



The influence of promotional elements to the Generation Z senior high school students' decision in choosing an educational institution

Christian Michelle V. Cacho¹ and Belen B. Apostol²

¹ Faculty, School of Business Administration and Accountancy

University of Baguio, Baguio City, Philippines

ORCID ID: <https://orcid.org/0000-0002-5097-8280>

Email: michelle.villanda@gmail.com

² Faculty, School of Business Administration and Accountancy

University of Baguio, Baguio City, Philippines

Abstract

A well-designed marketing and promotional strategy will create long-term success, bring in more customers, and ensure profitability for the business. One way that private universities get ahead in its market share is by having the appropriate marketing and promotional strategies to create loyalty by means of managing the promotional elements of the university. The study evaluated the influence of the different promotional elements of the university to the decision making of senior high school (SY 2019-2020) students that will make them join the University of Baguio for their undergraduate studies using the descriptive survey method. The data gathered were treated using weighted means, the t- test, and ANOVA. Results indicated that the promotional element that was most influential to their decision had been related to public relations, while advertising was also seen to be the least effective. There were variations on how students



from each academic track view the promotional elements due to the nature of each track they are currently studying. On the other hand, there were no significant differences in how students evaluate each promotional element considering the type of school they attended during junior high school.

Keywords: promotional elements, advertising campaigns, public relations, senior high school, Gen Z

Introduction

Higher-education marketers are facing an uphill battle since competition is getting stiffer and more difficult each year. There are over 1,000 colleges and higher education institutions in the Philippines. According to a transnational educational program partnership between the British Council in the Philippines and the Commission on Higher Education (CHED) (2016), "The Philippines' Higher Education (HE) sector is larger than that in many of its ASEAN neighbors including Thailand, Vietnam, Indonesia and Malaysia and is characterized by a predominance of private institutions resulting from the commercialization of the sector. As of August 2017, there are 1,943 private HEIs in the Philippines with 1,710 private universities and 233 state universities and colleges".

In the school of Taiwan Shoufu University, a study was conducted by Wang (2010) determined what advertising strategies were effective and which marketing approach was optimal for the institution to use when promoting its education program. It has also been used to help determine the relationship between advertising strategies, marketing approach, and the demographic profile of adult learners. The research enlightened institutions in their developed practical strategies for effectively recruiting adult learners to



choose the respective program offered by the University. Various advertising and marketing strategies were analyzed in this study and, it resulted to the knowledge that the most popular and effective advertising strategy was media advertising, followed by oral advertising, and advertising recognition. Hence, the findings indicated that media advertising could be the best choice for schools to attract students. Based on the results of this study, schools should focus on utilizing media advertising as the most effective means of recruiting. Universities need effective promotional strategies, whether it's for attracting new students or for motivating current ones. Many pay to take classes out of pocket and want to make sure it's worth the time they're putting into it. Creating effective promotion strategies assist students in making decisions and assuring them that every service they will avail is worth the price they will pay.

According to Lewison (2007), Universities face the usual dilemma when developing a marketing strategy. They must formulate ways and use means without commercializing education. Also, a university must select a marketing strategy that maintains an appropriate balance between its ability to efficiently meet the needs of the students and its capacity to operate competently. Analyzing the types of students who will be the target enrollees is another reason why colleges and universities must be strategic about the promotional strategies they will be employing. Kotler (1995) likewise suggested that educational institutions should take certain steps to develop sound marketing activities. Such steps include the analysis of internal and external environments so that the educational institution can identify the marketing possibilities and determine which of these can be seized by sources.

The technological breakthroughs today provide vast opportunities to promote. With the presence of social media as an inexpensive yet effective means of promotion, colleges and universities cannot afford to pass on the opportunity to make them known to a diverse set of users, especially now that students from other countries have been coming to the Philippines



for tertiary education. Even for local students, colleges and universities, familiarity and impression of an educational institution are hugely attributed to how universities promote themselves (Mercado, 2018).

Most students who finished the secondary level of high school are always facing the decision point of choosing what senior high school they should enroll in, and they might have a decision to consider what university to choose for their undergraduate course. Meanwhile, there are some students who are already at the tertiary level that still seek better schools to continue their studies.

In a conjoint analysis conducted by the University of Cordilleras authored by Azarcon (2014), the study determined push and pull factors affecting students' decision to either stay or leave the university, and to propose employable means to increase the retention rate of the university. In responding to those issues, two scenarios were being taken into action: attracting high school students to college education and retaining them so that they succeed and graduate. The study had given the result that there is a need to promote by concentrating on the Brand Management of the Institution by highlighting the school's track record of accomplishments (e.g., Board Exam Results, Topnotchers, Accreditation Status, etc.). Additionally, an internal marketing strategy (put in front of students information about the school's achievements) was highly recommended.

According to Napompech (2011), there are a lot of factors that contribute to the choice of school to attend. These could include advertisements, a recommendation from family and friends, and the environment. Advertisement is one of the deciding factors in influencing the choice of the students. Students need to know that the school's educational offering is worth investing as well as the functions, benefits, strengths, and outcomes of the school's educational services to help them in their choice to enroll in a particular institution (Levitz, 2012). Along with this, students considered the availability of work after graduating as their first choice in choosing a course and school in college (Pascual, 2016).



