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MARKETING RESEARCH OF THE ATTRACTIVENESS OF UNIVERSITIES

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In this article we examined the patterns and features of choosing a university by applicants. Choosing a higher education institution is always difficult and this is an important decision in the life of every person who has decided to get higher education. The field of education is very developed in Dnipropetrovsk region, today there are twenty three higher educational institutions. The purpose of this study is to identify the factors influencing the choice of a university by students from Dnipro and applicants from other regions and cities. An analysis of the factors of macro- and microenvironment as well as SWOT-analysis were carried out, after which the marketing problems, opportunities, search questions were identified while answers to them were found through a Google survey among potential students. The choice of the university should not be left to the last moment, but there is no need to hurry either. For example, you need to choose a profession, or profession that you want to acquire in life. Many psychologists advise to be determined with a profession closer to the tenth grade, that is, the prospective student will have enough time to prepare for the entry exams and for a balanced decision about the profession chosen. It is recommended to pay special attention to the given aspect, as exactly the subsequent choice of the university will depend on the chosen profession. Based on the marketing research and according to the survey results, we can conclude that the choice of a profession (university) is particularly influenced by the opinion of parents and their consent. An analysis of the preferences of applicants showed that future students will go to universities where: a strong teaching staff; high level of knowledge; the prestige of the university is also important; availability of a hostel for living and the presence of a military department are also very important as well as double diplomas. Also the location of university has a great importance during past two years, because of the fact that there has been the pandemic situation (COVID-19) in Ukraine and all around the world since 2019. Studying abroad has become simply impossible. Therefore, a large percentage of applicants who were planning to study at a university abroad chose the universities of Ukraine, thereby having increased the percentage of applicants.

Keywords: marketing research, analysis of macro- and microenvironment (SWOT-analysis), marketing challenges and opportunities, search questions, hypotheses.

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Introduction

Studying at universities in the context of a pandemic has made its own adjustments. The training system itself has reached an another level. Digitalization of education went at an accelerated pace. This is definitely a positive moment. However, communication, both with students and applicants, also requires personal communication to assess the

perception of new material, its understanding, as well as an application in practice. Now a large number information is taught to students electronically. This opportunity of the university can attract prospective students. Universities can create some educational platforms and projects, hold meetings online, thereby attracting more and more applicants.

Today, there is a fairly high competition

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between universities high competition, because the number of students decreases every year. This is influenced by a number of factors: demographic situation, economic situation, threshold in the form of IEE, departure of applicants, studies in foreign universities [1].

Each university tries to attract attention by any means, gets into the heart of every applicant, as well as his parent. Lots of universities appear on social networks, actively develop pages, thereby attracting the attention of future students. And in the modern world social networks for teens are the most useful tool for exchange and receipt of various information [2].

Analysis and research of publications

The relevance of the problem of the attractiveness of domestic universities, increasing their competitiveness, both in the domestic and foreign markets, especially in terms of the interest of applicants in obtaining knowledge at Ukrainian universities have led to an increase in attention to this problem by well-known scientists. Among them: O. Kanishchenko, O. Komelina, O. Mnykh, M. Oklander, V. Rzhepishevskaya, V. Solovyov, A. Starostina, A. Nekiforov, I. Shevchenko and others.

Purpose of the article

To determine the criteria by means of which applicants choose higher educational institution in Ukraine.

Main material

In the course of the study, a SWOT analysis was carried out for the Ukrainian State University of Chemical Technology (USUCT). Let's consider the strengths of the university. Strengths are:

- the university is the only specialized higher educational institution of chemical profile in Ukraine;
- this university is known in the Dnipropetrovsk region;
- the university employs a large number of Professors, Doctors and Candidates of Sciences;
- the university ranks first among technical universities of Ukraine in the international scientometric database Scopus, takes the second place in the region and 15th place among 200 universities of Ukraine;
- students of Ukrainian State University of Chemical Technology can be educated in 17 universities of the world;
- the university trains bachelors, masters in specialties of chemical-technological, pharmaceutical, food, biochemical, economic, engineering and computer directions (18 specialties and more than 30 educational and professional programs) [3].

