

An Analysis of Impact of Digital Marketing Communication on Student decision making process for higher studies in India

¹Mohit Kumar, ²Dr.Chandni Kirpalani, ³Dr.Ranu Sharma

¹Research Scholar, Poornima University

^{2,3}Professor, Poornima University

¹mohit.sharma@poornima.edu.in, ²chandni@poornima.edu.in, ³ranu.sharma@poornima.edu.in

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Abstract. In recent years Higher Education Institutions are expanding at high speed in India. The insights of higher education in India which comes from All India Survey on Higher Education (AISHE) Report 2017 distributed by MHRD clears that Gross Enrollment Ratio (GER) of Higher Education in India (HEI) is 25.8%, which is determined to the age bunch 18-23 is exceptionally low with correlation with different nations. The Indian education framework is going through changes and significant changes activities are taken by Indian Government. In this complete climate Universities need to discover better approaches to advance them for the forthcoming students. Colleges are embracing internet marketing channels over disconnected. Digital marketing is a stage for social, business commitment of customer across the world utilizing refined instruments like SEO, online journals, audits, viral marketing, show advertisements, web-based media pop-up messages which can make digital enjoyment.

1. Introduction

The Educational Sector is seeing monstrous fluctuations at a worldwide level which has suggestions, consequences for nation education. This is one dependable answer for improvement, progress, social change and monetary turn of events. Social changes and commitment is conceivable by education as it were. The information procurement would assist individuals with getting scholarly development and shrewdness throughout some stretch of time.

2. Indian Education Industry – Role and contributions

The Indian education framework is going through changes and main activities are taken by nation Administration. These progressions would guarantee long haul suggestions and advantages for the general public on the loose. There are 1.4 million institutions and 227 million understudies are concentrating across different institutions in the country. The education literacy was 64.8% in 2001 has expanded to 73% in 2011. This advancement is surely is exceptionally sure and additional formative Individuals in this country which has guaranteed financial commitments to our general public. This dynamic commitment and reformist estimates should proceed. Anyway we could see from different investigations that there are different difficulties, issues and issues which is facing this framework, which must be taken care of adequately and judiciously. These scholarly movement commitment additionally lead to monetary action commitment and commitments which benefits families, gatherings, networks and our general public on the loose.

3. Literature Review – Approach

3.1 Historical perspective

3.1.1 Youtube

Dickey, M. (2013) portrays that Youtube is a website page. This is an online media stage which instructive establishments can underwrite by showing their recordings and special materials. Viral showcasing the most well known instrument of computerized advertising can be successfully overseen

and controlled for instructive organizations moreover. The instrument created in 2005 has achieved such notoriety and importance, more youthful age can't exist online without this. Preferences, expanding mindfulness, advancement missions can be adequately done which can produce leads for instructive foundations.

3.1.2 Twitter

Kingston, (2013) said that Jack Dorsey utilized it inside assistance for odeo workers and it was complete accessible for community usage in 2006. It was set up dependent on systems administration and microblogging. Customers can speak with individuals everywhere on world utilizing hashtags which would now be able to utilize 280 characters which was before limited to 140 characters. This online media stage is less widely utilized by instructive foundations for advertising and advancements. Ample opportunity has already past that this worldwide noticeable and famous instrument is utilized by educational institutions for creating market awareness, customer awareness and reach.

3.2. Contemporary perspective

As to historical causes of ideas and its suggestions, historical perspective would be utilized. This implies the audit would distinguish articles and distributions since the root of the idea, its turns of events, issues, perspectives, openings, impediments and powerful methodologies to deal with these difficulties would be analyzed, assessed and talked about in detail.

Contemporary perspective would likewise be taken in to think as this survey would likewise give most applicable most recent and latest distributions which are accessible. Most recent ten years of studies led on the theme, important autonomous, and ward factors picked in this examination would be assessed, inspected, dissected and basic feelings would be given. A different conversation would likewise be accommodated getting an unmistakable and legitimate perspective.

The report says that worldwide reach of Internet has expanded from one billion clients in 2005 to 3.5 billion of every 2015.

Court, (2009) has distinguished and recorded and broke down the progressions and advances which has occurred because of web insurgency. He says the web transformation has changed the whole manner by which items, administrations are advertised across the world with new advancements and cycles which has changed the whole world in higher than ever. So there is an intrinsic requirement for organizations across enterprises to show their organization sites across these web crawlers which would prompt hunt by forthcoming customers and business improvement is guaranteed.

