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A Study On Management Institutes Digital Marketing Strategy And Its Impact On Students Behaviour

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Abstract:

The significance of the internet as profit-making platform is by now generally recognized and more and more businesses implement digital marketing channels at the cost of traditional ones. The social media, being next age group internet applications, allow interaction, one-to-one communication, customer engagement, and user make content. The interest of management institutions in social media as part of the marketing toolkit is increasing, but slight is known about the potential of these channels in management institutes marketing strategies. Even less is known about the role of social media as influencers of future students in the choice of study. This article results a learn aiming to identify the role and importance of the social media on the choice of potential students for a study in comparison with the traditional management institutes marketing channels in the India. In this revision identifies and explain 3 market segments among potential students based on their use of the social media.

Digital marketing is the opportunity of electronic communication which is used by the management institutes to authorize the institute marketplace. The utmost purpose of the digital marketing is concerned with consumers and allows the customers to mix together with the product by good quality of digital media. This perspective concentrates on the importance of digital promotion for both students and management institutes. We study the result of digital marketing on the base of management institute sales. 150 respondents opinion are collected to get the comprehensible picture about the current study.

Keywords: Digital Marketing, Promotion, Consistent, Internet, Management Institute Marketing Strategy, Social Media, Students Behavior

1. Introduction



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The education sector in India is conquered by techno-savvy consumers who are prepared with quick access to information, which is accessible through both online and offline media of communication. Although the gradually vanishing impact of offline marketing tools is felt across all the segments, it is essential to explore the shift in the education sector. Online marketing tools which are personification as a new spirit in promotion are compelling marketers to relook at various marketing strategies in varying times.

Accepting the source of information about various factors for choice of a college is essential as it aids in formulating more talented marketing strategies. In the current world of business online marketing tools are serving as a rapid and uncomplicated media to connect people together all over the globe by the Internet. Interactive exchanges of ideas, which include sharing quick feedback about consumer perception, have made the role of online marketing even more significant and powerful. Information exchanged overtly creates a quick buzz of fascination and enthusiasm and also encourages others to share experiences and valuable information. Indeed, Social Media Marketing has offered a large range of new prospects for all the industries to promote their brand, products, and services. It offers personal independence and autonomy, and people are actively connecting with each other to exchange their experiences. Access to consumer feedback about products and services that are self-tested or even just heard about on a public policy has created a new world of encouragement through word of mouth. With this entire backdrop, thoughtful exclusive benefits of online marketing to business has become even more vague and tricky. With the massive dissemination of social media as a medium for communication, the education sector is undergoing a transformation. The impact of Social Media Marketing on the picture of colleges, due to the presence of users as students who are fairly prepared and quick in networking, matters a lot to the education sector. The role of online metaphors in perception formation is significant in decision-making for selecting a college.

2. Literature Review

Education Sector - Role of marketing policy

The education sector has not remained ahead of the boundaries of responsibility marketing activities. The major concern of colleges has been maintaining the enrolment ratio every year. It becomes essential for educational establishment to understand how prospective students choose a college for senior studies. Colleges are plan better marketing strategies considering the falling number of student admission and increasing number of institutions. Chapman existing a model representing what influences or affects the incoming students' selection of college for additional education. The model expected to help decision-makers of the college admissions to consider the influencing factors. Literature in admissions in education is not a new progress. In a book on higher education, Penn (1999) discussed issues and trends in management of enrollment among higher education institutions, using data of 30 years. The information covers such aspects as access, accountability, finance, political and government support, regulatory environment, public perception, etc. The author accepted out a survey on the administrators of colleges. An attempt on estimating admission management program was made and ethical implication issues were discussed. For customers, media plays vital role in choosing service providers, including educational service providers. It is away from doubt that the Internet, particularly social media, has changed the way people used to make choices about buying and using various goods and services. This relate to deciding about additional education as well. There is a generational revolutionize about the way of choosing college for higher education using diverse sources of information. Social media is playing an vital role here, which is understand by education institutions as well. It was establish that more than 55 percent of admission departments used social media of one type or the other for recruitments/admissions. More or less 25 percent used social media for screening of applications. The information found that colleges,



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however, were using social media unevenly. Service providers are changing their eyes from number of hits their website is receiving to number of likes their Facebook page is getting. In the context of website(s) of college, it needs to be checked whether college website or social media is relied upon for information compilation. Colleges are using the World Wide Web (WWW) increasingly for admitting students, though use of the website by the students is not known. The instigator addressed issues, such as, engaging nature of website, browsing, and submission likelihood. The study was conducted among students about how they perceive websites of colleges. Advising admission the study completed that the growth of research on the impact of Internet has accelerated. The present investigation on this is more leaning towards commercial organizations rather than educational institutions. It was also concluded that colleges can use technology better on marketing and on enrolment efforts. Along with online media, such as, websites and WWW, social media, particularly mobile-based media, also plays a role in information broadcasting. The changing peer pressure in social media communication was examined when compared to tradition sender-receiver communication model in the context of choice of a college made by the students. The influence of sources of information on students’ choice of college for additional education is experienced out in this research. The manipulate of friends/family members, campus visit, etc. was compared with other media.

3. Objectives

- 1) The purpose of this study is to recognize the effectiveness of digital marketing in the college admission process.
- 2) To study the impact of online source of information in college selection process.

