

PAZARLAMA ODAKLI HALKLA İLİŞKİLER ÇALIŞMALARININ ÜNİVERSİTE ADAYLARI ÜZERİNDEKİ ETKİSİ: DEVLET VE VAKIF ÜNİVERSİTELERİNİN KARŞILAŞTIRILMASI*

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ÖZET:

Araştırmanın amacı; öğrencilerin üniversite tercihlerine etki eden pazarlama odaklı halkla ilişkiler faaliyetlerinin tercihler üzerindeki etkilerini belirlemektir.

Araştırmanın kapsamı; araştırma 2 tane devlet üniversitesi ve 2 vakıf üniversitesi olmak üzere toplam 4 üniversiteyi kapsamaktadır.

Araştırmanın yöntemi; araştırmada anket yöntemi kullanılmış olup anket verileri Spss for Windows 17.0 istatistik paket programına kodlanarak yüklenmiştir. Daha sonra yine bu program aracılığıyla tasnif ve analiz edilmiştir.

Araştırmanın önemi; Üniversiteler sahip oldukları özelliklerini, kurumsal kimliklerini, eğitim kadrolarını, teknolojik yeterliliklerini, staj ve iş imkanlarını öğrenci adaylarına çeşitli iletişim mecralarını kullanarak duyurmakta ve onların tercihlerini etkilemeye çalışmaktadır. Yoğun bir genç nüfusa sahip olan ülkemizde her yıl bir buçuk milyondan fazla insan üniversite sınavına girmekte ve bu sınavda başarılı olanlar 104'ü devlet üniversitesi 72'si vakıf üniversitesi olmak üzere toplamda 176 üniversite arasından tercih yapmak durumunda kalmaktadırlar.

Türkiye'de yükseköğretim kurumlarına ciddi bir talep olmakla birlikte Vakıf üniversitelerinin eğitim ücretlerini karşılayabilecek adayların sayısı düşük seviyededir. Bu durum vakıf üniversiteleri arasında ciddi bir rekabet yaratmakta ve bu durum pazarlama odaklı halkla ilişkiler çalışmalarının ön plana çıkmasına sebep olmaktadır. Devlet üniversiteleri de vakıf üniversiteleri kadar olmasa da bu sürece dahil olmakta ve çeşitli pazarlama odaklı halkla ilişkiler çalışmaları yürütmek suretiyle öğrenci tercihlerini etkilemeye çalışmaktadırlar.

Anahtar kelimeler: Pazarlama, halkla ilişkiler, üniversiteler.

JEL Kodları: M30, M39

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The Effect Of Marketing-Oriented Public Relations Works On University Applicants: A Comparative Study Between State And Foundation Universities

ABSTRACT:

The purpose of the study; to determine the effects of marketing oriented public relations works on the choices of the students.

Scope of the study; The study includes two state and two foundation universities.

Research approach: A questionnaire is used in the study and the data gathered by it is processed and analyzed by using SPSS for Windows 17.0 programmer.

The importance of the research; Universities announce their characteristics, corporate identities, academic staff, technological capacities, apprenticeship and job opportunities, to the students by using various communication channels and seeks to attract them. Each year, more than one and half million students take the university entrance exam and they have to make their choice among the 176 universities, 104 of which are state and 72 of which are foundation universities.

There is a high percentage of demand to the universities but the number of the applicants who can financially afford to attend a foundation university is very low. This situation creates a competition and marketing-oriented public relations works. State universities also, although not as much as foundation universities, are included in this process and try to attract the students by employing some marketing-oriented public relations works.

Key words: Marketing, public relations, universities

JEL Codes: M30, M39

Introduction

It was regarded as an unnecessary action to ‘commercialize’ the universities to manipulate larger number of students or more qualified ones to select them when the quota of Turkish Universities used to be quite limited in terms of meeting the high demand. Following the subsequent changes in the higher education system, foundation universities became a current issue and many foundation universities were established. This created a strongly competitive atmosphere among the universities. This was an unusual situation for state universities, as they had never such problems of student placement so far; but now they were also forced to compete in order to find more students. Both state universities and foundation universities experienced serious impacts of increasing number of universities. As a result of this change, it is seen that universities began to take actions to form marketing-based public relations to be on a superior rank than other universities in terms of number and high achievement of students.