There had been a study conducted by Ordinario (2018) of LPU-Laguna related to the effectiveness of their school's advertisements to attract people to choose the school through billboard advertisements, print advertisements, social media advertisements, and direct advertisement. The content of LPU-L advertising is more on its achievements, accomplishments, and program offerings. Last academic year 2016-2017, they were more focused on the direct marketing that pertains to career orientation because they still believed that it was the most effective medium of advertisement because of its face to face interaction, according to LPU-L Vice President for Administration. The result of the study conducted was reflected in the LPU-L registrar of office's comparative report of enrolled students, that there was an increase of students with a percentage of 7% last academic year 2016-2017 compared to the academic year 2015-2016. Researchers, therefore, concluded that the advertisements of LPU-Laguna had a big help and impact towards the increase of the number of students excluding the high school department. Based on the results gathered, advertisements of the school influenced the decision of the students to enroll in LPU-Laguna.

Promotion is the final component of the marketing mix, which considers strategies to communicate the company's brand benefits to customers. Promotions are essentially the alarm that you set to let customers know the business exists and why they should care. Without the use of promotions, the business's quality products and services can't gain the interest of preoccupied and on-the-move customers. The elements are used to create awareness about brands and products. Other goals in managing the promotion mix may include gaining marketing share, getting customers to buy and growing revenue (Nithya, n.d)

In an article shared by Nithya (n.d), it discussed the characteristics of each promotion elements considering the benefits and demerits of each. The summary of the details of each element are as follows:



Element # 1. Advertising: It is a paid form of non-personal mass communication by an identified sponsor. The mass media used include print media, direct mail, audio visual media, billboards, etc. Sponsors may be a non-profit organization, a political candidate, a company, or an individual. Advertising is used when sponsors want to communicate with a number of people who cannot be reached economically and effectively through personal means.

Element # 2. Personal Selling: Personal selling is face to face contact between sellers' representatives and those people with whom the seller wants to communicate. A non-profit organization, political candidates, firms, and individuals use personal selling to communicate with the public.

Element # 3. Sales Promotion: Sales promotion includes activities that seek to directly induce or indirectly serve as incentives to motivate, the desired response on the part of the target customers, company salespeople, and middlemen and their sales force. These activities add value to the product. In sales promotion, activities like discounts, gifts, contests, premiums, displays, and coupons are included.

Element # 4. Publicity: Publicity is news carried in the mass media about a firm and its products, policies, personnel, or actions. The unique feature about the publicity is that it is a non-paid form of promotion, organizations frequently provide the material for publicity in the form of news, releases, photographs, and press conferences.

Element # 5. Public Relations: Most firms in today's environment are also concerned about the effect of their actions on people outside their target markets, although it may include them. It is a planned effort by an organization to influence the attitudes and opinions of a specific group by developing a long term relationship. The target may be customers, stockholders, a government agency, or a special interest group.



The study will enable the stakeholders of the University of Baguio to maintain and improve the number of enrollees at the tertiary level from analyzing the influence of the promotional elements managed by the University. The result of the study will enable the re-designing of certain promotional strategies being conducted by the institution so it may serve its purpose to attract senior high school students to pursue their studies in the University of Baguio. It might also lead to new marketing campaigns that might encourage new markets to consider the programs of the University. It will benefit the employees of the undergraduate programs because they may retain or improve the number of teaching loads in their respective field of specialization if the University will also attract and retain new enrollees coming from Senior high school. If there had been an improvement in the institution's promotional strategies, students might use the message to widen their knowledge about the University's services and programs that might benefit them when it is time for them to decide where to enroll their undergraduate course.

Statement of the problem

The study evaluated the influence of the University's promotional elements that might be used to gauge the possibility of preference of senior high school students in enrolling and finishing in the undergraduate programs of the institution. Specifically, it answered the following problems:

1. To what extent do the University's promotional elements influence the decision making of senior high school students to consider University of Baguio's undergraduate programs?
 - a. Advertising
 - b. Public Relation
 - c. Publicity
 - d. Personal selling
 - e. Sales promotion
- 1.1 Is there a significant difference in the extent of the influence of the different promotional elements being managed by the University



to the decision making of senior high school students according to their academic track and type of junior high school they came from?

Methodology

The descriptive-survey method, using a researcher-made questionnaire, was employed to gather data on the influence of the different promotional elements being managed by the University that might affect the decision making of senior high school students in considering the under graduate programs of the institution.

The researchers focused on the senior high school students enrolled in University of Baguio due to the researchers' capacity related to time and budgetary capabilities of the institution. Such limitation concentrated on the effects of the promotional elements of the University to our graduates. If there will be future researches that might be conducted related to this research, other institutions might also be considered. The moderator variables has also been limited to the different academic tracks of senior high school and type of high school attended whether public or private school in order to have limited variables in the pursuit of the study. Any other variables that might be used can be considered in the future if additional research study will be conducted.

The study was conducted at the University of Baguio, Senior High School in General Luna Road, Baguio City. Respondents were determined with the use of the population sampling considering all high school students in all academic tracks being offered during SY 2019-2020. The respondents have been organized in accordance to the moderator variables.

In the determination of the sample size, the Cochran formula had been applied using stratified sampling. The following table shows the sample size per academic track.



Table 1
Sample size per track in Senior High school

TYPE OF TRACK	n	TOTAL	multiplied by	number of respondents per track
ABM				
SENIOR HIGH SCHOOL	456	548	11.94%	66
SCIENCE SENIOR HIGH SCHOOL	92			
STEM				
SENIOR HIGH SCHOOL	836	1150	11.94%	137
SCIENCE SENIOR HIGH SCHOOL	314			
HES				
SENIOR HIGH SCHOOL	453	484	11.94%	58
SCIENCE SENIOR HIGH SCHOOL	31			
SH COOKERY				
SENIOR HIGH SCHOOL	212	212	11.94%	25
SH TOUR GUIDING				
SENIOR HIGH SCHOOL	141	141	11.94%	17
SH SPORTS				
SENIOR HIGH SCHOOL	66	66	11.94%	8
SH ARTS AND DESIGN				
SENIOR HIGH SCHOOL	84	84	11.94%	10
SH COMPUTER SYSTEMS SERVICING				
SENIOR HIGH SCHOOL	146	146	11.94%	17
TOTAL POPULATION	2831	2831		339

The targeted sample was not achieved during the actual data gathering since participation was voluntary. However, the researchers managed to maximize the number of retrieved questionnaires. The total number of processed respondents for statistical treatment was 153.

