

Strategic Drivers and Outcomes Leading to Student Satisfaction in Executive Coaching Institutes of Kota: A Systematic Literature Review.

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ABSTRACT

Purpose: The paper provides an in-depth analysis of the growing executive coaching industry in India, focusing specifically on the competitive landscape within the economy. Its main aim is to critically examine the current body of literature related to student satisfaction within coaching institutes, with a particular emphasis on those located in Kota. Through this comprehensive review, the paper aims to identify and elucidate the key drivers, factors, elements, and outcomes that play a pivotal role in the success of coaching institutes in this region. Furthermore, the study seeks to identify crucial areas for future research, thereby contributing to a more profound understanding of the factors influencing student satisfaction and the overall effectiveness of coaching institutes in Kota and beyond.

Design/ Methodology/ Approach: In order to enhance both conceptual and managerial comprehension of coaching institutes, this study adopts a systematic literature review approach. By analyzing 50 articles, the study synthesizes existing literature pertaining to the service marketing mix, service quality, coaching institutes, and student satisfaction. Through this comprehensive review process, the study aims to consolidate key insights and trends from the literature, offering valuable perspectives on the interplay between these factors within the context of coaching institutes. This synthesis not only contributes to a deeper theoretical understanding but also provides practical implications for the management and operation of coaching institutes, facilitating informed decision-making and strategy development in the field.

Findings: Student satisfaction in coaching institutes is influenced by various factors, including components of the service marketing mix (product, price, place, promotion, people, process, and physical evidence) and service quality elements (tangibility, reliability, responsiveness, empathy, and assurance). Recognizing the significance of these elements is crucial for enhancing student experiences. Additionally, the study highlights top authors, articles, journals, theories, and methodologies utilized in researching student satisfaction. This comprehensive overview enables informed decision-making and strategy implementation to improve overall educational outcomes.

Originality/ value: The study presents a thorough framework detailing the influence of service marketing mix and service quality elements on student satisfaction within executive coaching institutes. Additionally, it suggests avenues for future research, particularly focusing on the economic aspects and human resources management within coaching institutes. This proposal aims to broaden the understanding of factors affecting student satisfaction and to identify strategies for enhancing the overall effectiveness and efficiency of coaching institutes.

Keywords: Student satisfaction, Coaching institutes, service marketing mix, service quality, systematic

literature review

Paper type: research paper

1. INTRODUCTION

Coaching institutes have become indispensable to education in India, with a growing trend of student enrollment. Once considered optional, they are now nearly unavoidable, with a significant portion of high school students attending coaching classes. The sector is expanding rapidly, emphasizing the importance of understanding the role of service marketing mix strategies in these institutes. This research aims to explore how these strategies impact service quality and subsequently student satisfaction, drawing from established concepts such as Parasuraman's service quality model. The study addresses key research questions concerning the elements of service marketing mix and service quality influencing student satisfaction, as well as the drivers and outcomes of service marketing mix in coaching institutes. By reviewing existing literature, the research aims to fill gaps in understanding and propose future research directions. Ultimately, it seeks to develop a conceptual model that elucidates the relationship between service marketing mix strategies, service quality, and student satisfaction in coaching institutes. This review will inform future researchers, contribute to knowledge enhancement in the coaching industry, and provide insights for improving educational quality and student satisfaction. The subsequent sections will outline the methodology, findings, proposed conceptual model, and future research avenues.

2. **METHODOLOGY** A literature review serves as a crucial foundation for developing new conceptual models or theories and tracking the evolution of a particular topic over time. Systematic approaches in literature reviews mitigate bias and provide reliable information for decision-making purposes (Moher et al., 2009). The academic community recognizes the importance of systematic reviews, with specialized journals dedicated to them. These reviews can be categorized into domain-based, theory-based, method-based, and meta-analytic reviews. For this study, the author employed a domain-based review and a framework-based strategy to address research questions, utilizing existing frameworks or creating new ones. The investigation followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol, comprising four steps: identification, screening, eligibility, and inclusion (Moher et al., 2009). The PRISMA approach is widely accepted in academia for review studies across various disciplines. After undergoing this process, 50 papers were selected for the review, each meticulously examined and explained in detail.

TABLE 3 : REVIEW BASED ON SERVICE MARKETING MIX

Reference	Objective	Findings	Research Methodology	Observation
Othman, B. H. (2020) Integrating After Sale Service into the Traditional Marketing Mix Model. Their Effects on Service Value and Customer Retention towards Clothing Store Brands in China.	The study investigates the impact of social media marketing (SMM) on store brands, service value, and customer retention within the clothing retail sector in	The study findings indicate that social media marketing (SMM) has a significant positive impact, both directly and indirectly, on customer retention, mediated by service value.	385 usable questionnaires were collected and the data was analyzed using the Partial Least Squares Structural Equation Modeling (PLS-SEM) method.	The study is relevant to the clothing store brands industry, offering insights into the significance of marketing mix approaches for maintaining long-term customer relationships.

