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Marketing Management Students' Persuasion and Impediments in Recommending Benilde Antipolo to Prospective Student Applicants

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Abstract

Marketing Management is one of the 11 offered programs of De La Salle-College of Saint Benilde Antipolo, covering 29.8% of the school's student population as of 2nd Term AY2020-2021. (See Appendix 1. De La Salle-College of Saint Benilde Antipolo Enrollment Statistics 2nd Term AY 2020-2021). This study investigated the significant variables in relationship to Benilde Antipolo Marketing Management students as valuable assets in increasing student recommendations relevant to the characteristics of Generation Z. The findings revealed the factors that persuade and hesitate the students in recommending the school to prospective student-applicants could be affected by the school's strategic location and action towards providing customer sustaining activities.

Keywords: Marketing Management, Persuasion, Impediments, Recommendation, Prospective Student Applicants

Introduction

"Marketing Management is by far one of the most popular courses for college students" (Enderun, 2021). At De La Salle-College of Saint Benilde Antipolo, more than a quarter of the student population is from the said course. "It is without question, the bread and butter of most tertiary educational institutions in the Philippines." (Edukasyon, 2018). Therefore, marketing the school to reach the institution's prospective student-applicants will not just stop when the students enroll and is just the beginning.

"Customer-sustaining actions are similar to product-line activities and characterize the resources consumed to service a customer relationship regardless of the number of units availed, or financial transactions handled for the student." Examples of customer-sustaining activities include attending to student complaints and financial support on intercollegiate competitions."(Course Hero, 2021). This can entice students to recommend the college to former schoolmates, friends, and family members.

The proponent emphasizes the importance of customer sustaining activities to Benilde Antipolo Marketing Management students for the students' gratification and the school's establishment of positive word of mouth to utilize the department's population further to be the school's positive word-of-mouth ambassadors. This is also to understand typical Generation Z that values recommendation, not because of their personal experience, but because a friend or family member told something positive about the institution (Bergeron III, 2019).

Literature Review

IBM defines Generation Z as "Those who were born in the mid-1990s and later. They are estimated to be between 2 and 2.52 billion strong. They are also known as self-sufficient "digital natives." They socialize, learn, and have fun living in a fluid digital world. Gen Zers are practical." (2021)". Baby boomers are born between 1946 and 1964; Generation X was born between 1965 and 1980; Gen Y, typically known as Millennials, were born between 1981 and 1996, and Gen Z born between 1997 and 2012." (Kasasa, 2021).

According to Paul R. Bergeron III (2019), "Gen Z is not simply an extension of Millennial. This generation refers more to the online and offline word of mouth compared to any other generation." He also mentioned that "48% of Gen Z has made a second-person word of mouth recommendation. Gen Z is not satisfied by simply glancing at one review and instantly making a purchase right there and then."

"Generation Z has not yet developed brand loyalties that dictate where they invest and spend their money. As a group, they are more receptive to the influence of the decisions of their friends and peers. They are to traditional advertising and highlighted that "understanding what makes Gen Zs deep why is in availing a product or service is critical for marketers, strategists, and developers looking to accommodate to these younger clients and build out a suite of products, tools, and services that they will want to embrace."(Toplin, 2019).

Business Insider Intelligence (2019) stated that "To entice, involve, and keep Gen Z, companies must provide innovative products and services that are highly social, dependable, digital-native, and enlightening, offer value, and evolve as the time goes by. This set of criteria serves as a roadmap for emerging offerings with features that appeal to these target markets in both the short and long run." In an educational institution such as De La Salle-College of Saint Benilde Antipolo, there is no need to have a grandeur innovation to connect with the numerous target market, the students. All that is needed is to have sympathy and ensure that our customer's grievances are well attended to. Gen Z is a highly connected generation who frequently engages with peers and values what influencers say.

Unlike the Millenials, "Gen Z is fascinated to products that take full advantage of the value of every financial resource they have. Gen Zs are practical due to lack of personal source of income and exposure to effects of recession and pandemic at an early age. Though most Gen Zs have career-oriented parents coming from Generation X, Gen Z is expecting more innovative ideas from businesses because Gen Zs grew up in an era of rapid innovation. Gen Zs want to see marketing campaigns that are fairly attainable and not overly polished." (Young, 2021); Gen Zs are more into saving while Millennials are more fixated on the experience.