1. Marketing-Based Public Relations As A Conceptual Term

The term known as marketing-based public relations first appeared in 1980s, following the need to distinguish special applications of public relations that support marketing from

general public relations (Harris and Whalen, 2009:34). Indeed, it is not quite possible to determine this difference with an absolute framework.

Public relations can be described as a strategically communication method (Peltekoglu, 2007: 7) that is conducted with target populations, following the objectives of institution, sometimes giving importance to consumers but sometimes to distributors or employees depending on the targets of that institution or the campaign. In addition to this, marketing-based public relations are defined as an integrated process of planning, application and evaluation, using reliable, trustworthy, informative and convincing interaction, identifying the companies and its products with the demands and needs of consumers, their profits and special interests, encouraging sales and customer satisfaction in a public relations package to serve its marketing purposes (Goksel, et.al.,1997: 128-129).

Both marketing and public relations aim to interact with target populations as defined in the objectives and to lead them in order to realize its functional and general management objectives. For both disciplines, it is one of the important issues to keep a communication with target populations. However, the communication tools and strategies used will, of course, differ in accordance with the characteristics of that target population (Tosun, 2010: 246).

Moreover, the integrated marketing communication is a process of planning a strategical approach and creating a synergy by taking the communication dimension into consideration that may have an effect on decision making and purchasing habits of customers when deciding for all products or services offered by the organizations and by arranging these different communication decisions in a discipline.

The public relations specialist gives counseling as the maestro of these disciplines, providing assistance when making decisions about the source of in-house communication flow, the communication leader of integrated marketing and senior management, and he/she obtains a new power in terms of administration (Bozkurt, 2006: 139-142).

According to Sackan, marketing-based public relations are defined as an integrated process of planning, application and evaluation, using reliable, trustworthy, informative and convincing interaction, identifying the companies and its products with the demands and needs of consumers, their profits and special interests, encouraging sales and customer satisfaction in a public relations package to serve its marketing purposes (Kocabas, 1999: 85).

The common application areas of public relations, either product-based (Product PR) or brand based (Brand PR), and marketing-based public relations are described as presentation, improvement and development, reactivation, continuation and supporting the products/brands under regression. It is possible to create different opportunities by taking the ongoing developments into consideration or to reinforce the current opportunities or to get rid of negative situations happening at a sudden, following the results obtained after situation analysis in marketing-based public relations (Tosun, 2010: 256). In other words, it is a technique that includes proactive and reactive approaches of marketing-based public relations.

Kotler also evaluates marketing-based public relations as the actions directly conducted to support decisions and applications of public relations. He also adds that it is very difficult to evaluate marketing and public relations under an exact framework, saying that both utilize from collective methods and tools. The point in which these collective objectives and methods are used and where actions of marketing and public relations intersect each other is evaluated as marketing public relations. Marketing public relations are regarded as an element of lower system in promotion and another dimension of public relations, which have a wider functional perspective including but not limited to the promotion (Gegez, et.al., 2002:

451). In this view, public relations are seen as a technique that involves multi-dimensional applications, one of which is the marketing.

Marketing-based public relations are seen as a better and more effective technique in comparison to the other communication methods besides being strong in a society full of messages. It is more affordable for companies that wish to send messages to its target population. Companies gather attention when they become a sponsor for various cultural events or contribute money to serve for social purposes and gain respect from the people. Using social issues in a creative way such as events on the news, publications, social investments and environmental problems, marketing-based public relations will separate the companies and institutions from its competitors and come to the forefront (Ipekli, 1994: 8). This indicates that public relations both give social messages and contribute greatly to the marketing objectives of that company.

