

Impact Of Digital Marketing On Student's Behavior And Awareness For Enrolment In Higher Education Programs In Lucknow City

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Abstract

The use of digital marketing or digital media by universities is to attract students. The goal of university digital marketing is to bring in new students and provide them with a way to communicate with the school on a more personal level. In the context of the digital revolution, the digital transformation of marketing in higher education institutions plays an important role. Students in Lucknow city were asked to complete a survey about the influence of internet marketing on their attitudes about higher education, as well as their actual enrolment decisions in these programs. Using qualitative study methods, 235 students from various colleges and institutions were surveyed to discover the findings. There is a strong correlation between digital marketing and enticing kids, particularly those who are about to graduate from high school. The importance of digital marketing to the university's recruitment efforts cannot be overstated, given its effect on potential students' college selection decisions.

Keywords: *Digital Marketing; Higher Education; Higher Education Institutions; Students' Enrolment; Students' Behaviour; Students' attention; Students' Awareness*

1. Introduction

All through the globe, higher education plays a vital part in any nation's progress. It not only produces competent human resources but also develops social, political, and cultural awareness. Highly educated persons make a considerable contribution to enhancing the standard of living and work efficiency of the community. To accomplish targeted social and economic progress several nations around the globe are making considerable commitments to introduce and update their education system.

The goal of each marketing campaign is to create a long-term connection with the client at the heart of it. As stated and unspoken wants are met by supplying desired items at a reasonable price, relationship building helps organizations understand the psychology of consumers and interact effectively with them. This helps them better understand and satisfy their customers' stated and unstated requirements.

The limits of education have been widened by digital marketing. When it comes to marketing and brand recognition, academic institutions from all around the globe are no more struggling in the modern period. Educators have a unique opportunity to demonstrate the benefits of their services to students worldwide because of the vast availability of information (Baltes, 2015). Universities are using digital marketing to promote themselves in the age of disruptive technologies. It is no longer a viable option to include digital and conventional marketing into a university's overall marketing plan, especially when recruiting students. Universities' usage of technology has undergone a sea shift due to the rise of digital marketing since they now see millennia-old technical habits as a possible target market. However, in the present climate of proliferation, digital and online media have acquired huge popularity and are fundamental aspects of the decision-making of young people pursuing higher education; digital marketing has adopted a wide distributed applicability across industries. the enhancement and maintenance of student and alumni connections are critical for marketing in higher education. Social media has become an essential medium for institutions to help them manage these relationships (Mattson and Barnes, 2009).

1.1 Digital Marketing- In Indian Scenario

It is also referred to as internet marketing or digital marketing. The term digital marketing refers to promoting products or services using any sort of digital or electronic media; it utilizes digital channels to target specific customers and organizations. A variety of online channels are utilized by businesses, including but not limited to social networking sites

like Facebook, Instagram, and LinkedIn; email marketing; pay-per-click advertising; online posters and banners; and so on. As a result of this, businesses have less to worry about reaching their customers. Technology-savvy and impatient consumers expect that services be offered at their convenience. The growth of the internet and the availability of inexpensive smartphones and tablets has resulted in an explosion in the consumption of digital information. Digital marketing is gaining so much traction that many experts predict it could eventually supplant traditional forms of advertising altogether.

Internet and Web 1.0 platforms made it possible for people to locate knowledge, but there was no way to share it with others. Marketers were hesitant to use the internet as a marketing tool at this point since the internet was still in its infancy. The term "digital marketing" was established in the 1990s in conjunction with the rise of personal computers and the introduction of server-client architecture. Archie, a search engine for indexing FTP sites, was created during this time. In the 1980s, computers were already capable of storing a large amount of data, so corporations began to use database marketing and other online strategies. It is up for controversy which should be credited as the father of digital marketing; some think that it should be Marconi, as he delivered the first radio signal, while others believe that Ray Tomlinson, who sent the first email in 1971, is the rightful holder. Others believe that Philip Kotler, the man who started it all, is the only one who truly knows everything there is to know about this subject. Digital marketing in India has a long history, dating back to the establishment of VSNL's internet services in 1995. However, just 0.5% of Indians were online as of the year 2000. After 2005, the internet boom took hold in India, and digital marketing began to evolve. Digital marketing businesses sprung up worldwide in 2008, and thousands of people were hired to work in them by 2010. In 2013, 15% of Indians had access to the internet, and by 2019, that number had grown to 525 million people. In the following two years, it is predicted to reach a total of 650 million (web and crafts.com).

