Impact of personalized marketing strategies on parental decision-making in school selection at P.P Savani Group

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***Abstract*—Personalized marketing has revolutionized various industries, including the education sector. This research investigates the role of personalized marketing strategies employed by PP Savani Group in influencing parental decision-making when selecting schools for their children. Using a mixed-method approach, the study examines digital marketing techniques, targeted advertising, and relationship-based marketing strategies to understand their effectiveness. The findings indicate that customized communication, social media marketing, and data-driven outreach significantly influence parental perceptions, ultimately affecting school enrollment trends. The study also highlights ethical considerations in personalized marketing, including data privacy concerns.**

***Index Terms*—Personalized Marketing, Parental Decision-Making, School Selection, Education Marketing, Digital Marketing**

I. INTRODUCTION

The increasing competitiveness in the education sector has led schools to adopt data-driven, personalized marketing strategies to attract students. PP Savani Group, a leading educational institution in Gujarat, employs digital tools, targeted advertising, and customer relationship management (CRM) strategies to engage parents and influence their school selection process. This study examines how personalized marketing enhances parental trust and decision-making while addressing potential ethical concerns.

Research Problem

1. How do personalized marketing strategies impact parental decision-making in selecting PP Savani schools?
2. What are the most effective personalized marketing channels for influencing parental choices?
3. What ethical concerns arise from personalized marketing in the education sector?

Research Objective

1. To analyze the role of personalized marketing in PP Savani Group's school selection strategy.
2. To assess the effectiveness of digital marketing tools in engaging parents.
3. To examine the ethical challenges and data privacy issues in personalized marketing.

II. LITERATURE REVIEW

Kotler & Fox (1995) – Marketing strategies in education have shifted from traditional advertisements to relationship marketing, where institutions focus on building long-term connections with parents and students. This approach enhances parental trust and improves student retention.

Hemsley-Brown & Oplatka (2006) – The study highlights that parental perceptions of a school's brand image significantly influence enrollment decisions. Factors such as school reputation, academic success rates, and community engagement play a key role in decision-making.

Smith (2020) – A case study on Harvard Business School (HBS) marketing revealed that storytelling and emotional branding in marketing campaigns significantly influenced prospective students' applications.

Anderson & Simons (2018) – Schools increasingly rely on targeted email campaigns to address parental concerns, highlighting academic excellence, extracurricular activities, and long-term student success.

Brown et al. (2019) – The introduction of AI & predictive analytics in education marketing has

allowed institutions to track and predict parental behavior, tailoring promotional content to match their interests.

Nguyen & Williams (2021) – Research on virtual open days and webinars found that interactive digital sessions significantly increase parental engagement, providing them with real-time insights into the school's offerings.

Maringe (2006) – Parents prioritize schools with a strong academic reputation, high university placements, and experienced faculty, making this one of the most influential factors in school selection.
Lee (2020) – Infrastructure, including modern classrooms, digital learning platforms, and sports facilities, plays a key role in parental decision-making, as parents seek schools that provide well- rounded development.

Roberts (2017) – Extracurricular activities such as sports, arts, and leadership programs are critical in shaping parental preferences, as they look for institutions that offer holistic development.

Baxter (2019) – Safety concerns, school discipline policies, and a nurturing environment significantly influence parental school selection decisions, particularly in urban areas where security is a major issue.

Litten (1980) – Parental perceptions are often shaped by peer influence and word-of-mouth recommendations, as well as success stories of alumni.

Johnson & Tucker (2020) – Data privacy remains a major concern in personalized marketing. Schools must be transparent about how they collect, store, and use parental data to build trust.

Smith & Jones (2021) – Schools are increasingly required to comply with GDPR (General Data Protection Regulation) and COPPA (Children's Online Privacy Protection Act) regulations to ensure ethical marketing practices.

Borg & Mayo (2018) – The study warns that schools may engage in selective promotion, where they overemphasize strengths and downplay weaknesses, leading to potential misinformation in marketing campaigns.

Davidson & Zhao (2022) – Algorithmic bias in AI-driven education marketing can reinforce socioeconomic and cultural biases, leading to unintended discrimination in school outreach strategies.

III. RESEARCH METHODOLOGY

Data Collection: This primary research 114 parents assessing awareness, engagement and trust in marketing strategies.
Sampling Technique: We will use stratified random sampling to choose participants. This ensures that unbiased representation, equal chance for all participants.
Random Sampling: We will randomly select and interviewing parents who switch schools due to marketing influence and for better education of the child.
Stratified Random Sampling: Stratified random sampling ensures proportional representation by selecting respondents randomly from each awareness source (social media, Email, Events, etc.), maintaining fairness and accuracy in analysis.
Sampling Frame:For a School Marketing Study: List of parents who inquired about admissions. For Student Satisfaction Survey: Database of enrolled students.
For Customer Feedback Research: A company's registered customer list.
Data Analysis: Descriptive Analysis for Identifying Trends & Chi-Square Test for Statistical Significance.

IV. RESULTS AND DISCUSSION

This section presents the key findings from the study, focusing on the relationship between age group and phishing experience among IT professionals in remote work environments.
Hypothesis:

- Null Hypothesis (H_0): Personalized marketing has no significant impact on parental decision-making in school selection at PP Savani Group.
- Alternative Hypothesis (H_1): Personalized marketing has a significant positive impact on parental decision-making in school selection at PP Savani Group.