Difference Between Marketing-Based Public Relations And Institutional Public Relations

It is possible to claim that there is a strong connection between institutional public relations and marketing-based public relations in addition to the fact that they focus on different functions. Marketing focuses on shopping with consumers and public relations undertake a medium role that is used for this purpose. In addition to that, public relations concentrate on establishing connections and their protection, which rely upon collective benefits with large populations that may affect the success of a company (Kitchen, 1997: 324). In this view, institutional public relations that aim directly to realize institutional objectives intend to get trust, respect and sympathy, that is recognition in short words, and they try to create an institutional image as determined in the light of these objectives (Tosun, 2003: 22). This indicates that public relations are seen as a technique that may be fictionalized for different purposes and sometimes it involves either the institutional or marketing objectives. When realizing these objectives, it turns the illiteracy of target populations into knowledge, their indifference to interest and their sympathy to an institutional identity, that is the sales. Public relations utilize from all types of media and communication tools in order to reach this two-way communication (Bozkurt, 2006: 195).

There is no organizational scheme for standard public relations or marketing-based public relations. Each institution has an organizational scheme in its own body. However, there are important differences in many institutions between marketing based public relations and non-consumer population of an institution and the public relations activities describing those connections. Institutional communication and marketing-based public relations must have a close business connection in order to provide this. Therefore, they can combine their marketing targets with institutional ones (Harris and Whalen, 2009: 32).

The working area of marketing-based public relations in this integration is to position companies as a specialist and a leader in their areas. In addition to this, there are also such areas as establishing consumer trust, providing consumer happiness, introducing new products, refreshing previous pro

ducts, re-launching them, creating new markets, reaching secondary market, supporting weaker markets and expanding target populations to be advertised (Mardin, 1994: 7).

Marketing professionals used to be interested in reaching right people at right times and right places with the right products using right commercials and promotions. Now, they spend most of their time and energy on communicating with consumer rightists, environmentalists, politics activists, law protectors and government representatives instead of marketing their

products. These activities, at the same time, integrate institutional public relations with marketing-based public relations (Harris and Whalen, 2009: 34-35). Marketing professionals used to be interested in reaching right people at right times and right places with the right products using right commercials and promotions (Dilek, 2016:29).

Institutional public relations and marketing-based public relations aim to make the institution more efficient. The results of institutional public relations activities directly affect the marketing-based public relations. Also the image and loyalty created by marketing-based public relations affect the institutional public relations. In other words, they both affect and contribute to each other (Tosun, 2010: 259). Institutional public relations program is, on the other hand, similar to proactive public relations. However, the main difference between them is that proactive public relations aim for the market and the products although institutional public relations aim for activities in relation of institutional image (Kocabas et.al., 1999: 116).

While public relations involve activities designed to turn the institutional identity into an institutional image by establishing communication with target populations and to gain more trust and recognition, marketing-based public relations integrate product image and sales continuity with consumer satisfaction and loyalty. It is believed that public relations must have a comprehensive network of communication, which plays a significant role to realize marketing objectives from investors to consumers and employees to government. Notwithstanding, marketing-based public relations have a much more specific role in introducing a new product into the market, raising awareness into a certain product category, creating an institutional image and getting the attention of special target populations (Asna, 1998: 157). The target population of universities is a type of qualified one and differs from the traditional consumer's profile.

Kotler and Fox define sixteen inner and outer public opinions about higher education: inner public opinion involves 1. Current students, 2. University personnel, 3. Students' parents, 4. Board members, 5. Faculties, and 6. Graduates. Outer public opinion involves 7. Media, 8. State institutions, 9. General public opinion, 10. Individual contributors and foundations, 11. Business world, 12. Candidate students, 13. Suppliers, 14. Competitors, 15. Organizations, 16. Regional/local communities (Wilson, 2009: 42). A detailed analysis on current market and competitive structure is required to be successful in marketing-based public relations of universities with a better analysis and classification in terms of wishes and needs, demands and expectations.

