

CHAPTER I

INTRODUCTION

1.1 Background of the study

Human life has become more sophisticated nowadays and there has been an unprecedented increase in the number of individuals seeking expert advice whether in the field of personal investment, tax planning, entertainment, travel or higher education. The business of consultants assumes relevance at this junction and consultancy services have been built upon this hypothesis. The consultants too have leveraged their consulting skills to face the situation and they are offering excellent services considering the ever increasing expectations and aspirations of clients.

Consultancy means the act of consulting. It is the process of seeking the advice of a consultant. The World Book Millennium 2000 defines a consultant as "a person who gives professional or technical advice" and consultancy has been defined as "the work or business of a consultant". However consultant is a word that is likely to be misunderstood until one becomes more fully aware of the many kinds of consultants. It is used in a generic sense and it gets the right meaning only when some prefixes are added like 'management', 'technical', 'investment', 'tax', 'educational' etc. A consultant is an independent and qualified person who provides professional service to individuals, organizations or business undertakings. Consultancy services are the services provided by an independent and qualified person or persons to identify and investigate the problems concerned with policy, organization, procedures and methods; recommending appropriate action and helping to implement these recommendations.

In Nepal, consultancy services have emerged in a number of areas in addition to the traditional fields of medicine, law, accounting and audit. Consultancy services are available in almost all areas where expert knowledge or service is required. These include project and engineering consultancy, management consultancy, investment consultancy, tax consultancy, software consultancy, architecture and design consultancy, employment consultancy, educational consultancy etc.

1.2 Focus of the study

The number of students seeking professional education in foreign universities is increasing in recent years. They need worthy counseling and guidance. A western higher education adds considerable value to one's professional development. A western education can enhance one's career and prepare him/her for leadership in the country. It can broaden one's horizons and expose to a variety of perspectives, the latest technology, and state-of-the-art research and training. A degree from a western college or university is a stamp of excellence that marks you for life. Students are attracted to foreign countries for their higher education because of several reasons. One main reason is good studying environment in developed countries. So to secure their future and to get good education, they want to go abroad for studying. Another reason is unavailability of course of interest. Many students are found to go abroad for study because no course that suits their desire is available in their home country. So respecting whims, they have to go abroad for study. Once students complete their education abroad, they'll possibly have very high profiled jobs in well known organizations. Priority is always given to those students who have internationally recognized degree. When students obtain degree from well renowned universities from abroad, they'll have plus points everywhere from jobs to the society. Along with this, students can build many new lifelong relationships while studying abroad. Students get to involve in several job opportunities available abroad. Students think that they can earn money by working abroad legally or illegally while studying. Staying far from family is also one of the major reasons for students going abroad for study. Either they go to United States (USA), United Kingdom (UK), Australia, Canada, Germany, or any other nation; they'll have an opportunity to stay far from their family. When they are far from their family, they think they can enjoy a lot. This is because there will be no one abroad examining their activities. They are free to do anything they like, and this is the situation they've always wished to have. Future Scope has been the major demand of almost all students. Students always want to pursue higher education from those universities and colleges from where they can secure a prosperous future.

Generally, Nepali students seek admission to the following undergraduate courses at foreign universities and colleges:

-) Public Health
-) MBBS
-) Aviation
-) Business Management
-) Aeronautic Engineering
-) Pharmacy
-) Information Technology
-) Hotel Management
-) Hospitality Management
-) Project Planning and Management
-) Tourism
-) Education
-) Environmental Science
-) Nursing

Educational Consultancies give expert advice on course contents and curriculum development, faculty positions and development, affiliation with international universities, collaboration with industrial undertakings and placement services. Educational Consultancies also establish direct contacts with a number of universities in the Europe, America, Asia pacific and Asia. Its professional service covers counseling, identifying universities and programs, assured admissions and a comprehensive preparation for the visa interview. This study focuses on the current situation and marketing strategies of Educational consultancies in Kathmandu.

1.3 Statement of the problem

Year after year the number of graduate and undergraduate student has been increasing in Nepal. All these genuine, talented and ambitious students due to lack of advanced education system with modern technologies are diverted to obtain the international education system. Number of students going abroad for their education have been increasing day by day while the numbers of educational consultancies are also increased simultaneously.

To provide proper information, guidance and counseling to guardians who want to send their children abroad for their further education; the Educational Consultancy Association of Nepal (ECAN) was registered at The Chief District

Administration Office (CDO), Kathmandu, Nepal. ECAN has designed a code of conduct to regulate and monitor the activities of all ECAN member organizations so that the students and parents benefit from its objectives as follows:

1. Provide proper and professional consultancy through expertise and experience to :
 - students
 - guardians
 - education establishments in Nepal
 - education establishments outside Nepal
2. To bring respectability to educational consultancy profession:
3. Have a strong and joint voice and lobby group of Registered Professional Educational Consultant Companies
 - With the Nepalese Education Ministry
 - All Foreign Embassies and Consulates
 - All National and Foreign Educational Establishments
 - All National and Foreign Media that benefit from educational advertisements
4. To guard our reputation against:
 - Fly-by-night people and companies advertising and posing as so-called educational consultants
 - Educational establishments that provide misleading services and products
 - Educational establishments that play one consultancy against another with the commission apple while the consultancies go broke and the advertisers grow fat and the educational establishments jump from one consultancy to another without integrity.
 - Students and guardians that mislead and cheat consultants through trickery, false information and deceit.
 - Those consultants that mislead and cheat students and guardians through trickery, false information and deceit and do not adhere to normal ethical standards of doing business

Another Association for bringing the professional educational consultancies under one umbrella is National Educational Consultancies' Association

(NECA) with the aim to maintain quality and excellence in the field of abroad education counseling. NECA is an independent, not-for-profit, and dedicated association of all professional consultancies in Nepal to ensure genuine services to those willing study at foreign colleges/ universities around the globe. It is established with the following objectives:

- To protect the rights and interests of all educational consultancies throughout the country.
- To carry out the programs in collaboration with the concerned education authorities such as forming new educational policies, developing professionalism.
- To provide information through various programs to avoid false information of the respective universities and colleges the students have chosen to study abroad.
- To guard against any ill-acts of consultancies such as cheating or misleading parents/students by working with the concerned authorities.
- To implement the code of conduct on educational consultancies regarding the conduct of business and advertisement.
- To provide scholarships to women, disabled people, downtrodden people through special scholarships fund available at our organization

Educational consultancies play a very sensitive role as they work as a bridge between local students and their destination to study in a foreign land. It is hard to claim that all consultancies are equally capable of offering professional service to the students. It is necessary to maintain quality and excellence in the field of abroad education counseling. In addition, rights and interests of all educational consultancies which have been established as professional educational consultancies in Nepal should also be protected.

1.4 Objective of the Study

From the topic, 'EDUCATIONAL CONSULTANCIES AND ITS MARKETING STRATEGIES', the objective of the thesis can be assumed. The basis objective of the study is to explore the marketing strategies implemented by different educational consultancies.

The objectives of the study are enumerated as follows:

- To survey the current market situation of educational consultancies.
- To explore and examine the marketing strategies of educational consultancies.
- To explore the problems and prospects of educational consultancies.
- To supply the appropriate recommendations.

1.5 Limitations of the Study

As with any study, this study also has some limitations. Almost all the research works are based on samples, and sometimes sample may not represent population.

Following limitations are considered for this study:

- There may be various types of marketing strategies of the educational consultancies. This study is limited to the marketing strategy concerned to attract the students only.
- There are many educational consultancies scattered in many parts of the country. This study has been undertaken with Kathmandu as the main area of the study.
- Educational consultancies provide a number of services to students. This study mainly focuses on the abroad study program undertaken by them.
- Above all, there is time constraint as it is only a study to fulfill partial requirement of confining MBS degree.

In spite of these limitations, full effort will be made to make this study reliable and valid.

1.6 Plan of the Study

This study has been divided into five major chapters, which are as follows:

Chapter 1: Introduction

Chapter 2: Review of Literature

Chapter 3: Research Methodology

Chapter 4: Data Presentation and Analysis

Chapter 5: Summary, Conclusion and Recommendations

Bibliography

Chapter 1: Introduction

This chapter describes the general background, focus of the study, statement of the problem, objectives of the study and limitation of the study.

Chapter 2: Review of Literature

This chapter contains the theoretical analysis and brief review of related literature available. It also includes a discussion on the conceptual reviews as well as review of major studies in general. Various books, magazines, journals and hundreds of web sites can be found explaining about the consultancy services. Similarly, hundreds of books can be found about the marketing. By studying these two types of literature, this study has to obtain combined vision towards the marketing strategy of educational consultancies. This chapter is organized as such to obtain proper review on the literature related to the research topic.

Chapter 3: Research Methodology

This chapter deals with the research methodology, which is one of the important sections of research. It consists of workflow, research design, sources of data and information along with detail explanation of methodology used in the research. The success or failure of any study will much depend upon the methodology used.

Chapter 4: Data Presentation and Analysis

Chapter 4 deals with data collection procedures, presentation and analysis of data by using different statistical tools and techniques.

Chapter 5: Summary, Conclusion and Recommendations

The last chapter is concluding and one of the important parts of the study. Based on the above study, conclusion and recommendations has been presented here.

The bibliography and appendices are incorporated in the end of the study.

CHAPTER II

REVIEW OF LITERATURE

2.1 Conceptual Framework

An organization is a group of people intentionally organized to accomplish an overall, common goal or set of goals. In order to exist in the business for a long period of time, organizations must look for effective and efficient ways of doing business activities to achieve organizational objectives. At present due to competitiveness, the struggle for survival and succeeding in the business has become more difficult and challenging. The growth trend and nature of the service industry with the competitive environment brought several and special problems for services marketing. Since service encounters are complex and multiple factors affect interactions, organizations have to adopt holistic marketing approach to deal with these problems.

2.1.1 Marketing Concept

Marketing can be defined in a simple manner as the activities done by the company to take the product from the place of production to the place of consumption. Similarly, it means the transfer of ownership of a product or service in exchange of same value.

Thus, the essence of marketing is a transaction or exchange. In this broad sense, marketing consists of activities designed to generate and facilitate exchanges intended to satisfy human needs or wants.

Marketing is often dynamic, challenging and rewarding. It can be frustrating even disappointing. But it is never dull. It is changing and interesting. (Samton, Etzel & Walter, 2002:5)

American Marketing Association defines marketing as "*The performance of business activities that direct the flow of goods and services from the producer to consumer or user*".(K.D. Koirala, 2000:5) This definition merely stresses marketing function involved in the movement of goods and services from the plant door to the buyer. Later on AMA defines marketing in some broad concept as "*Marketing is the process of planning & executing the*

conception, pricing, promotion & distribution of ideas, goods & services to create exchanges that satisfy individual and organizational objectives."(P.D.Bennet, 1995:8)

This definition focuses on the following aspects of marketing

- It recognizes marketing as process
- Marketing activities are undertaken to create exchanges that meet individual and organizational goals

According to Philip Kotler "*Marketing is a social process by which individuals & groups obtain what they need and want through creating offering and freely exchanging products & services of value with others*".(Philip Kotter, 2000:9)

This definition focuses on the following aspects of marketing

- Marketing is a social process performed by individuals and groups.
- Marketing is performed for meeting needs and wants of products
- Marketing is concerned with creating, offering and exchanging products and services.

Cundiff and Still defines marketing as "*the business process by which products are matched with markets through which transfers of ownership are affected*." (Cundiff, E.W. & Still. R.R.,1999:2.)Similarly, E.J. McCarthy defines marketing as "*a means of performing activities which direct the flow of goods and services from producer to consumer*."(McCarthy, 1975:8)

Marketing as a social science is a modern development. In this concept, marketing is based on the following four fundamental principles.

- a) Target Market Focus : - Defined boundaries for marketing operations and follow of the market by tailored business strategy.
- b) Customer orientation :- Customer satisfaction as the main marketing focus
- c) Integrated marketing :- Integration and co-ordination of various marketing strategies within the organization.
- d) Profitability :- Analysis of every business opportunity from the view point of profitability and survival of the organization.