The researchers used a survey questionnaire with a reliability coefficient (Cronbach's alpha) of .77. On the questionnaire was a letter which emphasized the purpose of the study. The researchers requested the type of high school attended and the current track the student is currently enrolled



in. The indicators in the questionnaire were grouped according to the promotional elements being studied.

During the distribution of questionnaire, the respondents were assured that their participation is considered voluntary and the information gathered from the questionnaire will be kept confidential and for research purposes only. Since the respondents were minors, the researchers prepared an informed consent form which was created by the RDC and sought the assistance of the Senior High school office to distribute the form to students targeted by the study. All consent form had been collected prior to the distribution of the prepared questionnaire of the researchers

In the determination of the number of respondents for the study, the researchers secured the official number of the students who submitted the informed consent form to the office of Senior high school. Upon having the knowledge of the number of the respondents to be covered by the research, permission has been secured from their respective instructors before the administration of questionnaires.

Each researcher conducted a room to room visit where classes of senior high school students were being held where questionnaires were distributed. The respondents were instructed to check or fill out necessary information needed for the completion of the research. After which, they were assured of the confidentiality of the results.

Upon retrieval of questionnaires, answers were tallied and subjected to statistical treatment.

Results of the study will be disseminated in all possible medium including if requested by the management. The result of the study enabled the researchers to create a promotional plan for the University.

In measuring the perspectives in relation to the influence of the different



promotional elements to the decision making of senior high school students in selection of the undergraduate programs of the University, the data gathered had been treated and interpreted using weighted means. The result of this method enabled the researchers to know the most identified promotional element that might influence their behaviour.

The differences of means considering the moderators were measured using, independent t-test for two groups were utilized. Specifically it addressed the issue related to the type of school the student attended during high school. In treating data according to the different tracks, the ANOVA method was seen as effective. A four point Likert Scale was used to interpret the computed mean, the scale is as follows:

Table 2
Four point Likert Scale

Value	Range of Values	Qualitative Interpretation
4	3.26-4.00	Strongly Agree
3	2.51-3.25	Agree
2	1.76-2.50	Disagree
1	1.00-1.75	Strongly Disagree

Ethical Considerations

The data collection procedures practiced by the researchers guaranteed the anonymity of the participants and assure the confidentiality of information (if informants/participants opt for non-disclosure of information). Personal information was not required in the questionnaire to minimize the negative impact of the study to the participants. For the selection of participants, the researchers used non-discriminatory procedures by considering the actual list of enrollees in the semester. Participation was voluntary so the researchers advised the students that they can withdraw anytime from giving the information to complete the questionnaire.



The questionnaire was validated by the RDC to assure that there will be no indicator that can harm the respondents. Upon the distribution of the questionnaire, the researchers briefly discussed the purpose of the research. Since the action plan for this research will be reflected in the syllabi, the result of the study will be discussed during the first day of classes. The respondents were assured that, aside from their time, no other resources were needed to participate in the study.

Results and Discussion

The influence of different promotional elements affecting the decision of Senior high school students in their undergraduate school selection

Table 3 shows the influence of promotional elements in the stage of decision making of Senior High school in selecting the school where they will be enrolling their under graduate course. The promotional elements being practice by the University might ignite their awareness and liking in enrolling in the University.

Table 3

Level of influence of the different promotional elements among senior high school students per indicator

Promotional Elements (n=153)		Indicator	Mean	Std. Deviation	Descriptive Interpretation
Advertising	1.	I find the television advertisement of the University enticing that makes me decide to enroll my undergraduate studies in University of Baguio.	2.67	.80	Agree
	2.	The radio advertisement of the University is appealing to my need for information that might affect my decision in enrolling college in University of Baguio.	2.75	.78	Agree



	3.	I feel motivated to study in UB when I see the achievements of the board passers on the tarpaulins posted in the school's vicinity.	3.12	.72	Agree
	4.	The information presented on a newspaper advertisement, brochures and by the school posters presents quality information that makes me aware of the possible programs that I might enroll in to the University.	2.97	.73	Agree
	5.	I consider the webpage of the school informative about the school's activities, programs, reports, stories and achievements.	3.14	.74	Agree
	Total		2.93	.55	Agree
Public Relations	1.	The activities being conducted by the school such as tree planting, community teachings and livelihood support to some barangays motivate me to be associated in the University.	3.12	.72	Agree
	2.	I find the ability of the University to provide educational assistance to students by providing scholarships a chance for me to be part of the institution.	3.25	.69	Strongly Agree
	3.	The cooperation of the University in the disaster preparedness related to earthquake and typhoon makes me secured in pursuing further studies in the university.	3.06	.69	Agree
	4.	The school's initiative to give back to the community by encouraging students to donate used books, clothes, toys and other things that might benefit the less fortunate satisfies my need to give thus creating an interest to enroll college in the university to do more good deeds.	3.25	.70	Strongly Agree
	5.	Employment postings present in the University creates an impression that the school has the ability to help me find a job when I graduate in UB.	3.04	.61	Agree
	Total		3.15	.52	Agree