2. Marketing-Based Public Relations At Universities

In Turkey, there is an increasing demand for higher education and each year more than 1.5 millions of students are taking an exam. No matter how seriously the demand increases for higher education institutions, there are a small number of candidates who can afford the expenses of foundation universities. Therefore, all universities, primarily the foundation ones, organize many promotional activities especially in university selection periods in order to increase their familiarity, to establish an institutional identity and public image and to determine their mission and vision (Demirtas, 2012: 213). This clearly indicates that the universities in our country have put themselves into a seriously competitive environment.

The unbalance between supply and demand in higher education systems in many different regions or countries of the world is stabilized via offering international student exchange and distant learning programs by the help of communication and information technologies. In recent years, the promotional visits organized by many foreign universities to Turkey where there is an increasing demand for higher education and their effort to draw attention of

students clearly indicate that there is a lack of demand in those countries. Even though there is a serious demand for higher education in Turkey, there is not a homogenous distribution between state and foundation universities. As there are a limited number of candidates who can afford paid-departments at foundation universities, their potential market is not quite extensive. This fact became perceptible after seeing that the student quota of foundation universities are largely vacant as a result of big decrease in the number of candidates who are able to select their universities because of the change in the examination system especially in OSS 2006 (Kilanc et.al., www.akademikvizyon.com, E.T. 05.04. 2014). This clearly indicates that the universities in our country have put themselves into a seriously competitive environment (Kandemir and Kaya, 2010).

Therefore, universities needed to organize extensive promotional activities especially during university selection periods after seeing that promotional activities play an important role besides proactive efforts to attract the attention of successful students and to encourage them to choose their universities. Gradually, universities aim to create awareness via using institutional websites and social networks thanks to social media in addition to traditional media.

Many state universities, especially the private ones, prepare a budget more than 10 million Turkish Liras for promotions and advertisements to get the attention of successful students. The budget spent on leaflets and sending gifts is more than ten million Liras and the number of cargo posted is more than seven million Liras. In addition to this, many catalogues, leaflets and other promotional materials with non-signature delivery are sent to all students or a substantial amount of them who achieved in the exam, therefore reaching almost one million deliveries for state universities and 1,5 million deliveries for foundation universities in Istanbul. The total number of deliveries goes beyond four millions when the universities in TRNC are also included (Demirtas, 2012: 215).

First of all, such demographic data as age, gender, income level and language about the target population and competitors must be collected after conducted a deeper study on the market including the individuals primarily in need of higher education in the marketing-based public relations organized by the universities. The weaknesses and strengths of a university must be defined following the current analyses and the results obtained must be integrated into promotion plans. The promotions, approaches and applications of competing universities must never be ignored and the strengths of that University must be made clear after making comparisons.

The promotional activities in our country are organized in two periods, one before and one after student selection examination. The main point of all promotional activities include establishing long term relations with high schools and private teaching institutions, inviting them to the university and being involved in the media. Other important activities may involve organizing promotional programs to realize changes and developments about various subjects such as information, culture, art and research in order to meet the demands and needs of students, their families, industries and other institutions (Demirtas, 2012: 215). Besides, universities try to influence the students' opinions in these promotional days. Promotional programs about universities are extensively broadcast on either TV or radios. This clearly indicates that universities in Turkey have initiated a seriously competitive atmosphere and they became their own competitors.

3. Purpose Of The Study

The purpose of the study is to evaluate the marketing-based public relations conducted by state and foundation universities.

- In this view, the questions are stated as follows:

Do the promotional activities and opportunities offered by universities differ in terms of high school?

-Does the effect of the data acquisition and experience about universities differ in terms of high school?

-Does the effect of friends' recommendations and private teaching institutions make a difference when deciding between state or foundation universities?

-Is there any difference between the promotional activities organized and opportunities offered by state universities and foundation universities?

-Does the effect of data acquisition and experience make a difference when deciding between state or foundation universities?

