Marketing Strategies and Students' Enrollment in Private Schools

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Abstract

This paper explores the impact of marketing strategies on students' enrollment in the private school of Sainamaina Municipality. It employed a quantitative approach and a descriptive research design. The dependent variable is student enrollment, whereas the independent factors were media advertisements, pricing, in-person interactions, infrastructure development, and high-quality programs. Among other things, the study examined research gaps, conceptual and theoretical reviews, and reviews of relevant studies in order to investigate student enrollment. Multiple regression analysis used to explore the causal relation between Sainamaina Municipality's private school enrollment rates and marketing tactics. The study examined a significance effect and relationship between marketing strategies with quality of the programs, use of social media and development of infrastructures, counseling, media advertisement and fee on enrollment of students. The study suggested that the marketing activities should be implemented according to the budget within plan that helps to increase the students' enrollment.

Introduction

Higher education is essential to any nation's progress worldwide. In addition to providing resources for talented individuals, it also increases social, political, and cultural understanding. For the nation's social and economic advancement, the Nepalese government is also making significant investments in education. Nonetheless, it is challenging for the government to offer higher education on its own in developing nations like Nepal. Private companies are becoming involved in providing higher education as a result of this. These private education service providers enter the market with the intention of generating a profit while fulfilling out their social obligations. Private schools have established a variety of courses

with the response to the diverse needs of their student body and the demands of the market.

The increasing options for higher education and personal growth, Sainamaina Municipality has seen an increase in the number of students attending. The number of private institutions in the Saninamaina has expanded as a result of the realization of the enormous growth and economic benefits that the education industry offers.

Kotler and Keller (2009) found that various marketing methods can be used to the development and management of education, resulting in the emergence of the educational business particularly private educational institutions, which seek to generate revenue much like other businesses. As a result, the administrator must concentrate on the elements that influence the choice to pursue postsecondary education. Currently, state educational institutions have adopted marketing and profit driven approach, as evidenced by policies and visions developed by administrators and teachers who adopted an entrepreneurial mindset (Fox, 2022). Enrollment in a school refers to the process of registering for classes, extracurricular activities, and/or general education. After a student is accepted into a specific school, the enrollment procedure is over. Since the primary purpose of private secondary schools is to educate children from middle-class to upper-class families, their services frequently appear to be marketed for financial gain, much like those of other businesses.

According to Kar (2011) direct advertising conveys the offers for products, services, or events as well as information on how to take advantage of them. This technology enables targeted audiences to boost sales, test new products, and explore alternative marketing strategies. It achieves this by utilizing email, mail, catalogs, direct responses to radio and TV, and more. Educational institutions must utilize television to reach their target prospects and enrollees, as it is widely known as the most effective advertising tools that reaches a diverse range of consumers. Advertising possesses two noteworthy advantages. Firstly, it can serve as a powerful tool for visually portraying product features, such as educational facilities, structures, computer labs, science labs, libraries, athletic gear, uniforms, etc. (Kotler & Fox, 2022).

Statement of the Problem

Private schools are now more competitive in their efforts to draw in new students. As a result, they use sophisticated marketing techniques to advertise. To boost their enrollment, private institutions are heavily investing in developing and executing marketing initiatives. The fact that both public and private educational institutions typically hold a sizable market share in educational marketing, particularly in the area of communication management, makes marketing now crucial to every enterprise, including those in the education sector (Kennedy, 2014).Given this

context, the study's problem is to determine how adopting a marketing plan will increase the number of students enrolled in private secondary schools in the Sainamaina Municipality. Advertisements can be a useful tool for illustrating the features of products, including buildings, sports equipment, school uniforms, computer labs, scientific labs, school facilities, and libraries. After learning about the institution's quality related to academic programs, teaching resources, and other programs that support the development of internationally effective results, users, or students, will be enticed to enroll.

Marketing is the process by which businesses identify and deliver the goods and services that consumers willing to purchase (Sia, 2022). Colleges have an opportunity to benefit from market research given the shifts in technology and demographic (Botto, 2014). Depending on the product or service a firm offers, a strategic plan's use of marketing theories and ideas may vary. There are many different academic fields and professional routes that fall under the umbrella of marketing. The study tried to answer the following research questions:

- What is the impact of quality programs, face to face talk, infrastructural development, media adverts and price on students' enrollment?