The new marketing concept assumes that consumers will favor those products that satisfy their needs and wants. The focus therefore is to create products that satisfy the needs of the consumers.

2.1.2 Marketing Functions

Marketing functions are all activities undertaken by the producer to move the goods and services from the place of production to the place of consumption. It may have several transactions involving the flow of ownership and possessions.

According to E.J. McCarthy "*Marketing Functions are all those business activities which have to be carried out as part of the process of marketing, e.g. Buying, selling, storage, transportation, pricing, financing and informing.*" (McCarthy, 1975:15)

Marketing function is specialized activities performed in marketing. A marketing function is necessary to take the goods and services from the place of origin to place of consumption. Thus it is an act, or operation or services in order to link the original producer and ultimate consumer. The marketing functions are built around the process of marketing involving concentration, equalization and dispersion.

Formulating the marketing mix (4Ps) and conducting the marketing process is also marketing function. Marketing functions are traditionally classified, as physical distribution function and auxiliary functions. Nowadays different writers have classified it differently. The classifications of marketing functions done by S.A. Sherlaker are as follows:(*Sherlekar, 1981:8*)

- a) Con-factual - This function consists of searching the buyers and sellers.
- b) Merchandising - This function refers with matching the product to customer needs and desire.
- c) Pricing - This function refers to settle the pricing objective, determine the optimum price and price decision of the company.
- d) Promotion - It refers to inform consumer about the product, place and price.

2.1.3 Service Marketing Mix

The elements of the marketing mix as applied in the marketing of tangible goods are equally applicable to services marketing also. As in product marketing the management should first define its marketing goals and select its target markets. Then management must design and implement marketing mix strategies to reach its markets and fulfill its marketing goals. However the task of developing a total marketing programme in service industry is challenging because of the special features of services. The special characteristics of services make it quite difficult to apply the traditional Four Ps of marketing mix to services namely product, price, place and promotion.

The object to a services firm is to deliver quality service to customers at competitive prices. The quality of service depends on the customer's expectations and their perception of the service. If these do not match, quality difference can arise which will lead not only to a dissatisfied customers but also to bad publicity. Thus a modified marketing mix has to be developed which will incorporate those elements which are essential to the marketing of services in addition to the Four Ps. The activities involved in the effective marketing of services are quite different and generally do not fall in the conventional marketing mix. Therefore, it is imperative for service managers to consider the extended marketing mix in formulating their marketing strategies.

Marketing experts have added three more Ps namely process, people and physical evidence to the services marketing mix. The three extra Ps which are added to the existing four Ps, basically take into account the intangible nature of services and the considerable human element involved in the service process. Thus the 7 Ps of the service marketing mix are product, price, place, promotion, process, people and the physical evidence.

1. The Product in Service

A product is anything that can be offered to a market for attention, acquisition, use or consumption. A product might satisfy a human want or need. The term, product includes physical objects, services, concept ideas, place or persons. Customers are not purchasing goods or services but are in fact buying specific benefits and values in the form of an offer to meet their particular needs. Service offers have been classified into the following three groups

- Tangible goods with accompanying services such as computers, washing machine etc.
- A major service with accompanying minor goods and services such as hotels, resorts etc.
- Pure services such as consultancy, teaching etc.

The service product has four dimensions. These are:

1. The basic or core service, for example, serving food in a restaurant.
2. The expected service - This includes the minimum expectations that a customer has from a service, for example, a customer expects prompt service and comfortable seating in addition to good food from a restaurant.
3. The augmented services - Here the service provider offers benefits over and above those that the customer expects.
4. The potential service - This contains all potential features and benefits that may be added to increase the utility of the service to the buyers. For example, a computer can be upgraded to function as a multimedia unit for entertainment or making presentation.

The important dimensions to be given due consideration while making product decisions are product planning and development, improving product specifications, eliminating or replacing old products etc. management of service firms must select appropriate strategies regarding -

- What services will be offered
- What will be the length and breadth of the service mix offered and,
- What, if anything, needs to be done in the way of service attributes such as branding or providing guarantees.

New services are just as important to a service company as new products to a product-marketing company. Similarly, the improvement of existing services and the elimination of unwanted, unprofitable services are also key goals. It is important that the service marketers study the product life cycle and identify the emerging market trends. The new product requires invention and innovations through intensive research and analyzing the changing trends in demand. This makes it imperative that service-generating organizations are well aware of the changing needs and requirements of customers, their likes and dislikes; lifestyles etc. and make the marketing decisions accordingly. The

strategies for designing the product mix determine the magnitude of success, and profitability of the service firms and the level of satisfaction to the customers.

2. *Price in Services*

Price is a key element in marketing mix. It must be aimed at achieving organizational goals and customer acceptance. The price of the service is the value attached to it by the service provider. It must correspond with the customer's perception of value and quality. If the service is priced too high, customers who may not accept it will see it as poor value for money. If the price is too low, the service may be perceived as poor as inferior quality.

Customers differ in their needs, styles and spending power. Therefore, many service providers offer a wide range of services at various prices to meet the needs of different target customers. Some service firms follow differential price policy to correspond with changes in demand at different points of time. For example, a hotel may offer services at lower prices during off peak seasons.

The pricing decisions of a service firm are influenced by several factors. The type of service organization, the demand-supply position in the market, the level of competition, the stage in the life cycle may all have an impact on pricing decisions. However, organizational objectives have a dominant role in pricing decisions for long-term survival and excelling competition. Some service organizations like those owned by public sector have constraints over the prices they can charge to customers. Here pricing is dependent more on providing social benefits to customer rather than making profits. The factors affecting pricing policy include the following:

- Costs of providing the service
- Prices charged by competitors
- Demand levels and price elasticity of demand
- Marketing with other product mix
- Service quality and positioning

There are many pricing techniques or strategies a service organization can pursue in developing a pricing policy. These include the product pricing

strategies like skimming, penetration pricing, cost plus pricing, differential pricing or promotional pricing. Pricing policy cannot be static; it should be a continuous process. A framework for pricing decisions should be monitored continuously to allow for responsive action and adaptation when required.

3. Promotion of Services

Promotion is used to communicate information about products and services to target market audiences thereby facilitating the exchange process. It helps to create awareness among the customers and enables them to select the service provider.

Promotional programme in a service firm should have three goals; to portray the service benefits in as appealing a manner as possible, to differentiate its offerings from those of its competitors, and to build a good reputation to the service firm. Since the service firm is marketing intangibles, reputation is very important. Promotional programmers can stress dependability of the service - its efficient delivery and consistent high quality.

The promotional measures of a service firm include personal selling, advertising, sales promotion, public relations and mailing offers. Personal selling is resorted to by many service providers to develop a close relationship with customers. Advertising is commonly used in many service firms like banking, insurance, entertainments etc. to communicate about their products and services. However, a combination of these programmes will be the most effective promotional tool in creating favorable response from target audience.

The selection of communication mix depends on the level of competition, degree of intangibility in the service products, the reach of target customers, restrictions on the service professions etc. Some professional organizations restrict the use of advertising for their members on the ground that it is unethical.

A service marketer should not only understand how marketing communication works but also the media in which it has to function. This calls for a revision in the formulation of the goals of communication for the service industry. Service marketers necessarily have to seek from their communication planning and media much beyond the goals of creating awareness, generating

interest, developing a desire and then encouraging action among consumers. This was all right for goods. For service, it has to be more. Service communication must also provide evidence of the service or make tangible the service for the customers. For instance a particular design, a website or a corporate logo in a service message is all evidences of the service.

4. Place decisions in Services

In services, place decisions basically consist of deciding where to locate the service facility and what channels of distribution to use for delivering the service. The inseparable nature of services makes it necessary that it must be accessible and available to customers in order to facilitate the exchange process. It cannot be stored until a later date it must be available for consumption at the point of production.

Distribution or the place element of the marketing mix is concerned with two main issues, namely, accessibility and availability of services. Accessibility refers to the ease and convenience, with which a service can be purchased, used or received. Availability refers to the extent to which a service is obtainable or capable of being purchased, used or received. Both criteria must be satisfied in order to achieve successful services marketing.

A key decision with regard service distribution is location. There are several factors, which influence the decision of service location. These are:

- Service inseparability
- Service perishability
- The role of the consumer as co producer of the service
- Customer needs and wants
- Importance of geographical location as part of the service
- Target markets

Many service organizations use direct distribution methods or personal selling in the distribution of their services. However, intermediaries or agents are employed in certain commercial services like banking, insurance etc. some services like courier services operate through multiple outlets. But certain common functions like service designing, promotion etc., are done at a central location.

Another method of service distribution channel is known as franchising. Franchising is extensively used by software training firms like NIIT, Aptech etc. It basically consists of signing an agreement between the service organization and another individual or firm called a franchisee. The agreement permits the franchisee to use the name and goodwill of the service firm. The franchisee is authorized to sell the service of the firm on payment of a royalty and/or commission to the franchiser. The franchiser lays down the standard conditions regarding location; space, decor layout and external make up of the outlet.

Thus in service marketing as in marketing of goods, there are number of channel options to market the services. One can also make use of modern channels like e-mail and internet for marketing services.

5. People in Services

Services are people-oriented and highly interactive in nature. They involve considerable interaction between the service provider and customers. Therefore, employment of right kind of personnel in service firms is of utmost importance. The inseparable nature of services means that the human element forms an integral part of the service package. People being an element of services marketing mix applies not only to the service personnel but also to the customers who play an active role in the service delivery. In many services, customers form an important part of the service. For example, in education, the students are very much part of the learning programme. The participation of customer is essential to derive the full benefits of services.

People are the key to a successful service encounter and this can happen only if the employees develop an obsession with the customers. The organization's staffs are its prime resource, and human resources management is the professional approach to finding and developing the right people. Central to successful service delivery is the management of the customer-provider interface. Employees need to understand their role in service exchange, and human resources management provides the programmes and strategies to ensure the highest standards of customer care.

6. Service Process Design

Service process means the way in which services are created and delivered. Services are not purchased and owned in the same way as physical goods. A service is created or performed rather than physically handed over. The performance process involves interaction between service provider and customers. Therefore, the service process is an integral part of service offering and also the consumer satisfaction.

It is only recently that the importance of service delivery process has been recognized and developed as a marketing tool in service industry. Developments in technology have also helped to revolutionise many processes in the service sector. The principles by which service delivery process can be designed and implemented are really not different from those applied in the field of manufacturing.

There are four objectives of setting down clear outlines or blueprints for service delivery processes. These are:

- To ensure that service is carried out in the fastest, most efficient and cost effective manner possible.
- To enable service quality to be monitored and benchmarks to be put in place thus allowing accurate measurement of both quality and productivity.
- To facilitate staff training and enable individuals to carry responsibility for individual stages of the service transaction and delivery.
- To reduce the amount of divergence thus enabling accurate budgeting and manpower planning etc. to take place.

While designing a service delivery process the following factors are to be considered:

- The extent of customer involvement or participation in the service process.
- The location of the service points i.e., whether the services are delivered at the service-provider's premises or at the place of customers.
- The nature of the service itself i.e., its intangibility, perishability etc.

- The degree of standardization i.e., whether services are delivered in a standard format or whether customization is done for services.
- The complexity of the service as measured by the number of steps or activities in the service delivery process.

The pace of technological developments in recent years has had a major impact on service delivery processes and practices. Service providers and customers have now online information and access to services like banking, stock broking, airline-ticket booking etc. Many organizations have been using technology to improve service efficiency and reach of services. Some new services have also developed directly out of developments in technology such as mobile communication, internet trading and e-commerce.

7. Physical Evidence in Services

Physical evidence or appearance is an important element of service marketing mix. Since services lack tangibility the consumers require evidence to prove that they exist in the same form as being claimed by the service provider. Some services are product based and service providers will focus on ensuring that any accompanying goods, which form part of the service, are of appropriate quality and standard. Services, which are highly intangible like consultancy and financial advice, are more difficult for the consumers will look for other ways of evaluating the service. In this context physical evidence like the tangible aspects of the service, the physical surroundings, location, decor and layout of the organization help the service firms for marketing the services efficiently.