	China.			
Hindi, A.M.K., Schafheutle, E.I., & Jacobs, S. (2019) Community pharmacy integration within the primary care pathway for people with long-term conditions: a focus group study of patients', pharmacists' and GPs' experiences and expectations	The study employed marketing theory to investigate the integration of community pharmacies in primary care for individuals with long-term conditions.	The study underscores the recommendation of leveraging community pharmacies for the provision of specific healthcare services tailored to individuals with long-term conditions.	The study employed a qualitative research design, utilizing focus groups comprising patients, pharmacists, and general practitioners (GPs).	The study identifies factors influencing the utilization and integration of community pharmacy services in primary care for patients with long-term conditions.
Wu, Y.-L. and Li, E.Y. (2018) "Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective",	The study developed an integrated model to investigate the impact of six marketing-mix components on consumer loyalty through customer value in the context of social commerce.	The study findings reveal that all components of the social commerce marketing mix (SCMM) significantly impact social commerce customer value, which in turn positively influences customer loyalty.	The study targeted online social buyers through a web-based survey and analyzed data from 599 consumers using Structural Equation Modeling with Partial Least Squares (PLS SEM).	The study provides valuable insights into how the components of social commerce marketing mix (SCMM) influence customer loyalty in social commerce, with a focus on the application of utilitarian, hedonic, and social values.
Blut, M. T. (2018) Testing retail marketing-mix effects on patronage: A meta-analysis.	The study compiles previous research on how different marketing strategies affect customer loyalty and	Product and brand management-related instruments demonstrate the most significant effects on various outcome variables, while other marketing instruments	The study examined both the direct and indirect impacts of marketing instruments on store satisfaction, word-of-mouth recommendations, patronage intention,	The study provides valuable insights into the effectiveness of marketing-mix instruments on retail patronage and offers guidance on when to invest in them for optimal results.

	behavior in retail settings.	influence specific outcomes to a lesser extent.	and behavior.viour.	
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FINDINGS

Executive Coaching, Also Known As The "Shadow" Education Sector In India, Has Witnessed Substantial Growth, Becoming A Mainstream Institution Globally. In Today's Highly Competitive Educational Landscape, Coaching Institutes Are No Longer A Luxury But A Necessity For Students. India's Education System Faces Challenges Due To Flawed And Disorganized Infrastructure, Pushing Students To Excel Academically And Leading To A Rising Number Of Enrollments In Coaching Institutes.

Existing Research Has Extensively Examined The Service Marketing Mix And Student Satisfaction Across Various Industries Such As Banking And Hospitality. However, The Coaching Industry Remains Relatively Unexplored In Terms Of Its Marketing Strategies And Evolving Role In The Education Sector. This Literature Review Identified A Gap That Could Be Addressed By Studying The Marketing Strategies Adopted By Executive Coaching Institutes In India.

The Study Also Highlighted A Significant Shift In The Education System, With Many Students Moving From Traditional Schools To Coaching Institutes, Particularly For Competitive Entrance Exam Preparation In Fields Like Engineering And Medicine. Private Schooling And Part-Time Schooling Have Become Popular Choices, And Schools Are Increasingly Collaborating With Leading Coaching Institutes To Offer Specialized Classes. Private Tutoring Is Now Viewed As Supplementary Education, With Large Coaching Institutes Offering Personalized Attention To Help Students Excel.

3. Concluding Remarks.

The Conceptualization Of The Model Is Based On A Thorough Analysis Of Existing Literature, Focusing On Four Key Dimensions: Coaching Institutes, Service Marketing Mix, Service Quality, And Student Satisfaction. Through A Review Of Past Research, It Becomes Clear That The Indian Coaching Industry Is Thriving Due To The Increasing Demand For Supplemental Education In A Highly Competitive Environment. The Educational Landscape Has Shifted Significantly Towards Coaching Institutes, Especially For Students Preparing For Competitive Exams. This Shift Has Led To The Proliferation Of Coaching Centers Across India, With Kota Emerging As A Major Hub For The Industry Over The Past Three Decades. Kota Is Home To Renowned Coaching Institutes Such As Allen Career Institute, Resonance, Vibrant Academy, Aakash Institute, And Bansal Classes, Attracting Students Nationwide Who Are Willing To Invest Substantial Fees For Education.

The Research Goes In-Depth Into Examining The Marketing Mix Strategies Employed By These Coaching Institutes, Shedding Light On Their Approaches To Attract And Retain Students In This Fiercely Competitive Market. By Synthesizing Insights From Various Studies, The Conceptual Model Aims To Provide A Comprehensive Understanding Of The Interplay Between Coaching Institutes, Their Marketing Strategies, Service Quality, And Student Satisfaction. This Model Will Serve As A Valuable Framework For Future Research Endeavors Aimed At Further Elucidating The Intricate Workings Of The Coaching Industry And Optimizing Student Experiences Within These Educational Institutions.

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