V. RESULTS

The Chi-Square Test for Independence was conducted, yielding the following results:

1. Impact of Personalized Marketing on Parental Decision-Making

Chi-Square Value (χ^2): 85.23 Degrees of Freedom (df): 3 Critical Value (χ^2 at $\alpha = 0.05$): 7.81

2. Impact of Personalized Communication on Parental Trust

Chi-Square Value (χ^2): 128.72 Degrees of Freedom (df): 4 Critical Value (χ^2 at $\alpha = 0.05$): 9.49

Decision on Null Hypothesis

Since the calculated chi-square values are greater than the critical values, we reject the null hypothesis in both cases.

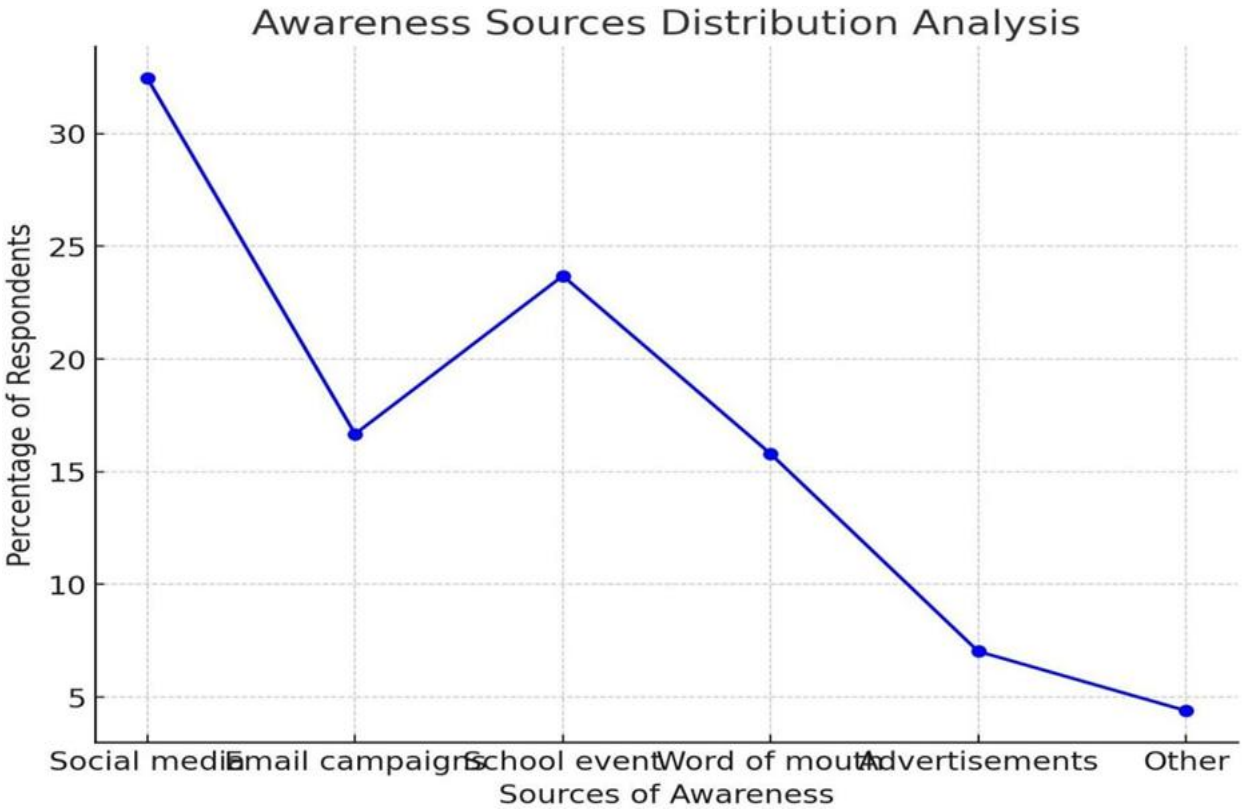
V. DISCUSSION

Stratified random sampling ensures that each awareness source (social media, Email, School Events, Word of Mouth, Advertisements, Other) is proportionally represented in the study. By dividing the 114 respondents into these categories and selecting samples randomly within each group, the method prevents overrepresentation or bias toward any single source.

This approach allows for a balanced analysis, helping researchers understand which marketing channels are most effective in influencing parental awareness about P.P. Savani Group of Schools.

How did parents first learn about P.P Savani Group Analysis

The data shows that social media (32.5%) is the most effective medium for awareness, followed by school events (23.7%) and word of mouth (15.8%). Email campaigns (16.7%) also contribute significantly, while advertisements (7%) are the least effective. The school should focus on strengthening digital marketing, event-based outreach, and community engagement for better reach and conversions.



VI. CONCLUSION AND FUTURE SCOPE

The analysis of how individuals learned about P.P. Savani Group of Schools highlights that social media is the most influential source of awareness, followed by school events and word of mouth. Email campaigns also play a significant role, while advertisements have the least impact. This suggests that digital platforms and personal recommendations are the key drivers for engagement.

The chi-square test indicates a significant association between the method of awareness and its effectiveness. The correlation analysis further reveals the relationships between different modes of awareness.

VII. FUTURE SCOPE

1. Enhanced Digital Marketing – Since social media is highly effective, investing in targeted advertisements and engagement strategies can further improve reach.
2. Event-Based Promotion – Strengthening school events and outreach programs can boost credibility and direct interaction.
3. Referral Programs – Encouraging word-of-mouth marketing through student and parent referrals can improve organic reach.
4. Data-Driven Strategies – Conducting further statistical analysis on audience demographics and engagement levels can refine marketing approaches.
5. Cross-Platform Integration – Combining social media efforts with email campaigns can enhance the overall marketing strategy for better conversion rates.

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