A piece of service evidence is a physical object accompanying a service that cannot be categorized as true product elements. For example, for a bank, its computers, ATMs, personnel, Ledgers will form some of the pieces of evidence that will be used by its customers to evaluate the services expected from the bank by its customers. Service evidence plays a critical role in verifying either the existence or the completion of a service.

The perception of customers with regard to physical evidence includes two main types; essential evidence and peripheral evidence. Essential evidence is integral to the service offering and includes the tangible aspects or benefits. Thus a computer in a bank or a teacher in a management institute is essential

evidence of these service providers. This type of evidence will not normally be exchanged or owned by the customer. In all cases, the quality and standard of the essential evidence will be a major influence in the customer's purchase decision.

Peripheral evidence, unlike essential evidence, can be given away or exchanged during service transactions. Thus bank passbooks in a bank or course material in an academic institution are peripheral evidence of the service providers. Peripheral evidence plays an emotional role in consumer evaluation of a service before, during and after purchase.

Both these types of evidence combine with the organization's other marketing mix elements, especially promotion and people, to create an impression on customers and potential customers. Physical evidence will help the potential customers to evaluate the service offering and its quality and standard. Their impression of quality will always be subjective and based on their individual perception of the physical evidence and other element of the service offering. Therefore, services marketers are expected to search identify and innovate various configurations of service evidence. These configurations include a dynamic location, physical infrastructure, corporate image and identity, motivated and trained service personnel etc.

2.1.4 Marketing Strategies

The marketing strategy is the game plan for achieving the broad corporate objectives. It is based on the marketing goals and is formulated by the marketing department. The strategy formulation involves designing strategies related to product -market scope, product positioning, and product or customer specific marketing mix. The marketing department must specify the financial, social and human resource costs and risk involved in the implementation of strategy.

According to Philip Kotler "*Strategy is a game plan for getting to the goals what a business unit wants to achieve.*" Every business must tailor a strategy for achieving its goals, consisting of a marketing strategy and a compatible technology.

There is the difference between objective and strategy. Two organizations might have the same objective but use different strategies to reach it. For example, two firms might aim to increase their market share by 20% over next 3 years. To do that, one firm might intensify its efforts in household market while other might concentrate on expanding into institutional markets.

There are three types of strategies available:

- 1) Overall cost leadership: Here the business works hard to achieve the lower production and distribution cost so that it can price lower than its competitors and win a large market share.
- 2) Differentiation: Here the business concentrates on achieving superior performance in an important customer benefit area valued by a large part of the market. It can strive to be the service leader, the quality leader, the style leader or the technology leader, but it is not possible to be the leader of all these things.
- 3) Focus: Here the business focus on one or more narrow market segments. The firm gets to know these segments intimately and purposively either cost leadership or differentiate within the target segment.

The firms pursuing the same strategy directed the same target market constitute a strategic group. The firm that carries off that strategy best will make the most profit. For proper marketing strategies, combination of 4 Ps must be there. Entire strategy fails if only one P of marketing doesn't function well. Similarly, many external factors influence the marketing elements. Marketing strategy implemented with the consideration of all those factors can only be successful.

2.2 Review of Master's Degree Thesis

During the review of literature, different research, reports and thesis are reviewed, but no specific publication related to this study was found. However, there were few thesis related to promotional aspects of organization, which are reviewed here.

Shree Chandra Bhatta (1998) conducted research titled "*Sales Promotion and its effect on sales: A case study of Beer Market of Nepal*" with an objective of finding out which mode of sales promotion is more acceptable

by the Nepalese consumers and which mode is more wisely used by manufacturers as sales promotional tools, to find out the most suitable media to advertise about the sales promotion to evaluate the effectiveness of sales promotional activities in sales of Beer in Nepal and to predict the sales of coming year if every factor remain same.

Kishor Raj Aryal (2002) in *"The study of Market Share of Colgate in comparison with other Brands"* tried to show that sales promotion, advertising, price and consumer behaviors impact on sales of the product. It also showed how it affects market share of Colgate. The research tried to find out the popular media of advertisement for toothpaste, which can easily attract the potential consumers on each brand of companies, to identify the competition of Colgate toothpaste the term of sales, to identify the buying behavior of Colgate toothpaste, and to observe the impact of pricing factor on Colgate toothpaste.

Joyti Shrestha (2007) in thesis entitled *"A study on advertising and its impact on the buying behavior of the consumer"* dealt with finding out impact of advertisement on buying behavior. The objective of the study was to find out the relationship between consumers attitude towards advertisement and buying decisions, to understand the consumers credibility towards advertising and its effect on buying decision and to get insights about the factors affecting consumer decision process. Thus the study show findings like advertising is the first effective source of conveying information which affects consumers while making buying decisions.

Dipankar Raj Bajracharya (2007) in his thesis *"Advertising and sales promotion of Samsung Television in Nepal"* conducted study on advertising and sales promotion activities of promotional mix. The objective of the study was to evaluate the effectiveness of advertising and sales promotion for attaining and retaining the market share of television business in Nepal, to analyze the importance of sales promotion in building company's reputation, to review the market status of Samsung television, and to examine brand awareness of the consumers. The study came up with findings that the advertising plays a vital role in sales of TV in this competitive market and trade promotion is more effective way to increase the sales of the company.

Rajasekhara Mouly Potluri (2008) in his thesis "*Assessment of effectiveness of marketing Communication mix elements in Ethiopian service sector*" evaluated the effectiveness of advertising and personal selling practices of Ethiopian Service Sector in communicating with its customers with the aim of finding solutions to improve the existing communication and customer satisfaction. The findings of the analysis showed that Ethiopian Service Sector's advertising and personal selling indicated moderately effective in providing information, creating awareness, and changing attitude and ineffective in building company image and enforcing brand loyalty. The research also identified lack of integration between advertising and personal selling.

2.3 Review of Articles

Few articles related to abroad study are presented here.

Rising Number of Nepali Students in Universities in the U.S. (eKantipur, November 17, 2009): The number of Nepali students enrolled in U.S. institutions of higher education has increased significantly, according to Open Doors 2009. The annual report on international academic mobility published by the Institute of International Education (IIE) with the Bureau of Educational and Cultural Affairs of the United States Department of State, the number increased from 8,936 to 11,581 in 2008/09– a 29.6 per cent increase over the 2007/08 academic year.

Nepal ranks 11th among the leading countries of origin of international students, as it did the last year. In the academic year 2006/2007, Nepal ranked 13th among the countries of origin of international students. India tops the list with 15.4% followed by China with 14.7%.

America's nearly 3,000 accredited schools of higher education continue to attract new students in what is becoming a highly competitive international 'market' around the world, According to U.S. Embassy Kathmandu's Counselor for Public Affairs Terry J. White.

The U.S. remains the preferred destination for students from Nepal who want to study abroad because of the quality and prestige associated with an American degree.

Nepali Student Craze in Abroad Study (By: Suraj Rai): These days, many education based consultancy centers propose very enticing ingredients in their prospectus for those who want to go abroad for study. More often than not, these ingredients are for better business prospect of the consultancies themselves and these attractive vows are often deceptive when it comes to the proximity of reality. It is interesting that this kind of propagandized business is doing wonderfully good these days.

From around April this year to this date, about 20 thousand students have obtained No Objection letter from the Ministry of Education to go to UK and thousands of them have already reached there. Amidst this exodus, some stories about hardships of the students arriving in UK have been occasionally being published these days. There is also news that some of these collages (where Nepali students are guided to go) are even suspended. Every now and then, a beautiful dream for the bright future of a Nepali student shatters in one of these collages and with the victim, the whole family suffers.

Rajan Kandel, Director of South London College, London briefed about the situation. The majority of the students going abroad for further study do not process through educational consultancy agencies. Although there are also complains that some of these consultancies provide propagandized information even without having matter-of-fact information (of the related collages).

Many collages have been suspended and this is causing one more problem to the Nepali students arriving in UK to study. For those students who are planning to go to UK to study in the coming days, it is necessary to pay special attention in selecting the right educational institutions.

To follow unjustified rumor is nothing new for Nepali and this can be a reason that Nepali students suffer more compared to the students from other Asian countries arriving in UK. The students' attitude of not putting enough effort and running after rumor without calculating the reality is one major cause of their suffering.

Apart from this, nasty doings of few consultancy centers operating with the notion that consultancy is the prolific profession of allurement and propaganda disregarding the professional reverence also deceives many students, and on the other hand, this brings a bad name to the whole consultancy profession.

RESEARCH METHODOLOGY

3.1 Introduction

Research methodology is way to solve the problem systematically. It facilitates the research work and provides reliability and validity to it. Market research specifies the information required to address these issues; designs the method of collecting information; manage and implements and data collection process; analyze the result; and communicate the findings and implementation.

The general methodology followed is data collection through secondary and primary sources. Literature reviews were conducted for collecting secondary data while interview method and questionnaire method were adopted for primary data collection. Tabular method was used to analyze and interpret primary data.

The general sequences of activities for conducting the research have been divided into five major parts.

1. Preparatory work: It includes all the activities that start with thesis writing. Introducing the study, reviewing the literature, sampling, questionnaire preparation & testing with all other preparatory works comes under this activity.
2. The data and information collection work: Works like field visit to collect the primary data and some formal and informal interviews to collect more information, come under this activity.
3. Presentation & analysis of data: Works like presentation of data in table and analysis using percentage & charts, are under this activity.
4. Drawing findings: It includes the activity in which findings are drawn from analyzed data and presented in detail.
5. Making conclusion & recommendations: After everything else, research conclusion is made and appropriate recommendations based on findings are suggested.

Fig 3.1.General work-flow of research activities

3.2 Research Design

In planning and designing a specific research, it is necessary to anticipate all the steps to be successful in collecting valid and reliable information. It is broken down into very small parts or activities, the marketing research process would consist of a great number of steps. This study is basically a survey or descriptive type research and exploratory in nature. Research is intended to collect the factual information which describes the marketing strategies implemented by educational consultancies. Moreover, it is projected to make evaluation and comparison on the collected data. So, it is descriptive type of research. Collected data are simply explored by using some statistical tools. This research does not show any kind of relationship between two different findings. So, it is exploratory in nature.

We can view the marketing research process consisting of the following steps:

1. Study Area and Source of data
2. Population and Sampling
3. Method of Data Collection
4. Data processing
5. Data analysis

3.3 Study Area and Source of Data

The geographic area of this study is Kathmandu Valley. The main reason for selecting the area is that the places are familiar with the researcher

and information can be collected easily. Apart from this, number of educational consultancies is more in comparison to other cities of the country.

This study is totally based upon primary data source. Primary data is collected by undertaking the field visits to the selected consultancies. Questionnaires are distributed to the authorized persons of educational consultancies as well as the students in order to collect the data. Apart from this, some information is collected through direct interview with the representative of the educational consultancies.

There are two types of data sources for this study. First type of data source includes representatives of the selected consultancies and second type included students willing to study abroad. Educational consultancies representative consists of the marketing manager, consultancy head and directors of the consultancy.

There are 10 respondents related to 10 educational consultancies. Similarly, there are 50 respondents as students.

3.4 Population and Sampling

There are a number of Educational Consultancies currently operating in Kathmandu Valley. Among these, more than 200 consultancies are the member of Educational Consultants Association of Nepal (ECAN). Members of ECAN are the population of the study. Out of those, 10 are selected as sample on the basis of registration year (2006/07) in the ECAN. Following table shows the list of sample Educational Consultancies and their location.