Publicity	1.	The involvement of the University in the Panagbenga celebration, holiday parade and other year-end events makes the University's offerings visible thus increase my liking to be part of the institution.	3.00	.73	Agree
	2.	When the achievements of the University's students are being broadcasted on TV or newspaper, I feel amazed about the results of the school's programs.	3.09	.78	Agree
	3.	With my knowledge in the partnerships and linkages that the University has, it increases my liking to pursue my studies in UB due to the benefits that I can obtain.	3.09	.67	Agree
	4.	The level of my liking in sports makes me want to enroll in the University since I admire the teams from different sports representing the school.	2.81	.87	Agree
	5.	When I see the attire, uniform, logo and other representations of the school being worn by employees and students, It makes interested to enroll in the University.	2.87	.81	Agree
Total			2.97	.58	Agree
Personal Selling	1.	When I was exposed to the career guidance of the University, my awareness of what I could become increased when I will be enrolling my undergraduate course in UB.	2.93	.69	Agree
	2.	The front liners of the different offices in the University accommodate my needs in a systematic and friendly manner from which creates a wholesome environment.	2.92	.66	Agree
	3.	The different heads and representative of the different offices in the University had explained effectively the services that I can use and enjoy when I am part of University of Baguio.	2.99	.71	Agree
	4.	My teachers in Senior high school had been sharing positive information about the undergraduate courses of the University.	3.02	.68	Agree



	5.	My career track is explained effectively by my teachers in senior high school which I think will be further enhanced when I enroll college in University of Baguio.	3.09	.71	Agree
	Total		2.99	.53	Agree
Sales Promotion	1.	The discounts that I can enjoy in my fees due to scholarships and grants, are sufficient for me to finish college in UB.	3.11	.76	Agree
	2.	The incentives that I can get from UB when I graduate with scholarships and achievements are considered to be attractive.	3.16	.69	Agree
	3.	My ability to purchase items (shirts, mugs, id lace, etc.) in the school with the logo of the University creates the feeling of belongingness.	2.85	.82	Agree
	4.	The contests and events that I can join when I enroll in college in UB are enticing in terms of its benefits and monetary rewards	3.05	.78	Agree
	5.	The seminars that I have attended which were organized by UB are very helpful in my studies and makes me want to attend more in the future when I enroll my undergraduate course in the University.	3.07	.65	Agree
	Total		3.05	.57	Agree

Generally, actions of the University pertaining to public relations will make senior high school students enrol in the University of Baguio with an over-all mean of 3.15 (Agree, $SD=0.52$) while the advertising efforts of the University have the least impact to their decision to enrol in the university with an average of 2.93 (Agree, $SD=0.55$). Considering public relations, majority of the students strongly agree on the University giving back to the community as well as the capability of the University to provide scholarships to its students will result to high impact to their decision in choosing an institution for their undergraduate course as shown by the means; both at $M= 3.25$ In advertising, the indicator pertaining to television advertisement having $M=2.67$ has been found out that it is the least appealing type of advertising.



Since most of our respondents strongly agree on the fact that the University of Baguio is reaching out to certain barangays is an attractive action, it can be directed to the article of DMI Daily Digest (n.d.), Millennials and Generation Z see socially responsible companies are becoming more important in the community nowadays. They believe companies should be focused on improving society and continuously looking for solutions that will result to certain improvements. It is important to them that companies should share how they are trying to make a positive change in the world in order for the public to see the pro-social initiatives they are creating. Showcasing and highlighting efforts is important to target millennials because these efforts will lead to the choices millennials make as consumers.

Millennials and Generation Z would also like to take part in certain programs, such as being able to participate in volunteer work and in making donations towards a company's charitable efforts. With the increasing number of companies beginning to see the impact of their socially and environmentally conscious efforts have on a consumers' decision making, the more chance there is that they will begin initiatives of their own. Among the top 16 companies, including public relations to the next level are, Johnson and Johnson, Google, Coca-Cola, Ford Motor Company, Net ix and Spotify, P zer, Wells Fargo, Toms, Bosch, GE, Starbucks, New Belgium Brewing Company, Walt Disney and Lego. Undoubtedly, they had made a mark in the business industry and continue to gain trust and patronage from their target market.

Another public relation action by the University that has seen attractive to students pertains to the ability of the institution to provide scholarships to its students which in the study of Wignall (2019), he had presented values from the National Center for Education Statistics, that only 52% of 2011 high school graduates from low-income families consider enrolling in college immediately after they finish high school. That is 30 percent lower than their high-income peers and classmates. Approximately two-thirds of low-income students join community colleges and non-pro t institutions,



which often have lower graduation rates. With that, the help given by the University will play a great role in making students finish college.

While the public relation activities of the University is giving benefits to its stakeholders, the advertising efforts of the organization is something to be improved on. Aside from it has the lowest mean among the elements, it might be considered as an expensive medium of promoting the University. It will be unfortunate for the management to spend a lot of money on several advertising outputs, but in return, it cannot produce impressive effects to its main customers, the students.

With the actions being conducted by the University in line with its television advertisements, there might be room for improvement to be considered. In the article authored by Kennedy (2011) it discussed major mistakes in creating advertising campaigns for the business. Such mistakes can be avoided and be considered as a starting ground for better advertisements for the University. According to Kennedy, the common mistake businesses do when it comes to its advertisement is focused on the business (or business owner), rather than what are the problems or desires of their customers and how they can solve/satisfy them. For instance, a customer doesn't really care how long the business has been in business; all they want to know is, "What's in it for me?" Another advertising mistake is believing that everyone is a prospect. In some cases, this may be true, but it's still a big mistake from an advertising perspective because, in advertising, customization of the message should be considered. Lack of tracking or no tracking at all is a huge mistake, perhaps the biggest mistake of all. If you're not tracking the results of the advertisements created, the business owners will not know for sure whether it's working or not. Not tracking harms the business because it will not give an idea of whether the ads are profitable or not. If the advertiser's campaign was not profitable, the business is wasting money on the ads. If the advertising campaign was profitable, then the business is still wasting money because the business is not earning as high return as



it could because of the failure to allocate more money towards the specific ads that are generating the best response.