Furthermore, when we talk about saving, not just money, but as well as saving time. An example is commuting in traffic-congested areas. Gen Zs instead want to avail of the items or amenities in a nearby location without compromising the quality of purchased products or services.

Framework

The framework of the researcher focuses on the Theory of Planned Behavior (TBP). "The theory was intended to explain all behaviors over which people can exert self-control. The key element to this model is behavioral intent; behavioral intentions are caused by the attitude about the likelihood that the behavior will have the expected result and the subjective

evaluation of the strengths and weaknesses of that consequence." (Lamorte, 2019) This study will be grouped into three (3) significant determinants: (1) Attitude, (2) Subjective Norms, and (3) Perceived Behavioral Control based on the selected theory followed by Intention and Behavior.

The proponent of the study aims to understand the respondents' standpoint that may persuade and hinder them from recommending the school to their family, friends, and former schoolmates as the school's perspective student-applicants and know what factors influenced the respondents to enroll at De La Salle-College of Saint Benilde Antipolo.

This study examines the relationship between De La Salle-College of Saint Benilde Antipolo Marketing Management students and their influence on the enrollment decision of the school's perspective student-applicants to address the following issues.

This study investigates the following:

RQ1: How does the attitude associated with De La Salle-College of Saint Benilde Antipolo Marketing Management students influence the enrollment decision of the school's perspective student-applicants?

RQ2: How does the subjective norm involve De La Salle-College of Saint Benilde Antipolo Marketing Management students to recommend the school to prospective student-applicants?

RQ3: How is the perceived behavioral control connected with De La Salle-College of Saint Benilde Antipolo Marketing Management students as an influential factor affecting the enrollment decision of the school's perspective student-applicants?

RQ4: How does the intention affect De La Salle-College of Saint Benilde Antipolo Marketing Management students to recommend the school to prospective student-applicants?

From the abovementioned research questions, the specific hypotheses are as follows:

H1: Attitude correlates positively with De La Salle-College of Saint Benilde Antipolo Marketing Management students' intention to recommend the school to prospective student-applicants.

H2: Subjective norm is involved with De La Salle-College of Saint Benilde Antipolo Marketing Management students' behavior towards recommending the school to prospective student-applicants.

H3: Perceived behavioral control positively affects De La Salle-College of Saint Benilde Antipolo Marketing Management students' behavior towards recommending the school to prospective student-applicants.

H4: De La Salle-College of Saint Benilde Antipolo Marketing Management students' intention towards recommending the school to prospective student-applicants is significant with its behavioral control.

Methodology

The study's research design uses a quantitative approach. It has a sample size of 161, consisting of current students and Benilde Antipolo Marketing Management alumni. The primary data was composed of 16 questionnaires structured from the Theory of Planned Behavior in a five-point Likert scale ranging from Strongly Disagree to Strongly Agree. *(See Appendix 2. Likert scale constructs, abbreviations, and operational definitions.)* SPSS is also

used to analyze variance, means, and standard deviation. Basic respondent profiles and free-form questionnaires were included to exhibit the factors that persuade and hinder Benilde Antipolo Marketing management students from recommending the school to prospective student applicants, further analyzed using frequency and percentage as statistical tools.

Discussion of Results

This research aimed to design a questionnaire to expose and measure factors that persuade and hinder Benilde Antipolo Marketing Management students from recommending De La Salle-College of Saint Benilde Antipolo, which may contribute to the prospective student applicant's decision to enroll. This study was conducted due to a lack of evidence in the literature that influences the students in the school's positive word-of-mouth marketing.

