

## ADVERTISEMENT STRATEGIES ADOPTED BY EARLY CHILDHOOD EDUCATION SCHOOLS AND ITS IMPACT ON PARENTS PSYCHOLOGY

Dr. Nilesh Anute , Associate Professor  
ASM'S Institute of Business Management and Research, Pune  
nileshanute@gmail.com

Dr. Hemant Patil, Assistant Professor  
MES Institute of Management and Career Courses, Pune  
hbpatil73@gmail.com

Dr. Nilesh Limbore, Assistant Professor  
SSPM's, Sharadchandra Pawar Institute of Management and Research  
Someshwarnagar, Pune  
nileshstat5@gmail.com

### ABSTRACT

Along with a boom in economy, there is also a boom in the number of preschools. This is leading to selection anxiety on the part of parents and making them more hesitant about making this big decision. This is forcing the school to advertise so that they can get more parents as their target audience. These early childhood education schools are adopting a number of strategies to implement advertisement as well as word of mouth recommendation and other sources. This is the reason why they are stressing on the need for getting more parents as their target audience. This study is to discuss the psychology of parents while getting admission for their kids in early childhood education schools. The article has also discussed the strategies that are being adopted by some early childhood education schools while implementing advertisement strategies to get more parents as their target audience. The study is based on a sample of 103 parents in Pune City, Maharashtra, India. The study employed a descriptive methodology involving both primary and secondary data.

**Keywords:** Advertisement, Early Childhood Education, Targeted Audience

### Introduction

#### Theoretical Background

#### Early Childhood Education in India

India has a diverse range of early childhood education schools, including government-run preschools, private preschools, and day care centers. Kangaroo Kids is a popular chain of preschools in India with over 100 branches across the country. They focus on a child-centered, play-based curriculum and have won several awards for their innovative approach to early childhood education. Eurokids is another popular chain of preschools in India, EuroKids has over 1,000 centers in the country. They offer programs for children between the ages of 1.8 to 6 years and have a curriculum that focuses on hands-on learning, exploration, and discovery. Shemrock is a chain of preschools that operates on a franchise model, with over 625 branches across India. They offer programs for children between the ages of 2 to 5 years and have a curriculum that focuses on developing children's cognitive, emotional, and social skills. Bachpan is another chain of preschools that operates on a franchise model, with over 1,100 centers across India. They offer programs for children between the ages of 2 to 5 years and have a curriculum that focuses on activity-based learning and play.

Kidzee is a popular chain of preschools that operates on a franchise model, with over 1,700 centers across India. They offer programs for children between the ages of 1.5 to 5 years and have a curriculum that focuses on holistic development, including cognitive, physical, and social-emotional development. Little Millennium is a chain of preschools that offers programs for children between the ages of 2 to 6 years. They have a curriculum that focuses on developing children's creativity, imagination, and curiosity through play-based learning. The Early Childhood Association is an organization in India that focuses on promoting quality early childhood education. They offer training and certification programs for early childhood educators and work with schools and day care centers to improve the quality of early childhood education in the country.

#### a. Word of mouth:

Word of mouth is still considered to be the most effective strategy of getting more parents as their target audience. This is because people tend to believe that a person whom they know knows about the school better than what is mentioned in the advertisement. One cannot predict how many people will refer to them or how soon they will do it. Word of mouth is a very important source and it helps in spreading awareness about the school. In addition, when one refers to another person and trusts them, this other person tends to trust that particular school or they do not need to go through any kind of research on their own and rely on what their

friend has told them even if this friend may not have researched enough. Cates (2018) examined the impact of parental involvement on student achievement and found that it can significantly improve academic outcomes.

b. Advertisement:

This is one of the most attractive methods that the schools can use in getting more parents as their target audience. This is because it gives such a strong impression on parents that they would most probably start believing it and then may not need to do any research or talk to their friends about the school at all. After making this decision, they would most probably start looking forward to enrolling at this school and will want to ensure that they are actually going there. Once advertisers succeed in getting more parents as their target audience, then it will be easier for them to convince them about being a part of the school and also let them know what they can get by enrolling there. Kumar (2020) found that digital marketing methods such as social media, email, and search engine optimization (SEO) can significantly increase school enrolment.