Table 3.1: Sample Centers & Location

S.N.	Name of Consultancy	Location
1.	Career Consult Nepal Pvt. Ltd.	New Baneshwor
2.	Orbit International Education	Putalisadak
3.	Abroad Institute (P) Ltd.	Putalisadak
4.	Fortune Consultants Pvt. Ltd.	Putalisadak
5.	Getway Educational Consultancy (P) Ltd.	Bagbazar
6.	Mentor Institute Ltd.	New Baneshwor
7.	Oxford Educational Consultants P. Ltd.	Dhapasi

8.	Raffles Education Network	Mid-Baneshwor
9.	Universal Language & Computer Institute	Putalisadak
10.	Dolphin Education Consultancy Center	Exhibition road

Source: Field Survey

A brief introduction of each sample Educational Consultancy is also presented here. The information about each consultancy is collected by undertaking field visit as well as from their websites.

Career Consult Nepal Pvt. Ltd.:

It is an organization engaged in career consultancy and recruitment of students for further education in U.K., U.S.A., Australia, Canada, Singapore, Malaysia and India. It is professionally managed organization facilitating the students and aspirants to identify appropriate courses and institutions which meets individual need. In a short span of time the company has earned enviable reputation for its services. With its head office in Kathmandu, it has a wide network in the various parts of Nepal, India, Australia, UK and USA. Its Education Promoting Team have traveled extensively to many countries of the world including Singapore, Hong Kong, Germany, Finland, France, The Netherlands, UK and USA and participated in many international level seminars, workshops and conferences.

Orbit International Education:

Orbit International Education (OIE) is an educational organization established in 2000 with an aim to provide an outstanding educational support to aspiring students. OIE is a private establishment registered with the Office of the Company Registrar, Ministry of Industry, Commerce and Supply of Government of Nepal. The main office of the organization is located at Putalisadak, Kathmandu. OIE is a service oriented organization that consistently explores better educational and career opportunities for deserving candidates. OIE is committed to providing the best guidance and helping students to explore their potential for better life.

Abroad Institute (P) Ltd.:

Abroad Institute is an established institute working in the field of international education and Technology since 2000. Its main institutional motto is quality education in verities of field in ever changing globe. This institute is committed to producing required manpower with its services in different fields since establishment. It has highly qualified and experienced instructors together with the dedicated team of management to guide the institutions towards achieving its goal. It has been many years now that computer has been closely associated to fulfill wide computerization demand filling up the gaps, by providing advanced computer courses and unique integrated courses.

Fortune Consultants Pvt. Ltd.:

Fortune Consultants (FCPL) was established with a vision of providing quality education and educational services to Nepalese students who can stand successfully at international level with their qualifications and experiences. Its mission is to assist students by providing reliable, authentic, valuable and accurate information to students, working as the best information and counseling center for their studies abroad, helping them choose courses and universities of their interest and guiding them to reach their destination. FCPL started its service according to Company Act, FCPL is a Private Limited Company registered at the Company Registrar Office, Department of Industry.

Getway Educational Consultancy (P) Ltd.:

Getway is one of the best leading educational institutes in the heart of capital. It was established in 2003 to provide a wide range of professional courses for home and overseas students. Getway offers computer courses, international languages, test preparations and study abroad programmes. Getway is committed to provide high quality world class education at an affordable price to help individuals or group of students achieve their personal & professional goals. Getway has an excellent international reputation and contacts with international institutes. It has been working with many leading collages, universities and institutions in Europe, The United States, Japan and in many developing countries for study abroad programmes.

Mentor Institute Ltd.:

Mentor Institute (P.) Ltd. provides an excellent bridge for all those valuable students who are willing to pursue their further studies abroad. It always aimed of facilitating students with the best education provided in overseas in an affordable cost in their desired country. It has completed glorious seven year with high record of successful visa in the renowned countries like UK, Australia, USA, Ireland & many more.

Oxford Educational Consultants Pvt. Ltd.:

Oxford Educational Consultants Pvt. Ltd. Kathmandu, Nepal is lead & managed by experienced educational consultants. It has gathered considerable experience, expertise and database on a large number of universities and programs. It has also established direct contacts with a number of universities in the Europe, America, Asia pacific and Asia. Its professional service covers counseling, identifying universities and programs, assured admissions and also comprehensive preparation for the visa interview.

Raffles Education Network

Raffles Education Network established under the Company Act of Government of Nepal is fully dedicated to provide services to the aspiring Nepali students willing to study abroad and international students willing to complete their studies and render volunteer service at different sectors of Nepali culture, tourism, language, religion, community forestry and many more. Dedicated and experienced people run the company with long exposure in the education business internationally. Its business strategy is based on business-to-business relation and we have strong feeling that all people working in the education sectors need to join hands for win-win situation. Its strategy focuses more on reliable services to the students.

Universal Language & Computer Institute:

Universal Language & Computer Institute (ULCI) is the Institution that has been consistently and successfully providing Language & Computer Training, Test Preparation Classes and Study Abroad Counseling Services for National and International students for over two decades. In order to cater to the extra

needs of students and to meet International codes, it maintains a very high educational standard. ULCI is an ISO 9001:2000 Certified Institute, ETS Authorized TOEFL iBT Test Center and the only TOEFL® PBT Test Center in Nepal. There are different academic blocks for different departments: Counseling Block, Administration Block, Test Preparation Block, Information Technology and Language Block. ULCI operates from two different locations: Putalisadak Chowk and Dillibazar Height Marg in Kathmandu.

Dolphin Education Consultancy Center:

Dolphin Education was established with crystal clear motive to provide quality service to students whose endeavor is to earn qualification from overseas. It has a group of experienced professionals and it is provoked by its goal of providing quality service to students who want to continue studies from abroad countries. The objective of Dolphin Education is to meet students' need for training and international education. Dolphin has professional experience in providing training and education consultancy for abroad studies. Dolphin Education has assisted students whose dream is to acquire global education and Dolphin Education mends their career in right pathway.

3.4 Method of data collection

Both questionnaire & interview techniques has been used in order to collect the data for the study. For the data collection work two types of questionnaires are designed (Appendix I and Appendix II). With the help of first type of questionnaire, data is collected from authorized personnel of multinational computer training centers. And from the second type of questionnaire, data is collected from some students of those consultancies. Apart from the questionnaire, some formal and informal interviews are also taken to collect more information about educational consultancies.

Questionnaires are designed in such a manner, which can cover all the objectives of the study. As it is mentioned above, two types of questionnaires are prepared to collect the primary data. First type of questionnaire is designed for respective training centers. From this questionnaire, view of educational consultancies towards the current situation of and their corresponding marketing strategies are tried to abstract. Second type of questionnaire is

designed for students. From this questionnaire, view of students towards present situation of consultancies are tried to examine.

Questionnaire preparation process is shown in the following figure:

Fig.3.2 Questionnaire Preparation Work

The first step of the study is to collect the necessary information about sampled educational consultancies. The job has been fulfilled by a field visit to the centers and by interviewing the related persons. The second step of the study is to collect necessary data for the research objectives. It is done by another field visit to the same consultancies. Questionnaire is distributed to the related persons of the consultancies and to the students and collected after some days.

This field visit is conducted in November, 2009. The collected data is fresh and first hand in nature since there has not been such study undertaken specifically on this subject. Thus various facts collected have been carefully studied and explored systematically under specific major headings in third step.

3.6 Data processing

During the data processing work, the filled questionnaires are carefully checked to remove errors and inconsistencies, if any. Data processing programs such as Microsoft excel are used to record and process the collected data. All

the opinions or data collected through questionnaires are then recorded to computer. Thereafter, data is analyzed by using different tools in MS Excel.

Fig.3.3 Data collection, Presentation & Analysis Process

3.7 Data Analysis

As it is mentioned above, the study is fully descriptive type. Descriptive research is a process of accumulating facts. It does not necessarily seek to explain relationships, test hypotheses, make predictions or get at a meaning and implications of a study. So, as per the nature of research, no hypothetical tools are used to analyze the data. Only some statistical tools are used to explore the data. Main tools used in this study are:

1. % (Percentage) To show the percentage of respondents on a particular question or opinion
2. Chart Different charts like pie, bar, column etc to show the graphical presentation of data.

CHAPTER - 4

DATA PRESENTATION AND ANALYSIS

4.1 Presentation and Analysis of Data based on Educational Consultancies

There are 10 respondents which represent Educational Consultancies. Respondents were consultancy in charge, directors and marketing managers of corresponding educational consultancy. Data was collected from all the

respondents through a structured questionnaire. Data collection work has been conducted by undertaking a field visit. The collected data is presented and analyzed under the following subheadings.

4.1.1 Current Market Situation of Educational Consultancies

Respondents were asked about the current market situation of Educational Consultancy in Kathmandu. Responses from Consultancies are tabulated below.

Table 4.1: Current Market Situation of Educational consultancies

S.No.	Particulars	Respondents	Percentage
1	Very Good	2	20.00%
2	Good	2	20.00%
3	Satisfactory	6	60.00%
4	Poor	0	0.00%
	Total	10	100.00%

Source: Field Survey

Above table shows 60% respondents think that the current situation of Educational consultancies is satisfactory. 20% respondents think that it is Very Good and 20% think that it is good. None of the respondents think that the current situation is poor.

Since, the current situation of market was observed as satisfactory, respondents were further asked about the reason for decrease or increase number of students. They gave the following reasons for that.

Table 4.2: Reason for decreased number of students

S.No.	Particulars	Respondents	Percentage
1	Increased Competition	6	60.00%
2	Decreased interest of students	2	20.00%
3	Less Marketing Activities	2	20.00%
	Total	10	100.00%

Source: Field Survey

Table 4.3: Reason for increased number of students

S.No.	Particulars	Respondents	Percentage
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1	Low Competition	0	0.00%
2	Increased interest of students	8	80.00%
3	Good Marketing Activities	2	20.00%
	Total	10	100.00%

Source: Field Survey

60% respondents think that decrease in number of students is because of increased competition. Increasing competition between the consultancies is the primary cause of decreased students. Similarly, 20% respondents agreed on decreased interest of students and 20% respondents think that it is due to ineffective marketing activities of the organization.

Similarly, reasons for the increased enrollments, 80% respondents think that it is because of increased interest of students. It shows that students are very much interested to get the education from abroad universities. But 30% think that it is because of effective marketing activities and none think that it is due to less competition in the market.

There are different field of study offered by the universities abroad. Out of various fields, some popular field of study was given to rate according to their popularity among students. Educational consultancies rated the field of study from 4 to 1 according to choice of students. The following table shows the total rating scores for each of the best study field in their consultancies.

Table 4.4: Field of study according to choice of students

S.N o.	Particulars	Res p 1	Res p 2	Res p 3	Res p 4	Res p 5	Res p 6	Res p 7	Res p 8	Res p 9	Res p 10	Total	%
1	Science	2	1	2	2	2	3	2	2	1	2	19	47.50 %
2	Management	4	4	3	4	4	4	4	3	4	4	38	95.00 %
3	IT	3	3	4	3	3	2	3	4	3	3	31	77.50 %
4	Health	1	2	1	1	1	1	1	1	2	1	12	30.00 %

Source: Field Survey

Above table shows that Management field is the most popular field of study students prefer for studying in abroad countries. It has 38 rating score (95.00%). Thereafter, IT field is preferred with rating score of 31(77.50%), Science field got 19(47.50%) and lastly, the field of study which less students prefer is Health with rating score only 12(30.00%).

Apart from the popularity of field of study, desired level of course was also asked. Following result is obtained for preferred level of courses.

Table 4.5: Level of Course preferred

S.No.	Particulars	Respondents	Percentage
1	Intermediate	1	10.00%
2	Bachelor	7	70.00%
3	Masters	2	20.00%
4	Higher	0	0.00%
	Total	10	100.00%

Source: Field Survey

This table shows that Bachelor level course is mostly preferred by students for abroad study. Then after students go for Masters Level course and then intermediate course is chosen. There is no preference for higher level course.

After the field of study and the level of course preferred, country mostly preferred by students for abroad study were also asked. Out of many countries, 5 most popular countries were given to rate according to their popularity among students. Educational consultancies rated the country from 5 to 1 according to choice of students. The following table shows the total rating scores for each of the country preferred by students according to consultancies.