Extent of the influence of the different promotional elements being managed by the University to the decision making of senior high school students according to academic track

Table 4 shows the difference of influence of promotional elements being managed by the University considering the tracks available in the Senior High school. There are three academic tracks that had been considered in the study and such differences is present in different elements of promotion.

Table 4

Level of influence of the different promotional elements among the senior high school students according to academic track per indicator

Indicator	ABM (n=50)	D.I.	HES (n=59)	D.I.	STEM (n=44)	D.I.	Overall Mean	D.I.
Advertising								
I find the television advertisement of the University enticing that makes me decide to enroll my undergraduate studies in University of Baguio.	2.48	D	2.58	A	3.02	A	2.67	A
The radio advertisement of the University is appealing to my need for information that might affect my decision in enrolling college in University of Baguio.	2.58	A	2.69	A	3.00	A	2.75	A
I feel motivated to study in UB when I see the achievements of the board passers on the tarpaulins posted in the school's vicinity.	3.16	A	2.98	A	3.27	SA	3.12	A
The information presented on a newspaper advertisement, brochures and by the school posters presents quality information that makes me aware of the possible programs that I might enroll to in the University.	2.82	A	2.93	A	3.18	A	2.97	A



I consider the webpage of the school informative about the school's activities, programs, reports, stories and achievements.	3.14	A	2.98	A	3.36	SA	3.14	A
Area Mean	2.84	A	2.83	A	3.17	A	2.93	A
Public Relations								
The activities being conducted by the school such as tree planting, community teachings and livelihood support to some barangays motivate me to be associated in the University.	2.92	A	3.07	A	3.43	SA	3.12	A
I find the ability of the University to provide educational assistance to students by providing scholarships a chance for me to be part of the institution.	3.10	A	3.29	SA	3.39	SA	3.25	SA
The cooperation of the University in the disaster preparedness related to earthquake and typhoon makes me secured in pursuing further studies in the university.	2.80	A	3.14	A	3.25	A	3.06	A
The school's initiative to give back to the community by encouraging students to donate used books, clothes, toys and other things that might benefit the less fortunate satisfies my need to give thus creating an interest to enroll college in the university to do more good deeds.	3.10	A	3.22	A	3.48	SA	3.25	SA
Employment postings present in the University creates an impression that the school has the ability to help me find a job when I graduate in UB.	2.98	A	3.02	A	3.14	A	3.04	A
Area Mean	2.98	A	3.15	A	3.34	SA	3.15	A
Publicity								
The involvement of the University in the Panagbenga celebration, holiday parade and other year end events makes the University's offerings visible thus increase my liking to be part of the institution.	2.98	A	2.97	A	3.07	A	3.00	A



When the achievements of the University's students are being broadcasted on TV or newspaper, I feel amazed about the results of the school's programs.

3.08 A 3.02 A 3.20 A 3.09 A

With my knowledge in the partnerships and linkages that the University has, it increases my liking to pursue my studies in UB due to the benefits that I can obtain.

3.00 A 3.03 A 3.27 SA 3.09 A

The level of my liking in sports makes me want to enroll in the University since I admire the teams from different sports representing the school.

2.68 A 2.69 A 3.11 A 2.81 A

When I see the attire, uniform, logo and other representations of the school being worn by employees and students, It makes interested to enroll in the University.

2.78 A 2.83 A 3.02 A 2.87 A

Area Mean

2.90 A 2.91 A 3.14 A 2.97 A

Personal Selling

When I was exposed to the career guidance of the University, my awareness of what I could become increased when I will be enrolling my undergraduate course in UB.

2.88 A 2.78 A 3.20 A 2.93 A

The front liners of the different offices in the University accommodate my needs in a systematic and friendly manner from which creates a wholesome environment.

2.86 A 2.85 A 3.09 A 2.92 A

The different heads and representative of the different offices in the University had explained effectively the services that I can use and enjoy when I am part of University of Baguio.

2.92 A 2.88 A 3.20 A 2.99 A

My teachers in Senior high school had been sharing positive information about the undergraduate courses of the University.

2.96 A 3.00 A 3.11 A 3.02 A



My career track is explained effectively by my teachers in senior high school which I think will be further enhanced when I enroll college in University of Baguio.	2.98	A	3.05	A	3.25	A	3.09	A
Area Mean	2.92	A	2.91	A	3.17	A	2.99	A
Sales Promotion								
The discounts that I can enjoy in my fees due to scholarships and grants, are sufficient for me to finish college in UB.	2.92	A	3.07	A	3.39	SA	3.11	A
The incentives that I can get from UB when I graduate with scholarships and achievements are considered to be attractive.	2.96	A	3.10	A	3.48	SA	3.16	A
My ability to purchase items (shirts, mugs, id lace, etc.) in the school with the logo of the University creates the feeling of belongingness.	2.82	A	2.69	A	3.09	A	2.85	A
The contests and events that I can join when I enroll in college in UB are enticing in terms of its benefits and monetary rewards	2.86	A	2.86	A	3.52	SA	3.05	A
The seminars that I have attended which were organized by UB are very helpful in my studies and makes me want to attend more in the future when I enroll my undergraduate course in the University.	3.00	A	2.98	A	3.25	A	3.07	A
Area Mean	2.91	A	2.94	A	3.35	SA	3.05	A