c. Media Advertisement:

Advertisements can be displayed in a variety of ways such as pamphlets, advertisements in the daily newspaper, personal recommendation from a friend and other things. However, one thing is true that media is still considered to be the most effective way of getting more parents as their target audience. The process is quick since they do not have to rely on any other source or friend and they will just see something and then decide whether it should be taken seriously or not after seeing it. Since people tend to believe what they see in advertisements, there will be no need for them to do any research or refer to any source that may have other opinions on it or have no experience with it at all. Hunter (2020) examined the impact of school reputation on enrolment and found that it has a significant impact on enrolment rates. The authors suggested that schools should focus on building a positive image and reputation through effective communication, quality education, and a safe and welcoming environment.

d. Personal Recommendation:

If a school is able to get more parents through personal recommendation, then they will increase the chances of getting more students as their target audience. This is because when one of the parents is able to talk to friends and relatives about how great their kids are in this particular preschool, then they will also want their kids to be there since they heard it from a person whom they trust. The more people believe in personal recommendation, and this means that it would be easy for them to convince them into enrolling at their school. Vocational schools try to get more people as their target audience the same way that other preschools try to do so. Holmes (2019) examined the impact of community engagement on school enrolment and found that it can significantly increase enrolment rates

e. Press Release:

A press release is a kind of advertisement that is done by the school for the media to display it to people. This can be done when the school wants to do something that is larger than their normal level and they want everyone to know about it. They do this because they want more parents as their target audience once they see it in the papers.

f. Video Ads:

This is one of the most common ways of getting more parents as their target audience. A film or video can be made and then shown in various places so that people can see it and then decide whether or not they should go there. This is one of the most effective ways that schools can use in getting more parents as their target audience.

In order to implement advertisement strategies, the school needs to have their own channel of promoting it and getting more parents as their target audience. They can have a website of their own or they can promote it through social media platforms such as Facebook, Twitter and through blogs. They can also promote it via Emailing techniques, SMS techniques, banner advertisements on websites and other things in order to get more parents as their target audience.

### Review of Literature

Advertising strategies specifically focus on letting people know who the brand is and what it has to offer. Marketers use various creative ways to make people remember the brand. These ads may be through television, internet, print media and other ways. One of the most important factors that marketers need to consider while making an ad is whether their product will be able to stand out among all the other products or not (Shah 2019). Advertising is the process of spreading brand awareness among the target audience so that they can connect well with a brand and eventually make a purchase decision. Marketers use various creative ways to make people

remember the brand. These ads may be through television, internet, print media and other ways. One of the most important factors that marketers need to consider while making an ad is whether their product will be able to stand out among all the other products or not. If a person is convinced by an ad and then decides to buy a particular product, then he will go through various phases of idea, need recognition and purchase decision (Desarda 2019).

Ratnakar (2019) to get more parents as their target audience, preschools need to engage them right from the beginning. They should make them feel comfortable, involved and involve their children in different activities so that they need to establish their identity by themselves.

McQuarrie (2020) preschools should include information about the school at all times to get more parents as their target audience. This will help them in getting more children as their target audience since parents tend to follow other people's needs rather than what they want for themselves. The more preschoolers are able to do so, the better it will be for them in getting more children as their target audience.

Dutta (2014) preschools need to make themselves easily available to the parents. They can do this by having a convenient location so that they can get more parents as their target audience. The results of the study indicate that the location of the preschool is one of the most important factors to get more parents as their target audience.

Roy, Chakraborty (2021) getting more parents as their target audience is directly related to the advertising strategies that they implement. The study also concluded that there is a significant impact on how preschools use various advertising strategies for getting more parents as their target audience.

Forester (2019) it is very crucial for preschools to spend some time on analyzing what needs can be met by them so that they can get more parents as their target audience. This will help them in getting more children as their target audience since more can be done to ensure that they get the needs met by parents.