The preliminary testing was conducted on February 27, 2021 (Saturday) on a small scale (35 respondents), which also serve as focus groups for factors that persuade and hinder De La Salle-College of Saint Benilde Antipolo Marketing Management Students from recommending the school to prospective student applicants. The standard rule of thumb for reliability coefficients suggests that having Cronbach's alpha around .90 is considered "excellent," values around .80 are "very good," and values around .70 are "adequate" (Hair, Anderson, Tatham, & Black, 1998; Kline, 2005). The acceptance value of Cronbach's alpha for reliability is lowered to .60 in exploratory research (Hair, Anderson, Tatham, & Black, 1998). The Cronbach's alpha values from the pretest show that all of the constructs are reliable. *(See Appendix 3: Cronbach's alphas and scale statistics of Benilde Antipolo Marketing Management students' responses in recommending the school to the prospective student applicants).*

The table below summarizes 161 respondents' profiles who completed the survey, including each variable's type, frequency, and percentage. The completion of the basic respondent profile is obligatory before moving to survey questions further. *(See Appendix 4: Basic Respondent profile and factors that persuade and hinder Benilde Antipolo Marketing management students from recommending the school to prospective student applicants).*

Conclusions

"Researchers need to assess the indicator weights' statistical significance and relevance (i.e., size). PLS-SEM is a nonparametric method and therefore, bootstrapping is used to determine statistical significance" (Chin, 1998). (Hair et al. 2017a). *(See Appendix 5: Bootstrapping using Smart-PLS).*

From the table (*See Appendix 6: Summary of results vis-a-vis hypotheses of the study),* we can conclude that De La Salle-College of Saint Benilde Antipolo Marketing Management Students has a positive potential towards recommending the school to prospective student applicants. The survey respondents still value the intention, attitude, subjective norms, and perceived behavioral control. Despite the positive effect in the recommendation due to the school's accessibility and convenience, taking action to student concerns is still a factor that De La Salle-College of Saint Benilde Antipolo should carefully plan out to be able to persuade De La Salle-College of Saint Benilde Marketing Management students to recommend the school to prospective student applicants.

Limitations and Recommendations for Future Research

This dissertation suggests several future research directions from various standpoints. The research results show that despite rapid innovation in school facilities, it is beneficial that the school considers the welfare of the broader student population's core foundation, such as listening to their concerns and grievances related to incompetent teaching associates that may impede the students from receiving the quality of learning. It is also essential for the institution to consider conducting further research on how to assess the performance of the faculty through a variety of student and courseware evaluations as their expertise can directly affect the school's target market.

Nevertheless, there is no research relevant to the students of De La Salle-College of Saint Benilde Antipolo. Though this research is an initiative geared towards studying a particular set of students in a specific program, it is best that further research on the college's student demographics, more so the Generation Z of Rizal province, should be considered.

The research is also limited to Marketing Management students' stand on positive word of mouth, focusing on the study that emphasizes the importance of recommendations to the prospective student-applicants of De La Salle-College of Saint Benilde Antipolo within the Rizal area. That recommendation is a highly effective marketing medium compatible with Generation Z's lifestyle and values.

Another practical approach would be to examine in diligence the frequency of students willing to take offered courses aligned with De La Salle-College of Saint Benilde Manila by conducting a new set of survey related to it. More so, branching out the studies further, focusing on the entire De La Salle-College of Saint Benilde Antipolo student body not limited to Marketing Management.

In conclusion, it is indeed a valuable study for Benilde Antipolo's Marketing Management Department. However, future researchers may want to look into the potential of exploring a wider variety of respondents by expanding the study to different educational institutions nationwide, or better yet, in an international business setting.

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Appendices

Appendix 1. *De La Salle-College of Saint Benilde Antipolo Enrollment Statistics 2nd Term AY 2020-2021*

DE LA SALLE - COLLEGE OF SAINT BENILDE
Enrollment Statistics by Degree Program and Gender
Second Term, AY 2020-2021