- Is there any relationship between quality programs, face to face talk, infrastructural development, media adverts, price and students' enrolment?

Objectives of the study

The main purpose of this study is to investigate the impact of marketing strategies on student's enrollment in private schools of Sainamaina Municipality. The specific purpose are as follows:

- To investigate the effect of quality programs, face to face talk, infrastructural development, media adverts, price on the students' enrollment.

- To analyze the relationship between marketing strategies and students' enrolment.

Rationale of the Study

The study is applicable for private school administrators who has adopted marketing strategies to enhance student's enrollment. The study has also fruitful for scholars and academicians interested in pursuing a study in accounting and especially organization performance of private schools as it has formed a foundation for other studies. This study is important for the following groups and individuals are further researcher, students who are new generation, account department, government and shareholders.

Theoretical Framework

Social Marketing Theory

An advertising consultant states that a service is considered an intangible product in marketing terminology. Additionally, profitable items may generate utilization and advantages or generate revenue (Lai, 2014). A well-thought-out marketing strategy can support a library's academic archive. The approach provides a useful contextual framework of four elements that can be applied to develop and deliver a communications methodology to encourage faculty to participate in showcasing their intellectual property in an open access repository. It does this by taking inspiration from a social marketing communications strategy that was employed for a project that encouraged people to increase their recycling habits (Chawla, 2013).

Marketing and Enrollment Management Efforts Theory

Scott (2009) came to the conclusion that, when making decisions, the chance to tour a school is crucial, particularly when money is involved. However, according to Lai (2014), college-bound kids would rather get letters and pamphlets in the mail. While most colleges encourage having an online presence, there are wide differences in the degree of social networking presence.

Motivation Theory

It is essential to comprehend Latino motives to improve student performance and well-being, raise achievement levels, and change educational policies. Three motivation profiles were found by Bulley (2014) among Hispanic college students, and these profiles were used to gain insight into the attitudes and actions that propel achievement. Rather than focusing on cultural and social views, Botto (2014) initially highlighted the economic and social hurdles to exemption. Although the students often did not socialize with other Latinos outside of their families, this motivational profile group of pupils primarily identified as belonging to the Latino ethnicity group. The economic position of their family was cited by the Latinos in this motivation pattern as the main impediment to learning, rather than any perceived social barriers unique to the Latino community.

Demand and Supply Theory

University's value proposition should communicate social justice, equity, ethics, and sustainability in addition to enrollment access and availability, program relevance, program excellence, and program superiority. Additionally, marketing in higher education seeks to support the mission and role of the institution, which is to provide a service of social benefit through instruction and research (Leko, 2012). Chawla (2013) highlighted the existence of the seven Ps of the service marketing mix, which are important for students to consider while choosing an institution. The survey discovered that the most significant elements influencing students'

university decision were courses offered, excellent instructors, a well-stocked library and internet, flexible lecture schedules, and employers' acceptance of the students' qualifications. Bulley (2014) stated that brought attention to the fact that private tertiary schools have strategic marketing plans. It was discovered that not all 7ps are applied consistently, and this has an effect on the institution's success when it comes to the marketing mix variables. The study's conclusions show that the institutions employ both long- and short-term plans, and that their operations are guided by marketing strategies. This study examined how marketing communications affected students' enrollment in Ghanaian private universities. It was shown that private institutions have a chance to position themselves favorably and acquire a long-term competitive edge in the market if they handle their advertising efforts successfully and efficiently.

Similarly, Pohl and Berk (2016) allow guests to swiftly and conveniently access the upper floors. When operating well, these devices are immensely beneficial and helpful, but when they break down, they pose a serious risk to people's safety. Regrettably, property owners' irresponsibility is the primary cause of elevator and escalator accidents, which might be avoided if owners took greater care to ensure that necessary maintenance is carried out. Watjatrakul (2020) looked at how students felt about the results of adopting the student-as-customer concept, how these results interacted with one another, and how social influences affected how students felt about accepting the concept and how much they wanted to go to college. According to the results, students think that when institutions embrace the idea of treating students as customers, the quality of their education will improve. The instructors are more dedicated to improving the caliber of education and the rapport between students and teachers. This will make it easier to complete the course. Sia (2022) sought to ascertain the elements that students deemed significant while selecting a college and to deal educational administrators marketing inferences. The result of the study stated that while choosing a college, prospective students should take into account a number of factors, including the program, cost (financial assistance), location, high school staff, peers, and friends, as well as a campus visit. Across studies, price and program quality consistently emerge as key predictors of enrollment, whereas evidence on infrastructure and media advertising is mixed.