Curran, (2004) The web crawlers assess the sites dependent on specific standards and informations which are given and these measures are the base for positioning on the web search pages which are:

- Years of foundation of the site
- Regularity in refreshing the site substance, quality and the board
- The proportion of watchwords and its accessibility on the site
- Quality of approaching connects to site

Jerkovic (2010) has expressed that outside connections and its network to the site is vital urgent and determinative in nature. It decides the positioning in the page. Individuals and financial specialists by and large favor natural inquiry as an apparatus for overseeing and pulling in client base.

Anyway we could comprehend that it would be founded on the calculation arrangement in the site which is investigated by SEO and assessment is done and the positioning of the site is given. We could likewise know and appreciate that this interaction would receive rewards for organizations throughout some undefined time frame.

4 Challenges Education System

Sharanabasappa, Basavaraj Nagesh Kadamudimatha (2017) have given the different difficulties issues and issues which go up against advanced education. The paper gives data that the public enlistment for advanced education is just 20% which should improve to a bigger degree. The admittance to training is as yet a test in this country. The rustic metropolitan contrasts, male female contrasts actually has an effect and impact on advanced education in this country. The instructive foundations ordinarily should use progressed innovative gadgets and novel techniques to teach understudies. Versatile advertising and viral showcasing apparatuses must be used to successfully arrive at understudies. The paper has expressed that there is a requirement for activation of assets. The investigation additionally underscored the requirement for understudy driven instruction and novel strategies which must be executed in the framework.

Lekha and Dr. Bino Thomas (2017) has given procedures to imagine the advanced education framework and accentuated the need to get radical changes in the whole framework and during the time spent advanced education. He expresses that financing is a significant issue which must be tended to in the whole framework as tremendous ventures are expected to give important foundation, offices and climate for advanced education.

Nitesh Sanklecha (2017) has given contributions on the qualities, issues and difficulties in advanced education in India. He affirms that even following 70 years of freedom India is as yet distant from all inclusive education and it's yet to accomplish it. The advanced education organizations commonly don't have appropriate satisfactory framework which is the fundamental test.

We can be glad that we have with us the most elevated pool of potential understudies who can be made as gainful and monetary asset of the nation however it's regularly horribly botched without reason course or any thought. The advanced education area faces twin test

Sumanth Hiremath and Dasharath Albal (2016) give a viewpoint on advanced education framework in the nation by having an indicative perspective on the whole framework. The framework empowers scope for improvement yet anyway there is by all accounts lesser reality with respect to advanced education from a complete point of view. Quality, reasonableness and morals are the three significant difficulties which influence the whole cycle. In vision 2030 for advanced education we find that there is gigantic freedoms for development and dominating in this field. We expect the gradual work power to be around 250 million by 2030. Appropriate methodologies and strategies must be embraced by Government to deal with this work power and make them financially profitable and suitable to society.

Pal Prasenjit(2016) believed Indian autonomy here were 20 colleges and 500 associated schools everywhere on the nation for 0.1 million populace which has developed to a wide margin today. The three significant pointers of advanced education are:

Net enlistment proportion 13.2% Net enlistment proportion 13.2% Qualified enlistment proportion 52% Both the gross enlistment proportion and net enlistment proportion is far underneath worldwide normal which needs to improve. The investigation likewise expresses that administration rehearses in the nation should change and develop to oblige worldwide understudies and patterns.

Rohan Muherjee (2008) examines the emergency, contemporary difficulties and issues which win in advanced education frameworks of India. This investigation additionally expresses that there are 18000 organizations in India which deal with instructing 11 million understudies. The examination further expresses that there is a complete decrease in the public speculations for advanced education. There are part of issues with respect to administrative system and it has influenced the complete instructive cycle. The advanced education framework in India should guarantee value for all as far as access and opportunity.

Naveen Chahal and Hafizullah Dar(2015) has expressed there is supportability challenges in advanced education and its management in India. The investigation further expresses the requirement for making a practical model which can empower India to draw in worldwide understudies to India.

Pal Singh(2016) evaluated the environment and predominance of advanced schooling framework in India. Paper different accreditation methods are clarified in part which wins in the nation. Anyway every one of these techniques which exist should prompt understudy confirmations for advanced education in this country.