Date Printed: 16 06 2021 10:59
Prepared by: BUMENLAG, Christian

	FRESHMAN		2020	SOPHOMORE		2019	JUNIOR		2018	SENIOR		-	TERMINAL		2014 & BELOW	Total			
	M	F	T	M	F	T	M	F	T	M	F	T	M	F	T	M	F	T	%
BSTM	18	60	78	18	46	64	15	32	47	0	0	0	0	0	0	51	138	189	14.3%
BSBA	57	49	106	73	74	147	70	71	141	0	0	0	0	1	1	200	195	395	29.8%
BSHM	16	21	37	26	21	47	16	24	40	0	0	0	0	0	0	58	66	124	9.4%
BSA	10	54	64	27	60	87	12	46	58	0	0	0	0	0	0	49	160	209	15.8%
ABCO	23	30	53	28	59	87	26	29	55	0	0	0	0	0	0	77	118	195	14.7%
BSPS	21	58	79	22	50	72	10	23	33	0	0	0	0	0	0	53	131	184	13.9%
BSED-E	2	8	10	1	6	7	1	8	9	0	0	0	0	0	0	4	22	26	2.0%
BSED-M	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	1	0	1	0.1%
BSED-S	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1	0.1%
BEED	0	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	1	1	0.1%
TCP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.0%
Total	147	280	427	195	316	511	151	235	386	0	0	0	0	1	1	493	832	1325	
Total (%)	34.43	65.57		38.16	61.84		39.12	60.88					0.00	100.00		37.21	62.79		
Total (%)			32.23			38.57			29.13			0.00			0.08			100.0	

BSBA   Bachelor of Science Business Administration Major in Marketing Management
BSA   Bachelor of Science in Accountancy
BSHM   Bachelor of Science in Hospitality Management
BSTM   Bachelor of Science in Tourism Management
ABCO   Bachelor of Arts in Communication
BSPS   Bachelor of Science in Psychology
BSED-E   Bachelor of Secondary Education Major in English
BSED-M   Bachelor of Secondary Education Major in Mathematics
BSED-S   Bachelor of Secondary Education Major in Science
BEED   Bachelor of Elementary Education
TCP   Teacher Education Program

Appendix 2. *Likert scale constructs, abbreviations, and operational definitions.*

Constructs	Abbr.	Operational Definitions
Attitude	A1	I can confidently say that I am studying at De La Salle-College of Saint Benilde Antipolo with my family, friends, and former schoolmates.
	A2	I am proud to be part of the Benildean Antipolo Community.
	A3	I can represent the school through my actions and posts on social media.
Subjective Norm	SN1	My schoolmates, friends, and family think that De La Salle-College of Saint Benilde Antipolo can provide an excellent education for marketing management students like me.
	SN2	My parents are proud of me for being part of the Benildean Antipolo Community.
	SN3	I believe that the school's management aims to provide the marketing management department with the quality education we deserve.

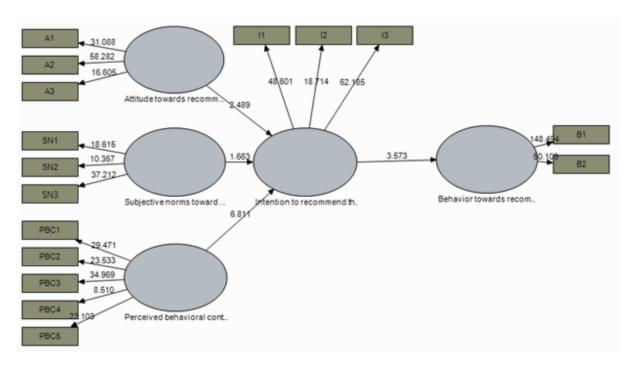| Perceived behavioral control | PBC1 | I entrust that the school's management decisions are for the best of my interest as a marketing management student. |
	PBC2	I am confident that the school's management prioritizes the marketing management department.
	PBC3	The school considers marketing management students' opinions.
	PBC4	The school acknowledges the fact that we have the biggest student population.
	PBC5	The schools' management takes action to student concerns effectively.
Intention	I1	I intend to recommend De La Salle-College of Saint Benilde Antipolo to my family, friends, and former schoolmates.
	I2	All the professors in our department cause me to recommend the school to my family, friends, and former schoolmates.
	I3	The school's management inspires me to endorse the school to my family, friends, and former schoolmates.
Behavior	B1	I will be motivated to endorse the school to my family, friends, and former schoolmates if they will properly attend to the concerns of marketing management students.
	B2	I will highly recommend the school to my family, friends, and former schoolmates if the quality of teaching will be taken into consideration.