Weaknesses of the university:

- today, thanks to the introduction of the IEE

system, applicants with the highest scores of the IEE try to enter the most prestigious universities, more often their preferences relate to the universities of Kyiv, Kharkov, Lviv and Odesa;

- in addition, due to the decline in the birth rate, the number of applicants dropped sharply;
- introduction of an indicative price for some of the specialties of the university.

The country needs to encourage the acquisition of technical education, the university can count on additional income from the budget. Thus, despite the presence of weaknesses in the university and the presence threats in the external environment, the activities of the university can be considered as quite effective.

In the course of marketing research using the questionnaire method the quite interesting tendencies were revealed. The survey was attended by university entrants, students and graduates.

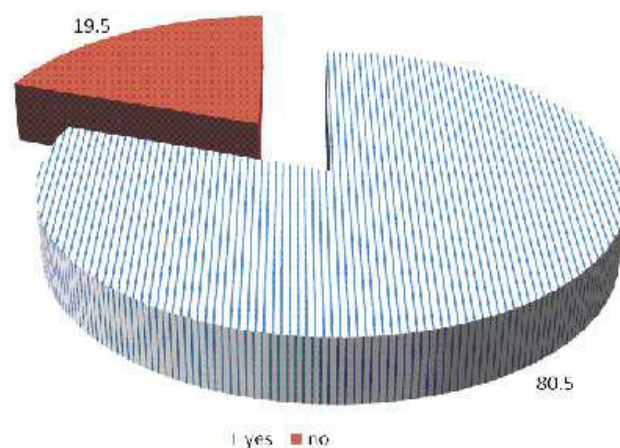


Fig. 1. Answers of respondents regarding knowledge about the USUCT

Based on the data obtained, we can note that 80.5% of respondents have known or heard about the Ukrainian State Chemical Technology university, 19.5% haven't known or heard.

Sources of information influenced the recognition of the university as follows way: 3.9% have learned (heard) about USUCT from the social network Instagram, 76.6% – from friends and acquaintances, 1.3% – Facebook ads, 16.9% – have not heard and haven't known about the university, 1.3% – came across on the Internet when looking for a suitable university for admission.

According to the research results, we can see that every year the independence of school graduates is increasing, the world is losing borders for them (not to mention the cities of Ukraine), parents more listen to the opinion of their children and take it into account: 51.9% of respondents answered that the opinion of parents influences the choice of the

