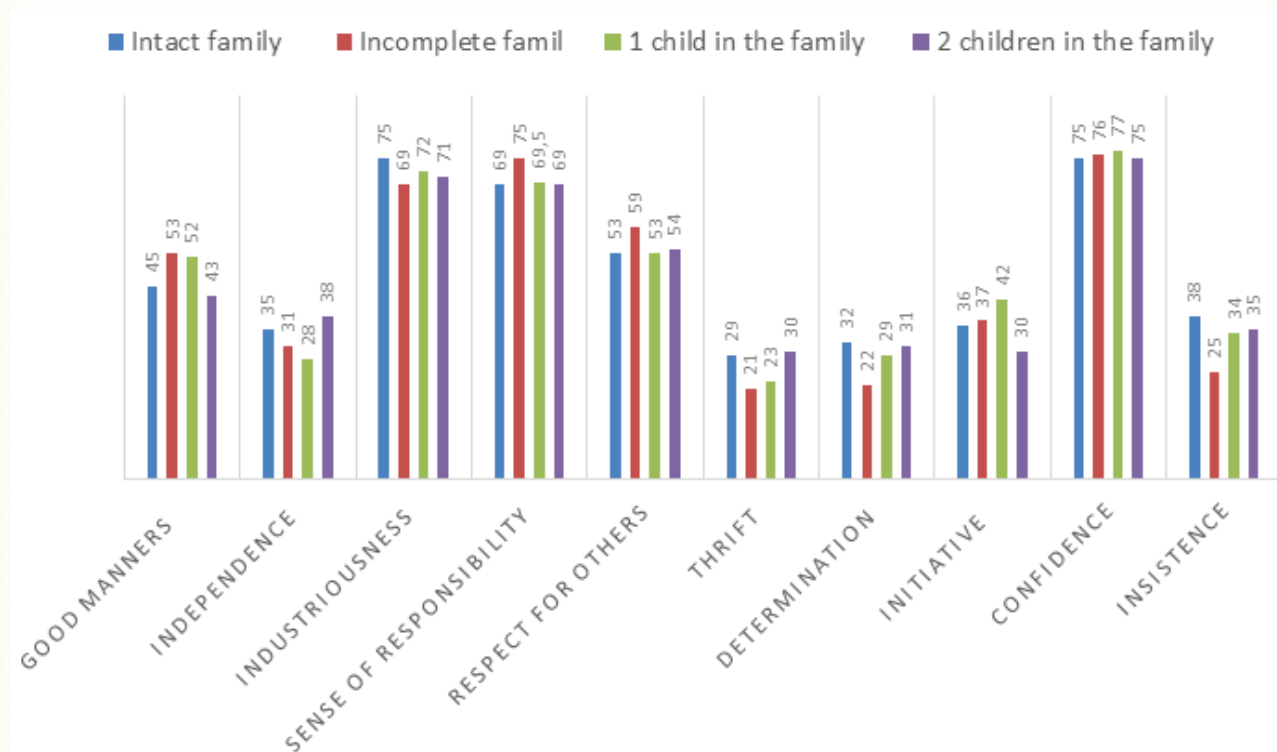


Fig. 3. Parent's priorities in family upbringing

Families with two children tend to bring up such qualities as good manners, independence and thrift, families with one children tend to bring up initiative. Thus, intact families and families with two children are more traditional than incomplete families and families with one child.

That most parents consider it necessary to provide assistance and support to their children in the early years of adult life, even at the expense of their own well-being. Moreover, parents with secondary education and having one child are more willing to sacrifice their well-being, which indicates their strong protective position and the presence of compensatory aspirations. This is nothing but a concern of parents about the future of children. In this regard, the question of what kind of assistance and support parents are willing to provide to children in the first years after graduation and what is the place of higher education in the system of parents' ideas about their own contribution to the socialization of the child [13].

That parents consider assistance in higher education to be important. They are also ready to provide material and financial assistance, which indicates taking by parents' responsibility for supporting children in the process of education.

One of the targets of the research was the study of parents' motivation for the future education of children, as well as ideas about the difficulties connected with it [14].

The transformation of society from a totalitarian system to a democratic one, from the full dependence of human destiny on the state to independent choice, is caused by radical changes in the mass consciousness, the restructuring of the system of values and ideas. In a market economy, a person acts as a builder of his own life, independently making decisions and realizing his/her potential. The expectations of financial assistance from the state, developed over decades, have now led to feelings of social and economic helplessness and a reluctance to take responsibility for their material well-being. Such features are expressed in a pessimistic position to the achievements and implementation of plans – almost a third of respondents believe that to implement their plans for higher education of children will be "very difficult, almost impossible" (see figure 6). However, most parents believe that they, despite the difficulties, are able to provide their children with education. This fact indicates the predominance among parents of students such people with an active life position, ready and able to overcome difficulties. In addressing these people, the importance of their own contribution to children's education should be recognized and stressed [15].

Regarding this, it is necessary to analyze the reasons which, in the opinion of parents, can prevent realization of their plans about the future education of their children.