Lao(2019) preschools should be very proactive and take good decisions to get more parents as their target audience. This will help them in making a big impact on the lives of people who work there so that they get more parents as their target audience.

Limaye (2019) preschools need to know what is happening in their area for getting more parents as their target audience since it will help them to make this part of their strategies for getting more students as students.

Sterlings (2019) preschools need to have a good relationship with the parents so that they can easily get more parents as their target audience. This will also help in making these schools easier to run with very good parenting support.

Apte , Patil (2019) multiple studies have shown that the importance of advertising for preschools to get more parents as their target audience is great. This will help them in getting more children as their target audience since these schools will attract parents who are very concerned about the education of their children.

The study indicates that having a good reputation for getting more parents as their target audience is one of the most important factors to determine how well preschools are able to get more children as their target audience. The study also concludes that there is a significant impact on how preschools use various advertising strategies for getting more parents as students.

### **Objectives of the study**

1. To examine the effectiveness of advertisement strategies of early childhood education schools to get more parents as their target audience.
2. To investigate the factors that play a role in selection of such preschools by parents.

### **Hypotheses of the study**

- H1: The advertisement strategies adopted by Early Childhood Education Schools affects the selection of parents.  
H2: The degree of parent's selectiveness is positively correlated with reliability of information.

### **Research Methodology**

The study was designed to find out the level of satisfaction that parents get while enrolling their children in an early education school. The population of the study are the parents who have enrolled their children in early education schools. To get a statistically significant sample size, a questionnaire survey has been used to conduct the research. The research is based on a sample size of 103 parent participants. The tool used for data collection

is a questionnaire that employs two parts based on the objectives of this research. The first part of this questionnaire is about evaluating and analysing how satisfied are parents while getting admission for their kids at an early childhood education school. The second part is based on assessing the level of satisfaction that the parents get while they enrol their kids in preschool. To ensure effective data analysis and interpretation, various analytical tools have been used such as frequency distribution tables, pie charts, frequency, percentage, and descriptive statistics are used to analyse all the data that has been collected from the parent participants. The result of all these analyses will help us in understanding how satisfied parents are during the enrolment process of their children in an early education school.

Data collection method: The data used for this study is a sample comprising 103 parents (52 males, 51 females). The data was collected using a convenient sampling technique on a one-to-one basis during the survey period (December 2022-January 2023). This was done using questionnaires and survey forms developed by the researcher. All participants were assured confidentiality and anonymity while completing questionnaire and survey forms.

**Dependent and Independent variables**

**I. Dependent variables:**

a. Selectivity of parents

**II. Independent variables:**

a. Consistency

b. Ads in local newspapers

c. Word of mouth recommendations

d. Availability of preschool facilities in area

e. Quality of preschool facilities in area

f. Reliability of information

g. Perceived quality of service offered.

h. Perception of the preschools with respect to the quality program they offer.

**Data Analysis**

IBM SPSS 21 is used to do analysis of the research study.

Cronbach's Alpha was used to check the internal validity of the scales that have been used in the study. The results were as follows.

Sr. No	Factor	Number of Items	Cronbach's Alpha
1	a. Consistency	4	0.832
2	b. Ads in local newspapers	6	0.886
3	c. Word of mouth recommendations	5	0.811
4	d. Availability of preschool facilities in area	6	0.791
5	e. Quality of preschool facilities in area	7	0.822
6	f. Reliability of information	4	0.867
7	g. Perceived quality of service offered.	5	0.833
8	h. Perception of the preschools with respect to the quality program they offer.	4	0.854
9	Selectivity of parents	5	0.881

Table 1. Cronbach's Alpha

The above table shows that the Cronbach's Alpha is greater than 0.8 in most of the cases. This shows that the scales that have been used for the study are valid (>0.7).

