



TECHNICAL JOURNAL OF MANAGEMENT SCIENCES



Journal homepage: <http://tjms.mtu.edu.iq>

RESEARCH ARTICLE – BUSINESS MANAGEMENT

The Impact of the Components of the Marketing Mix on the Decision to Choose the University by Iraqi Students

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Article Info.	Abstract
<i>Article history:</i> Received 09 February 2025 Accepted 26 April 2025 Publishing 30 June 2025	<p>This study explores the impact of marketing mix components, product, price, place, promotion, people, process, and physical evidence on the decision-making process of Iraqi students in choosing universities, focusing on Middle Technical University. A sample of 360 students was analyzed using SPSS software through a descriptive analytical method. Results reveal a significant positive relationship between each component and students' university choice. The study offers practical recommendations for Iraqi universities to enhance their competitiveness by aligning their marketing strategies with student needs.</p> <p>The goal of this research is to research the outcomes of the components of the advertising and marketing blend on the selection of universities, particularly on the Central Technical University of Iraq. A sample of 36,000 students turned into selected because the subject of research, and a representative sample of 360 college students become employed as the look at's subject. The research topic of the challenge associated with universities is to attract both domestic and international students, as universities around the world attempt to determine the concerns and preferences of potential students and utilize appropriate marketing strategies to attract them. Conversely, Iraqi universities have not devoted enough attention to this issue. The importance of this research is derived from the desperate need to enhance the technical universities' competitiveness in the field of enrollment, specifically inside the context of increasing competition from other universities. The number one studies speculation is that the components of the advertising blend have a positive impact on the students' selection to wait a college. The research is derived from a descriptive method that employs SPSS software program for records analysis. The findings of the look at imply that there is a superb and huge association among the components of the marketing blend and the decision to pick out a university. Based at the aforementioned outcomes, the look at suggests numerous tasks to presidents of universities, the maximum considerable of that's the need to choose and utilize the most effective marketing strategies that consider the students' wishes. Additionally, universities ought to use up all of their efforts and take very precise techniques with the intention to survive inside the brutal educational marketplace opposition.</p>
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Publisher: Middle Technical University	
Keywords: Marketing Mix; University Choice; Higher Education Marketing; Student Decision-Making	

1. Introduction

In the global education landscape, universities face growing competition to attract students. While institutions worldwide implement robust marketing strategies, Iraqi universities have yet to adopt a comprehensive approach. The marketing mix—originally composed of 4Ps (Product, Price, Place, Promotion)—has evolved into 7Ps in service sectors like education by including People, Process, and Physical Evidence. This research examines how each component influences students' decisions when choosing a university, especially in the context of public universities in Iraq. As soon as students gain admission, there is another trend of universities emerging with very effective marketing strategies. This is where one of the lesser problems exists among Iraqi universities. The marketing mix describes the dynamism that is developed which identifies, anticipates, and derives satisfaction from customer needs to place university products or services according to the customer's needs, preferences, behavior, and choice. It constitutes a collection of controllable elements in an external environment which is a host to uncontrollable elements. And because of the peculiarity of educational services, the set of four Ps is proposed: product, price, channel, and promotion. The impact of the marketing mix of universities on the decision of selecting a university was also studied. It became the only independent variable. The dependent variable is the choice itself and who's making the choice, for example. A deliberate decision that enables the observing of the actions and notions of the team in a specific moment, and subsequently selects an appropriate option which is then executed from the selections present. Those options could be few or many. To enhance the comprehension of the effect of marketing mix elements on the decision process and its significance in theory and practice, the researchers focused on how the marketing mix relates to the students' decision process; additionally, how this relationship contributes to enhancing students' behavior in a college and their reaction to these behaviors. Other researchers aimed to discover those elements of the marketing mix that possess an immediate impact on student perceptions and consequently decisions and behaviors pertaining to academia. Typically, this analysis is attempted to be achieved from four various perspectives. The first aspect relates to describing the design and the process of conducting the research. The second perspective aligns with the feelings of external,

as well as present, data. The third perspective is characterized by the capacity to determine the technique used in executing a study from its trace. The fourth section revolves around the capability to access and assess the results of the study.

2. Research Methodology

2.1. Research problem

Despite increasing competition among Iraqi universities, their understanding and implementation of marketing principles remain limited. The effectiveness of each marketing mix component in influencing student choice remains under-researched in Iraq. This study addresses the question: Which elements of the marketing mix most strongly influence Iraqi students when selecting a university? In light of the increasing competition among universities, particularly in Iraq, educational institutions seek to attract the largest possible number of students. This drives them to develop their marketing strategies using the elements of the marketing mix (product, price, promotion, place, people, processes, and physical evidence). However, the impact of each of these elements on Iraqi students' decision to choose a university remains unclear, raising a fundamental question about the effectiveness of each element of the marketing mix in influencing this decision. Hence, the research problem stems from an attempt to uncover the extent to which the marketing mix components influence Iraqi students' decision to choose a university, and to determine which of these components represent a decisive factor in this decision, thus helping universities develop more effective marketing strategies.

2.2. Research importance

- The importance of the examiner is in demonstrating the character of the affiliation between the additives of the advertising and marketing blend and the selection of the college's association with the intention to determine the diploma to which this affiliation impacts the university's performance and reputation.
- Provide practical insights on how elements of the marketing mix can be exploited to enhance the University's choice decision-making behaviors, thereby improving its competitive image and attracting customers.
- This study is a contribution to filling the know-how void on the connection among the additives of the marketing blend and selection making in the neighborhood context.