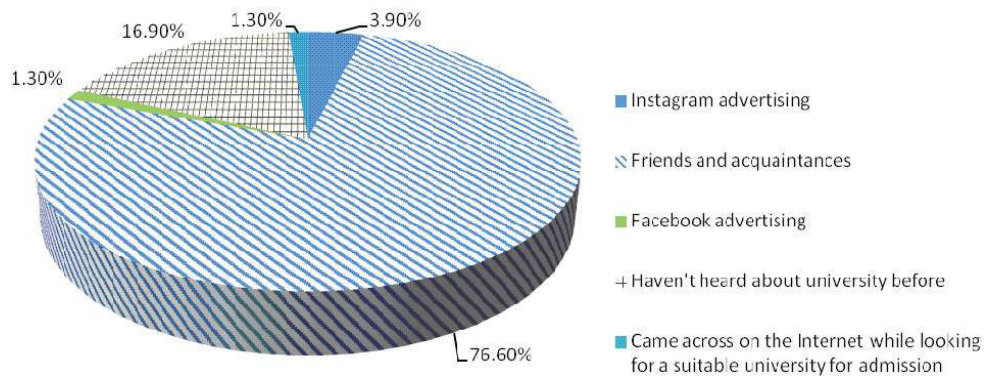


Fig. 2 Research results regarding sources of information about USUCT

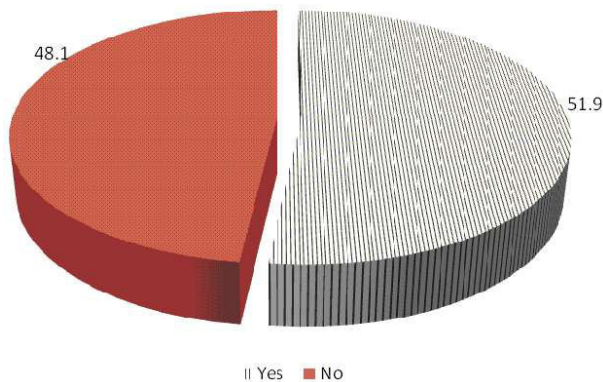


Fig. 3. Research results of the influence of parents on the choice of a university

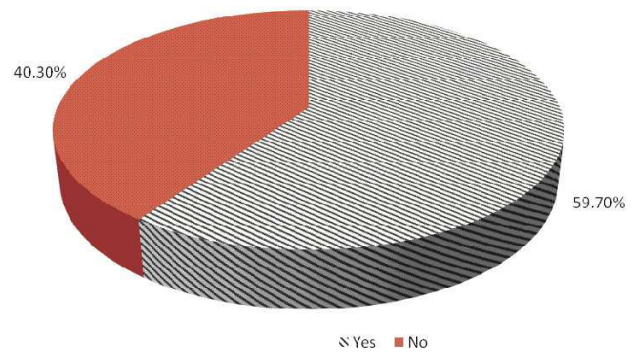


Fig. 4. The result of the impact of having a double degree program on choice of university

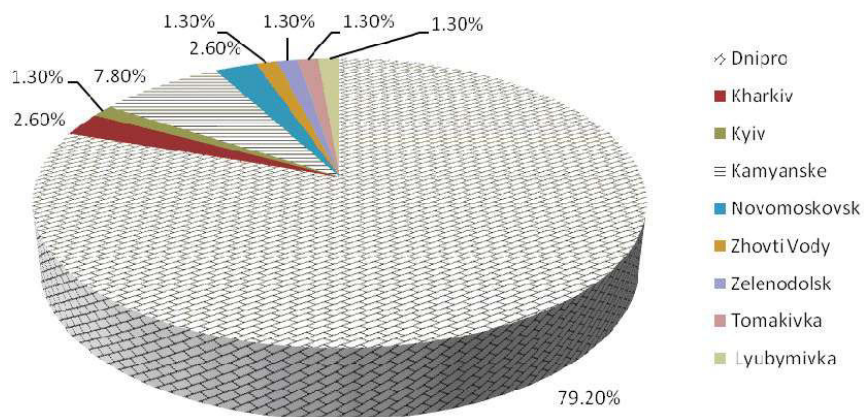


Fig. 5. Distribution of respondents by place of residence

university, 48.1% – the opinion does not affect.

The USUCT has a program for obtaining double diplomas with European universities partners. Does this fact somehow influence the choice university?

Based on the results of the research carried out, it can be concluded that when choosing a university for 59.7%, the possibility of obtaining a double diploma is important, 40.3% – do not consider this as an important point.

The geographic distribution of respondents looks like this:

The number of respondents who took part in the survey live in the following cities of Ukraine: 79.2% of respondents live in the city of Dnipro, 2.6% – Kharkiv, 1.3% – Kyiv, 7.8% – Kamyanske, 2.6% – Novomoskovsk, 1.3% – Zhovti Vody, 1.3% – Zelenodolsk, 1.3% – Tomakivka, 1.3% – Lyubymivka.

Distribution of respondents by gender who participated in the study:

The survey was attended by 51.9% of women, 42.9% – of men, 5.2% – did not want to disclose this information.