Legend: ABM- Accountancy, Business, Management, HES- Humanities, Education and Social Sciences, STEM-Science, Technology, Engineering, Mathematics, DI- Descriptive Interpretation, SA- Strongly Agree, A- Agree, D- Disagree, SD- Strongly Disagree

Considering the tracks present in University of Baguio and the promotional elements being conducted by the institution, it was evident that there are promotional elements that are more appealing to each type of academic track. The STEM track posed the highest mean from all the promotional elements being conducted by the University with $M=3.17$ (Agree, $SD=.52$) for advertising, $M=3.34$ (Strongly Agree, $SD=.48$) for public relations, $M=3.14$ (Agree, $SD=.56$) for publicity, $M=3.17$ (Agree, $SD=.57$) for per-



sonal Selling and $M=3.35$ (Strongly Agree, $SD=.50$) for sales promotion. On the other hand, the ABM strand posed the lowest mean in the promotional elements; public relations, publicity and sales promotion with $M= 2.98$ (Agree, $SD=.56$), 2.90 (Agree, $SD=.49$), 2.91 (Agree, $SD= .66$) accordingly. The HES track had garnered the lowest mean in the promotional elements; advertising and personal selling with $M= 2.83$ (Agree, $SD=.51$), 2.91 (Agree, $SD=.46$) accordingly.



Table 5

Summary of level of influence of the different promotional elements to the decision making of senior high school students according to track

Senior High School Track	Mean	Std. Deviation	Descriptive Interpretation
Advertising			
Accountancy, Business, Management	2.84	.56	Agree
Humanities, Education, Social Sciences	2.83	.51	Agree
Science, Technology, Engineering, Mathematics	3.17	.52	Agree
Total	2.93	.55	Agree
Public Relations			
Accountancy, Business, Management	2.98	.56	Agree
Humanities, Education, Social Sciences	3.15	.46	Agree
Science, Technology, Engineering, Mathematics	3.34	.48	Strongly Agree
Total	3.15	.52	Agree
Publicity			
Accountancy, Business, Management	2.90	.49	Agree
Humanities, Education, Social Sciences	2.91	.64	Agree
Science, Technology, Engineering, Mathematics	3.14	.56	Agree
Total	2.97	.58	Agree
Personal Selling			
Accountancy, Business, Management	2.92	.52	Agree
Humanities, Education, Social Sciences	2.91	.46	Agree
Science, Technology, Engineering, Mathematics	3.17	.57	Agree
Total	2.99	.53	Agree
Sales Promotion			
Accountancy, Business, Management	2.91	.66	Agree
Humanities, Education, Social Sciences	2.94	.46	Agree
Science, Technology, Engineering, Mathematics	3.35	.50	Strongly Agree
Total	3.05	.57	Agree

It was seen that the level of exposure of the STEM track to technology made them more exposed to certain promotions being used by different organizations. Since everything nowadays is being shown online. According to Yu (2018), when a student starts pursuing such academic track, it will enable the student to consider professions related to Bio Researcher, Me-



chanical Engineer, Civil Engineer, Chemical Engineer, Industrial Engineer, Microbiologist, Statistician, Programmer, Software Developer, Database Administrator. With the concentration of the STEM track, students in lined with the program will most likely be more interested in and more exposed to promotions that are created for online viewing. At the same time, sales promotions present in an online setting while they are browsing the internet. In addition, since the STEM program consists of different areas of Engineering, students find public relation as the most influential promotional element because if they take that track it will be in lined with their future responsibility in the Engineering field to make decisions consistent with safety health and welfare of public and to disclose promptly factors that might endanger the public or environment and to improve the understanding of technology and it's appropriate applications and potential consequences as mentioned by Godhade (2018).

The ABM strand had the lowest mean in public relations, publicity, and sales promotion. The ABM strand, in its most fundamental sense, refers to the accountancy, business, and management academic programs that concentrate on the foundational concepts in corporate operations, financial management, business management, as well as each and every factor that revolves around those central fields. A student who will be taking this track can expect career opportunities in both marketing and advertising. In these industries, the knowledge that a student can gain from taking the ABM Strand will equip them with the skills and information necessary to conduct market research, develop advertising strategies, manage client relationships, coordinate with copywriters, producers, and designers, analyze market trends, and evaluate results. Since the concentration of the track is more on advertising and personal selling, they might find it more relatable since they are studying the principles behind it ("Definitive guide to the ABM strand," n.d).

The HES strand had exhibited the lowest means in advertising and personal selling. The messages present in the University's advertising and personal selling might not be that believable to this track. They may be oriented with



certain preferences, rules, and guidelines on how messages should be created or delivered. According to Palamog (2017), if a student takes this strand, he could be looking forward to becoming a psychologist, a lawyer, a teacher, a writer, a social worker, or a reporter someday. Such specializations in the future will require above average communication skills for them to be understood effectively by their audience.

The significant difference in the extent of the influence of the different promotional elements being managed by the University to the decision making of senior high school students according to academic track

Table 6 will show the difference of influence of promotional elements being managed by the University considering the academic tracks available in Senior Highschool. There are three academic tracks that had been considered in the study and significant differences are present in different elements of promotion.