Methods and Materials

Research Design

The basic descriptive and causal research design was implied to find relationships between marketing strategies and student enrollment in this study. It was based on the behavior and characteristics of the respondents. The study was conducted to explore the current status of marketing strategies and students' enrolment in private schools. The study was focused on discovering the ideas and insights that incorporate the marketing strategies and students' enrolment in private schools.

Population and sample

There are 10 private secondary schools in Sainamaina Municipality (District education office, 2079/80), among these, 6 private schools have been selected in this study. The total of teachers in these private schools is 312. So, the population of the study is 312. This study applied Yamen's (1967) formula to calculate sample size. $n = N / (1+Ne^2)$. So, the sample of the study is 175. The sample respondent has been approached with the help of simple random sampling methods. The research study has used a simple random sampling method to approach the sample respondents for the research study.

Nature and Sources of Data Collection

This study was based on primary data collected through a questionnaire.The questionnaire will be divided into 2 segments. First segment contains questions regarding demographic information of the teachers, similarly, second segment contains questions to measure marketing strategies and students' enrolment in private schools. The instrument i.e., questionnaire, has been designed for measuring marketing strategies that were grounded on the Big Five Inventory (John, Donahue &Kentle,1991). Total of 175 sets of questionnaires have been disseminated to the samples to get exact information. Researchers has been visited the site for data collection. Out of 175 questionnaires, 168 questionnaires were returned. A five-point Likert scale was engaged to measure respondents' opinions and attitudes, with response options ranging from 1 (strongly agree) to 5 (strongly disagree).

Method of Analysis

The purpose of the study is to examine to what extent of impact the predictive factors explain the students' enrollment. Therefore, descriptive statistics for example mean, standard deviation, frequencies, and percentage are used to analyze the data. This study has been based on descriptive method for the presentation and analysis of data.

Regression Analysis

Regression is a statistical method used to examine the linear association between two or more variables. In this study, it was employed for predictive purposes as well as to draw causal inferences. Regression equation shows the relation between independent and dependent variables.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon_{it}$$

Test of Multicollinearity

Data used in multiple regression analysis sometimes cannot provide decisive answers. This situation occurs due to the problem of multicollinearity. If there are high inter-correlations among explanatory variables, this is called the problem of multicollinearity. For this study, test of multicollinearity has been performed by examining Variance Inflationary Factor (VIF) of each variable derived from SPSS 21 version. If a set of independent variables is uncorrelated, then VIF would be large VIF value (usually greater than 10) is an indicator of multicollinearity.

Reliability and Validity

To increase the validity and reliability of the study, a pilot test carried out before conducting whole study and results from the pilot test proved whether study tools are valid or not. As the study utilized a closed-ended questionnaire for data collection, single-choice items, multiple-choice items, Likert-scale statements, and ranking questions were employed to obtain and assess the data. Content validity was used in the study by pre-testing the questionnaire. Initially, 175 sets of questionnaires were distributed to check the reliability and validity and based on the feedback, certain correction was made and final questionnaires were distributed.

Results and Discussion

Reliability of Constructs

Different respondents have different roles in their Marketing strategies and students' enrolment which are listed below in table on the basis of opinions of respondents and have been refined and processed by SPSS. This research model has 20 observed variables. To obtain the required sample size, 175 set questionnaires were sent for interviews. After two weeks, the authors collected 168 sets of questionnaires to meet the requirement on size of samples.