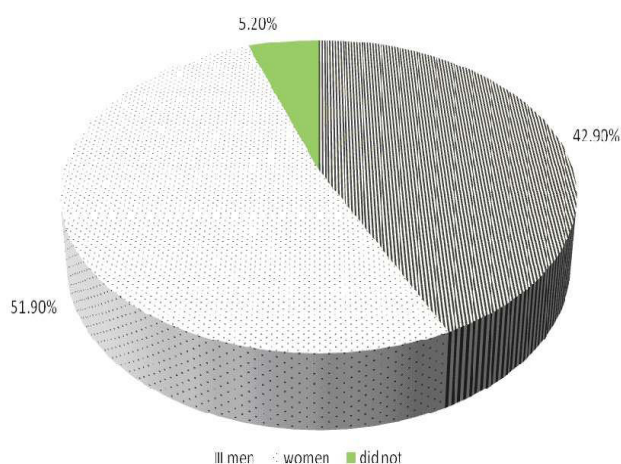


Fig. 6. Distribution of respondents by gender

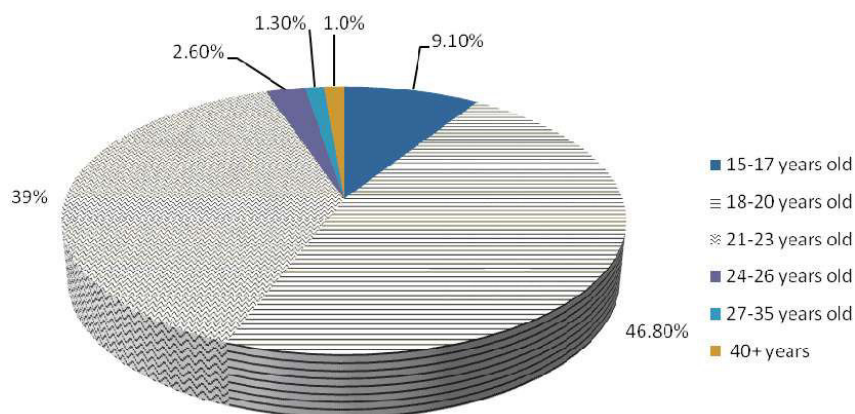


Fig. 7. Distribution of respondents by age

Age section of the respondents who took part in the research:

The research involved 77 people. By age they were distributed as follows: 9.1% (7) of the respondents were aged 15-17 years old, 46.8% (36) – 18-20 years old, 39% (30) – 21-23 years old, 2.6% (2) – 24-26 years old, 1.3% (1) – 27-35 years old, 1.3% (1) – 40+ years.

After conducting market research to increase the recognition of the university it is necessary:

- conduct an «Open Day» on the territory of the university;
- send students and university representatives to city schools to attracting applicants, you can also attend parenting meetings;
- run ads on social networks;
- invite university graduates to meet with applicants at the «Open doors»;
- create university Instagram and Tik-Tok accounts as well as other social network accounts.

Conclusions

Therefore, the information from friends and acquaintances, influence of parents and a possibility to study by double degree program are the main criteria to choose the university by the applicants.

The strategy of the University for attracting applicants should take into account the social media networking not only as a way of advertising but also as a tool of communication between applicants and their friends and acquaintances. Attending the parents meeting as well as the conduction an «Open Day» should be used for informing the parents and applicants about the University's strength and as the tools for expanding the community around of the University.

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**МАРКЕТИНГОВЕ ДОСЛІДЖЕННЯ ПРИВАБЛИВОСТІ
ВИЩИХ НАВЧАЛЬНИХ ЗАКЛАДІВ**

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Сазонова В.С., Чернишева О.М.*