2.3. Research aims

2.3.1. Main objectives

The foremost objective is to determine the effect of the components of the advertising and marketing mix on the selection decision of universities, and a hard and fast of goals emerged from it as proven:

- Analyze Iraqi students' perception of the importance of marketing mix components.
- Determine the impact of each component on university selection.
- Compare the influence of marketing mix elements across demographic variables (gender, age, study level)
- Provide actionable recommendations to improve university marketing strategies.

Hypothesis diagram of the research as shown in Fig. 1.

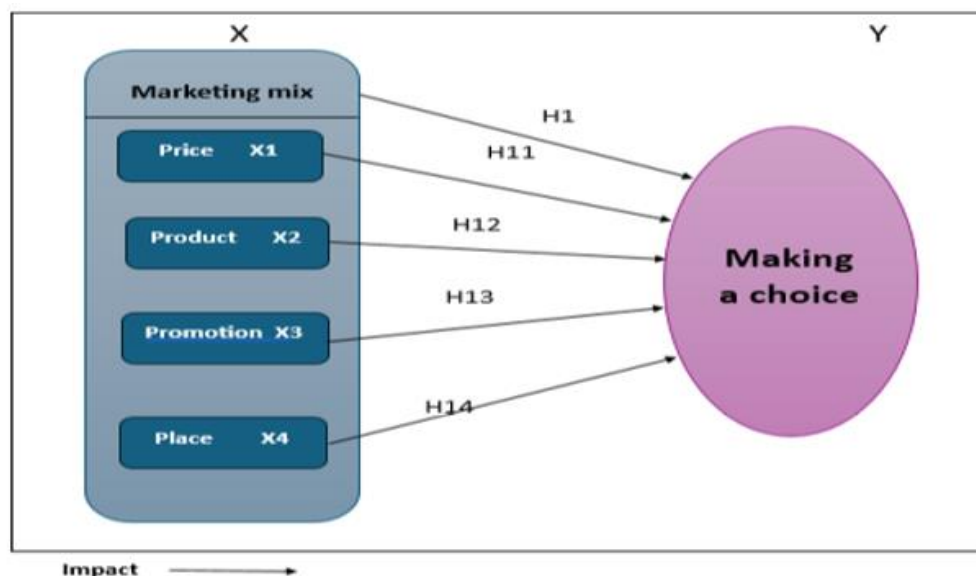


Fig. 1. study hypothesis

2.4. Research hypotheses

Hypothesis 1: The components of the advertising mix have a great effect on the scholars' choice concerning college admissions at medium-tech faculties.

Sub-hypotheses: The first sub-hypothesis: The impact of rate on the choice of college students from middle technical University of Technology regarding faculty is vast.

The second sub-hypothesis: The location of the university has a significant impact on the decision of students at the Middle Technical University regarding their choice of school.

The third sub-hypothesis: The growth within the number of students has a substantial impact on the decision of which college to select from the center technical university's students.

The fourth sub-hypothesis: The educational product (academic programs) has a significant statistical impact on the decision to attend college by the students of the Middle Technical University.

2.5. Research limitations

- The limits of the spatial observe the statistical network in these studies is all college students of the Middle Technical University, which has a number of 36,000 students in step with the facts of 2022. Due to the restricted populace, Morgan's desk turned into used to decide the specified pattern length, and the studies pattern is 360 human beings.
- The time limit of the study covers the time range of the research from the beginning of 2022 to the end of 2023.

2.6. Research methodology

This study uses a descriptive analytical approach. The target population comprises 36,000 students enrolled at Middle Technical University. Using Morgan's table, a sample of 360 students was selected via stratified random sampling. A questionnaire based on previous literature was distributed. It included Likert-scale questions covering all 7Ps. SPSS was used to conduct t-tests, ANOVA, and regression analysis.

Key analytical tools:

- Descriptive statistics (frequencies, percentages)
- T-tests for individual marketing mix components
- ANOVA for demographic differences
- Multiple regression analysis for model prediction

2.7. Previous Studies

Recent years have witnessed increasing interest in studying student consumer behavior when choosing educational institutions. Marketing mix has been used as an analytical tool to understand the factors influencing the selection process. Several studies have addressed this topic, the most prominent of which are listed below:

- Al-Atwi (2019) This study aimed to identify the impact of marketing mix elements on students' choice of private universities in the Kingdom of Saudi Arabia. It found that the "product" (represented by the quality of academic programs) and "people" (faculty and administrative services) components were the most influential in a student's decision, followed by "price" related to tuition fees [1].
- Al-Farisy et al. (2020): This study was conducted in Malaysia and focused on how marketing mix elements influence international students' decisions when choosing a university. The results showed that online promotion and interaction with potential students via social media had a significant impact on the selection decision, confirming the importance of digital promotion [2].
- Mahmoud and Abdul Karim's (2021) study focused on Iraqi public universities and showed that the "physical environment" (such as infrastructure and facilities) plays an important role in shaping a student's initial impression of an educational institution, especially in light of the increasing competition between public and private universities [3].
- Kotler and Fox's (1995) study: Although this study is old, it is considered one of the first to adopt the marketing mix framework in higher education. The study confirmed that universities that implement integrated marketing strategies are better able to attract and retain students and emphasized the importance of continuously developing the academic "product" [4].
- Tapp et al.'s study. (2014): This study indicated that student decisions are influenced not only by institutional factors, but also by personal and social factors such as the opinions of family and friends, placing the "people" element in a very influential position when designing university marketing strategies [5].
- Summary of Previous Studies: A review of previous studies reveals that the components of the marketing mix play a pivotal role in shaping students' decisions about choosing a university. However, the degree of influence varies depending on the cultural and economic environment and the nature of the institution (governmental or private). Furthermore, the current trend indicates the growing role of digital marketing and the educational environment in influencing students, in addition to the traditional academic element.