Table 4.6: Country preferred for abroad study

S.No.	Particulars	Resp 1	Resp 2	Resp 3	Resp 4	Resp 5	Resp 6	Resp 7	Resp 8	Resp 9	Resp 10	Total	%
1	USA	4	3	4	4	4	4	3	4	5	4	39	78.00%
2	UK	5	4	5	5	5	5	5	5	3	5	47	94.00%
3	Australia	3	5	3	3	3	3	4	3	4	3	34	68.00%
4	Canada	2	2	2	1	2	2	2	2	1	2	18	36.00%
5	India	1	1	1	2	1	1	1	1	2	1	12	24.00%

Source: Field Survey

This table shows that UK is the most preferred country for abroad study with rating score 47(94.00%). Thereafter, USA got the rating score of 39(78.00%), Australia got 34(68.00%), Canada got 18(36.00%) and lastly, India got 12(24.00%) which is least preferred country for abroad study.

Consultancies were asked about the reason for students going abroad for study. Four reasons were given as options. They gave the following responses.

Table 4.7: Reason for abroad study

S.No.	Particulars	Respondents	Percentage
1	Good Education Environment	3	30.00%
2	Future Job Opportunity	6	60.00%
3	High Degree Value	1	10.00%
4	Unavailability of Course of Interest	0	0.00%
	Total	10	100.00%

Source: Field Survey

Above table shows that Future job opportunity is the main reason for students going abroad for study. 60% respondents agreed upon it. Then after 30% respondents think that good education environment is next reason for abroad study. 10% think that students go abroad because of high degree value of universities abroad and none think that it is due to unavailability of course of interest in home country.

4.1.2 Advertisement Media Preference

Educational Consultancies were asked about the Promotion & Publicity program mostly adopted in past years. Five programs were given as options. They gave the following responses.

Table 4.8: Promotion & Publicity program adopted in past years

S.No.	Particulars	Respondents	Percentage
1	Advertisement in newspapers and magazines	4	40.00%
2	Presentation in schools and colleges	0	0.00%
3	Display on hoarding boards	2	20.00%
4	Participation in Educational Fairs	1	10.00%
5	Conducting regular seminars/ Presentation by inviting the representatives of the institution	3	30.00%
	Total	10	100.00%

Source: Field Survey

Above table shows that 40% educational consultancies adopted advertisement in newspapers and magazines for their Promotion & publicity. 30% of them conduct regular seminars and presentations by inviting the representatives of the foreign colleges. 20% use hoarding boards as promotional tool while none of them prefer presentation in schools and colleges for publicity of their consultancy.

Educational Consultancies were then asked about the advertisement media they were mostly using in previous days. Four advertisement media were given as options. They gave the following responses on media preference.

Table 4.9: Advertisement Media mostly used in past years

S.No.	Particulars	Respondents	Percentage
1	Print Media	8	80.00%
2	FM/Radio	0	0.00%
3	Poster/Pamphlet	0	0.00%
4	Direct Marketing/Personal Link	2	20.00%
	Total	10	100.00%

Source: Field Survey

Above table shows that most respondents (80%) give priority to print media. Print media includes newspapers and magazines. 20% prefer to use direct marketing or personal link for advertisement. They gave high preference to print media discarding all other media of advertisement in previous days.

Similarly, they were asked to select the media which gave the best outcome in the previous days. It means, which marketing media attracted the students with less effort. Following result is abstracted from their responses.

Table 4.10: Advertisement Media with best result

S.No.	Particulars	Respondents	Percentage
1	Print Media	6	60.00%
2	FM/Radio	0	0.00%
3	Poster/Pamphlet	0	0.00%
4	Direct Marketing/Personal Link	4	40.00%

	Total	10	100.00%
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Source: Field Survey

Above table shows, 60% respondents think that print media i.e., newspapers and magazines gave the best result in the previous days. Whereas; 40% of the respondents think that direct marketing & personal contact was another successful marketing media for the past.

Since, most of the respondents think that print media is their best choice; they were asked to choose the type of print media they prefer. Daily, Weekly, Fortnightly and Monthly print media were provided as options. Respondents gave the following result.

Table 4.11: Type of Print Media preferred

S.No.	Particulars	Respondents	Percentage
1	Daily (Newspaper)	9	90.00%
2	Weekly (Newspaper)	0	0.00%
3	Fortnightly (Magazine)	1	10.00%
4	Monthly (Magazine)	0	0.00%
	Total	10	100.00%

Source: Field Survey

Above table shows 90% of the respondents prefer daily print media i.e., daily newspaper. Similarly, 10% of total respondents prefer fortnightly magazines. None of the respondents prefer weekly newspapers and monthly magazines.

4.1.3 Marketing Strategies of Educational Consultancies

Respondent Educational Consultancies were asked some questions about their marketing strategies. Firstly, they were asked about the marketing strategy they were mostly adopting in the past. Three options were given to choose. Following result was abstracted from the responses.

Table 4.12: Marketing strategy mostly adopted in past years

S.No.	Particulars	Respondents	Percentage
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1	Media Coverage to attract students	0	0.00%
2	Quality increment to attract students	5	50.00%
3	Launching new programs to attract students	5	50.00%
	Total	10	100.00%

Source: Field Survey

This table shows that one half of the respondents adopted 'Quality increment' as a strategy to attract students. Whereas; one half of the respondents adopted 'Launching new programs' as a strategy to attract students. None of the consultancies had adopted 'Media coverage' strategy to attract students.

But this result is in against to print media preference. Educational consultancies adopted quality increment or launching new programs as their strategy but to advertise their strategy, they generally use print media.

From daily newspapers it could be observed that various incentives were offered by educational consultancies to attract students. Some of the incentives were very popular to attract students during those days. Consultancies were asked to choose most successful incentive related to marketing strategy, to attract students. Four incentives were given as options to choose. Following responses were abstracted.

Table 4.13: Most Successful Incentive

S.No.	Particulars	Respondents	Percentage
1	Introducing Scholarship Programs	7	70.00%
2	Conducting Orientation Program	3	30.00%
3	Assist on travel Arrangement and accommodation	0	0.00%
4	Bank Loan Service	0	0.00%
	Total	10	100.00%

Source: Field Survey

Above table shows, 79% respondents agreed that scholarship program was the most successful incentive related to marketing strategy to attract students in the past. Thereafter 30% of the total respondents think that conducting orientation program was most successful in the past. But, assist on

travel arrangement and accommodation & bank loan service strategies were not successful in the past.

Respondent's view was taken on the factor that determines the success or failure of any marketing strategy they launch. They were provided three options; from where they had to select one. Responses are tabulated below.

Table 4.14: Factor that affects marketing strategy

S.No.	Particulars	Respondents	Percentage
1	Implementation time	8	80.00%
2	Competitor's Strategy	0	0.00%
3	Nature of Strategy itself	2	20.00%
	Total	10	100.00%

Source: Field Survey

According to this table, 80% of the total respondents think that success or failure of any strategy depends on the implementation time. 20% of the total respondents think that it depends on nature of strategy itself. Whereas none of the respondents think that it is due to competitor's strategy.

4.1.4 Problems and Prospects of Educational Consultancies

Every industry has certain problems and certain prospects. Likewise, educational consultancy industry is also facing some problems and it also has some prospects to improve the market.

Respondents were asked about the current market problems of educational consultancies industry. Firstly, they were asked about factors affecting current educational consultancy market. Four options were given to rate, 4 for high affecting factor and 1 for less affecting factor. The rating score of each respondent is presented in the following table.

Table 4.15: Factors affecting current educational Consultancy market

S.No.	Particulars	Resp 1	Resp 2	Resp 3	Resp 4	Resp 5	Resp 6	Resp 7	Resp 8	Resp 9	Resp 10	Total	%
1	Growing number of consultancies	4	3	4	4	3	4	4	4	1	4	35	87.50%
2	Launch of new courses by colleges	3	4	1	3	2	3	3	3	4	3	29	72.50%
3	Decreasing Fees	1	2	2	2	4	2	1	2	2	2	20	50.00%
4	Decreasing Public Interest	2	1	3	1	1	1	2	1	3	1	16	40.00%

According to the above table, most of the respondents think that the main factor affecting current educational consultancy market is 'Growing no. of consultancies'. This option gets the rating score of 35(87.50%). 'Launch of new courses by colleges' has rating score of 29(72.50%). So, it is second largest affecting factor for current educational consultancy market. With the rating score of 20(50%), respondents think that 'Decreasing Fees' is the third affecting factor for current educational consultancy market. Lastly, ' Decreasing Public interest' is the least affecting factor with rating score 16(40%).

Similarly, respondents are given to rate the external factors that affects the implementation of marketing strategies in current educational consultancy market. Rating option was given as 4 for highly affecting to 1 for less affecting. Following rating score has been obtained for the rated options.

Table 4.16: External Factor affecting the implementation of marketing strategies

S.No.	Particulars	Resp 1	Resp 2	Resp 3	Resp 4	Resp 5	Resp 6	Resp 7	Resp 8	Resp 9	Resp 10	Total	%
1	Economic Condition	3	3	4	1	2	3	1	2	3	3	25	62.50%
2	Employment Opportunity	4	1	3	4	1	4	4	4	4	2	31	77.50%
3	Government Policy	1	4	1	2	4	1	3	3	1	1	21	52.50%
4	Education Condition	2	2	2	3	3	2	2	1	2	4	23	57.50%

Source: Field Survey

From this table, it is clear that employment opportunity is most prominent external factor which affects the implementation of marketing strategy of educational consultancies. This factor got the rating score of 31(77.50%). With rating score of 25(62.50%), economic condition comes as another prominent factor affecting the implementation of marketing strategy. Similarly, with the rating score of 23(57.50%) and 21(52.50%), Education condition and Government Policy comes into third and fourth affecting factors for strategy implementation respectively.

Respondents were asked to select one option out of four given options which are appropriate to improve the current educational consultancy market. Responses are tabulated below.

Table 4.17: Way to improve current educational consultancy market

S.No.	Particulars	Respondents	Percentage
1	Quality increment	3	30.00%
2	Boosting public interest	0	0.00%
3	Standard fees in all consultancies	2	20.00%
4	Introducing new courses	5	50.00%
	Total	10	100.00%

Source: Field Survey

According to above table, 50% respondents think that educational consultancy market can be improved by offering new courses as compared to colleges. Then, 30% of the respondents agreed upon quality increment like well equipped lab, qualified professionals, etc as to way to improve current educational consultancy market. Similarly, 20% of the total respondents think that the market can be improved by the standardization of fees in all centers. None of the respondents think that boosting public interest might be a way to improve current situation of educational consultancy market.

4.2 Presentation and Analysis of Data based on Students

Like Educational Consultancies, 50 students were interviewed with structured questionnaire. Following table gives the demographic information about the students.

Table 4.18: Age group of students

S.No.	Age group	Respondents	Percentage
1	Below 20 yrs	30	60.00%
2	20-30 yrs	18	36.00%
3	30-40 yrs	2	4.00%
4	Above 40 yrs	0	0.00%
	Total	50	100.00%

Source: Field Survey

According to above table, 60% of respondents were below 20 years of age (college going students), which is highest age group among all, 36% of respondents were between 20 to 30 yrs of age. Percentage of respondents in Age group of 30 to 40 years is only 4%. No respondents were

above 40 years. They were asked to give the answer to the questionnaire distributed to them.

Table 4.19: Education Level of Students

S.No.	Age group	Respondents	Percentage
1	Up to SLC	3	6.00%
2	Certificate	20	40.00%
3	Graduate	18	36.00%
4	Masters	9	18.00%
	Total	50	100.00%

Source: Field Survey

From above table it shows that respondents with educational level up to SLC level was 6%, similarly certificate level, graduate level and master level was 40%, 30% and 18% respectively. Here, the rate of respondents whose educational level is Certificate is higher among all and up to SLC level is lowest among all.

Respondents were asked to give the answer to the questionnaire distributed to them.

4.2.1 Current Situation of Educational Consultancies

With the view of students, current market situation of Educational Consultancy was tried to observe. At first, respondents were asked about the market situation of educational consultancies in Kathmandu. They gave the following result.