Table 6

Comparison of the level of influence of the different promotional elements to the decision making of senior high school students according to academic track using Analysis of Variance (ANOVA)

Promotional Element		Sum of Squares	df	Mean Square	F	p-value	Decision
Advertising	Between Groups	3.48	2	1.74	6.13	.00*	Significant
	Within Groups	42.62	150	.28			
	Total	46.11	152				
Public Relations	Between Groups	2.97	2	1.49	5.91	.00*	Significant
	Within Groups	37.75	150	.25			
	Total	40.72	152				
Publicity	Between Groups	1.66	2	.83	2.54	.08	Not Significant
	Within Groups	48.99	150	.34			
	Total	50.65	152				
Personal Selling	Between Groups	2.07	2	1.04	3.89	.02*	Significant
	Within Groups	39.99	150	.27			
	Total	42.06	152				
Sales Promotion	Between Groups	5.48	2	2.74	9.27	.00*	Significant
	Within Groups	44.29	150	.30			
	Total	49.76	152				

*The p-value is significant at 0.05 level.

Since the p-value for advertising and public relations is at $p=.00$ (significant, $f=6.13$), (significant, $f=5.91$), $p=.02$ (significant, $f=3.89$) for personal selling and $p=.00$ (significant, $f=9.27$) for sales promotion then there is a significant difference in the level of influence of the four aforementioned promotional elements to the decision making of senior high school students according to track. On the other hand, the p-value for publicity is at $p=.08$ (not significant, $f=2.54$) then there is no significant difference in the level of influence of publicity to the decision making of senior high school students according to track.

Even if publicity is a component of a marketing strategy, it is still different from most marketing tools because there is no message beyond letting an



audience know that the product or service exists in the market. Marketing involves communicating specific benefits to potential customers in order to persuade them to make a purchase. While publicity is designed to make a product or brand more visible. Publicity mainly puts the brand in front of as many eyes as possible. Marketing is almost always directed at a business's target audience. Publicity may be directed generally at the public or, more specifically, at your ideal customers (Lake, 2019). Such a distinction of publicity may pose the same perspective from one customer to the other.

One thing is similar across the academic track covered by the research, and that is, the respondents belong in the Generation Z category. Marketers nowadays have new ways to attract the Generation Z group by using different promotional strategies, and publicity is definitely part of it. Among the identified attractive strategies of the University in line with publicity are related to publicizing about the achievements of the University's students pertaining to exams, competitions, and civic works, and strategies related to linkages formed by the University make students consider the school's publicity strategies effective both at $M=3.09$.

Research shows that 63% of Generation Z prefers marketing strategies that were taken from "real" people, as opposed to celebrity endorsers. A trusted source or even a friend can be linked anywhere from an inner circle to their favorite social media influencers and bloggers (Anderson, 2019). When students see actual students who are enrolled in the University achieve something, it is more likely believable and creates expectations that the same success will also be attained if they will continue their education in the University of Baguio. In addition, from Sokley (2018), there is a need to "Sell the End Game" to the group. This is a benefit and results-driven group, so it is not effective to sell the product to them. Instead, sell the success they will achieve by using it. This sales approach makes the brand connect the dots for them. Plus, this puts the company in the position to be viewed by the customer as an expert who truly understands their needs.

Generation Z also wanted to be involved in the brands or companies they are



associated with. Generation Z likes to feel like they are part of something bigger to ensure marketing campaigns encourage their input. It does not only improve social campaigns of a company, but they also enjoy the recognition they receive from taking part (Lamb, 2018). The linkages to different institutions and the community will enable the University of Baguio to encourage participation from its students, support an important cause, ask them to share their stories so they may feel like a part of something wider, and improve brand awareness.

Extent of the influence of the different promotional elements being managed by the University to the decision making of senior high school students according to type of school during their high school level

Table 7 shows the difference of influence of promotional elements being managed by the University considering possible type of school the students attended during their high school level. The students had been classified going to a private or public school during their high school level and table 7 will show if there is an existing difference on the impact of promotional elements considering the type of schools used.

Table 7
Comparison of the level of influence of the different promotional elements to the decision making of senior high school students according to type of school

Promotional Element	Type of School	n	Mean	Std. Deviation	t-value	df	p-value
Advertising	Private	128	2.96	.56	1.38	151	.17
	Public	25	2.79	.48			
Publicity	Private	128	3.00	.56	1.72	151	.09
	Public	25	2.79	.64			
Personal Selling	Private	128	3.00	.53	.47	151	.64
	Public	25	2.94	.51			
Sales Promotion	Private	128	3.08	.59	1.61	151	.11
	Public	25	2.88	.47			



Since the p-values are greater than .05 in all areas, results suggested no significant differences between the levels of influence of the promotional elements of the University to the decision making of senior high school students considering the type of school they had attended during their junior high school level. Regardless whether the student is from a public or private school during his/her high school days, each and every one of them is a target for universities. The aim of each university compared to other competing universities is to attract as many students as possible and hoping students will prefer a particular school over the other. At present, the universities in the Philippines are catering to the Gen Z group and it has been seen beneficial to switch from traditional marketing to digital marketing. According to Kingham (2018), any school that aims to attract prospective students, needs to promote its institution on channels students are familiar with and online platforms are immensely popular among the millennial generation. By promoting themselves online and creating a community in which both parents and students can communicate can improve their reputation, generate further admissions, attract international students and recruit suitable talents.

The students who are in the high school levels at present both in the junior and senior high schools, whether studied in a public or private school, can be classified under the Gen Z group. The term Generation Z is a classification for those born from around the mid-90s to the early 2000s. They are also a group of young people who are now descendants to the Millennials. The previous generation has been characterized as tech-savvy, but now, students from the Gen Z have taken it to a whole new level. They are now digital natives. What this means is that they have spent almost all their growing up times and years completely encircled by technology and engrossed in digital environments through smart devices in which they have become dependent on these for daily life and learning.

