



## RESEARCH ON THE PERCEPTION DIFFERENCES-UNIVERSITY STUDENTS AS AN EXAMPLE

**Pin-Fenn Chou\***

*Department of Business Administration, Far East University, Tainan City, Taiwan, R.O.C.*

### ABSTRACT

*The purpose of this study is to understand the differences from students' perception on the propaganda ways used.*

*As students enter the university through different admission channels, their perceptions of the school's enrollment promotion methods may produce different views.*

*According to the study analysis results, recommended students group is perception Promote in the class is the most attractive way of enrolling university them. Beside, other enrollment channels groups, such as excellent technical skills in professional subjects, examine, individual enrollment, also perceive that Promote in the class is the most attractive way of enrolling university them.*

**KEYWORDS:** *high school enrollment*

\* *Corresponding Author*

### MOTIVATION

Due to the declining birthrate, colleges and universities faced serious difficulties in enrolling students, and the number of students is decreasing year by year.

However, in order to increase the enrollment rate of students, it is a research method that can increase the number of students in the school to understand the differences in the admissions promotion of different admission channels.

### ENROLLMENT PROPAGANDA IS THE SAME AS MARKETING

Schools are an educational industry, although the school claims to be not for profit, the operation of school can be regarded as the operation of a general enterprise. The operation of a school also requires students to operate. And the role of the student is like the customer of the enterprise, therefore, for enrollment promotion that as the marketing management, promotion strategies can be used to achieve the target effect of enrollment.

Huang (1984) indicated that high school students enter the university to choose their choice, the evaluation criteria of the school are mainly factors such as the learning environment, university life, star schools, school opportunities, and school location. Hsu (2003) pointed out that high school admissions and marketing should be targeted at junior high schools as the priority to meet the wishes of parents, students and education authorities at this stage.

Hong (2005) believes that the current common school admissions marketing methods are classified as follows:

1. Media

a) Print media

Internet, posters, briefings, advertisements (newspapers, magazines, periodicals), billboards, banners, balloons, etc.

b) Hearing communication

telephone, radio, radio, publicity vehicle, etc.



c) Multimedia

TV, film, video tape, VCD, DVD, etc.

2. Event marketing

Visit in personal, school visits, briefing sessions, exhibitions, expositions, presentations, seminars, lectures, competitions, experience camps, performances and other activities.

3. Resource in Marketing

Provide scholarships, prizes, gifts, souvenirs, and other school resources services, such as school buses, teaching equipment, etc.

However, there are students from different admission channels may have different opinions on the way the school enrolls students.

**ANALYSIS**

The interviewed students are divided into four groups: recommended, excellent technical skills in professional subjects, examine, and individual enrollment. And the Propaganda ways have nine including to promote in the class, to click the promote video that put it on the university website, distribute a DVD of school performance to students, advertise in the newspaper, advertise in the T-bar, distribution advertisement leaflet, promotional posters post on high school, advertise in the TV, and advertise in the radio.

Table 1. The admission channels as recommended, perception the various enrollment promotion methods

<b>Propaganda ways</b>	<b>Recommended</b>
Promote in the class	3.85
To click the promote video that put it on the university website	3.49
Distribute a DVD of school performance to students	3.37
Advertise in the newspaper	3.27
Advertise in the T-bar	3.46
Distribution advertisement leaflet	3.37
Promotional posters post on high school	3.40
Advertise in the TV	3.42
Advertise in the radio	3.21

According to the results of the analysis, in terms of recommendation group, the table 1 items had perception the highest score for school promote is Promote in the class. Following items were: To click the promote video that put it on the university website, Advertise use in the T-bar, Advertise in the TV, and Promotional posters post on high school.



Table 2. The admission channels as excellent technical skills in professional subjects, perception the various enrollment promotion methods

<b>Propaganda ways</b>	<b>Excellent technical skills in professional subjects</b>
Promote in the class	3.82
To click the promote video that put it on the university website	3.71
Distribute a DVD of school performance to students	3.47
Advertise in the newspaper	3.41
Advertise in the T-bar	3.41
Distribution advertisement leaflet	3.29
Promotional posters post on high school	3.47
Advertise in the TV	3.47
Advertise in the radio	3.41

In the excellent technical skills in professional subjects group, the table 2 items Promote in the class is also the highest score for students' percept. To click the promote video that put it on the university website, Distributes a DVD of school performance to students, Promotional posters post on high school, and Advertise in the TV items were following the percept by interviewees.

In the examine group, students percept the item Promote in the class is also the highest score. Following items were To click the promote video that put it on the university website, Advertise in the newspaper, Advertise in the TV, and Promotional posters post on high school.



Table 3. The admission channels as examine, perception the various enrollment promotion methods

<b>Propaganda ways</b>	<b>Examine</b>
Promote in the class	3.69
To click the promote video that put it on the university website	3.60
Distribute a DVD of school performance to students	3.36
Advertise in the newspaper	3.52
Advertise in the T-bar	3.35
Distribution advertisement leaflet	3.36
Promotional posters post on high school	3.38
Advertise in the TV	3.40
Advertise in the radio	3.27

The item Promote in the class had a highest score also by the students' percept. As following items To click the promote video that put it on the university website, Advertise in the newspaper, Advertise in the T-bar, and Distribute a DVD of school performance to students.



Table 4. The admission channels as Examine, perception the various enrollment promotion methods

<b>Propaganda ways</b>	<b>Individual enrollment</b>
Promote in the class	3.71
To click the promote video that put it on the university website	3.61
Distribute a DVD of school performance to students	3.48
Advertise in the newspaper	3.56
Advertise in the T-bar	3.53
Distribution advertisement leaflet	3.39
Promotional posters post on high school	3.43
Advertise in the TV	3.31
Advertise in the radio	3.37

## CONCLUSION

This study mainly analyzes the views of freshmen entering the university through different channels on the school's enrollment promotion ways.

Regards the study analysis results, the group of recommended students are perception Promote in the class is the most attractive way of enrolling university them. Beside, other groups of enrollment channels, such as excellent technical skills in professional subjects, examine, individual enrollment, also perceive that Promote in the class is the most attractive way of enrolling university them.

## REFERENCES

1. Hsu, N. P. (2003). *Researching into the marketing strategies of professional schools*. Yuan Ze University
2. Hung, C. S. (2005). *A Study on Marketing Communication Strategies for Senior High School Enrollment in Taiwan*. Asia University
3. Huang, Z. D. (1984). *Applied marketing concepts to the research of university admissions*. National Sun Yat-sen University.