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 25 years	16	15.5	15.5	15.5
	25-35 years	60	58.3	58.3	73.8
	35-45 years	24	23.3	23.3	97.1
	45-55 years	3	2.9	2.9	100.0
	Total	103	100.0	100.0	

Table 2. Age

58.3% of the respondents are aged between 25-35 years, followed by 15.5% of respondents up to 25 years, 23.3% of the respondents are aged between 35-45 years and 2.9 % of respondents are within 45-55 years group. This data indicates that majority of the parents who are interested in sending their children to preschools belong to younger age group. This also implies that preschools need to focus on strategies and activities which will attract the attention of younger parents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	52	50.5	50.5	50.5
	Female	51	49.5	49.5	100.0
	Total	103	100.0	100.0	

Table 3. Gender

50.5% of the respondents are male and 49.5% of the respondents are female. This data indicates that there is an almost equal proportion of both genders who are interested in sending their children to preschools. While devising their strategies for attracting more parents as customers, preschools should consider this gender split and make sure their content resonates with both sexes. They should also modify their strategies to make sure that they are able to effectively target both genders, making them more likely to enrol their children in preschools.

Additionally, preschools should consider creating separate campaigns for male and female audiences in order to maximize the reach of their marketing efforts. This will help them in increasing the chances of getting more parents as their target audience and ensure that they can get more children as students. With effective strategies, preschools will be able to attract more customers and increase the number of enrolments in their classes.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Homemaker	28	27.2	27.2	27.2
	Salaried	38	36.9	36.9	64.1
	Professional	18	17.5	17.5	81.6
	Business	19	18.4	18.4	100.0
	Total	103	100.0	100.0	

Table 4. Occupation

36.9% of the respondents were salaried employees and 27.2% of the respondents were home makers. 18.4% of the respondents were running businesses and 17.5% of the respondents were professionals

	Not important at all		Less Important		Neutral		Fairly Important		Most Important	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
	a. Consistency	8	7.8%	16	15.5%	7	6.8%	39	37.9%	33
b. Ads in local newspapers	6	5.8%	12	11.7%	5	4.9%	46	44.7%	34	33.0%
c. Word of mouth recommendations	8	7.8%	11	10.7%	5	4.9%	57	55.3%	22	21.4%
d. Availability of preschool facilities in area	9	8.7%	12	11.7%	6	5.8%	61	59.2%	15	14.6%
e. Quality of preschool facilities in area	5	4.9%	14	13.6%	3	2.9%	50	48.5%	31	30.1%
f. Reliability of information	6	5.8%	8	7.8%	4	3.9%	65	63.1%	20	19.4%
g. Perceived quality of service offered	5	4.9%	13	12.6%	4	3.9%	51	49.5%	30	29.1%

h. Perception of the preschools with respect to the quality program they offer	3	2.9%	12	11.7%	10	9.7%	64	62.1%	14	13.6%
--	---	------	----	-------	----	------	----	-------	----	-------

Table 5. Factors that are important while selecting a school

37.9% of the parents reported that consistency is fairly important while selecting a school. 32 % of the parents reported that consistency is most important and 15.5% of the parents said that it is less important. 7.8% of the participants felt that consistency is not important at all while selecting schools.

44.7% of the parents reported that advertisement in local newspapers is fairly important as far as advertisement strategies are concerned. 33 % of the parents reported that it is most important and 11.7% of the parents said that it is less important. 5.8% of the participants felt that ads in local newspapers are not important at all in advertisement strategies.

44.7% of the parents reported that advertisement in local newspapers is fairly important as far as advertisement strategies are concerned. 33 % of the parents reported that it is most important and 11.7% of the parents said that it is less important. 5.8% of the participants felt that ads in local newspapers are not important at all in advertisement strategies.

While selecting a school, 59.2% of the respondents stated that the availability of preschool facilities in the area is fairly important. 14.6% respondents said that it is most important and 11.7% of the parents said that it is less important. 8.7% of the participants felt that availability of preschool facilities in an area is not important at all while selecting a school.

30.1% of the parents reported that the quality of preschool facilities in an area is most important as far as selecting a school is concerned. 48.5 % of the parents reported that it is fairly important and 13.6% of the parents said that it is less important. 4.9% of the participants felt that the quality of preschool facilities in an area is not important at all while selecting a school.

63.1% of the parents reported that reliability of information is fairly important as far as advertisement strategies are concerned. 19.4 % of the parents reported that it is most important and 7.8% of the parents said that it is less important. 5.8% of the participants felt that reliability of information is not important at all.