With the characteristic of the generation that the University is currently serving, the promotional efforts must also be in sync with the preference



of the group. From a marketing perspective, Dunwiddie (2020) detailed certain actions to be done in promoting to the Gen Z group. According to him, Gen-Zers want to see real, relatable people in marketing campaigns. The endorsers in the ads need to share the same dif culties or have the same beliefs as the Generation Z audience. They also want products and services offered to them to provide value and meet their needs. It is believed that, if trying to sell something to Gen-Zers for the sake of making a sale, marketers just won't make it. It is recommended that the adaptation of a storytelling approach will be considered. There is a need to explain to the Gen Z customers how the product or service can help them, and it is a must to make your sales pitch relevant and easy to understand. This updated strategy is extending to video marketing as well. For Generation Z, the average attention span is exactly eight seconds. The limited-time is not an issue because the good news is that if the business has an Instagram or Snapchat account or even Facebook, it can be a way to start making quick advertisements with ephemeral content. Unlike Millennials, Generation Z has had instant and easy access to the Internet and social media for most of their lives. Because of that, they depend on social media for a number of reasons, so much that they check their accounts at least hourly. Whether it's using Facebook to get information or Instagram to showcase their aspirational selves, one thing is true; businesses can't advertise to Generation Z the same way across all platforms. Sixty percent of Gen-Zers want to positively change the world through their work, so they want to shop brands that can do the same.

One way universities encourage enrollees to be part of the institution is by conducting career guidance from one high school to the other. Visiting the schools and conducting a public selling of the institution will occur, and there are no exceptions whether the school is a public or private school. The University of Baguio is one of the universities in the Philippines that practices that strategy to be a magnet to incoming senior high school and freshmen in college students. It has been evident when the respondents acknowledge that they were visited in their school for career guidance. The promotional strategy that is being applied when conducting career guidance is Personal



selling. Compared to other promotional elements, it is considered to be personalized since it has a face to face communication with the client, and the selling strategy may be customized according to the preference of the market. Krieger (n.d) said, there is a need, to tell the truth. Consumers today, particularly younger generations, are more aware and critically discerning than ever before. The corporate values and mission should be reflected once selling will occur. Marketing speak just won't be enough anymore. Consumers want quality, but they also want brands with integrity.

Every student in the University has the capability of enjoying sales promotions provided by the institution. Such privileges include the ability to get discounts from scholarships, monetary rewards for achievements by representing the school, and tangible products that can be purchased within the campus that will boost relationship with the school's brand. In terms of rewards, Generation Z were almost split down the middle in terms of preferences. 42.98% prefer discounts and cashback primarily, and 41.87%, which is a third higher than Millennials who prefer free products. Additional experiences and social recognition ranked lowest in terms of preferred rewards (Carufel, 2017)

Conclusion and Recommendations

The public relations activities and programs of the University has been seen as the most influential among the other promotional elements being conducted by the organization in making senior high school continue their studies in the University of Baguio. The advertising efforts and outputs of the University have been seen as the least in influential in making senior high school students consider the University of Baguio. There might be necessary changes in the advertising campaign according to the message and mode of delivery. There are significant differences in how promotional elements are being seen by students in



the senior high school level. The differences have been rooted in the academic track they are currently enrolled to. Such differences might occur due to the different nature, required characteristics of students, and the future undergraduate course they may consider. Such factors contribute to how they see promotional elements differently. Publicity has no significant difference in all academic tracks in Senior high school. It was realized that students see the publicity actions effective since it matches their preference according to who acts as the medium for publicity for the school and the end result of the linkages made by the institution. There is no significant difference in how senior high school perceive the promotional elements of the University, considering the type of school they attended during their junior high school. Whether the student finished junior high in a public or private school, their perspective about how a good or service is being promoted to them has been considered general because the age bracket of those under senior high school can be categorized under the Gen Z group. The Gen Z group has unique characteristics and demands that the University should address in their promotional efforts.

The University's effort in conducting public relations should be maintained and may be improved by allocating additional resources, considering wider coverage and timely delivery of actions. It is also recommended that the University should give utmost sensitivity to the needs of the community to heighten its image to the public. In conducting such, we may increase the number of enrollees still considering the University of Baguio for their undergraduate course. The actions of the University pertaining to public relations should also involve students from planning to implementation. With the students



that we have today, they are considered to be more engaged with social changes and phenomena. They want to positively change the world through their work.

The advertising campaign of the organization should be reviewed and possibly amended. Among the indicators under advertising, television advertising got the lowest mean. There might be a need to customize the message to every category of the audience for them to feel that the messages are personalized and not a common general message to all students. The Media Affairs department might initiate doing research to track the effectiveness of their television advertisement in terms of audience feedback. Since advertising on TV is considered to be expensive, it will guide the department if there is still a necessity to consider television as a medium of promotion or if there is a need to re-align the budget for television advertising; so it may be allocated to other promotional elements which will be more customized to the generation of students the institution is currently serving.

Since the target of the promotional efforts of the University is part of Generation Z, it might be beneficial for the organization to broaden its mode of promotion. It has been discussed that Generation Z is technologically savvy and would consider anything online effective, the University might consider promoting through Facebook, Instagram, and Snapchat to make quick advertisements which will match the attention span of such group of students. It is recommended that in all aspect of the promotional elements of the University, the storytelling approach should be considered because there is a need to explain to the Gen Z customers how the product or service can help them and



it is a must to make your sales pitch relevant and easy to understand. The career guidance being conducted by the university in lined with personal selling should reflect the authenticity and the institution's values and mission, for it is more relatable to the Gen Z group.

From the findings that the Gen Z group finds discounts and rebates are attractive strategies, the University might create a program for students to avail more discounts aside from enlisting themselves under the student assistant program. When a student represents the University and wins a competition in regional or national coverage, the University might consider it a reason for them to avail discounts or rebates related to school fees.



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