Table 3

Reasons preventing the realization of the parent's plans concerning education of their children

Reasons	Number of respondents
Lack of material resources	70
Economic and financial crisis in the country	14
State of health	7
Job loss	6
Insufficient preparedness	3
Lack of children's desire for knowledge	3
Incidents	2

Parents tend to describe education as a process that requires large financial and material resources, not taking into account the possibility of budget-funded education. A significant subjective factor was the state of health as an economic category and vital characteristic. For our industrial region, this is a relevant and significant factor. The need for prevention of pernicious habits and promotion of healthy lifestyles among students becomes evident. For parents it is important to know what the University does for the health of students.

An important feature of our society is such a traditional feature as "clan" - ie reliance on family and relatives in the realization of life plans.

A high percentage of respondents (33%) expect some assistance from relatives. In psychology, this position is directly related to the external locus of control, or externality of the individual. More than half of the respondents do not wait for help, i.e. count on their own, which indicates their internal locus of control or internality. Locus of control is determined by who and what a person places the primary responsibility for the events, if the primary responsibility for the events people for the most part take on him- or herself,

explaining them by his or her behavior, character, abilities, then it shows the presence of internal (internal) control [16].

If a person has a tendency to shift the responsibility for all external factors, finding the reasons for his external control. The externality- internality of the locus of control is a rather stable property of the personality. In numerous socio-psychological studies on the locus of control, the relationship of this property with other psychological characteristics of the individual is revealed. For example, it is found that the internals, unlike the externals have higher scores according to the degree of self-confidence, determination, dominance (leadership), tolerance, and intellectual preparedness, their ability to resolve by consent, etc. External people are more characterized by suspiciousness, anxiety, depression, aggression, conformism, dogmatism, authoritarianism, lack of principle, a tendency to cynicism. Experimental studies have established a connection between the level of internality-externality and different forms of behavior: internals, unlike externals are less likely to obey the pressure of other people, more responsive to the loss of personal freedom, actively looking for information, more confident, etc. [17].

Conclusions

Thus, in the course of the study it was found that the main task of higher education as parents consider is to prepare for personal self - realization (68%), then to obtain a specialty (53%), and at last is the task of "social order for specialists" (it is chosen twice less than the average sample).

There are also differences in the definition of ways to improve the quality of education: in the first place the professional development of the teaching staff, in the second - the material and technical base.

This group of respondents tends to give a higher assessment of the quality of school and Institute education than others.

The choice of University, more than other, was influenced by the high professional level of teaching, the prestige of the University and the variety of faculties.

Representatives of the described group are more willing to sacrifice their well-being for the sake of children, to help them financially and financially.

At the same time, among this group there are more people who consider unacceptable the payment for education and estimate low their opportunities in realization of plans concerning higher education of the children. There is also a forecast of the popularity of specialties in favor of such humanitarian areas as: psychological, medical, social and humanitarian, pedagogical. Although economic specialties occupy a leading position, the second place goes to psychology, not law, as the average sample.

So, the psychological portrait of parents choosing higher education for their children looks like this: these are modern people focused on the humanization of education. Higher education of children is a major task for them. Dialogue with them should be built either in direct contact or through the press, telling about the variety of specializations, high scientific qualification of the teaching staff, modern equipment, creative progress of students and graduates, foreign relations, international authority of the Institute, organization of leisure, student clubs, competitions, travel of students.

While speaking to parents it is important to dwell on the fact that in the process of studying at the University students develop such qualities as diligence, ability to set goals and

achieve them, high general culture. During the basic education, everyone can get additional education assisting in the future to get more complete self-realization of the individual.

It is important to point to the possibility of free education, list all possible exemptions for payment and ways to reduce the price of training.

In the study of social expectations of graduates, the following conclusions can be made.

13.11% of school leavers have complete information on professions, specializations and learning environments of the universities, and 11.48% of school leavers do not know anything of it at all. Therefore, it is necessary to increase the volume and expand the range of information services provided to applicants, in particular, advertising is needed in youth TV programs, social networks.

Graduates are not interested in the details of Institute education (only 13% of respondents have full information about the University). Approximately, the same part of the students tend to diligent study, active development of the future profession. So the University needs to pay more attention to direct contacts with senior pupils in the field of career guidance. It is possible to develop and implement a system of career guidance activities carried out directly on the territory of the University. It can be lectures, conversations with professionals, business games, testing, etc.

By the view of students, the price of education is directly related to its quality: the higher the price, the higher the quality of education.

It is necessary to promote additionally the prestige of higher education. It is important to pay attention to the following aspects of University life:

- the amount of tuition fees;
- the level of the teaching staff;
- General level and quality of education;
- about research work;
- the level of material and technical base.

The popularity of distance learning will continue to grow.

The most popular faculties were Law, Russian and Foreign Philology, Psychology, Management, Economics, Physical education and History.

The next issue requires of further research: what boys and girls put into the concept of "quality of education" and specifically how the material well-being of a student can affect the quality of his or her education.

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