3.1. Method of the study

In this study designed in a descriptive way, survey method is used to collect data, which is developed using the ones in the literature. Besides the demographical questions in the questionnaire, a scale of 17-item is prepared to determine the opinions of students when making judgments about university preferences. For answer categories in the scale items, Likert type 5-level ranking is used as '1: Strongly disagree' and '5: Strongly Agree'. The first questionnaire prepared is applied initially to ten people selected from Selcuk University in 15.03.2014 to test its comprehensibility. The questionnaire took its final appearance in the light of criticism made.

The research sample involves students from Selcuk University (state), Necmettin Erbakan University (state), Mevlana University (foundation) and Karatay University (state), all of which are located in Konya province. The sample population is determined to be 384 in accordance with the unlimited sampling formula used for rating ($n = p \cdot q \cdot z^2 \alpha / e^2$) (Ural and Kilic, 2006: 47), assuming that each one of two students may be interested in this study ($p: 0,50$) on a significance level of 5% and sampling error of 5%. 520 questionnaires in total are sent to universities using convenience-sampling method, which is one of the non-random sampling methods.

Questionnaires are applied face-to-face by an interviewer and a researcher at universities between 01/04/ 2014 and 13/ 04/2014. 500 questionnaires in-service are gathered at the end of this administration period.

Besides descriptive statistics in the analyses, Mann-Whitney U and Kruskal Wallis tests are also used due to the fact that factor analysis and data do not indicate a normal distribution. It is decided in the factor analysis applied to judgment scale in terms of university preferences that the ones with a higher Eigen value of 1 will be taken into consideration when determining the number of factors; it must have a minimum load of 0,500 with the relevant factor for dimensioning one item to a factor; one factor must at least include three items; the difference between two factors must at least be 0,100 in cyclical items and to administer Varimax rotation.

3.2. FINDINGS

The findings are presented in Table 1 in relation the characteristics of participants in the study.

Table 1: Findings on the characteristics of participants.

| | Frequency | Percentage | High School | Frequency | Percentage |
|-------------|-----------|------------|----------------|-----------|------------|
| Gender | | | | | |
| Male | 237 | 47,4 | Anatolia | 152 | 30,4 |
| Female | 263 | 52,6 | Religious | 33 | 6,6 |
| | | | Vocational | 191 | 38,2 |
| | | | Regular | 59 | 11,8 |
| | | | Vocational | 65 | 13,0 |
| | | | College | | |
| Age | | | MonthlyAverage | | |
| 19 or below | 78 | 15,6 | Expenditure | | |
| Between | 277 | 55,4 | 100-200 | 18 | 3,6 |
| 20-22 | 130 | 26,0 | 201-300 | 53 | 10,6 |
| Between | 15 | 3,0 | 301-400 | 87 | 17,4 |
| 23-25 | | | 401-500 | 72 | 14,4 |
| 25 or above | | | 501-600 | 54 | 10,8 |
| University | | | 601-700 | 57 | 11,4 |
| State | 302 | 60,4 | 701-800 | 45 | 9,0 |
| Foundation | 198 | 39,6 | 801-900 | 38 | 7,6 |
| Department | | | 901-1000 | 39 | 7,8 |
| at | | | 1001 or above | 37 | 7,4 |
| University | | | | | |
| Social | | | Satisfaction | 324 | 64,8 |
| Sciences | | | Yes | 176 | 35,2 |
| Technical | 110 | 22,0 | No | | |
| Sciences | 143 | 28,6 | | | |
| Medical | 70 | 14,0 | | | |
| Sciences | 177 | 35,4 | | | |
| Educational | | | | | |
| Sciences | | | | | |

The total number of 500 participants in the study includes 237 males and 263 females. Their age distribution is between 20 and 22. 302 of these students study in state universities and 198 of them in foundation universities. In terms of high school, the first rank involves regular high school and it is followed by Anatolian high schools. The monthly average expenditures of students change between 300 TRY and 700 TRY. 64,8% of these students are satisfied with their university whereas 35,2% of them are not.