1.2 Higher Education in India

A nation's success depends on its ability to provide its citizens with a high-quality education system. Higher education has a long history in India. The country has long been known as one of the world's top learning environments. Only China and the United States have a higher education system larger than India's. The Indian government took on the duty of university expansion and growth following independence. Panels and committees were formed to aid in the expansion of higher education. Radhakrishnan Commission (1948-49), Kothari Commission (1964-66), New Education Policy (1886), Revised National Policy of Education (1992), National Knowledge Commission (2005), Yash Pal Committee Report 2009, National Commission for Higher Education and Research Bill (2010), Rashtriya Uchchatar Shiksha Abhiyan (2012), New Education Policy (2020). Since India's independence, there has been a considerable growth in the number of higher education institutions in India. There are only 98.615 million college graduates in India, with the Union Territories of Chandigarh and Delhi taking the top two rankings. Between the academic years, 2000-2001 and 2010-11, India's higher education system grew rapidly, adding 20,000 new schools and 8 million new students. There will be 54 central universities, 416 state universities, 125 universities, 361 private universities, 7 institutes under the State Legislature Act, and 159 institutions of national importance in India's higher education system by the year 2020, according to the country's education ministry. Post-secondary institutions linked with public and private colleges and universities are also included in the Ministry of Human Resource Development's 2020 report. In India, the federal and state governments share responsibility for higher education. University Grants Commission, Council for Scientific and Social Science Research, Indian Council of Agriculture, Indian Council of Medical Research, and Indian Council of Social Science Research are a few of these organizations (ICSSR). The National Assessment and Accreditation Council (NAAC) and the National Board of Accreditation (NBA) oversee higher education institutions in India (NBA) (Kalita, 2022).

1.3 Digital Marketing and Higher Education Institution

In the world of digital marketing, the phrases "web, internet, and online" are all commonly used to define it. Any kind of advertising that makes use of digital technology, such as the Internet, mobile devices, display advertising, and so on, is considered "digital marketing" (Sathya, 2017). Because of the high level of global competitiveness, higher education institutions now place a great priority on digital marketing. According to Maringe (2006), Private markets have taken over funding for higher education, which is no longer dependent on public funds. The change from government support to a competitive market for higher education necessitates universities to compete for students in recruitment marketplaces. The ability to attract students and market oneself successfully is essential for universities (Kusumawati, 2013). Furthermore, Choudaha and Chang (2012) warn of the pressure on institutions to become even more competitive and to focus on foreign student Recruiting in light of worldwide rivalry and budgetary constraints. Students from other countries are a major source of revenue for many institutions in the United States and elsewhere. University budgets, however, consider the cost of drawing students from outside (Choudaha & Chang, 2012).

Digital marketing executives in higher education say Joly (2016) in an article titled "Digital marketing trends for 2017," must master the art of combining personalized and powerful customer experiences with the science of measuring and improving their efforts. A greater emphasis on producing high-quality graduates is now required of university administrators and directors. High-quality management and graduation output in higher education can't overcome the lack

of competition among institutions to draw in new students. Also important in recruiting students are the reputations of the various universities. Bonds between customers and brands are strengthened by several aspects, including the brand's excellence. Digital marketing in higher education makes it simpler for investors, governments, and shareholders to attract, retain, and communicate. In higher education, digital marketing may be used to re-engage alumni, whether or not they are already active boosters and supporters (Spilker, 2017). Decision-making processes are being affected by the digital media phenomenon that is sweeping the nation. social media and other new internet channels are used by students looking for colleges and universities to learn more about the institutions they are interested in attending.

1.4 Infusion Of Digital Marketing Technology in Student Enrolment System

India's higher education sector has been penetrated by digital marketing technologies. Higher education institutions throughout the world have been forced by digital technology to reassess what they offer in their specific fields. In the past, colleges, and universities communicated with their students mostly via paper-based methods. Television commercials and radio spots featuring respectable educational institutions were common forms of promotion. Institutions with a limited advertising budget rely on print media, offline events, and magazine promotions (Mazzarol, 1998). Young people are the primary target audience for educational institutions, and they are more likely to use mobile devices to access the internet. For this reason, the adoption of digital marketing tools by higher education institutions is essential (Truong and Simmons, 2011).