Table 1

Reliability of Construct

S. N	Construct	Cronbach Alpha	Internal consistency
1	Quality programs	0.990	Excellent (High-stakes testing)
2	Face to face talk	0.930	Excellent (High-stakes testing)
3	Price	0.965	Excellent (High-stakes testing)
4	Infrastructural development	0.968	Excellent (High-stakes testing)
5	Media adverts	0.975	Excellent (High-stakes testing)
6	Students' enrolment	0.798	Good (Low-stakes testing)

Descriptive Statistics

Table 2

Descriptive Statistics

Items	Mean	SD
Clearly defined course outcomes, i.e. which knowledge and skills the students should have acquired by the end of the course	3.1786	.96849
Regular and clear feedback on successfulness in learning and in exams	3.1845	.95804
Counselling students on selecting their courses and on opportunities for continuing their studies.	3.1845	.95804
Overall quality and appearance of the facilities (buildings, surrounding areas etc.)	3.1905	.98463
Quality programs	3.185	0.965
Teachers are enthusiastic about education and are devoted to it.	3.1905	.96621
Teachers can adopt appropriate teaching techniques when teaching.	3.1667	.95194
Teachers are qualified and have professional knowledge on what they teach.	3.4702	1.1156
The school environment is attractive and appealing	3.5357	1.1419
Face to face talk	3.341	1.044
The school can offer students lunches at a competitive price.	3.6735	1.1047
Parents know clearly the details and usages of paid fees.	3.4956	1.0620
The tuition and miscellaneous fees of the school are reasonable.	3.6501	1.0895
The school provides partially free tuition to poor students.	3.4898	1.0729
Price	3.570	1.130
There is sufficient space for activities such as playground, activity center, etc.	3.4040	1.0532
There are sufficient professional classrooms such as computer classrooms, music classrooms, science laboratory, etc.	3.6160	1.1033
The school plans areas for parents to pick up their children.	3.3960	1.0675
The school plans routes for students who come to school, and there are guide people to assist them.	3.4040	1.0532
Infrastructural development	3.470	1.070
Advertisement highlighting past school open and fun days	3.4840	1.1057
Advertisement highlighting past school foundations and past students	3.5760	1.1460
The school uses mass media to let others know more about the school.	3.6480	1.1247
Parents to attend so as to achieve mutual communication with them.	3.4040	1.0532
Media adverts	3.570	1.130
I can talk with my academic advisor(s) when I need to	4.0120	.92914
I like an intellectual discussion with students outside of class		
Applied what you learned in class to a problem or issue outside of class	3.6680	1.0324
I like the students in my major (or intended major) better than my originally planned major.	3.2040	.93266
Students' enrolment	3.630	0.960

(Source: Filed Survey, 2024)

As shown in Table 2, the mean score for quality programs is 3.19, indicating agreement among respondents. Investors are satisfied with the quality programs dimension of marketing strategies with respect to the students' enrolment. Face to

face talk includes total mean value found is 3.341. It indicates near the number more than 3 i.e. agree. Marketing strategies with the Face-to-face talk dimension of marketing strategies with respect to the students' enrolment. Price includes total mean value found is 3.570. This shows that the responses of respondents are inclined towards Agree. Marketing strategies with the Price dimension of marketing strategies with respect to the students' enrolment. Infrastructural development includes total mean value found is 3.470. It indicates near the number more than 3 i.e. agree. Marketing strategies with the Infrastructural development dimension of marketing strategies with respect to the students' enrolment.

Media adverts include total mean value found is 3.570. This shows that the response of respondents is inclined towards Agree. Marketing strategies with the Media adverts dimension of marketing strategies with respect to the students' enrolment. Students' enrolment includes total mean value found is 3.63. This shows that the response of respondents is inclined towards Agree. Marketing strategies with the any students' enrolment dimension of marketing strategies with respect to the students' enrolment.

Correlations Analysis

Table 3

Correlations

	Quality programs	Face to face talk	Price	Industrial development	Media adverts	Students 'enrollment
Quality programs	1					
Face to face talk	.952**	1				
Price	.881**	.922**	1			
Infrastructural development	-.183*	.220**	-.288**	1		
Media adverts	.990**	.951**	.880**	-.171*	1	
Students' enrolment	.682**	.693**	.750**	.241**	.670**	1