3. The Theoretical Part

3.1. Marketing mix

An advertising mix is a theoretical tool that enables companies to install their advertising strategies in one of these manners as to recognize precise desires. Traditionally, the marketing blend has been constituted of 4 additives: product, charge, vicinity, and advertising. The advertising blend stays one of the fundamental gears that firms practice toward accomplishing success within the market. Typically, this framework consists of four basic additives called the "4 Ps": product, charge, place, and merchandising. Over the previous few years, application of the advertising blend idea has extended to regions out of doors traditional business markets along with higher training where institutions use these equal factors to draw college students to satisfy each their educational and personal needs. It became formulated by means of Neil Borden in the 1950s but has due to the fact then remained one of the vital instruments in modern advertising. The concept of advertising blend has been developed over the years to adapt to the changing environments of various corporations. For example, inside the Nineteen Nineties, a few theories of advertising and marketing delivered different factors to the conventional advertising and marketing mix which includes "people," "processes," and "bodily evidence" the "7Ps" reflecting the growing complexity of modern-day marketing sports [6].

3.1.1. Elements of the marketing mix

3.1.1.1. Product

The product constitutes the essential element of the marketing mix and comprises everything that the company offers to satisfy the needs of customers, either tangible goods or services. The offering also comprises such attributes as packaging, style, and related services, in this case, for the higher education sector, the academic programs offered by universities and colleges represent the product. Other components include the quality of educational programs, majors, and academic accreditations of the university [7].

3.1.1.1.1. Product design and development

Product development is the design of a product that meets the needs of present and future customers. This demands academic institutions to concentrate on delivering programs that supply the requirements of the labor market and meet student expectations. Therefore, this process involves an analysis of recent trends in education and technology followed by the creation of corresponding academic programs.

3.1.1.1.2. The quality of product in higher education

In tertiary schooling, the excellent of a product is at once related to the great of education and educational sources provided to college students. Also, it includes the reputation of the college/institution and its school participants, plus the provision of sensible training and educational research opportunities. The quality of instructional programs is one of the elements most considered by means of college students in choosing a better group of studying.

3.1.1.2. Price

It is the second element in the advertising mix and represents the amount of cash that customers must pay to reap the product or service. Pricing is a strategic choice that considerably impacts a business enterprise's profitability and market function. In the better education sector, fee refers to tuition expenses and related prices.

3.1.1.2.1. Pricing strategies in higher education

There are many pricing strategies that universities can use to attract students. These strategies include value-based pricing, which focuses on delivering high tuition value, and penetration pricing, which aims to attract new students by offering discounts and scholarships [8].

3.1.1.2.2. Price influence on university choice decisions

Cost is one of the principal elements that influence the choice of university by way of students. This includes training costs, the fee of living, and scholarships. Very regularly, the monetary outlay might be the deciding element within the preference of whether or no longer to wait a selected university.

3.1.1.3 Venue

Place or distribution is the 1/3 detail of the advertising and marketing mix. It deals with the products or services achieving the customer. Traditionally, this includes distribution channels and geographical locations. In the dimension of better training, vicinity refers to each the vicinity of the university and the accessibility of tutorial services [9].

3.1.1.3.1 Distribution channels in higher education

Distribution channels in higher education encompass on line training systems, distance mastering programs, and department campuses in numerous regions, these channels play an essential role in increasing the scholar base and attracting students from exclusive geographical areas.

3.1.1.3.1.2 Impact of geographic location on university selection

The geographical vicinity of the college is likewise an issue that impacts its preference. Some college students want to have a look at in universities near their homes to lessen the fees of living, whilst others need universities in massive towns because there are jobs and cultural activities there.

3.1.1.4. Promotion

Promotion is the fourth detail within the advertising mix, and it goals to tell clients of the services or products and persuade them to shop for it. In conventional advertising, advertising consists of advertising, public relations, and direct advertising. In the higher training zone, promotion represents college advertising campaigns aimed toward attracting students through providing data about instructional programs and university offerings [10].

3.1.1.4.1. Promotional strategies in higher education

Promotional techniques in universities consist of conventional media, including newspapers and radio, and current media, along with social media and web sites to draw college students, these techniques provide opportunities for universities to provoke relationships with students and convince them to enroll.

3.1.1.4.2. The role of public relations in university marketing

Public relations contribute drastically to the recognition of the college and the enhancement of its photograph public family members sell media sports and outreach to enhance the location of universities within the marketplace and make stronger their chances of attracting more college students.

3.1.2. Marketing mix in university choice

3.1.2.1. Academic factors

When choosing a college, college students will consider many academic factors along with application high-quality, availability of foremost topics, and educational accreditation. All these factors put together help shape a preferred image of the university and its effect at the pupil's selection to enroll.

3.1.2.2. Financial factors

Financial expenses are one of the key elements influencing college choice decisions. These expenses include tuition fees, living expenses and to be had scholarships. Students frequently rely on monetary aid and scholarships to ease the monetary burden.

