

# ROLE OF ELECTRONIC MARKETING IN ACADEMIA: AN EMPIRICAL STUDY OF EDUCATIONAL INSTITUTES IN PUNJAB

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## **Abstract**

Digital applications include various elements such as search engine, websites, pay per click Advertisements, emails, mobile phones, social networking etc. Digital Marketing refers to explore digital applications for the promotion of a business or brand. Apart from assurance to cater and reach the right target audience, it strengthens the business and the brand. Even the education Sector today is highly influenced by the amplified use of internet and digital media, since the majority of the population of students is an internet users. As a result educational institutions and universities need to make increased use of the internet and mobile devices to reach out to more students as digital marketing is the best method that can be adopted by the educational institutions to reach out to prospective students.

**Keywords:** Digital Marketing, Internet Marketing, Education Sector, Social Networking, Mobile Marketing.

## **Introduction**

The world is witnessing a transformation in marketing strategies and techniques from traditional to digital. It is beyond the shades of doubt that Digital marketing is becoming an integral part and parcel of the education sector. This means that brands need to embrace digital marketing strategies to stay fit in the competitive world. In today's highly competitive education sector, students and parents prefer to know indepth about an institution prior to get enroll there. Here is the situation where print and TV advertisements fail to cater as the message delivered is controlled by information and time.

Hence, they rely on the internet to research about the institutions, and make decision after comparing various alternatives available. Recent study suggests, three out of four students in India depend on internet to search for the best institutions. Thus having a strong and active presence on social media, enhancing SEO and investing in content generation are some of the methods thorough which the digital marketing is transforming the education sector.

## Literature Review

**Gunelius (2011)** focused on the branding aspect of social media marketing defining it as “any form of direct or indirect marketing that is used to build awareness, recognition, recall, and action for a brand, business, product, person, or other entity and is carried out using the tools of the social Web, such as blogging, micro-blogging, social networking, social bookmarking, and content sharing”.

**Philip** described social media marketing as “a social and managerial process by which individuals and groups obtain what they need and want through”

**Solis and Breckenridge** have postulated about social media as opposed to traditional media, involves a shift in the way people discover, read, and share news: from broadcasting to a many-to-many communication model.

**Ford** assumes digital communications as less prevailing but very influential than traditional forms of communication.

**Urban** suggests that “Digital marketing uses the internet and information technology to extend and improve traditional marketing functions”.

**Simon, Roth and Madden** have made the list exhaustive by adding mobile marketing, blogs, Search ads, online communities to the existing list of mediums for digital marketing. One of the elements which may justify these viewpoints could be the fact that Unlike Traditional media Digital offers multiple engagement platforms with a very easy accessibility.

**Wertime and Fenwick**, Digital marketing constitutes variety of mediums such as web, Internet, email and viral marketing, mobile platform, gaming, user generated content, digital signage and Internet Protocol Television etc.

**Smith** is an addition to “existing mediums of communication”.

**Lazer and Kelly** define social marketing as "concerned with the application of marketing knowledge, concepts, and techniques to enhance social as well as economic ends. It is also concerned with the analysis of the social consequences of marketing policies, decisions and activities."

## Objectives:

1. To analyse institutes' perception towards digital marketing.

2. To study usage of various social networking sites by the educational Institutes

### Research Methodology

The present study has adopted descriptive research design and the Sampling technique used for approaching the sample unit i.e. Educational Institutes is Judgmental Sampling. Overall, a sample size of 50 has been chosen for the study. As has been mentioned in the title, the study are has been confined to Punjab region.

### Instrument for Data Collection:

A structured questionnaire designed specifically for capturing the required data has been used in this study. The said questionnaire has been designed in such a way that the variables identified in the literature review have been considered and incorporated. For the analysis purpose, only Percentage Analysis has been applied.

### Data Analysis

**Table – 1: Types of Institutes**

S.No.	Particular	Frequency	Percentage
1	Government Institute	8	16
2	Private Aided Institute	10	20
3	Private Unaided Institute	26	52
4	Associate/Constituent Institute	6	12
	Total	50	100

Out of 50 Institutes, 26 Institutes’ i.e., 52 percent were ‘Private Unaided Institutes’, where as 10 Institutes i.e. 20 percent institutes were ‘Private Aided Institute’, followed by 8 Institutes i.e. 16 percent were ‘Government Institutes’ followed by 6 Institutes i.e. 12 percent were ‘Associate/Constituent Institutes’. Clearly inferred that majority of Respondents Institutes were Private Unaided Institutes.