В даній статті були розглянуті закономірності та особливості вибору абітурієнтами університету. Вибір вищого навчального закладу — це завжди складне і важливе рішення в житті кожної людини, яка вирішила здобути вищу освіту. Сфера освіти дуже розвинена в Дніпропетровській області, на сьогоднішній день налічується двадцять три вищих навчальних заклади. Метою даного дослідження є виявлення чинників, що впливають на вибір вузу студентами Дніпра і абітурієнтами інших областей і міст. Було проведено аналіз факторів макро- і мікросередовища, так само проведено SWOT-аналіз, після чого були виділені маркетингові проблеми, можливості, пошукові питання, відповіді на які були знайдені за допомогою Гугл-опитування серед потенційних студентів. Вибір університету не варто залишати на останній момент, але і поспішати, також не потрібно. Наприклад, потрібно вибрати професію, яку ви хочете опанувати в житті. Багато психологів радять визначитися з професією ближче до десятого класу, тобто у майбутнього студента буде достатньо часу для підготовки до вступних іспитів і для зваженого рішення щодо обраної професії. Даному аспекту рекомендується приділити особливу увагу, так як саме від обраної професії буде залежати подальший вибір вищого навчального закладу. Виходячи з проведеного маркетингового дослідження і за результатами опитування можна сказати, що на вибір професії, а відповідно, і вищого навчального закладу, особливий вплив має думка батьків або їх згода. Аналіз переваг абітурієнтів показав, що майбутні студенти вступатимуть до університетів, де: сильний викладацький склад; високий рівень знань; престижність ВНЗ також має значення; наявність гуртожитку для проживання і наявність військової кафедри; подвійні дипломи. Також велике значення в останні два роки має місцезнаходження вузу, а все це пов'язано з тим, що з 2019 року в Україні і по всьому світу — COVID-19. Навчання за кордоном стало просто неможливим. Тому, великий відсоток абітурієнтів, які планували навчатися у ВНЗ за кордоном, все ж вибрали університети України, тим самим збільшивши відсоток вступників.

Ключові слова: маркетингові дослідження, аналіз факторів макро- і мікросередовища (SWOT-аналіз), маркетингові проблеми і можливості, пошукові питання, гіпотези.

**МАРКЕТИНГОВЫЕ ИССЛЕДОВАНИЯ
ПРИВЛЕКАТЕЛЬНОСТИ ВЫСШИХ УЧЕБНЫХ
ЗАВЕДЕНИЙ**

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Сазонова В.С., Чернышева Е.М.*

В данной статье были рассмотрены закономерности и особенности выбора абитуриентами университета. Выбор высшего учебного заведения — это всегда сложное и важное решение в жизни каждого человека, который решил получить высшее образование. Сфера образования очень развита в Днепропетровской области, на сегодняшний день насчитывается двадцать три высших учебных заведения. Целью данного исследования является выявление факторов, влияющих на выбор вуза студентами Днепра и абитуриентами других областей и городов. Был проведен анализ факторов макро- и микросреды, так же проведен SWOT-анализ, после чего были выделены маркетинговые проблемы, возможности, поисковые вопросы, ответы на которые были найдены с помощью Гугл-опроса среди потенциальных студентов. Выбор университета не стоит оставлять на последний момент, но и торопиться, также не нужно. Например, нужно выбрать профессию, либо профессию, которую вы хотите приобрести в жизни. Многие психологи советуют определяться с профессией ближе к десятому классу, то есть у будущего студента будет достаточно времени для подготовки к вступительным экзаменам и для взвешенного решения насчет выбранной профессии. Данному аспекту рекомендуется уделить особое внимание, так как именно от выбранной профессии будет зависеть последующий выбор высшего учебного заведения. Исходя из проведенного маркетингового исследования и по результатам опроса можно сказать, что на выбор профессии, а соответственно, и высшего учебного заведения, особое влияние имеет мнение родителей и их согласие. Анализ предпочтений абитуриентов показал, что будущие студенты будут поступать в университеты, где: сильный преподавательский состав; высокий уровень знаний; престижность высшего учебного заведения также имеет значение; наличие общежития для проживания и наличие военной кафедры тоже немаловажно; двойные дипломы. Также большое значение в последние два года имеет местонахождение вуза, а все это связано с тем, что с 2019 года в Украине и по всему миру — COVID-19. Обучение за границей стало попросту невозможным. Поэтому, большой процент абитуриентов, которые планировали учиться в ВУЗе за границей, все же выбрали университеты Украины, тем самым увеличив процент поступающих.

Ключевые слова: маркетинговые исследования, анализ факторов макро- и микросреды (SWOT-анализ), маркетинговые проблемы и возможности, поисковые вопросы, гипотезы.

MARKETING RESEARCH OF THE ATTRACTIVENESS OF UNIVERSITIES

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