3.1.2.3. Social and personal factors

Factors Social and private elements play a crucial position in college students' choices. These factors encompass the geographical place of the college, student lifestyles, and to be had social sports. Many college students choose to attend universities close to domestic to store on travel and living expenses, whilst others may additionally choose to have a look at in larger cities wherein there are greater job possibilities and cultural activities. In addition, social existence on campus, consisting of extracurricular sports and student golf equipment, is a crucial issue that influences students' selections when selecting a college.

3.1.2.4. University impact

Branding In the context of the advertising mix, university branding can be seen as part of promotional techniques. A sturdy logo enhances the image of the college and makes it an extra appealing choice for college kids. Research indicates that universities with a sturdy popularity and extensive recognition can appeal to college students extra effortlessly than others. The popularity of the university affects the initial impact that students have about it, and this impression is frequently related to the quality of training and employment opportunities after commencement.

3.1.3. Leveraging the marketing mix in university marketing

3.1.3.1. Product

Designing educational programs to fulfill the desires of the market Universities nowadays focus on designing educational applications that meet the converting needs of the market. This requires universities to usually replace their curricula to make sure they may be aligned with present day traits in the labour marketplace. Programs might also include specializations in technology, healthcare, and environmental sciences. In addition, prestigious universities provide graduate and research applications that permit college students to interact in superior research.

3.1.3.2. Price

Pricing techniques in higher education Pricing in better education relies upon on several factors, including the fee of instructional programs and opposition among universities. Some universities adopt flexible pricing strategies, offering beneficiant scholarships and various investment alternatives to draw students from various economic backgrounds. In addition, some universities offer low-priced funding programs that include scholarships and pupil loans [11].

3.1.2.3. Venue

Expanding Geographic Presence Through Online Campuses With the developing demand for distance education, universities are increasingly focusing on increasing their geographic presence thru on-line getting to know platforms. These structures permit students from everywhere in the international to access academic programs without the want for bodily mobility.

Universities that offer innovative and interactive virtual getting to know environments appeal to college students who decide upon flexibility in their schooling. This lets in universities to reach a much broader target market and increase enrollment via meeting the desires of non-conventional students, together with running specialists or people with circle of relative's commitments.

3.1.3.4. Promotion

The function of social media in university advertising and marketing is very vital for university promotion since it allows corporations to have interaction with capability college students without delay thru structures like Facebook, Twitter, and Instagram. Some promotional techniques through social media can encompass sharing exciting marketing content material that offers college students' lives, academic packages, and real-lifestyles studies to modern-day college students, Moreover, such campaign efforts via universities on social media construct a strong online presence for these establishments and beautify their popularity while attracting a global audience. [12].

3.1.4. Impact of marketing mix on student decisions

3.1.4.1. Final University Choice Assessment

Student selection-making involves evaluating more than one university based totally at the different factors mentioned above. The very last decision is inspired with the aid of academic, monetary, social and promotional factors. Studies display that scholars who behavior comprehensive studies about universities are more likely to make knowledgeable decisions and pick establishments that align with their educational and professional desires in addition, in-man or woman verbal exchange from universities can extensively have an impact on the choice-making system. For instance, universities that offer personalized emails, campus tours, and one-on-one counseling help potential students feel valued and supported, which can also affect their final preference [13].

3.1.4.2. The influence of the student's experience on the university.

The scholar enjoy is consequently crucial to the photo of any university and the very last choice of potential college students. Institutions that offer fantastic scholar reports, including dynamic campus existence, cultural programs, and collaborative opportunities, will earn a terrific popularity and lead them to more appealing to prospective college students, for this motive, universities will want to task an amazing picture of the pupil enjoy through well planned marketing campaigns. After the primary degree of selection-making, common delight of the enrolled students provides to phrase-of-mouth conversation; glad college students will propose their college to household and pals. This herbal commercial can greatly enhance a university's reputation and have an effect on the selections of future college students. To sum up, the marketing mix is an essential device for selling universities and attracting students. By prioritizing the product components of the advertising and marketing mix-particularly, fee, area, and advertising-academia can create powerful techniques that satisfy scholar requirements at the same time as positioning the institution as their preferred desire. University achievement in marketing hinges on the provision of quality instructional packages, flexibility in pricing techniques, and accelerated geographical accessibility thru on-line training plus social media advertising. These strategies will equip the university to higher compete within the higher education market and appeal to the fine college students. Decision making is the method of choice amongst options in which the choice is primarily based on an evaluation of the statistics to be had and what is favored. Analyzing a situation, setting goals, and selecting the exceptional method to achieve those dreams [14]. The complexity of the choice-making method is varied consistent with the form of choice and the wide variety of factors involved.

3.2.2. Types of decision making

Decision making may be labeled into several types based on the situation and degree of complexity: Routine selections: decisions which are made frequently and often contain nicely-installed movements. For instance, finding out what to consume for breakfast. Strategic choices: These selections contain long-term making plans and feature extreme effects. Examples include deciding on a career direction or determining to invest in a business. Complex choices: These involve more than one variable and require cautious have a look at and analysis. For instance, choosing a college or buying a house. Decision-making typically involves numerous key ranges that assist guide people thru comparing options and deciding on the high-quality alternative.

3.2.2.1. Problem identification

The first level in choice-making is to well known that there is a hassle or opportunity that requires movement. Identifying a problem entails surely defining the difficulty and know-how its implications [15]. This step is essential, because a nicely-described trouble makes the entire system greater efficient and targeted.