Table 4.20: Current Market Situation of Educational consultancies

S.No.	Particulars	Respondents	Percentage
1	Very Good	2	4.00%
2	Good	16	32.00%
3	Satisfactory	32	64.00%
4	Poor	0	0.00%
	Total	50	100.00%

Source: Field Survey

Above table shows, 32% respondents agreed on good market situation of educational consultancy and 4% think that it is very good. Whereas, 64% think that it is satisfactory and none of the students think that the market situation of educational consultancy is poor.

To explore the current situation of educational consultancy in more detail, respondents were asked some more questions. These questions were intended to find out the students views on current course and fee structure of educational consultancies. First question was asked about the current market price of educational consultancy in Kathmandu. They gave the following responses.

Table 4.21: Market Price of Educational Consultancies

S.No.	Particulars	Respondents	Percentage
1	Very High	3	6.00%
2	High	21	42.00%
3	Average	26	52.00%
4	Low	0	0.00%
	Total	50	100.00%

Source: Field Survey

52% respondents are agreed on average price of educational consultancy. But 42% respondents think that it is high and only few i.e., 6% students think that it is very high. None of the respondents think that it is lower than expected.

Similarly, respondents were asked to access the employment opportunity after abroad study. They gave the following results.

Table 4.22: Employment Opportunity after abroad study

S.No.	Particulars	Respondents	Percentage
1	Very Good	8	16.00%
2	Good	30	60.00%
3	Satisfactory	12	24.00%
4	Poor	0	0.00%
	Total	50	100.00%

Source: Field Survey

Above table shows that, 60% respondents hope to get employment opportunity after the completion of course abroad, so they agreed upon good employment opportunity option. 24% think that it is satisfactory. 16% of the total respondents think that employment opportunity after abroad study is very good. None of the respondents think that job opportunity after the study is poor.

Students were asked about the reason for going abroad for study. Four reasons were given as options. They gave the following responses.

Table 4.23: Main reason for abroad study

S.No.	Particulars	Respondents	Percentage
1	Good Education Environment	21	42.00%
2	Future Job Opportunity	27	54.00%
3	High Degree Value	2	4.00%
4	Unavailability of Course of Interest	0	0.00%
	Total	50	100.00%

Source: Field Survey

Above table shows that Future job opportunity is the main reason for students going abroad for study. 54% respondents agree upon it. Then after 42% respondents think that good education environment is next reason for abroad study. 4% think that high degree value of universities abroad is the reason for abroad study and none think that it is due to unavailability of course of interest in home country.

There are different field of study offered by the universities abroad. Students were asked to rate various fields of study according to their choice. Students rated the field of study from 4 to 1 according to choice of students. The following table shows the aggregate score of ratings and corresponding percentage.

Table 4.24: Field of study preferred

S.No.	Particulars	Rating Score	Percentage
1	Science	98	49.00%
2	Management	190	95.00%
3	IT	153	76.50%

4	Health	59	29.50%
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Source: Field Survey

Above table shows that Management field is the most popular field of study among students. It has 190 rating score (95.00%). Thereafter, IT field is preferred with rating score of 153(76.50%), Science field got 98(49%) and lastly, the field of study which less students prefer is Health with rating score only 59(29.50%).

Apart from the popularity of field of study, desired level of course was also asked. Following result is obtained for preferred level of courses.

Table 4.25: Level of Course preferred

S.No.	Particulars	Respondents	Percentage
1	Intermediate	3	6.00%
2	Bachelor	38	76.00%
3	Masters	9	18.00%
4	Higher	0	0.00%
	Total	50	100.00%

Source: Field Survey

This table shows that Bachelor level course is mostly preferred by students for abroad study. 76% students have chosen it. Then after students go for Masters Level course and then intermediate course is chosen. There is no preference for higher level course.

After the field of study and the level of course preferred, country mostly preferred by students for abroad study were also asked. Out of many countries, 5 most popular countries were given to rate according to their popularity among students. Students rated the country from 5 to 1 according to their choice. The following table shows the total rating scores for each of the country preferred by students.

Table 4.26: Country preferred for abroad study

S.No.	Particulars	Rating Score	Percentage
1	USA	207	82.80%
2	UK	220	88.00%

3	Australia	173	69.20%
4	Canada	93	37.20%
5	India	57	22.80%

Source: Field Survey

This table shows that UK is the most preferred country for abroad study with rating score 220(88%). Thereafter, USA got the rating score of 207(82.80%), Australia got 173(69.20%), Canada got 93(37.20%) and lastly, India got 57(22.80%) which is least preferred country for abroad study.

4.2.2 Media as source of Information

Respondents were also interviewed to obtain the information on their media choice. First question, they were asked about media from where they heard about the educational consultancy they are visiting. Four options were given to select. Following result is obtained from their responses.

Table 4.27: Media from where respondents heard about the Educational Consultancy

S.No.	Particulars	Respondents	Percentage
1	Newspaper/Magazine	19	38.00%
2	FM/Radio	2	4.00%
3	Poster/Pamphlet	5	10.00%
4	Personal contact	24	48.00%
	Total	50	100.00%

Source: Field Survey

Above table shows that 48% respondents heard about the educational consultancy they have visited from the personal contact. 38% of the total respondents knew about the educational consultancy from Newspapers and Magazines. Similarly, 10% respondents knew from posters and pamphlets. Only 4% of the total respondents knew from FM/Radio.

Similarly, respondents were asked about the media which mostly affect their choice. It gave the following result.

Table 4.28: Media affecting the respondents choice

S.No.	Particulars	Respondents	Percentage
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1	Newspaper/Magazine	16	32.00%
2	FM/Radio	9	18.00%
3	Poster/Pamphlet	5	10.00%
4	Personal contact	20	40.00%
	Total	50	100.00%

Source: Field Survey

40% respondents prefer personal contact as a media of choice. 32% of the respondents prefer print media such as newspaper and magazine. 18% prefer FM/ Radio while only 10% of the total respondents prefer poster/pamphlet.

4.2.3 Incentives Preference

As it is mentioned above, there are different incentives to attract students in current educational consultancy market. Here, it is tried to take the views of students towards these incentives offered. Students were asked to rate four types of incentives with highest rating score 4 to lowest rating score 1. The aggregate rating score and their corresponding percentage for each given options were obtained as follows.

Table 4.29: Attractive Incentives in Students view

S.No.	Particulars	Rating Score	Percentage
1	Scholarship Programs	192	96.00%
2	Orientation Classes	103	51.50%
3	Assist on travel Arrangement and accommodation	56	28.00%
4	Bank Loan Service	149	74.50%
	Total		

Source: Field Survey

With the highest rating score 192(96%), scholarship facility is mostly preferred by students. Thereafter, Bank Loan service is preferred with the second highest rating score of 149(74.50%). Then, 103(51.50%) rating score goes for conducting orientation classes and 56(28%) rating score goes for assist on travel arrangement and accommodation.

4.2.4 Views on the present Educational consultancy

Respondents were asked to select one stimulating factor which encourages them to choose present educational consultancy. The number of responses according to options selected is tabulated below.

Table 4.30: Main reason for choosing the present Educational Consultancy

S.No	Particulars	Respondents	Percentage
1	Contact with many countries	14	28.00%
2	Near from home	4	8.00%
3	Affordable fees	6	12.00%
4	Conducting computer courses, test preparation classes etc	26	52.00%
	Total	50	100.00%

Source: Field Survey

52% students choose the present educational consultancy because they conduct computer classes, and test preparation classes such as TOEFL, IELTS etc. Similarly, 28% respondents choose the present educational consultancy because they have contact with many universities and colleges abroad. 12% respondents choose the consultancy because the fee is affordable and only 8% respondents choose the consultancy which is near to their home.

Then, respondents were asked about the most inspiring factor of their educational consultancy. Following table shows their responses.

Table 4.31: Most Inspiring factor of Educational consultancy

S.No.	Particulars	Respondents	Percentage
1	Good Infrastructure	2	4.00%
2	Experienced Professionals	23	46.00%
3	Good Counseling	15	30.00%
4	Representing more colleges/Universities abroad	10	20.00%
	Total	50	100.00%

Source: Field Survey

46% of the total respondents think that experienced professionals are the most inspiring factor of their educational consultancy. 30% of the respondents think that good counseling is the inspiring factor. Whereas, 20% think representing more colleges/universities abroad is the inspiring and only 4% think that good infrastructure is the inspiring factor of their educational consultancy.

Similarly, they were asked about the most discouraging factor of educational consultancy they are visiting. Following table shows the result from respondents.

Table 4.32: Discouraging factor of Educational consultancy

S.No.	Particulars	Respondents	Percentage
1	Poor Infrastructure	16	32.00%
2	Non-Experienced Professionals	9	18.00%
3	Poor Counseling	23	46.00%
4	Representing less colleges/Universities abroad	2	4.00%
	Total	50	100.00%

Source: Field Survey

Above table shows that 46% of the total respondents selects poor counseling as most discouraging factor of their present educational consultancy. 32% think that poor infrastructure is the most discouraging factor. While, 18% and 4% of the total respondents think that the most discouraging factor is non-experienced professionals and representation of less colleges/universities abroad respectively.

4.2.5 Factors affecting Educational consultancy field

At last, respondents were asked to rate the external factors which may affect the current educational consultancy field in country like Nepal. Rating score begins with 4 for highly affecting to 1 for least affecting. Aggregate rating score and corresponding percentage is tabulated in following table.

Table 4.33: Factor affecting Educational Consultancy service in country like Nepal

S.No.	Particulars	Rating Score	Percentage
1	Economic Condition	133	66.50%
2	Employment Opportunity	148	74.00%
3	Government Policy	110	55.00%
4	Education Condition	109	54.50%

Source: Field Survey

With the rating score 148(74%), employment opportunity is selected as the most affecting factor that affects consultancies. Economic condition is selected as second most affecting factor with rating score 133(66.50%). With

rating score 110(55%) and 109(54.50%), government policy and education condition are ranked third and fourth affecting factor.

4.3 Comparative Analysis

In the above headings, data presentation and analysis of Educational Consultancies and students responses was done separately. But, in this heading; comparative analysis is made between two types of respondents. In order to perform the analysis work; the responses tabulated in previous headings are re-tabulated and graphical comparison is presented with the help of different types of charts.

4.3.1 Current Situation of Educational consultancies

First of all, the responses on current situation of educational consultancy market are re-tabulated in the following table.

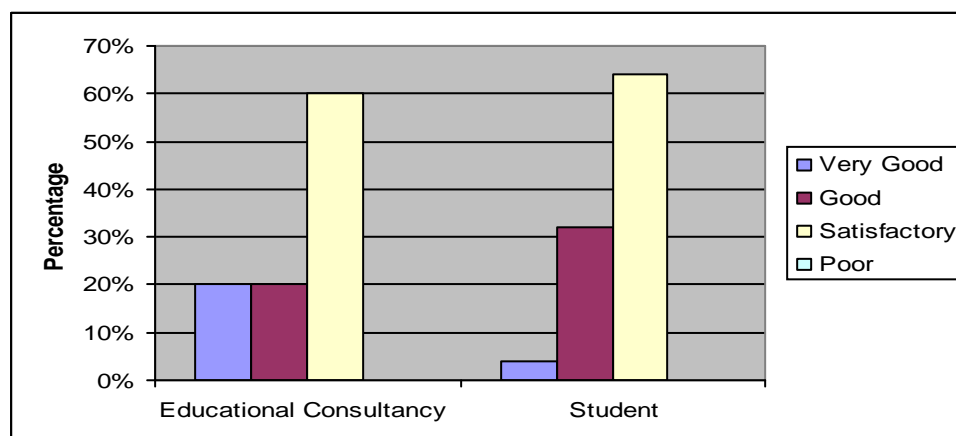
Table 4.34: Current Market Situation of Educational consultancies

S.No.	Particulars	Educational Consultancy Respondents	Percentage	Student Respondents	Percentage
1	Very Good	2	20.00%	2	4.00%
2	Good	2	20.00%	16	32.00%
3	Satisfactory	6	60.00%	32	64.00%
4	Poor	0	0.00%	0	0.00%
	Total	10	100.00%	50	100.00%

Source: Based on Table No. 4.1 and 4.20

The data on this table can be presented in the following chart.