Appendix 3. *Cronbach's alphas and scale statistics of Benilde Antipolo Marketing Management students' responses in recommending the school to the prospective student applicants*

	No. of items	Cronbach's Alpha	Mean	Variance	Std. Deviation
Attitude	3	0.860	12.84	6.149	2.480
Subjective Norm	3	0.791	12.84	5.182	2.276
Perceived Behavioral Control	5	0.885	18.78	19.771	4.446
Intention	3	0.890	11.22	9.375	3.062
Behavior	2	0.919	8.68	2.720	1.649

Appendix 4. *Basic Respondent profile and factors that persuade and hinder Benilde Antipolo Marketing management students to recommend the school to prospective student applicants*

Variable	Categories	Frequency	Percentage
Gender	Male	67	41.6%
	Female	94	58.4%
Location of Residence	Antipolo City	85	52.8%
	Angono	8	5%
	Baras	0	0%
	Binangonan	7	4.3%
	Cainta	15	9.3%
	Cardona	1	0.6%
	Jalajala	0	0%
	Marikina	3	1.9%
	Morong	0	0%
	Pililla	1	0.6%
	Rodriguez	0	0%
	San Mateo	1	0.6%
	Tanay	1	0.6%
	Taytay	26	16.1%
	Teresa	5	3.1%
	Others	8	5%
Year Level	Freshmen	16	9.9%
	Sophomores	59	36.6%
	Juniors	57	35.4%
	Alumnus/Alumna	29	18%
Where did you hear about De La Salle College of Saint Benilde - Antipolo?	Television and/or Radio	0	0
	Banner and/or Print Advertisements	2	1.2%
	Benilde website	2	1.2%
	Social Media	19	11.8%
	Recommended by schoolmates, friends, or family	138	85.7%
What enticed you most to study at De La Salle College of Saint Benilde Antipolo?	Accessibility and Convenience	121	75.2%
	Affordable Tuition Fee	18	11.2%
	Offered Courses	7	4.3%
	Student Population	1	0.6%
	School Facilities	5	3.1%
	Safety and Security	1	0.6%
	Group or Peer Decision	2	1.2%
	Feedback from current and/or former students	6	3.7%
Do you have any relatives who studied or are studying at De La Salle College of Saint Benilde Antipolo?	Yes	31	19.3%
	No	130	80.7%
Do you have any friends or a former school mate who studied or is studying at De La Salle College of Saint Benilde Antipolo?	Yes	130	80.7%
	No	31	19.3%
What may hinder you to recommend De La Salle-College of Saint Benilde to your schoolmates, friends, and family?	Immunity of incompetent professors	56	34.8%
	Student organization fees maximized by other courses, instead of being used for MM initiated programs and activities	42	26.1%
	Inability of school staff (such as registrar, finance, library, etc.) to provide good customer service	34	21.1%
	Inability to take action to resolve student complaints	58	36%
	Lack of support in competitions and seminars outside the school	49	30.4%
	Offered courses are not aligned with Benilde Manila's programs	56	34.8%
	Public school set-up due to enormous number of students per classroom	14	8.7%

Appendix 5. *Bootstrapping using Smart PLS*

Appendix 6. *Summary of results vis-a-vis hypotheses of the study*

Hypotheses	Relationship	t values	Conclusion
H1: Attitude is positively correlated with De La Salle-College of Saint Benilde Antipolo Marketing Management students' intention towards recommending the school to prospective student-applicants.	A ---> I	2.489	Supported
H2: Subjective norm is involved with De La Salle-College of Saint Benilde Antipolo Marketing Management students' behavior towards recommending the school to prospective student-applicants.	SN ---> I	1.663	Supported
H3: Perceived behavioral control positively affects De La Salle-College of Saint Benilde Antipolo Marketing Management students' behavior towards recommending the school to prospective student-applicants.	PBC ---> I	6.811	Supported
H4: De La Salle-College of Saint Benilde Antipolo Marketing Management students' intention towards recommending the school to prospective student-applicants is significant with its behavioral control.	I ---> B	3.573	Supported