3.2.2.2. Information gathering

Once the issue has been identified, the next step is to acquire applicable records. This may additionally include learning to be had options, consulting professionals, and analyzing past reports. The exceptional of the records accumulated at this stage can significantly have an effect on the outcomes of the decision-making technique.

3.2.2. Three evaluation of alternatives

After accumulating the necessary statistics, the next stage is to assess the to be had alternatives. This involves evaluating the pros and cons of every alternative, considering their feasibility, and predicting viable effects.

3.2.2. Four decision making

The fourth level is to pick the most suitable alternative. This step requires considering all the information and checks made in the preceding ranges and making a final decision. The selection may also be prompted by private values, alternatives and hazard tolerance.

3.2.2.5. Implementation of the decision

Once a decision has been made, it ought to be carried out. This entails placing the chosen direction of movement into practice and ensuring that all important resources are available to guide implementation [16].

3.2.2.6. Monitoring and evaluation of the outcome

The ultimate step of the deciding on technique is to watch and take a look at the consequences of the selection. This lets you make modifications if wished and offers true remarks for subsequent choices. Factors that influence decision-making Various factors influence the decision-making process, including

3.2.2.6.1. Personal factors

Personal characteristics, such as values, beliefs, and risk tolerance, play an important role in decision-making. For example, a person with a high-risk tolerance may be more inclined to choose a more adventurous option, while a more risk-averse person may choose a safer option.

3.2.2.6.2. Cognitive biases

Cognitive biases are misjudgments influenced by mental shortcuts in the decision-making process. Such biases put mental processes at risk and therefore allow for not entirely rational decision-making, an example of some cognitive biases is confirmation bias, which involves seeking information that supports belief in existing preconceptions, and the anchoring effect, which involves giving too much weight to the first piece of information received.

3.2.2.6.3. Social and environmental factors

Social factors include those interactions that involve influences from peer pressure or general societal norms. Environmental conditions include time constraints, resource availability, and external pressures, all of which can force hasty decisions or restrict the alternatives that an individual can contemplate [17].

3.2.3. Decision making in university selection

Choosing a university is one of the most important decisions that students will make in their lives. This choice has a profound influence on their education, career opportunities, and personal development. The decision-making process of selecting a university involves many factors which must be weighed carefully.

3.2.3.1. Academic factors

The university's academic reputation is a major factor in the choice of university. Students usually want to know, which university offers quality programs, reputable faculty members, and strong research opportunities? Accreditation as well as the availability of specific disciplines or subjects comes as another critical consideration [18].

3.2.3.2. Financial considerations

The cost of education is another important factor. Students should consider tuition, cost of living, and whether there are scholarships or financial aid available to them. Most students base their decision on the factor of affordability which brings in a balance between quality of education and financial burden.

3.2.3.3. Socio-cultural environment

Another factor that greatly influences choice is the social and cultural environment of the university. Students, for example, often want to look for an institution which has a friendly atmosphere, provides extra-curricular activities, and offers opportunities for personal development. The place where the university is located has also important status because students consider aspects such as proximity to home, weather conditions, and city life.

3.2.3.4. Future job opportunities

Future career prospects are a vital consideration for students when choosing a university. Many students look for universities that have strong ties to industries, offer internship opportunities, and boast high graduate employment rates. University rankings and alumni networks can also influence decisions [19].

4. The Practical Part

4.1. Questionnaires

360 questionnaires were distributed to students at the Middle Technical University. The target sample was 36,000 students at the Middle Technical University. All 360 questionnaires distributed were analyzed using SPSS.

4.1.1. Data analysis

After collecting data from a representative sample of the population, it is time to analyze the data. Three objectives are pursued in data analysis: basic statistical description of the data (initial data awareness), testing the relevance of the data, and testing the research questions. Descriptive analyses. Descriptive information about the respondents to this research questionnaire in terms of gender, college, educational level, citizen or non-citizen, age, and day or night is summarized in the following tables:

- Frequency distribution of respondents by gender

Table 1. Frequency distribution of respondents by gender

valid repetition rate	relative abundance ratio	absolute abundance	Condition
46/7	46/7	168	Female
53/3	53/3	192	Male
100.0	100.0	360	the total

The Table 1 shows the frequency distribution of respondents by gender. More than 50% of the participants are men, and the remaining 46.7% are women. The Fig. 2 also illustrates this distribution.

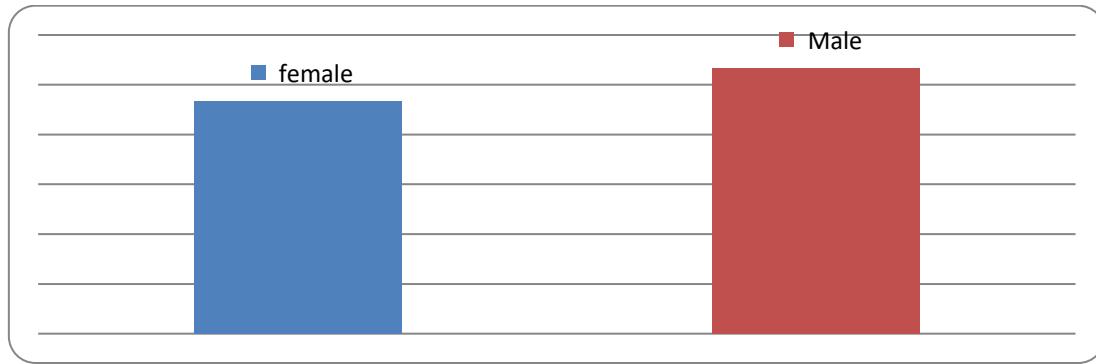


Fig. 2. Frequency of respondents by gender

Fig. 2 shows, 46.7% of participants are female and 53.3% are male.