4. Research Methodology Applied

An observed study using a survey-based approach was conducted across various colleges. Data of 190 student respondents, regularly distributed in two broad categories presently enrolled in (UG) undergraduate students and 12th students seeking college admissions, were collected. A point response option checklist arranged on the basis of the literature review of presently practiced online marketing techniques was used on respondents in the age group between 18 and 21 years.

5. Digital marketing vs Traditional Marketing :

Digital marketing	Traditional Marketing
Communication is bidirectional. The customer also can ask queries or make suggestions about the business products and services.	Communication is unidirectional. Means, a business communicates about its products or services with a group of people.
Medium of communication is mostly through social media websites, chat, and Email.	Medium of communication is generally phone calls, letters, and Emails.
There is always a fast way to develop an online campaign and carry out changes along its development. With digital tools, campaigning is easier.	Campaigning takes more time for designing, preparing, and launching.
The content is available for public. It is then made to reach the specific audience by employing search engine techniques.	It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.



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It is best for reaching global audience.	It is conventional way of marketing; best for reaching local audience.
It is easier to measure the effectiveness of a campaign through analytics.	It is difficult to measure the effectiveness of a campaign.

6. Findings

The findings evidently reveal the emerging role of online marketing techniques. The role of existing offline marketing techniques used by colleges was found to be significant in the process of decision-making to choice college admission. The role and reliability of the source of offline vs online information varied notably across factors like course fees, college background, faculty, and career support.

Resource of information the results exposed more offline influence over online across the options of various sources of information like alumni, banners, college presentations, consultants, events at colleges, friends, coaching classes, neighbors, newspapers, parents, relatives, schools, tuition teachers, social media, search engines, and websites. Offline sources of information such as friends and family was ranked the highest. The result showed that 60.52 percent of the respondents came to know about their chosen college from their friends, followed by parents (20 percent). Respondents who ranked information about college through social media (71.05 percent), search engine (5.26 percent), and website (23.68 percent) of the college were relatively very less in number (Table 1). Similar patterns of source of information were observed across both male and female respondents. Female college students preferred friend recommendation higher compare to male respondents (55.65 percent vs 44.35 percent). Social media usage was also found relatively higher in female respondents as compared to male respondents (56.29 percent versus 43.71 percent) (Table 1). Usage of online services high awareness in students and their uses are : highest WhatsApp (97.89 percent) followed by Facebook (86.31 percent) and YouTube (82.10 percent). Nearly 75 percent. of the respondents point toward using only three services specifically WhatsApp, Facebook and YouTube. Very less usage of LinkedIn and Hike was experiential. The choice was made across options like Blog, Facebook, Google+, Hike, Instagram, LinkedIn, Snapchat, Twitter, WhatsApp, and YouTube.

Table 1. Source of College Information Awareness in Percentage

Media Type	Source of Information	Male		Female		Total	
		Respondent	%	Respondent	%	Respondent	%
	Parents	20	52.63	18	47.37	38	20
Offline	Friends	51	44.35	64	55.65	115	60.52
	Newspaper	16	55.17	13	44.83	29	15.26
	Radio Ad	3	100.00	0	0.00	3	1.57
	TV ad	1	33.33	2	66.67	3	1.57
	Banner	2	40.00	3	60.00	5	2.63
Online	Search Engine	4	40.00	6	60.00	10	5.26
	Social media	59	43.70	76	56.30	135	71.05



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	Website	23	51.11	22	48.89	45	23.68
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Source: Primary data collected through survey.

Services Used	Male		Female		Total	
	Respondent	%	Respondent	%	Respondent	%
WhatsApp	92	49.46	94	50.54	186	97.89
YouTube	80	51.28	76	48.72	156	82.1
Facebook	86	52.44	78	47.56	164	86.31
Instagram	79	44.38	99	55.62	178	69.8
Google+	92	53.49	80	46.51	172	67.45
Twitter	40	50.63	39	49.37	79	30.98
Blog	22	57.89	16	42.11	38	14.9
Snapchat	10	62.50	6	37.50	16	6.27
LinkedIn	20	66.67	10	33.33	30	11.76
Hike	2	66.67	1	33.33	3	1.18

Source: Primary data collected through survey.

7. Suggestions

- 1) Improve technical development in encouragement of digital marketing.
- 2) Bring together and put into practice the feedback provided by the consumer in the right way.
- 3) Provide a visible and good service to the students before and after admission.
- 4) Creating consciousness among the people about digital marketing.

8. Conclusion

The center of the current study is to influence of online media usage as a source of information for the choice of college. The study also tries to discover within the category of social media the range and preference of various options available in the Social Media market reputation and usages. It is implicit that reputation and usages can serve as key indicators in understanding the factors affecting college students during the decision-making process of the most important area of the life. The clear impact of social media cannot be unused to when it comes to the time dedicated by this generation, So far it was unexpected to discover that the role of the former is relative poor as compared to direct feedback and fact-based information. The study obviously confirms that in the choice-making process for selection of college, students give the maximum weight age to personal communication. Concurrently, the results are clearly positive for social media in marketing communication. Considerate and mapping students' awareness is valuable to various stakeholders in identifying the impactful marketing techniques for efficient promotion of education program. The findings can facilitate various stakeholders involved in designing strong marketing strategies to develop information for marketing



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