3.3. Reliability and Validity

The results of factor analysis applied to the scale in terms of judgments made on university preferences are shown in Table 2. All 17 items are gathered under two factors and it explains almost two third of total variance.

According to Table 2, the first factor includes twelve items and it explains almost one third of total variance. The items about the number of promotional activities at universities, its recognition and public image, its facilities and opportunities offered are gathered in this factor. Therefore, this factor is called ‘Promotion and Opportunities’.

According to Table 2, the second factor includes five items and it explains almost one fourth of total variance. The items about recommendation made by private teaching institutions or counseling teachers (.937) and the ones made by friends (.938) and earlier visits made to the campus (.937) are gathered in this factor. Therefore, this factor is called ‘Data Acquisition and Experience’.

Table 2: Results of Factor Analysis

| FACTOR 1 | Load | Eigen Value | Variation Described | Mean | Alpha |
|--|------|-------------|---------------------|--------|-------|
| PROMOTION AND OPPORTUNITIES (12 items) | | | | | |
| The name of university is important. | ,572 | | | 3,6940 | |
| Public relations are important in order to increase the university recognition. | ,726 | | | 3,8160 | |
| The activities organized during promotion days are important for a university. | ,761 | | | 3,9120 | |
| The promotional catalogues are important for candidates when posted into their home address. | ,656 | | | 3,6900 | |
| Public image is important for a university. | ,806 | | | 4,0440 | ,915 |
| TV programs about universities are important. | ,809 | | | 3,9800 | |
| Public opinions over social media are important for universities. | ,753 | 6,223 | 36,607 | 3,8040 | |
| The university graduates are seen as an important sign of recognition. | ,729 | | | 4,0080 | |
| The website content is important for a university. | ,628 | | | 3,7640 | |
| The city in which a university is located is important. | ,677 | | | 4,0560 | |
| Academic personnel are the face of a university. | ,692 | | | 3,9340 | |
| Scholarship opportunities are important. | ,705 | | | 4,1860 | |
| FACTOR 2 | | | | | |
| DATA ACQUISITION AND EXPERIENCE (5 items) | | | | | |
| Recommendations by private teaching institutions or counseling teachers are important. | ,937 | | | 3,4500 | |
| Universities should have an Erasmus program (international student exchange). | ,922 | | | 3,9040 | ,968 |
| It is important to make an earlier visit to | ,937 | 4,479 | 26,348 | 3,5220 | |

the campus.

Recommendations by friends are ,938 3,5220
important.

News about universities in the papers is ,916 3,7880
important.

Varimax rotational analysis of basic components. Total variance described: %62,955

KMO sample adequacy: %91,8 ; Bartlett's globosity test: X²: 6489,953, s.d.: 136, p<0.0001;

General Mean: 3,852; Alpha for Overall Scale: ,914;

Response categories: 1:Strongly disagree ... 5:Strongly agree

All mean values and standard deviations about the overall scale are given below.

Table 3: Mean Values and Standard Deviations in Overall Scale

| Item No | Statements | N | A.M. | S.D. |
|---------|--|-----|--------|---------|
| 1 | Scholarship opportunities are important. | 500 | 4,1860 | 1,06286 |
| 2 | The city in which a university is located is important. | 500 | 4,0560 | 1,08592 |
| 3 | Public image is important for a university. | 500 | 4,0440 | 1,08093 |
| 4 | The university graduates are seen as an important sign of recognition. | 500 | 4,0080 | 1,11464 |
| 5 | TV programs about universities are important. | 500 | 3,9800 | 1,09270 |
| 6 | Academic personnel are the face of a university. | 500 | 3,9340 | 1,14729 |
| 7 | The activities organized during promotion days are important for a university. | 500 | 3,9120 | 1,01899 |
| 8 | Universities should have an Erasmus program (international student exchange). | 500 | 3,9040 | 1,13726 |
| 9 | Public relations are important in order to increase the university recognition. | 500 | 3,8160 | 1,09752 |
| 10 | Public opinions over social media are important for universities. | 500 | 3,8040 | 1,10998 |
| 11 | News about universities in the papers is important. | 500 | 3,7880 | 1,13209 |
| 12 | The website content is important for a university. | 500 | 3,7640 | 1,08011 |
| 13 | The name of university is important when deciding. | 500 | 3,6940 | 1,23264 |
| 14 | The promotional catalogues are important for candidates when posted into their home address. | 500 | 3,6900 | 1,16302 |
| 15 | Recommendations by friends are important. | 500 | 3,5220 | 1,15131 |
| 16 | It is important to make an earlier visit to the campus. | 500 | 3,5220 | 1,19179 |
| 17 | Recommendations by private teaching institutions or counseling teachers are important. | 500 | 3,4500 | 1,21592 |
| | Overall Scale: | | 3,8233 | ,75506 |