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

Data in the able 3 shown that there is a positive relation between Face-to-face talk, infrastructural development, quality programs, price and students' enrolment. The core relation value r= 0.682 indicate the strong positive linear relationship between quality programs and students' enrolment at 0.01 level of significance. Furthermore, it is found that the value of correlation coefficient r= 0.693 which means there is strong positive linear relationship between face-to-face talk and students' enrolment. Besides, it is found that the value of correlation coefficient r= 0.750 which means there is strong positive linear relationship between price and students' enrolment which significant is at 0.01 level. Additionally, it is also found that the value of correlation coefficient r= 0.241 which means there is strong positive linear relationship between infrastructural development and students'

enrolment significant level at 0.01. Likewise, it is found that the value of correlation coefficient r= 0.670 which means there is strong positive relationship between media advertisement and students' enrolment significant that is at 0.01 level of significance.

Regression Analysis

Quality programs

Table 4

Model Summary				
Model	R	R Square	F	Sig.
1	.682[a]	.465	144.111	.000[a]

a. Predictors: (Constant), Quality programs

The data in the table 4 shows that R square is 0.465 which indicates that 46.5 percent effects on students' enrolment is explained by independent variable i.e. quality programmers. It also shows that the regression model is due to the p value of 0.000 at 1% significance that means alternative value is accepted. The P-value is less than 0.01, indicating that the model supports the alternative hypothesis. This shows a significant effect of the independent variable, Quality programs on the dependent variable students' enrolment.

Table 5

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.535	.178		8.606	.000
	Quality programs	.611	.051	.682	12.005	.000

a. Dependent Variable: Students' enrolment

The data in the table 5 indicated that there the p value (0.000) of t- statistic is less than 0.01, there is no sufficient milled to accept the null hypothesis. Consequently, the alternative hypothesis is accepted i.e. positive effect of Students' enrolment and Quality programmers. The above regression equitation can be stated as one unit change in X (Quality programs) will lead Students' enrolment to change with 0.611.

Face to face talk

Table 6

Model Summary				
Model	R	R Square	F	Sig.
1	.693[a]	.480	152.966	.000[a]

a. Predictors: (Constant), Face to face talk

Table 6 shows that R 48% of R square value depicts that students' enrolment is explained by face to face talk. The data also shows that the regression model

significance value of 0.000 of T test indicates that the model is significant at 1 percent significance. The P-value is less than 0.01, indicating that the model supports the alternative hypothesis. This suggests a significant effect of the independent variable, face-to-face talk, on the dependent variable, students' enrolment.

Table 7

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.250	.195		6.402	.000
Face to face talk	.681	.055	.693	12.368	.000

a. Dependent Variable: Students' enrolment

The data show that the alternative value is accepted because p value (0.000) of t-statistic is less than 0.01.

Price

Table 8

Model Summary				
Model	R	R Square	F	Sig.
1	.750[a]	.563	213.525	.000[a]

a. Predictors: (Constant), Price

The data in the table 8 shows that students' enrolment is highly affected by pricing of private schools. The above data also shows that significance of the regression model (significant of R square). T test indicates that the model is significant at 1 percent level of significant. P value is less than 0.01; therefore, we can say that there is significant effect of dependent variable.

Table 9

Coefficients					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.877	.191		4.595	.000
Price	.774	.053	.750	14.613	.000

a. Dependent Variable: Students' enrolment

Data in the table 9 indicated that the p value (0.000) of t- statistic is less than 0.01, there is no enough ground to accept the null hypothesis. Therefore, the alternative hypothesis is accepted therefore positive effect of price on students' enrolment.

Infrastructural development

Table 10

Model Summary				
Model	R	R Square	F	Sig.
1	.241[a]	.058	10.268	.002[a]

a. Predictors: (Constant), Infrastructural development

Table 10 shows that there is significant effect of infra structure development where R square is 0.058. The results also show the significance of the regression model. A t-test significance value of 0.002 shows that the model is significant at the 1% level. Since the p-value is below 0.01, we can conclude that the model supports the acceptance of the alternative hypothesis.

Table 11

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.665	.358		13.035	.000
	Infrastructural development	.276	.086	-.241	-3.204	.002

a. Dependent Variable: Students' enrolment

The data 11 shows that the p value (0.002) of t- statistic is less than 0.01, there is no enough ground to accept the null hypothesis. Consequently, the alternative hypothesis is accepted therefore positive effect of Students' enrolment and Infrastructural development.