5. Digital Engagement

Barr (2006), speaks that nobody approach to amuse and draw in the client as various prospects which sustain for organizations. Schouten et al., (2007) found that novel, connecting with assortment of encounters which make shock in customer mind draws in their psyche for all time and they will in general hold this pleasurable experience for a more drawn out term of time which brings about brand commitment and maintenance. Online data utilization by understudies – assortments and shifted suggestions Rankle, Ford, Miller and Levy (2006) unmistakably expresses that online data assumes a significant part in individual, family, wellbeing, schooling, account and in all structures and circles of life. Bruno, Dąbrowski (2013) investigated and told that instructive foundations give substance and data which the understudy local area must be exceptionally cautious. Client produced content are viewed as more reliable than instructive establishment created content which must be examined cautiously prior to taking a choice. Brodie et al., (2013) speaks that these commitment bring about pleasurable encounters for customers and they get appreciation and feel glad to be related with the organization and they develop brand representatives to the organization. Mahajan, V. (2008)says these glad associations with the organization reaches out in their own daily routines too and it makes cheerful experiencing and upbeat networks in the public eye. Carlson et al., (2008) say that these joy looking for clients once they become glad they will in general spread the message of bliss, commitment rehearses for their related circles wilfully. These practices by organizations bring about intentional commitment and brand advancement by customers.

Table 1.Data collected for Analysis

Parameter	Category	Frequency	Percent
Gender	Male	565	63.8
	Female	320	36.2
	Total	885	100
Father Profession	Government	246	27.8
	Private	224	25.3
	Business	318	35.9
	Other	97	11
	Total	885	100
Age Group	15-19	310	35
	20-24	431	48.7
	Above 24	144	16.3
	Total	885	100
	Doctorate	161	18.2
	Post Graduate	215	31.99
	Under Graduate	457	68.01
	Higher Secondary	233	26.3

	Total	885	100
Family Income	Below 4 Lakhs	389	44
	Between 4 - 8 lakhs	349	39.50
	Between 8 - 12 lakhs	79	8.90
	Above 12 lakhs	68	7.60
	Total	885	100

6. Data Collection

Primary data is collected through questionnaire Online & offline survey. Secondary data is collected from journals, periodicals, reports and magazines.

7. Data Analysis

Data was analysed through Chi Square Statistics, Correlation, One Sample Binomial test, Regression, cross tabulation and descriptive statistics.

8. Finding

34% of the students were agreed and 25% strongly agreed that digital technology plays greater role in higher education choice of the students. Very few (14% Disagreed and 10 % strongly disagreed) students feel that there is no impact of digital technology in higher education choices.

44% of the students strongly agreed 41% agreed that Digital media time savvy.

41% of the students strongly agreed 41% agreed that digital media is the cost savvy. More than 80 % students agreed & strongly agreed that Digital Management Strategies increase awareness of institutions and student engagement. Respondents felt positive towards the institution with positive reviews.

Respondent give more importance to student / parent feedback rather than institution claims.

Majority of respondents said that they could finalize decision of admission on the basis of online information. Respondents prefer Website for search of information rather than other other digital marketing channel Evaluation of alternative is the most affected stage followed by search for information in student decision making process for higher studies in india.

9. Conclusion

Study concluded that digital marketing communication affects the student decision making process for higher studies in india.

Digital marketing communication has number of characteristics that make it the preferred communication alternative of modern era.

The Younger generations are more attracted by the interactive medium communications and sharing information on real time. Primary usage of online is for information seeking. Now a day's students and parents gathered all information about the institution through online and they wish to join before direct visit. Most of them use online application to register their interest towards institution. Visual content marketing and comparative analysis will make customer satisfaction. User reviews place a major role among students decision towards selection of institution. Testimonials video provides informative statement.

Respondents paid greater attentions to the customer reviews than other marketing communication Digital Management strategies involved in higher education attract the students towards searching information for opting admission and it lead to post admission process .It increase the awareness of institution among students and engage them with interactive communication

Marketing through Digital media having more benefits than tradition. Study reveals the following benefits reduced time for information collection, highly cost effective, more interactive, very huge information available, Information on websites is more reliable, updated and informative

10. Limitations

The study could not identify whether the respondents who agreed that DMC had an impact on student decision making process for higher studies actually taken admission based on digital information. The study can also be applied to other states and cities especially metropolitan cities Delhi, Mumbai & Bangalore.

11. Suggestion & recommendation

To improve the compatibility of the website. Effective SEO strategies should be adopted. It is suggested to update unique content regularly on social networking sites to develop the Curiosity of the student. Easy Comparison through testimonials, fee, and infrastructure should be available on education portal. Nurture Positive Attitude towards Digital Marketing Communication. Highest preference of digital channels by XII students is Email and YouTube, UG students is education portal and social networking, PG student is websites and smart phone and Doctorate student is websites and online forums. Digital management communication implemented by higher education institutions will help students to compare several institutions and also search for information opting admission.

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