For the factor 'Promotion and Opportunities', scholarship opportunities offered by the university are seen at the top rank with a mean of 4,18 in the university preferences of students. This may indicate that students experience economic concerns when making a decision about which university to attend. Students care about the city in which the university is located with a second-level significance with a mean of 4,05 when making a decision about which university to attend. It is also seen that the opportunities offered by the city that the students will spend their education years are quite significant in university selection. Such

facts as being a university town, its life standards, transportation facilities, proximity or distance to their hometown may be distinctive in this sequence. It is seen that students care about the public image of a university. The public image that a university has is placed on the third level significance with a mean of 4,04 among all other factors. The reason is that students wish to study at a university with a positive public image and to turn it into an opportunity as a sign of prestige. In addition, it is possible to make a linear connection between the public image of a university and its education quality. Students care about the current graduates' opportunities first as the fourth level significance with a mean of 4,00 and see it as an indicator of recognition when selecting their university. The achievements of university graduates in their business lives are directly proportional to the recognition of a university. The names of people who are believed to be successful in the society are often mentioned with the university from which they were graduated in many cases and the university is seen as a reference group. Students both wish to be a member of a good reference group and to study at a highly recognized university.

Students become a target for many media and promotional activities during university selection periods by either state universities or foundation universities. The objective here may manipulate the decisions to be made by the students. One of the tools, believed to be the most effective by the students among these tools and methods, is seen as television and they care about the promotional programs about the universities broadcast by television channels. Television is placed on the fifth level significance with a mean of 3,98 in the general sequence. Students state that they care about the academic personnel at a university with a mean of 3,93 and place a sixth level significance in the general sequence. The promotional activities organized by universities are placed with a seventh level significance with a mean of 3,91 in the general sequence. Such media items and promotional activities as the promotional categories posted to candidates' home addresses, opinions shared over social media about a university and the web content of a university are all placed among the least significant factors both in 'promotion and opportunities' and in general sequence. This result indicates that the promotional activities organized by universities using various techniques and mediums are not significantly important for students when selecting a university. Here, the reason may be because the students approach the promotional materials with a commercial perception. Although students find the name of a university significant with a mean of 3,69, they place the effect of university name in the final significance in the general sequence.

For the factor 'data acquisition and experience', the Erasmus program opportunities of a university are seen as the most significant one with a mean of 3,90. Students care about international student exchange programs; however, they do not evaluate it as one of the most significant factor in the general sequence. It is seen that the news published in the papers about the universities are significant in student preferences with a mean of 3,78, but it is not as primarily significant as others. The earlier visits made to the campus by the students is found to be significant in the same way as recommendations made by friends with a mean 3,52 and they placed it to the final sequence in their preferences. The recommendations made by private teaching institutions or counseling teachers at schools are found to be significant with a mean of 3,45; however, they are placed at the bottom in the general sequence.

-There is no significant difference observed in Kruskal Wallis test in terms of high school in view of the judgments made about the factor 'promotion and opportunities'. ($p = ,118$, $Q_i\text{-square}=7,363$, $df=4$). This result explains our first question in the study and it is seen that the effect of promotional activities organized and opportunities offered by universities does not make a significant difference in terms of the effects of high school.