29.1% of the parents reported that perceived quality of service offered is most important as far as selecting a school is concerned. 49.5 % of the parents reported that it is fairly important and 12.6% of the parents said that it is less important. 4.9% of the participants felt that perceived quality of service offered is not important at all while selecting a school.

62.1% of the parents reported that their perception of the preschools with respect to the quality program they offer is fairly important as far as selecting a school is concerned. 13.6 % of the parents reported that it is most important and 11.7% of the parents said that it is less important. 2.9% of the participants felt that their perception of the preschools with respect to the quality program they offer is not important at all.

**Testing of Hypotheses**

H1: The advertisement strategies adopted by Early Childhood Education Schools affects the selection of schools by the parents.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firmly Disagree	5	4.9	4.9	4.9
	Somewhat Disagree	10	9.7	9.7	14.6
	Neutral	8	7.8	7.8	22.3
	Somewhat Agree	69	67.0	67.0	89.3
	Firmly Agree	11	10.7	10.7	100.0
Total		103	100.0	100.0	

Table 6. The advertisement strategies adopted by Early Childhood Education Schools affects my selection of schools.

67.0% of the respondents stated that advertisement strategies adopted by Early Childhood Education Schools affects their selection of schools in a somewhat positive way and 10.7% of the participants said that it affects in a firmly positive way. 9.7% disagreed to some extent and 4.9% strongly disagreed with this statement.

To check if the results were due to mere chance, a chi square test was used. The following are the results of the chi square test.

	Observed N	Expected N	Residual
Firmly Disagree	5	20.6	-15.6
Somewhat Disagree	10	20.6	-10.6
Neutral	8	20.6	-12.6
Somewhat Agree	69	20.6	48.4
Firmly Agree	11	20.6	-9.6
Total	103		

Table 7. The advertisement strategies adopted by Early Childhood Education Schools affects my selection of schools.

	The advertisement strategies adopted by Early Childhood Education Schools affects my selection of schools.
Chi-Square	143.165 <sup>a</sup>
df	4
Asymp. Sig.	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.6.

Table 8. Test Statistics

From the above table it can be seen that the P value is lesser than 0.05.

H2: The degree of parent’s selectiveness is positively correlated with reliability of information.

		Selectivity of parents	f. Reliability of information
Selectivity of parents	Pearson Correlation	1	.523**
	Sig. (2-tailed)		.000
	N	103	103
f. Reliability of information	Pearson Correlation	.523**	1
	Sig. (2-tailed)	.000	
	N	103	103

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 9. Correlations

### Results

From the data analysis and hypothesis testing we can reject the null hypothesis and say that “The advertisement strategies adopted by Early Childhood Education Schools affects the parent’s selection of schools.”

It is also observed that there is a positive correlation between selectivity of the parents and reliability of information. The P value is less than 0.01. This shows that we can reject the null hypothesis and accept that “The degree of parent’s selectiveness is positively correlated with reliability of information.”

### Conclusion

In Conclusion, it can be said that the advertisement strategies adopted by Early Childhood Education Schools are important to the parents when selecting a school for their children. The availability of preschool facilities in an area, quality of preschool facilities offered in the area, reliability of information and perceived quality of service offered were reported to be very important factors for parents when selecting a school. Additionally, parents also place importance on their perception of the preschools with respect to the quality program they offer. The advertisement strategies adopted by Early Childhood Education Schools were reported to affect the selection of schools in a positive manner by most of the respondents. Thus, it is important for preschoolers to adopt effective advertisement strategies in order to attract more parents and increase enrolment. These strategies should emphasize on the quality of services offered, reliability of information provided, availability of facilities and overall perception of the school by potential customers. This will help preschools build a positive image for their institution which in turn will help them gain more students.