Media adverts

Table 12

Model Summary				
Model	R	R Square	F	Sig.
1	.670[a]	.449	135.012	.000[a]

a. Predictors: (Constant), Media adverts

Table 12 shows that the R square value of 44.9% indicates that students' enrolment is highly explained by media adverts. Table 12 also shows that significance of the regression model (significant of R square) where significant value of 0.000 of T test indicates that the model is significant at 1 percent level of significant.

Table 13

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.441	.109		4.043	.000
Media adverts	.893	.031	.842	28.813	.000

a. Dependent Variable: Students' enrolment

The data in the table 13 states that the p value (0.000) of t- statistic is less than 0.01, there is no enough ground to accept the null hypothesis. Therefore, the alternative hypothesis is accepted therefore the positive effect of Students' enrolment and Media advertisement.

Overall Regression

Table 14

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.756[a]	.572	.559	.71540

a. Predictors: (Constant), Media adverts, Price, Quality programs, Infrastructural development, Face to face talk

The data in the table 14 indicates that R square value 0.572 indicates that 57.2 percent of variation in dependent variable therefore Students' enrolment is explained by independent variable i.e. Price, Quality programmers, Infrastructural development, Media adverts and Face to face talk.

Table 15

ANOVA[b]

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	110.708	5	22.142	43.263	.000[a]
Residual	82.911	162	.512		
Total	193.619	167			

a. Predictors: (Constant), Media adverts, Price, Quality programs, Infrastructural development, Face to face talk

b. Dependent Variable: Students' enrolment

The data in Table 15 indicate the significance of the regression model, as reflected by the R^2 value. A t-test significance value of 0.000 shows that the model is statistically significant at the 5% level. The model used show the impact is accepted because there is significant effect of media advertisements, price, quality programs, infrastructural development and face to face talk on students' enrolment.

Table 16

Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.446	.109		4.101	.000
Quality programs	.314	.564	.322	.557	.578
Face to face talk	-.069	.156	-.067	-.440	.660
Price	1.135	1.001	1.070	1.134	.258
Infrastructural development	-.235	.550	-.238	-.427	.670
Media adverts	-.251	.992	-.237	-.253	.800

a. Dependent Variable: Students' enrolment

b. Regression equation showing the impact of independent variable on dependent variable.

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon_{it}$$

$$Y = 0.446 + 0.314 X_1 - 0.069 X_2 + 1.135 X_3 - 0.235 X_4 - 0.215 X_5 + \varepsilon_{it}$$

The ANOVA test value of 0.000 in Table 16 indicates that the model is significant at the 5% level. This means the model demonstrates a statistically significant impact, as the p-value is less than 0.05. There is significant effect of Media advertisements, Price, Quality programs, Infrastructural development,

Conclusion

This study has studied the impact of marketing strategies on students' enrolment in private schools of Sainamaina Municipality. The findings revealed a significant relationship between marketing strategies like quality enhancement programs, media advertising, infrastructure development, face-to-face communication, and pricing policies and student enrollment in private secondary schools. This advocates that the effective implementation of the abovementioned marketing strategies in private schools is likely to increase student enrollment. Advertising activities can assist as an effective means of intensely presenting service qualities, including school facilities and infrastructure, computer and science laboratories, libraries, sports equipment, school uniforms, and related resources (Kotler & Keller, 2009).

It also found that the degree the administrator's employment and the impact of marketing strategies on increasing student enrollment is relatively limited for most tactics. Therefore, it is necessary to adopt strategies that are most effective in today's information technology driven era. The study further revealed a significant relationship and impact between the adoption of marketing strategies like quality programs, social media and website presence, infrastructural development, face-

to-face communication, media advertising and pricing and students' enrollment. Private school administrators should periodically seek expert guidance on appropriate marketing strategies to adopt at specific times in order to enhance student enrollment in their institutions. There is a need to develop a marketing plan that aligns with the financial capacity of private schools, ensuring that marketing activities are strategically integrated rather than treated as reflection. The implementation of strategies with timelines should be clearly brought out for appropriate efficiency. Private school administrators should attempt to adopt the most appropriate marketing strategies to effectively promote their institutions.

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