

**EDUCATIONAL CONSULTANCIES AND ITS
MARKETING STRATEGIES**

**(A study of current market situation and marketing strategies of
Educational Consultancies in Kathmandu)**

By

PADMA TARA MAHARJAN

Shanker Dev Campus

T.U. Regd. No.: 7-3-39-327-2003

Campus Roll No: 480/060

A THESIS SUBMITTED TO:

Office of the Dean

Faculty of Management

Tribhuvan University

In partial fulfillment of the requirement for the degree of
Master of Business Studies (MBS)

Kathmandu, Nepal

November 2009

VIVA-VOCA SHEET

We have conducted the viva-voca examination of the thesis presented

By

PADMA TARA MAHARJAN

Entitled

**EDUCATIONAL CONSULTANCIES AND ITS
MARKETING STRATEGIES**

and found the thesis to be original work of the student, written according to the prescribed format. We recommend the thesis to be accepted as partial fulfillment of the requirement for

Master Degree in Business Studies (MBS)

VIVA-VOCA Committee

Head, Research Department

Member (Thesis Supervisor)

Member (Thesis Supervisor)

Member (External Expert)

RECOMMENDATION

This is to certify that the Thesis

Submitted by:

PADMA TARA MAHARJAN

Entitled

**EDUCATIONAL CONSULTANCIES AND ITS
MARKETING STRATEGIES**

*has been prepared as approved by this Department in prescribed format of the
Faculty of Management. This thesis is forwarded for examination.*

Supervisors

Mr. Laxman Mohan Dhoj Joshi

Thesis Supervisor

DECLARATION

I hereby declare that the work reported in this thesis entitled " **Educational Consultancies and its Marketing Strategies**" submitted to Office of the Dean, Faculty of Management, Tribhuvan University, is my original work done in the form of partial fulfillment of the requirement for the Master Degree in Business Studies (MBS) under the supervision of Mr. **Laxman Mohan Dhoj Joshi** of Shankar Dev Campus.

Padma Tara Maharjan

Researcher

T.U. Regd. No.: 7-3-39-327-2003

Campus Roll No: 480/060

ACKNOWLEDGEMENT

I would like to acknowledge the contribution of my all the teachers who taught me in course of my MBS study. They developed me a sense of confident in management and writing this thesis. I am delighted with management knowledge that I achieved from this campus. I would like to express my foremost gratitude to them all.

My special thanks to my supervisor Mr. **Laxman Mohan Dhoj Joshi**, Associate Professor of Shankar Dev Campus. I would like to express my gratitude for his valuable suggestions, time & effort paid to me for the completion of this thesis.

A word of thanks goes to all the representative of the Educational Consultancies and all the students who have given their valuable time for providing me the required data and information without which this research could not be completed.

Finally, I am very grateful to my husband & other family members, friends, colleagues and well-wishers for their continued support & encouragement during the thesis writing process as well as the entire course.

Padma Tara Maharjan

Researcher

Table of Contents

	Page No.
Acknowledgement	
Table of Contents	
List of Tables	
List of Figures	
List of Charts	
Chapter - I Introduction	1-9
1.1 Background of the Study	1
1.2 Focus of the study	2
1.3 Statement of the problem	4
1.4 Objective of the study	6
1.5 Limitations of the study	7
1.6 Plan of the study	7
Chapter - II Review of Literature	10-28
2.1 Conceptual Framework	10
2.1.1 Marketing Concept	10
2.1.2 Marketing Functions	12
2.1.3 Service Marketing Mix	13
2.1.4 Marketing Strategies	23
2.2 Review of Master's Degree Thesis	24
2.3 Review of Articles	26
Chapter - III Research Methodology	29-38
3.1 Introduction	29

3.2 Research Design	30
3.3 Study Area & Sources of Data	31
3.4 Population & Sampling	31
3.5 Methods of Data collection	36
3.6 Data Processing	38
3.7 Data Analysis	38
Chapter - IV Data Presentation & Analysis	39-67
4.1 Presentation & Analysis of data based on Educational Consultancies	
4.1.1 Current Market situation of Educational Consultancies	39
4.1.2 Advertisement Media Preference	43
4.1.3 Marketing Strategies of Educational consultancies	45
4.1.4 Problems & Prospects of Educational consultancies	47
4.2 Presentation & Analysis of data based on Students	50
4.2.1 Current situation of Educational Consultancies	51
4.2.2 Media as source of Information	55
4.2.3 Incentives Preference	56
4.2.4 Views on the present Educational consultancies	57
4.2.5 Factors affecting Educational consultancy field	59
4.3 Comparative Analysis	60
4.3.1 Current situation of Educational Consultancies	60
4.3.2 Preference to country and field of study	61
4.3.3 Reason for abroad study	63
4.3.4 Media Choice	64
4.3.5 Comparative Analysis on Incentives preference	65

4.3.6 Factors affecting Educational consultancy market	66
Chapter - V Summary, Conclusion & Recommendations	68-73
5.1 Summary	68
5.2 Conclusion	70
5.3 Recommendations	72
Bibliography	
Appendix	
Appendix I : Questionnaire for Educational Consultancies	
Appendix II : Questionnaire for Students	

LIST OF TABLES

Table No.	Title	Page No.
Table 3.1	Sample Centers & LocationTable	32
Table 4.1	Current Market Situation of Educational Consultancies	39
Table 4.2	Reason for decreased number of Students	40
Table 4.3	Reason for increased number of Students	40
Table 4.4	Field of study according to choice of students	41
Table 4.5	Level of course preferred	41
Table 4.6	Country preferred for abroad study	42
Table 4.7	Reason for abroad study	42
Table 4.8	Promotion & Publicity program adopted in past years	43
Table 4.9	Advertisement Media mostly used in past years	44
Table 4.10	Advertisement Media with best result	44
Table 4.11	Type of print media preferred	45
Table 4.12	Marketing Strategy mostly adopted in past years	46
Table 4.13	Most successful Incentive	46
Table 4.14	Factor that affects marketing strategy	47
Table 4.15	Factors affecting current educational consultancy market	48
Table 4.16	External Factor affecting the implementation of marketing strategies	48
Table 4.17	Way to improve current educational consultancy market	49

Table 4.18	Age group of students	50
Table 4.19	Education level of students	50
Table 4.20	Current market situation of Educational consultancies	51
Table 4.21	Market price of Educational Consultancies	52
Table 4.22	Employment opportunity after abroad study	52
Table 4.23	Main reason for abroad study	53
Table 4.24	Field of study preferred	54
Table 4.25	Level of course preferred	54
Table 4.26	Country preferred for abroad study	55
Table 4.27	Media from where respondents heard about the Educational consultancy	55
Table 4.28	Media affecting the respondent's choice	56
Table 4.29	Attractive incentives in students view	57
Table 4.30	Main reason for choosing the present Educational consultancy	57
Table 4.31	Most inspiring factor of Educational consultancy	58
Table 4.32	Discouraging Factor of Educational Consultancy	58
Table 4.33	Factor affecting Educational consultancy service in country like Nepal	59
Table 4.34	Current market situation of Educational consultancies	60
Table 4.35	Comparative Analysis on the country preferred for abroad study	61
Table 4.36	Comparative Analysis on the popularity of field of study in present context	62
Table 4.37	Comparative Analysis on Reason for abroad study	63

Table 4.38	Comparative Analysis on Media Choice	64
Table 4.39	Comparative Analysis on Incentives Preference	65
Table 4.40	Comparative Analysis of factors affecting Educational Consultancy market	66