- Frequency distribution of respondents according to educational level

Table 2. Frequency distribution of respondents by educational level

Cumulative recurrence rate	Valid repetition rate	relative abundance	absolute abundance	Condition
57/5	57/5	57/5	207	Bachelor's
83/1	25/6	25/6	92	Master's
100	16/9	16/9	61	PhD
----	100.0	100.0	360	the total

The Table 2 shows the frequency distribution of respondents by educational level. 57.5% of the sample held a bachelor's degree, 25.6% a master's degree, and 16.9% a doctorate degree. The Fig. 3 illustrates this distribution.

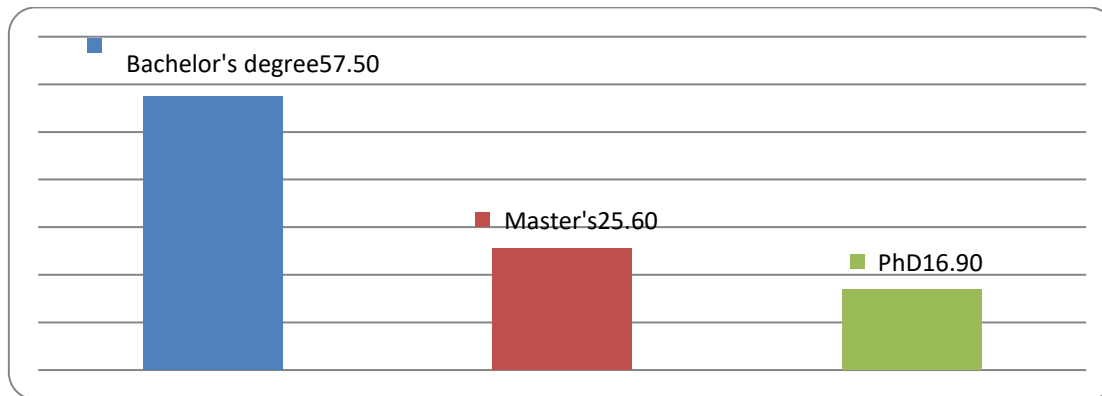


Fig. 3. Frequency of sample members by educational level

The Table 3 shows the frequency distribution of respondents according to local and non - local residents. 60% of the participants were local residents and 40% were non-local residents. The Fig. 4 shows the frequency distribution above .

- Frequency distribution of respondents according to local and non - local population.

Table 3. Frequency distribution of respondents by local and non - local population

Cumulative recurrence rate	relative abundance	absolute abundance	Condition
60	60	216	local population
40	40	144	-local population
100.0	100.0	360	the total



Fig. 4. Frequency of respondents by citizen or non-citizen

- Frequency distribution of respondents by age

Table 4. Frequency distribution of respondents by age

Cumulative recurrence rate	Valid repetition rate	relative abundance	absolute abundance	Condition
17/8	17/8	17/8	64	under 20 years old
81/1	63/3	63/3	228	30-20years
94/2	13/1	13/1	47	40-30years
100.0	5/8	5/8	21	40years and above
-----	100.0	100.0	360	the total

The Table 4 shows the frequency distribution of respondents by age. As can be seen, 17.8 percent of the respondents were under 20 years old, 63.3 percent were between 20 and 30 years old, 13.1 percent were between 30 and 40 years old, and 5.8 percent were over 40 years old. The Fig. 5 illustrates the aforementioned distribution.

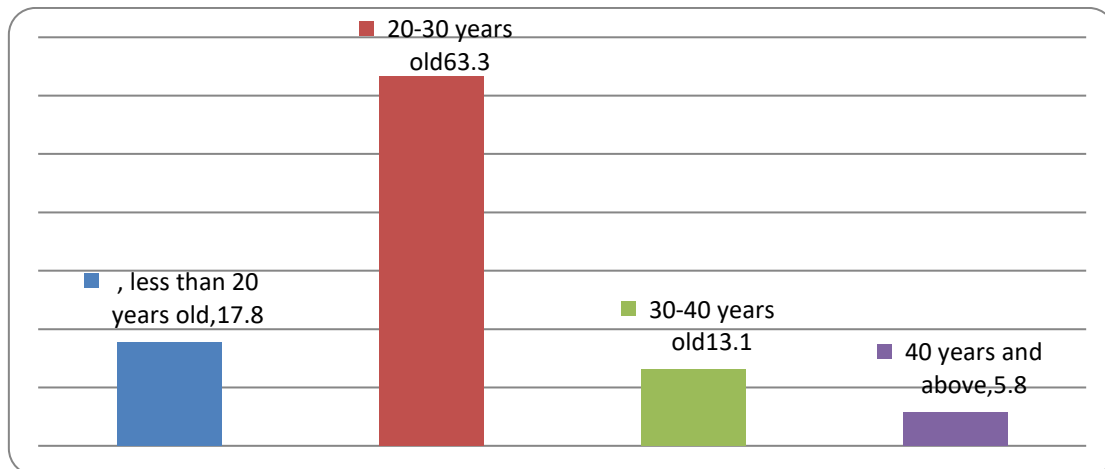


Fig. 5. Percentage of respondents by age

- Frequency distribution of respondents according to day and night training courses

Table 5. Frequency distribution of respondents according to night and day training courses

Valid abundance ratio	relative abundance ratio	absolute abundance	Condition
15/3	15/3	75	Night
84/7	84/7	335	Daytime
100.0	100.0	360	the total

The Table 5 shows the frequency distribution of respondents by cycle type (day or night). 15.3% of respondents were night-timers and 84.7% were day-timers. The Fig. 6 show the frequency distribution above.