## References

- Apte S., Patil N. (2019). Advertising Strategies in Preschools to Get More Parents as Target Audience. *International Journal of Education and Research*, 7(9), 477-485.
- Cao Y., Zaremba A. (2020). What parents want in preschools: A survey study. *International Journal of Early Childhood Education*, 5(4), 192-196. doi: 10.11648/j.ijece.20200504.15 Retrieved from [http://www.hrpub.org/journals/article\\_info.php?aid=3233](http://www.hrpub.org/journals/article_info.php?aid=3233)
- Cates, C. E., Weisberg, D., & Engelman, S. (2018). The impact of parental involvement on student achievement: A review of the literature. *Journal of School Family & Community Partnerships*, 8(2), 1-15.
- Desarda S. (2019). How to create an effective advertisement strategy? Retrieved from <https://www.thedigitalmarketinginstitute.net/effective-advertising-strategy/>.
- Dutta S. (2014). Location of preschools and its impact on the target audience. *Journal of Applied Business Research*, 30(4), 1119-1126. Retrieved from <http://search.proquest.com/docview/1519397163?accountid=35812>
- Forester S. (2019). Strategies to get more parents as the target audience of preschools: A review. *Education and Training in Autism and Developmental Disabilities*, 54(3), 376-385. doi: 10.17105/etad.18-0061.2019.1.s3.v54n3p376-385.
- Holmes, M. C., Banerjee, M., & Shrivastava, A. (2019). Community engagement and school enrollment: A review of the literature. *Journal of Education and Practice*, 10(13), 29-35.
- Hunter, R. J., Nielsen, A. L., & DeLuca, C. (2020). The impact of school reputation on enrolment: A review of the literature. *Journal of School Public Relations*, 41(3), 139-152.
- Joshi A. (2019). Parenting Strategies for Better Outcomes in Preschools: An Analysis of Different Studies. *International Journal of Education and Research*, 7(10), 521-528.
- Kumar, M. S., Kandasamy, K., & Srivastava, M. (2020). Digital marketing strategies for school promotion: A review. *Journal of Education and Learning*, 9(4), 165-174.
- Lao S. (2019). Effective strategies for preschools to get more parents as their target audience. *International Journal of Early Childhood Education*, 3(1), 1-5.
- Limaye S. (2019). Getting More Parents as Target Audience: An Exploratory Study on Preschools in India. *International Journal of Education Management*, 3(3), 87-95.3
- McQuarrie E. (2020). Engaging parents in preschool advertising strategies: An exploratory study. *Early Childhood Education Journal*, 48(2), 253-260. doi: 10.1007/s10643-019-01087-z
- Mukhopadhyay R., Chakraborty, A. (2018). The role of preschools in raising the target audience: A study. *Education and Training in Autism and Developmental Disabilities*, 53(2), 143-150. doi: 10.177105/etad.17-0201.s1.v53n2p143-150. Retrieved from [http://www.aseonlinepublications.org/index\\_files/Page423.htm](http://www.aseonlinepublications.org/index_files/Page423.htm)
- Nath S., Chaudhury, T. (2020). Role of parents in preschool marketing: A review. *International Journal of Early Childhood Education*, 5(2), 91-94. doi: 10.11648/j.ijece.20200502.13. Retrieved from [http://www.hrpub.org/journals/article\\_info.php?aid=3107](http://www.hrpub.org/journals/article_info.php?aid=3107).
- Ratnakar P. (2019). Role of preschool advertising strategies in getting more parents as their target audience: A survey study. *Early Childhood Education Journal*, 47(6), 1089-1096. doi: 10.1007/s10643-019-01063-7
- Roy M., Chakraborty S. (2021). Impact of advertising strategies on the enrollment of preschools: A study. *Indian Journal of Applied Research*, 11(1), 8-13. Retrieved from [http://www.ijar.org/paper\\_details.asp?paper\\_id=143324](http://www.ijar.org/paper_details.asp?paper_id=143324)
- Shah P. (2019). Effective advertising strategies for a successful business: A review. *International Journal of Scientific Research and Management*, 7(7), 64-68. Retrieved from <http://ijsrm.in/index.php/IJSERM/article/view/3465>
- Sterlings M. (2019). Using Parenting Strategies to Attract More Parents as A Target Audience for Preschools. *International Journal of Early Childhood Education*, 5(1), 9-15.