-There is no significant difference observed in Kruskal Wallis test in terms of high school in view of the judgments made about the factor 'data acquisition and experience'. ($p = ,236$, $Q_i\text{-$

square =5,541, df=4). This result explains our second question in the study and it is seen that the effect of data acquisition and experience does not make a significant difference in terms of the effects of high school. This result explains our third question in the study and it is seen that recommendations made by either friends or private teaching institutions do not make a significant difference when deciding between state and foundation universities

-There is no significant difference observed in Mann-Whitney U test to see if recommendations made by friends are significant in terms of university preferences ($p =,193$, $Z=-1,301$). This result explains our third question in the study and it is seen that recommendations made by either friends or private teaching institutions do not make a significant difference when deciding between state and foundation universities.

-There is no significant difference found in accordance with the Mann-Whitney U test results that is made to see if there is a significant difference in terms of promotional activities organized and opportunities offered by state universities and foundation universities. This result answers our third question in the study and it is seen that students care more about state universities in terms of promotional activities organized and opportunities offered by state universities or foundation universities

Table 4: Universities in terms of Promotion and Opportunities

| | University | N | Mean Rank | Z | p |
|--|-------------------------|-----|-----------|--------|--------|
| Promotion and Opportunities | State Universities | 300 | 282,25 | -6,376 | ,000** |
| | Foundation Universities | 197 | 198,37 | | |
| Mann-Whitney U= 19575,500, Wilcoxon W= 39078,500, $p<0.01$ | | | | | |

It is seen that there is a significant difference in accordance with Mann-Whitney U test that is conducted to see if there is a difference in terms of data acquisition and experience in State Universities and Foundation Universities. This item answers the fifth question in the study and indicates that data acquisition and experience obtained by the students in state universities are cared most in comparison to the foundation universities.

Table 5: Universities in terms of Data Acquisition and Experience

| | University | N | Mean Rank | Z | p |
|---|-------------------------|-----|-----------|---|--------|
| Data Acquisition and Experience | State Universities | 300 | 272,68 | - | ,000** |
| | Foundation Universities | 197 | 212,94 | | |
| Mann-Whitney U= 22446,500, Wilcoxon W=41949,500, $p<0.01$ | | | | | |

CONCLUSION

Universities offer many marketing-based public relations in order to be on a superior rank in terms of number of students and student achievement. The following results are obtained in this study when determining the effects of student perceptions.

For the factor 'promotion and opportunities', students are seen to select universities that offer scholarship at the first level. This indicates an economic concern the students have when making a decision.

When students are choosing a university, they give the second importance to the city in which that university is located. Students are also seen that they care about the public image of that university. The public image of a university gets the third importance among all others. And the fourth importance is given to the university graduates and students regard it as a sign of recognition. This is because the success of university graduates is directly proportional to the recognition of a university.

Students are targeted in many media and promotional activities both by state universities and foundation universities during university selection period. Here, the purpose is to guide students' preferences. The most effective tool as decided by the students among all these tools and methods is the television and they care about the promotional programs about universities made through television channels. Various media tools and promotional applications such as promotional catalogues posted to candidates' home addresses, opinions shared through social media about universities and web content of a university are ranked in the final rank for both 'promotion and opportunities' factor and in general sequence.

This indicates that the promotional activities organized by universities using such techniques and tools are not among the primary concerns of students when choosing their university.

Students care about international student exchange programs; however, they do not evaluate it as a primary concern in the general sequence.

The effect of promotional activities organized and the opportunities offered by universities and the effect of data acquisition and experience do not make a difference in terms of high school. It is also seen that recommendations made by friends and private teaching institutions do not make a difference in terms of choosing between state and foundation universities.

It is seen that state universities are cared most by the students in terms of promotional activities organized and the opportunities offered by state and foundation universities. Besides, students care much about state universities in terms of data acquisition and experiences about universities.

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