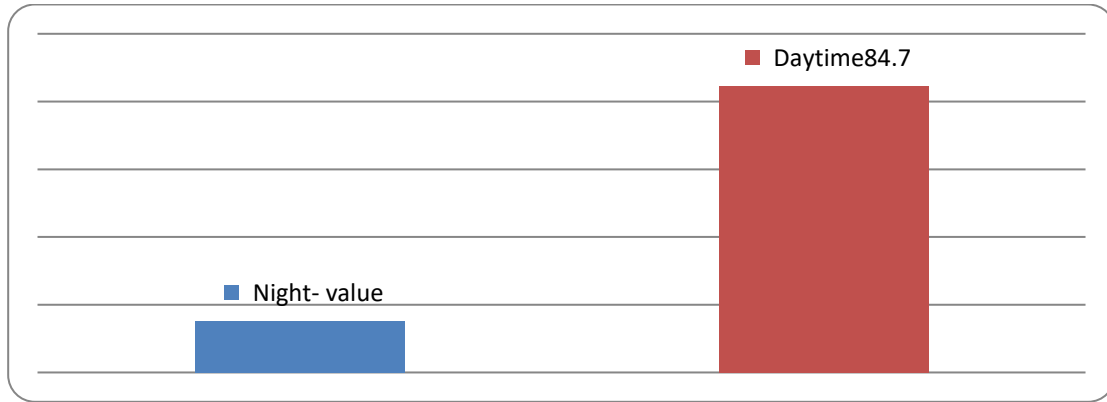


Fig. 6. Frequency and percentage of respondents by type of day and night training courses

4.1.2. Examination results and analysis of samples

4.1.2.1. Results of the first question examination

What is the impact of marketing mix components on the university selection process by Middle Technical University students?

H0: The marketing mix does not affect the university selection process .

H1: The marketing mix affects the university selection process.

Table 6. Mixed pricing statistics for a single sample

standard deviation	Average	number	Condition
13/64	28/9	360	Pricing

As shown in Table 6, the average value is and deviation Standard For the mixture Pricing It is 28.9 and 13.64 on In succession

Table 7. Results of the t-test for single-sample pricing

The difference between the averages	Importance level	degrees of freedom	t value	Condition
28/9	0/000	359	40/195	Pricing

Since the significance level is zero, the calculated t- value (40.195)is greater than 1.64. As a result, the null hypothesis) price has no effect on the university choice process) is rejected and the opposite hypothesis (price has an effect on the university choice process) is accepted. In other words, can draw the following conclusion: Price has an effect on the university choice process.

4.1.2.2. Results of the second question examination

What is the impact of location on the university selection process by students of the Middle Technical University?

H0: The combination of location does not affect the university selection process.

H1: The combination of location affects the university selection process.

Table 8. t- value statistics for the mixed-site sample

Standard deviation	Mianjin	number	Condition
14/58	32/3	360	the site

As shown in Table 8, the average value and deviation Standard For the group Locations It is 32.3 and 14.58 on In succession

Table 9. t- value test results for a mixed sample of the site

The difference between the averages	Importance level	degrees of freedom F	t value	Condition
32/3	0/000	359	41/878	Location (shop)

Since at the significance level of zero, the calculated t- value (40.195)is greater than 1.64. As a result, the null hypothesis) there is no effect of location on the university selection process) was rejected and the opposite hypothesis (the effect of location on the university selection process) was accepted.

5. Results of the Third Question Examination

What is the impact of promotion on the university selection process by students of the Middle Technical University?

H0: The combination of promotions does not affect the university selection process .

H1: The mix of promotions affects the university selection process.

Table 10. t- value Statistics for the Promotion Mix Sample

Standard deviation	Average	Number	Condition
22/21	49/8	360	Promotion

As shown in Table 10, the average value is and deviation Standard For the mixture Promotional It is 49.8 and 22.21 on In succession

Table 11. t- value test results for the mixed promotion sample

The difference between the averages	Importance level	degrees of freedom F	t- value	Condition
49/8	0/000	359	42/478	Promotion

Since at the significance level of zero, the calculated T value (40.195) is greater than 1.64. As a result, the null hypothesis there is no effect of promotion on the university selection process was rejected and the opposite hypothesis the effect of promotion on the university selection process was accepted. In other words, we can conclude the following :Promotion has an effect on the university selection process.

6. Results of the Fourth Question Examination

the impact of physical equipment on the university selection process by Middle Technical University students?

H0: Physical equipment does not affect the university selection process.

H1: Physical equipment affects the university selection process.

Table 12. t- value Statistics for a Mixed Sample of Physical Equipment

Standard deviation	Average	Number	Condition
15/49	38/5	360	Physical equipment

As shown in Table 12, the average value And deviation Standard For a mixture Equipment materialism It is 38.5 and 15.49 on In succession.

Table 13. t- value test results for a mixed sample of physical equipment

The difference between the averages	Importance level	Degrees of freedom F	t- value	Condition
38/5	0/000	359	46/833	Physical equipment

Since the significance level is zero, the calculated t- value (40.195) is greater than 1.64. As a result, the null hypothesis there is no effect of physical equipment on the university selection process is rejected and the opposite hypothesis the effect of physical equipment on the university selection process is accepted. In other words, we can conclude the following: physical equipment has an effect on the university selection process.