Chart 4.1: Comparative Analysis of Current Market Situation of Educational Consultancies



According to the above analysis; large numbers of respondents from both categories think that current market situation is satisfactory. 20%

Educational consultancies think that it is very good whereas only 4% students voted for very good market situation. Similarly, 20% Educational consultancies think that market situation is good and 32% students agreed for it. None of the Educational consultancies as well as students agreed on poor market situation.

4.3.2 Preference to Country and Field of Study

Respondents were asked about the country mostly preferred for abroad study. Out of many countries, 5 most popular countries were given to rate according to their popularity. The aggregated rating scores and percentage are re-tabulated here.

Table 4.35: Comparative Analysis on the Country preferred for abroad study

S.No.	Country	Total rating score (Educational Consultancies)	Percentage	Total rating score (Students)	Percentage
1	USA	43	86.00%	207	82.80%
2	UK	43	86.00%	220	88.00%
3	Australia	34	68.00%	173	69.20%
4	Canada	17	34.00%	93	37.20%
5	India	13	26.00%	57	22.80%
		150		750	

Source: Based on Table 4.6 and Table 4.26

The data on this table can be presented in the following chart.

Chart 4.2: Comparative Analysis of Country preferred for abroad study

Above chart and table shows UK is the most preferred country for abroad study in present context. Then USA is second preferred country. Third and fourth preferred countries are Australia and Canada respectively. Lastly India is the least preferred country.

About the popularity of the field of study in present context; both types of respondents were interviewed. Educational Consultancies and students were asked to rate the options from 4 to 1. These aggregated rating scores and percentage are re-tabulated here.

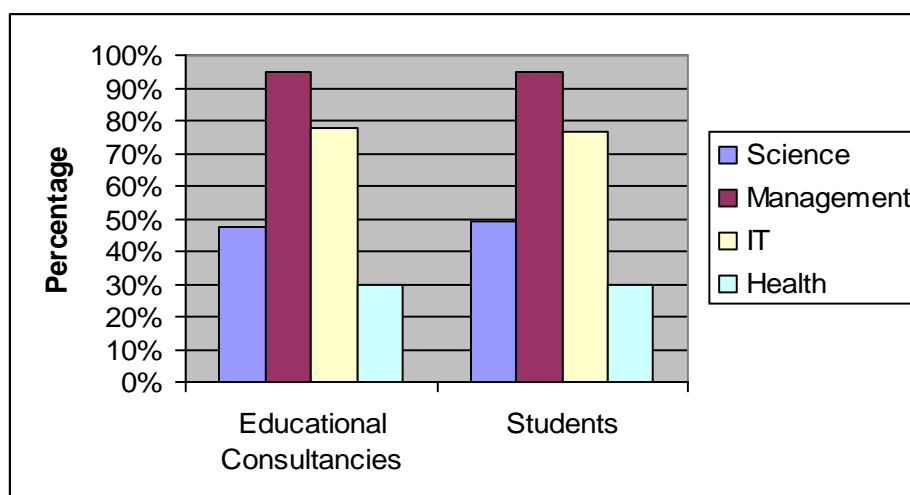
Table 4.36: Comparative Analysis on the popularity of field of study in present context

S.No.	Field of Study	Total Rating Score (Educational consultancies)	Percentage	Total Rating Score (Students)	Percentage
1	Science	19	47.50%	98	49.00%
2	Management	38	95.00%	190	95.00%
3	IT	31	77.50%	153	76.50%
4	Health	12	30.00%	59	29.50%
		100		500	

Source: Based on Table 4.4 and Table 4.24

The data on this table can be presented in the following chart.

Chart 4.3 Comparative Analysis on the popularity of field of study in present context



According to above table, there is similarity between two types of respondents. Both Educational Consultancies and students think that Management is the most desirable field of study in present context. IT is second and Science is third desirable field of study. Health is rated least preferred field of study by both Educational Consultancies and Students.

4.3.3 Reason for abroad study

Educational Consultancies and Students were asked about the reason for abroad study. Four reasons were given as options. Both types of responses are re-tabulated in following table.

Table 4.37: Comparative Analysis on Reason for Abroad Study

S.No.	Particulars	Educational Consultancies	Percentage	Students	Percentage
1	Good Education Environment	3	30.00%	21	42.00%
2	Future Job Opportunity	6	60.00%	27	54.00%
3	High Degree Value	1	10.00%	2	4.00%
4	Unavailability of Course of Interest	0	0.00%	0	0.00%
	Total	10	100.00%	50	100.00%

Source: Based on Table 4.7 and Table 4.23

The data on this table can be presented in the following chart.

Chart 4.4 Comparative Analysis on Reason for abroad study

Above table and chart shows; both educational consultancies and students think that future job opportunity is the main reason for students going abroad for study. Next reason for abroad study is good education environment. Then High degree value of universities abroad is the third reason. None of the educational consultancies and students think that unavailability of the course of interest is the reason for abroad study.

4.3.4 Media Choice

Educational Consultancies were asked about the media for advertisement they mostly used in past. Similarly, students were asked from

which advertisement media they heard about the particular educational consultancy. Both types of responses are re-tabulated in following table.

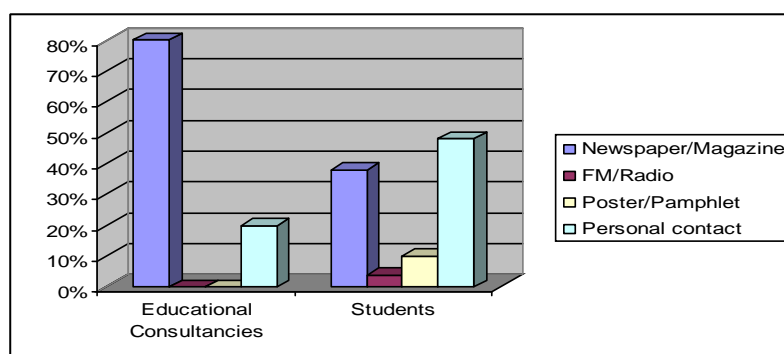
Table 4.38: Comparative Analysis of Media Choice

S.No.	Particulars	Educational Consultancy respondents	Percentage	Student Respondents	Percentage
1	Newspaper/Magazine	8	80.00%	19	38.00%
2	FM/Radio	0	0.00%	2	4.00%
3	Poster/Pamphlet	0	0.00%	5	10.00%
4	Direst Marketing/Personal contact	2	20.00%	24	48.00%
	Total	10	100.00%	50	100.00%

Source: Based on Table 4.9 and Table 4.27

The data on this table can be presented in the following chart.

Chart 4.5 Comparative Analysis on Media Choice



According to the above table; most of the educational consultancies used print media such as newspaper and magazines in the past for advertising. Few educational consultancies used personal contact or direct marketing. But large number of student respondents heard about the educational consultancy from personal link. 48% respondents agreed on it. Only 38% student respondents heard about educational consultancy from print media. 10% students knew from posters and pamphlets and only 4% knew from FM/Radio.

4.3.5 Comparative Analysis on Incentives Preference

Educational Consultancies were asked about the most successful incentives that can attract students. Four types of incentives were given to choose. Similarly, students were asked to rate those incentives according to their preference. Rating starts from 4 as high preference to 1 as low preference.

Following table shows the re-tabulated data on the incentives or privileges preference by both types of respondents.

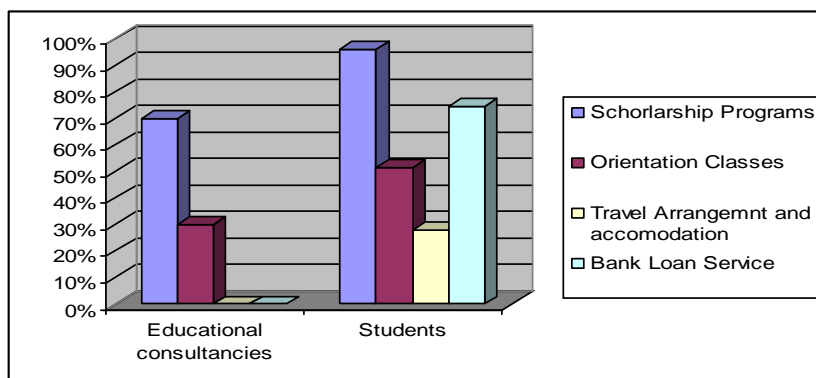
Table 4.39: Comparative Analysis on Incentives Preference

S.No.	Particulars	Educational consultancy Respondents	Percentage	Rating Score (Students)	Percentage
1	Scholarship Programs	7	70.00%	192	96.00%
2	Orientation Classes	3	30.00%	103	51.50%
3	Travel Arrangement and accommodation	0	0.00%	56	28.00%
4	Bank Loan Service	0	0.00%	149	74.50%
	Total	10	100.00%		

Source: Based on Table 4.13 and Table 4.29

The data on this table can be presented in the following chart.

Chart 4.6 Comparative Analysis on Incentives Preference



According to above table and chart, it is clear that both educational consultancies and students think that introduction of scholarship program is most attractive incentive. According to educational consultancies, conducting orientation classes is in second priority while in the view of students bank loan service is in second priority. Similarly, orientation classes and travel arrangement and accommodation come in the third and fourth position according to students.

4.3.6 Factors affecting current Educational Consultancy market

Educational Consultancies and students were asked about the factors affecting current educational consultancy field in a country like Nepal. Four

options were given to rate from 4 for most affecting to 1 for least affecting. The responses are re-tabulated in following table.

Table 4.40: Comparative Analysis of factors affecting Educational Consultancy market

S.No.	Particulars	Rating Score (Educational Consultancies)	Percentage	Rating Score (Students)	Percentage
1	Economic Condition	25	62.50%	133	66.50%
2	Employment Opportunity	31	77.50%	148	74.00%
3	Government Policy	21	52.50%	110	55.00%
4	Education Condition	23	57.50%	109	54.50%
		100		500	

Source: Based on Table 4.16 and Table 4.33

The data on this table can be presented in the following chart.

Chart 4.7: Comparative Analysis of factors affecting Educational consultancy market

According to above table and chart, highest rating score goes to employment opportunity. It means employment opportunity is the main factor that affects the situation of current educational consultancy market. Thereafter, economic condition and education is second and third affecting factor. Government policy is the least affecting factor that affects the situation of current educational consultancy market.

SUMMARY, CONCLUSION & RECOMMENDATIONS

This chapter is concluding and one of the important parts of the study. It contains four subheadings - summary, findings, conclusion and recommendation. The whole research work is summarized under summary subheading. According to the data presented and analyzed in the previous chapter, findings are abstracted here. Similarly, relying on the whole report, conclusive part is written under the conclusion subheading. Another important subheading of this study is recommendation, which suggest the appropriate recommendations regarding various aspects of Educational consultancies.

5.1 Summary

This research report is based on educational consultancies and its marketing strategies. This report starts from the introduction of consultancy services in Nepal. There are various areas where expert knowledge or service is required. Educational consultancies are the organizations which gives expert advice in the field of abroad study.

The first introductory part includes background of the study, focus of study and statement of problem. The main objective of the study is included here with objective subheading. Limitation of study and plan of the study are also included in introductory part.

To explore the current market situation of educational consultancy market is the prime objective of the study. Apart from this, to explore the marketing strategies of educational consultancies and find out their problems and prospects are other main objectives of the study. To suggest the possible recommendations for educational consultancies to provide better counseling in the future is also an objective.

Detailed review of literature is another important part of this study. It includes conceptual reviews as well as review of previous related studies in general.

Research Methodology section of the report explains about the methodology used to undertake this research work. Introduction to sample, methods of data collection and techniques of data analysis are explained in this section.

