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## In This Issue

Mapping Perceptual Value  
Shifts in Timepieces through  
Lifestyle Associations

Debashish Sengupta  
Ray Titus

Product Placement :  
A Critical Review Based  
on Ethical Theories

Mohammad Masrurul Mowla  
Md. Nazamul Hoque

Children and Parents' Interest in TV  
Advertisements : Elucidating the  
Persuasive Intent of Advertisements

Vikas Saraf  
N. C. Jain  
Mahendra Singhai

Factors Influencing Students' Preference  
of Management Institutes : A Kano Model  
Analysis

Sarang Shankar Bhola  
Rishikesh Krishnaji Nalawade

Emerging Trends in Distribution  
in the Life Insurance Sector in India:  
A Study of a few Leading Players

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## CONTENTS

- |   |  |    |
|---|--|----|
| Mapping Perceptual Value Shifts in Timepieces through Lifestyle Associations                                  | Debashish Sengupta<br>Ray Titus                      | 5  |
| Product Placement : A Critical Review Based on Ethical Theories   | Mohammad Masrurul Mowla<br>Md. Nazamul Hoque         | 21 |
| Children and Parents' Interest in TV Advertisements : Elucidating the the Persuasive Intent of Advertisements | Vikas Saraf<br>N. C. Jain<br>Mahendra Singhai        | 30 |
| Factors Influencing Students' Preference of Management Institutes : A Kano Model Analysis                     | Sarang Shankar Bhola<br>Rishikesh Krishnaji Nalawade | 44 |
| Emerging Trends in Distribution in the Life Insurance Sector in India: A Study of a few Leading Players       | Abhijit Sinha  | 53 |

# Factors Influencing Students' Preference of Management Institutes : A Kano Model Analysis

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## Abstract

The present study aims to find out the expectations of students towards various entities of management institutes viz. library, infrastructure, academics, administration, etc. To identify and classify these expectations, the Kano Model was used. The responses of the students were analyzed by using the Kano Methodology developed by Dr. Kano and the requirements were classified into the Kano attributes i.e. Must be (M), One dimensional (O) and Attractive requirements (A). This Kano methodology included framing a questionnaire, evaluation of Kano parameters through the evaluation criteria like using the Kano Model evaluation table, extent of satisfaction, and extent of dissatisfaction. The research is of diagnostic type conducted in 2011-12 and a structured codified close ended schedule was used to collect the required primary data from students pursuing MBA (two years full time program) from the management institutes affiliated to Shivaji University, Kolhapur, Maharashtra and approved by the AICTE, New Delhi. Graduates from different disciplines like Arts, Commerce, Science, and Professional courses participated in the study. Convenient sampling method was used for data collection. Most parameters were found to be categorized under the one dimensional requirements. Also, it is found that there were uniform preferences for the one dimensional requirements and attractive requirements of the students from different disciplines.

**Keywords:** Dr. Kano, management institutes, Kano model, must be requirement, one dimensional requirement, attractive requirement

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Students have ample options while selecting a management institute for pursuing management studies. Various management education programs - like full time course in management, distance degree course in management, and part time management degree and diploma courses are being offered by numerous institutes across the length and breadth of our country. In the days to come, foreign universities will set up schools in India, and there would be stiffer competition even for filling the capacities. With reference to the management institutes across our country, the demand (students) is less, and the supply (institutes) is more. In the perspective of a company, the candidate should be an asset to the organization, possessing the traits like initiative, professionalism, motivation, integrity, and the ability to deal effectively with pressure and unexpected obstacles instead of merely possessing good educational qualifications. These days, one may find that MBA graduates are failing to get placed in organizations; one of the reasons may be the employability gap. The MBA program, which was once recognized as an esteemed program, has started losing its glory. As per the current trend that has been observed in various Universities of Maharashtra, the demand for management courses has been declining. A boom in India's management education sector that saw the number of business schools triple to almost 4,000 over the last five years has ended as students find expensive courses are no guarantee of a well-paid job in a slowing economy. The allure of the so-called B-schools outside the top tier is fading as the economy grows at its slowest in nine years, with the financial sector especially sluggish, and amid questions about the quality of some schools. Such is the situation that schools with little or no track record fill seats by paying existing students up to ₹ 40,000 for referring other students (Shah, 2012). Hence, institutes need to align their goals and objectives with student support services to satisfy the students with quality teaching and learning environment. This can be done by providing market driven academic and career programs. Hence, the present study focused on finding out the students' preferences for the parameters that led them to choose a particular institute for pursuing management studies by adopting the Kano Model.

Berger, Blauth, Boger, Bolster, Burchill, .....and Walden (1993) described the Kano model of customer satisfaction which possesses the following : "Must be requirements," "One dimensional requirements," "Attractive requirements," and "Indifferent requirements". Must be requirements refers to those requirements which if are not fulfilled, the customer will be extremely dissatisfied. On the other hand, as the customer takes these requirements for

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