7. Results of the Fifth Question Examination

What is the impact of the product on the university selection process of Middle Technical University students?

H0: Product mix does not affect the university selection process.

H0: Product mix affects the university choice process.

Table 14. t- value statistics for the mixed product sample

Standard deviation	Average	number	Condition
22/51	54/48	360	Product

As shown in Table 14, the average value and deviation Standard For a mixture Products It is 54.48 and 22.51 on in succession

Table.15. t- value test results for a mixed product sample

The difference between the averages	Level of importance	degrees of freedom F	t-Value	Condition
54/48	0/000	359	45/917	Product

Since at the significance level of zero, the calculated t- value (40.195) is greater than 1.64. As a result ,the null hypothesis (there is no effect of the product on the university selection process) is rejected and the opposite hypothesis (the product has an effect on the university selection process) is accepted. As shwn in Table 15.

8. Results of the Sixth Question Examination

What is the impact of the process (procedures) in the university selection process by students of the Middle Technical University?

H0: The process mix does not affect the university selection process.

H1: Process mix affects the university selection process.

Table 16. t- VALUE statistics for a mixed sample of the process

Standard deviation	Average	Number	Condition
11/62	27/05	360	Process (procedures)

As shown in Table 16, the mean and standard deviation of the process mix are 27.05 and 11.62, respectively.

Table 17. Results of the t- VALUE test for a mixed sample of the process

The difference between the averages	Level of importance	degrees of freedom F	t- Value	Condition
27/05	0/000	359	44/105	Process

Since the significance level is zero, the calculated t- value (40.195) is greater than 1.64. As a result ,the null hypothesis (there is no effect of the product on the university selection process) is rejected and the opposite hypothesis (the product has an effect on the university selection process) is accepted. In other words, we can draw the following conclusion: The product has an effect on the university selection process. As shwn in Table 17.

9. Results of the Seventh Question Examination

What is the degree of influence of people (professors and university staff) in the process of choosing a university by students at the Middle Technical University?

H0: The mixing of people does not affect the university selection process.

H1: The mixing of people affects the university selection process.

Table 18. t- value statistics for a mixed sample of people

Standard deviation	Average	Number	Condition
14/33	33/17	360	People

As shown in Table 18, the average value is and deviation Standard For the mixture People It is 33.17 and 14.33 on In succession

Table 19. t- value test results for a mixed sample of people

The difference Between the averages	Level of importance	degrees of freedom F	t- value	Condition
33/17	0/000	359	43/855	People

Since the significance level is zero, the calculated t- value (40.195) is greater than 1.64. As a result, the null hypothesis (there is no effect of the product on the university selection process) is rejected and the opposite hypothesis (the product has an effect on the university selection process) is accepted. In other words, we can draw the following conclusion: the product has an effect on the university selection process .As shwn in Table 19.

10. Results of Ordering Mixed Ingredients

The influence factors of the marketing mix elements take part in the final decision of choosing the university by students of the intermediate technical university?

Since it is at the zero-significance level, the calculated t-value (40.195) is greater than 1.64. As a result, the null hypothesis (no effect of the product in the selection process for the university) was rejected and the opposite hypothesis (the effect of the product in making a selection decision for the university) was accepted. In other words, we can draw the following conclusion: the product has an impact on the selection decision of the university.

11. Discussion

Results confirm that all seven components significantly impact university selection. 'Product' and 'Promotion' were most influential. Differences in perception based on gender and education level suggest the need for segmented marketing. The study supports prior findings from [4, 5][2] that student choices are complex and influenced by academic, financial, and social factors.

12. Conclusion

This research highlights the significance of adopting a full-spectrum marketing strategy in Iraqi universities. Understanding student preferences through the 7Ps model can enhance recruitment and institutional competitiveness. Marketing efforts must be student-centered, strategic, and data-driven.

- The results of the studies analyzed in this thesis confirmed a statistically significant impact of the various components of the marketing mix on Iraqi students' decision to choose a particular university.
- The results indicate that an effective understanding and application of marketing mix concepts is essential for university administrators in Iraq to enhance their institutions' ability to attract students in an increasingly competitive environment.
- The study demonstrates that Iraqi universities, to date, have not paid sufficient attention to implementing modern marketing methods and tools in their student attraction strategies.
- By analyzing student responses at the Middle Technical University, it was found that there is a disparity in the degree of influence of each component of the marketing mix on the university choice process, which calls for understanding these differences.
- The study emphasizes the importance of university administrators adopting a marketing mix specifically designed to suit the characteristics and needs of their target students, taking into account the local and regional competitive environment.

13. Recommendations

The researcher recommends that Iraqi university administrators invest in building qualified marketing teams with experience in applying modern marketing concepts and tools in the higher education sector. It is recommended that further in-depth studies and research be conducted to understand the ongoing changes in Iraqi students' preferences and needs, and to update university marketing strategies based on these changes.

- Universities should establish professional marketing departments trained in educational services marketing.
- Tailor marketing strategies based on continuous research into student needs and trends.
- Develop flexible pricing and scholarship schemes to improve affordability.
- Invest in promotional strategies, especially digital platforms, to improve reach and engagement.
- Enhance the quality and visibility of academic programs (product strategy).
- Streamline administrative processes to improve student experience.
- Improve campus facilities and digital infrastructure (physical evidence).

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