There are hundreds of educational consultancies in kathmandu valley. Out of them, only 10 educational consultancies are selected as sample. Sampling is purposive and based on location and date of establishment. This study is totally primary data based. Data is collected by undertaking a field visit to different educational consultancies. Structured questionnaires are prepared and distributed to sample respondents (educational consultancies and students) in order to collect the data. Since, this research work is exploratory in nature, the collected data are simply presented in table. Using percentage and charts data are analyzed.

Collected data are presented in data presentation and analysis section. This section is subdivided into three parts which explains educational consultancies, students and their comparative view separately in detail.

Last section is based on data presentation and analysis part of the study. The collected data are conclusively presented in this section with different subheadings. Abstracts of the study are presented here under findings subheading.

5.2 Conclusion

Educational Consultancies offer assistance and guidance to prospective students to get admission in various fields abroad. Educational consultants are a blessing for students in the age of excessive information and options. Educational consultants offer the required assistance and help to make sure that your dreams to study at a university of your choice come true. This study is mainly focused to explore the various aspects of educational consultancies as well as marketing strategies they are implementing. After the data collection and analysis following conclusions can be highlighted.

1. Current situation of the educational consultancy market is satisfactory in the view of both educational consultancies and students.
2. Market price of the educational consultancies is neither very high nor less than expected. It is on average.
3. There might be different reasons to select the particular educational consultancy by students. From the study, it is found that high number of student join the educational consultancies because they conduct computer classes and test preparation classes besides providing counseling for abroad study.
4. Reason for increase number of students in educational consultancies is because of increased interest of students to study abroad. While increased competition in the market resulted in decreased number to students.
5. There are various fields of study and level of course offered by the universities abroad. From the study, it was found that most students prefer bachelors' level course in management field. Similarly, in the present context, UK is mostly preferred by students for abroad study.
6. There might be various reasons for students going abroad for study. From the study, it is found that future job opportunity is the prime reason. Good education environment & high degree value are also other reasons for joining colleges abroad.
7. Advertisement in print media was most popular promotional activity adopted by educational consultancies. Conducting seminars by inviting representatives from various colleges/ universities abroad is also adopted for the promotion and publicity.
8. Most educational consultancies use print media as the mode of advertisement. And they gave the best result too. From the study, it is found that daily news papers are the best type of print media for advertisement. Some educational consultancies believe that direct marketing and personal contact gave them the best result compared to print media. On the other hand most of the students said that they were informed from personal contact.
9. One of the influencing aspects of educational consultancies is their experienced professionals. Most of the students agreed on it. Similarly, poor counseling is found as one of the most discouraging aspects of educational consultancies.

10. Quality increment and launch of new programs were the most popular marketing strategies of educational consultancies.
11. Similarly it is found that scholarship program was highly successful incentive to attract students. Both educational consultancies and students agree on it.
12. All of the implemented strategy may not succeed to achieve the desired target. Main reason for the success or failure of any strategy is its implementation time. Similarly, strategy itself might be the second reason for the success or failure.
13. There are various factors which are affecting educational consultancies market. Growing number of consultancies, launch of new courses by colleges, decreasing quality & fees and decreasing public interest are some of those important factors. From the study, it is found that growing number of consultancies is the main threat for educational consultancies. While decreasing public interest is the least affecting factor.
14. Similarly, there are some external factors which may affect the educational consultancy market. Economic condition, employment opportunity, government policy and education condition are some of these factors. From the study, it is found that employment opportunity is the primary affecting factor that can make educational consultancy market strong or poor. When employment opportunity after abroad study is high, obviously educational consultancies are benefited. Economic condition of people is another factor affecting the consultancy market. It is because better earning people can afford for studying abroad. Education level of the people is another factor which affects the market of educational consultancies. Educated people are more likely to send their children for abroad study. Government policy towards the management of educational consultancy is one of the least affecting factors that indirectly affect the educational consultancy market.
15. Introducing new courses is found to be a highly appreciated way to improve the future prospect of educational consultancies. Quality increment & maintaining standards in consultancy field are other appraised ideas to improve the current market situation of educational consultancies.

5.3 Recommendations

Based on the above findings, the following are the recommendations:

1. Current market situation of educational consultancies is only satisfactory. It can be geared up to improve this situation. In the opinion of most of the students, price of the consultancy is either high or average. If the fee is lowered, it can make the educational consultancy market attractive.
2. Educational consultancies should focus to provide various management courses of bachelor level which is mostly preferred.
3. Since, print media is the most popular media among general public, it should be used by educational consultancies for their advertisement. Daily newspapers are recommended because they are more effective than other.
4. Apart from the print media, personal link is one of the result oriented marketing tool for educational consultancies. They can make better use of their existing students for the purpose.
5. Employment opportunity is the major issue for educational consultancy market nowadays; therefore, accessing the employment opportunity will be the best marketing strategy for educational consultancies to attract students.
6. Poor counseling is found to be the most discouraging aspect of educational consultancies. So it is recommended to improve their counseling ability by hiring expert and qualified professionals in related field.

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Master Degree Thesis

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Web Resources

Educational Consultancy Association of Nepal

<http://www.ecan.org.np/>

<http://www.nepalstudents.com/>

<http://www.niec.edu.np>

<http://www.studyabroad.com/>

Nepal International Educational Consultancy (NIEC)

Appendix I
Questionnaire I: For Educational Consultancies

This questionnaire is prepared to collect the data for a research to undertake in the partial fulfillment of MBS 2nd year program, Tribhuvan University. The data collected from this questionnaire will be kept confidential and will be used for research work only. It does not have any commercial purpose. So, I kindly request you to help for this research work by providing your valuable time to fill up this questionnaire.

Research Questionnaire

Research Topic : Educational Consultancies and its Marketing Strategies

Name of Educational Consultancy:

Address :

Date of Establishment :

1. What is the current situation of educational consultancies market in Kathmandu?

- Very Good
- Good
- Satisfactory
- Poor

2. What might be the reason for decreased number of students in lesser years?

- Increased Competition
- Decreased interest of students
- Less marketing activities

3. What might be the reason for increase number of students in better years?

- Low Competition
- Increased interest of students
- Good marketing activities

4. Please rate the field of study according to the choice of students (indicate 4 for highest to 1 for lowest)

- Science
- Management
- IT
- Health

5. What level of course is mostly preferred?

- Intermediate
- Bachelor

- Masters
 - Other
6. In which country do the students prefer to study?(indicate 4 for highest to 1 for lowest)
- USA
 - UK
 - Australia
 - Other
7. What do you think is the reason for students going abroad for study?
- Good Education Environment
 - Future Job Opportunity
 - High Degree Value
 - Unavailability of course of interest
 - Any other (Please specify)
8. Which Promotion & Publicity program you mostly adopted in past years?
- Advertising in newspapers and magazines
 - Presentation in the schools and colleges
 - Display on hoarding boards
 - Participation in the Educational Fairs
 - Conducting regular seminars/Presentation by inviting the representatives of the institution
9. Which of the following advertisement media/tool you mostly adopted in past years?
- Print media
 - FM/Radio
 - Poster/Pamphlet
 - Direct Marketing/Personal Link
10. Which advertisement media/tool gave you the best result?
- Print media
 - FM/Radio
 - Poster/Pamphlet
 - Direct Marketing/Personal Link
11. If you have to choose print media, what type of print media you prefer for advertisement?
- Daily
 - Weekly
 - Fortnightly
 - Monthly
12. What type of marketing strategy you mostly adopted in past?

- Media Coverage to attract students
- Quality increment to attract students
- Launching new programs to attract students

13. Which of the following incentives, related to marketing strategy, was most successful to attract the students in past years?

- Introducing Scholarship Programs
- Conducting Orientation Program
- Assist on travel Arrangement and accommodation
- Bank Loan Service
- any other please specify

14. What factor determines the success or failure of any marketing strategy you implement?

- Implementation time
- Competitor's Strategy
- Nature of Strategy itself

15. Please rate the main affecting factors found in the current educational consultancy market? (indicate 4 for most affecting to 1 for less affecting)

- Growing number of consultancies
- Launch of new courses by Colleges
- Decreasing Fees
- Decreasing public interest

16. Please rate the external factor which affects the implementation of marketing strategies in a country like Nepal? (indicate 4 for most affecting to 1 for less affecting)

- | | |
|----------------------|--------------------------|
| ○ Economic Condition | ○ Employment Opportunity |
| ○ Government Policy | ○ Education Condition |

17. How can the future prospect of educational consultancy market be improved?

- Quality increment
- Boosting public interest
- Standard fees in all consultancies
- If other please specify

Please give some suggestions to improve educational consultancy market in Nepal(if any)

Please write some comments on *what kind of marketing strategy you prefer for coming days.*

Form filled up by :
Designation :
Requested by : Padma Tara Maharjan,
MBS 2nd year, Shankar Dev Campus, Putalisadak

Appendix II
Questionnaire II: For Students

This questionnaire is prepared to collect the data for a research to undertake in the partial fulfillment of MBS 2nd year program, Tribhuvan University. The data collected from this questionnaire will be kept confidential and will be used for research work only. It does not have any commercial purpose. So, I kindly request you to help for this research work by providing your valuable time to fill up this questionnaire.

Research Questionnaire

Research Topic: Educational Consultancies and its Marketing Strategies

Name of the Student:

Age:

- | | |
|-------------------|--------------|
| a. Below 20 years | c. 30-40 yrs |
| b. 20-30 yrs | d. 40-50 yrs |

Sex

- | | |
|---------|-----------|
| a. Male | b. Female |
|---------|-----------|

Education

- | | |
|----------------|-------------|
| a. Upto SLC | c. Graduate |
| b. Certificate | d. Masters |

2. What do you think about the current situation of educational consultancies market in Kathmandu?

- | | |
|---------------------------------|------------------------------------|
| <input type="radio"/> Very Good | <input type="radio"/> Satisfactory |
| <input type="radio"/> Good | <input type="radio"/> Poor |

3. How do you rate the market price of educational consultancies?

- | | |
|---------------------------------|-------------------------------|
| <input type="radio"/> Very High | <input type="radio"/> Average |
| <input type="radio"/> High | <input type="radio"/> Low |

4. Access the employment opportunity after abroad study?

- | | |
|---------------------------------|------------------------------------|
| <input type="radio"/> Very Good | <input type="radio"/> Satisfactory |
| <input type="radio"/> Good | <input type="radio"/> Poor |

5. What is the main reason for abroad study?

- Good Education Environment
- Future Job Opportunity
- High Degree Value
- Unavailability of course of interest

6. Please rate your preference in following field of study?

- Science
- Management
- Health
- IT

7. What level of course you prefer for abroad study?

- Intermediate
- Bachelor
- Masters
- Other

8. How did you get the information about the educational Consultancy?

- Newspaper/Magazines
- FM/ Radio/TV
- Posters/Banners
- Other media

9. Which advertising media mostly affected your choice?

- Newspaper/Magazines
- FM/ Radio/TV
- Posters/Banners
- Other media

10. Please rate the following privilege offered by different consultancies to attract students. (4 for most attractive to 1 for less attractive)

- Introducing Scholarship Programs
- Conducting Orientation Program
- Assist on travel Arrangement and accommodation
- Bank Loan Service

11. What is the main reason for choosing the present educational consultancy instead of other consultancies?

- Contact with many countries
- Near from home
- Affordable fees
- Conducting computer courses, test preparation classes etc.

12. What is most inspiring factor of your educational consultancy?

- Good Infrastructure
- Experienced Professionals
- Good Counseling
- Representing more universities and colleges abroad

13. What is most discouraging factor of your educational consultancy?

- Poor Infrastructure

- Non-experienced Professionals
- Poor Counseling
- Representing less universities and colleges abroad

14. Please rate the following factors affecting Educational Consultancy market in a country like Nepal.

- Economic Condition
- Government Policy
- Employment Opportunity
- Education Condition

15. What factor encourage you to get degree from abroad university/institute and why?

Form filled up by :

Designation :

Requested by : Padma Tara Maharjan

MBS 2nd year, Shankar Dev Campus, Putalisadak