**Table – 2: Category of Institutes**

S.No.	Particular	Frequency	Percentage
1	Degree Institutes	12	24
2	Engineering/ Polytechnic Institute	15	30

3	Management Institutes	12	24
4	Pharmacy Institutes	5	10
5	Nursing Institutes	6	12
	Total	50	100

Out of 50 Institutes, 15 Institutes' i.e., 30 percent were 'Engineering/Polytechnic Institutes', followed by 12 Institutes i.e. 24 percent each were 'Degree Institutes and Management Institutes', where as 6 Institutes i.e. 12 percent institutes were 'Nursing Institute', followed by 5 Institutes i.e. 10 percent were 'Pharmacy Institutes'.

**Table – 3: Whether Single Sex Institute or Co-Educational Institutes:**

S.No.	Particular	Frequency	Percentage
1	Single Sex Institute	12	24
2	Co-educational Institutes	38	76
	Total	50	100

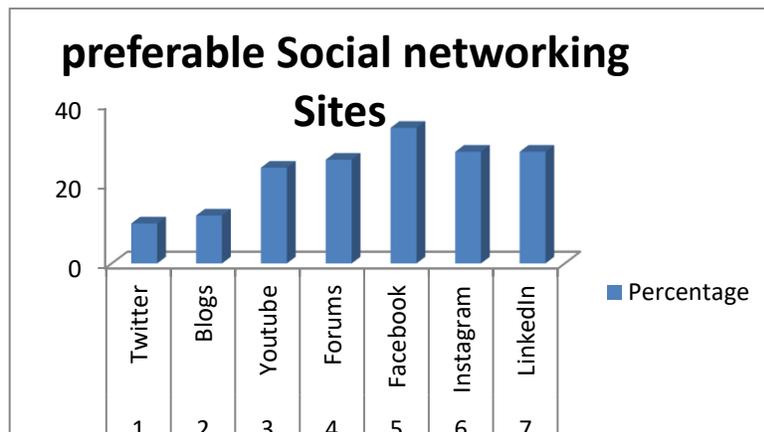
Out of 50 Institutes, 12 Institutes' i.e., 24 percent were Single Sex Institutes', where as 38 Institutes i.e. 76 percent institutes were 'Co-educational Institutes'.

**Table – 4: Preferable Social Media Sites for attracting students.**

S.No.	Particular	Frequency	Percentage
1	Twitter	5	10
2	Blogs	6	12
3	Youtube	12	24
4	Forums	13	26
5	Facebook	17	34
6	Instagram	14	28
7	LinkedIn	14	28

Facebook is highly preferable social Media site with 34 percent, followed by Instagram and LinkedIn as they both shares 28 percent each. Discussion Forums considered to be preferable by 26 Percent, followed by YouTube with share of 24 percent. Very few institutes prefer Blogs and Twitter i.e. only 6 and 5 percent respectively.

**Graphically:**



**Findings**

- 52% Institutes are Private Unaided Institutes. This reveals that Private Unaided Institutes are more aggressive towards use of Digital marketing strategies to attract Students for admissions.
- 30% Institutes are Engineering/Polytechnic Institutes. This states that Engineering/Polytechnic Institutes leads the trend of using Internet for enhance their brand value.
- 76% Institutes were Co-Educational Institutes. This indicates the Co- Educational Institutes are more Digital Oriented as compared to Single Sex Institutes.
- Facebook is the most preferable social media closely followed by Instagram and LinkedIn for making Digital Marketing Strategies by the Educational Institutes.

**Scope and Limitations**

The geographical scope of the study was restricted to only Higher Study Providers in Punjab State. The study being exploratory in nature, the sample size was restricted to 50 Respondents (Educational Institutes). Focus was mainly on analyzing usage of digital marketing in educational Institutes, the

generalizations drawn are only indicative and not conclusive. However there is a scope for future research where different other types of Institutes can be studied.

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