Different digital marketing tactics are used by universities to communicate their activity. Search engine optimization, apps, and content-based advertising in video gateways like YouTube, Facebook, Blogging, Webinars, and E-learning tools. Optimization assists to increase the organic click-through rates for higher education institutions by using the Search Engine ahead of schedule for global leadership. Using social media platforms, universities can reach out to the student body and promote their services, which in turn aids in the development of a brand network (Boyd and Ellison, 2007). According to (Ghosal I, 2019), Digital marketing has boosted student enrolment in India. Digital marketing tools, according to the author, are a cost-effective way to advertise and market. Students who are looking for a certain sort, of course, might form an online community via the use of digital marketing technologies at higher education institutions (Kumar p et al., 2019). Zervina O & Y Stukalina (2018) saw an article on customer-driven education in a university and looked into various marketing methods that may be put into practice there. Digital marketing methods, according to the authors, are a good way to overcome the difficulties of developing an effective marketing plan.

2. Literature of Review

Makrydakakis (2021) aimed to uncover the perspectives and attitudes of the administrators of Greek universities concerning the link between the use of digital marketing with student recruitment. The researchers conducted in-depth interviews with the rector and vice-rector of 10 notable Greek universities to perform a qualitative study approach. Administrators felt that internet marketing had a significant influence on recruiting students, particularly high school graduates. The Greek public university embraced digital marketing as a top priority since it impacted prospective students' university selections.

Sierra (2020) analyzed the impact on higher education through social media and web analytics technologies. To be successful in business today, each endeavor must-had elements of both innovation and expansion. Because of this, the education industry cannot afford to fall behind, and as a result, it might create tactics and models that are on par with and even better than its closest competitors. There has been a shift away from traditional marketing toward digital marketing as a profit technique for consumers. Competitive advantages might be gained through a variety of methods, including content marketing (inbound), relational marketing (conversational), and permission-based marketing (permission marketing). Researching the behavior of social connections in an educational business unit like a college or university was vital to determine which components of the network were weak and how aggressively they approached the target market. For this reason, the Antonio de Arévalo Unitecnar University Foundation conducted a behavioral analysis of Facebook, Twitter, and Instagram using the following tools: Facebook stats, Twitter stats, and Instagram stats. However, all variables were evaluated and examined.

Ghosal et al., (2020) explored a variety of alleged influences on the private institutions' enrolment processes. Weight vectors orthogonal to demographic categorizations have been used to analyze the perceived variables. Among the elements considered were third-party portal and online counseling, social media marketing, website content and SEO, advertisements in video portals, print media advertisements, and admission campaigns. GER at private institutions was expected to improve as a result of these discoveries, which would strengthen the system overall by providing a more resilient and long-term base.

Biswas (2020) investigated how digital marketing (DM) affects the higher education industry (HES). Strategic decision-makers were increasingly concerned about inbound marketing. Customers could be better understood, long-term

relationships can be built, and order-winning offer proposals and customized goods and services may be developed using 'pull' factors rather than typical 'push'-oriented outbound marketing. Competitive advantage could be found in this fact. Key implications of digital marketing for the higher education sector were examined in the study through the application of a professional viewpoint intuitionistic fuzzy multi-criteria group decision-making methodology. There were crucial implications for digital marketing in the context of higher education based on the identification of requirements, the development of long-term relationships, and the transparency of communication.

Kumar and Nanda (2019) took care of a study on how social media affected many aspects of higher education institutions. The search for new students, interacting with them while in school, and staying connected with them after they had left university were all included in the list. The findings had ramifications for education and training, administration, marketing, and public relations. Frameworks to incorporate certain social media channels within various university operations have been proposed. In building successful social media campaigns for higher education institutions, as well as successfully engaging stakeholders, the framework would be quite helpful. Social media was being used by higher education institutions throughout the world to connect with potential students as well as present students and alumni. The present study examined the use of social media in various procedures in higher education institutions. The student entered and departed the institute through the admissions procedure. During their time on campus, students were active in a variety of activities, including academic, co-curricular, and extracurricular.

Kusumawati (2019) found out how higher education institutions' use of digital marketing influences their students' purchasing decisions. In the study, qualitative approach methods such as semi-structured interviews, observation, and documentation were employed to gather data. Large public universities in Indonesia had marketing and public relations departments dedicated to handling institutional digital media. Creswell's analysis was carried out using an inductive technique, then stated in simple terms. According to a study, digital media was being used by universities and other higher education organizations throughout the globe. Before making a final selection, the vast majority of prospective students conduct a study on institutions using social media.

Basha (2019) tackled the critical question of how important key phrases were to a company's ability to approach its target market. Researchers set out to determine whether or not digital marketing has a positive effect on the educational sector and whether or not it should be used as a model for increasing student conversion rates. The information and data had been gathered from primary and secondary sources, such as online questionnaires, periodicals, journals, corporate publications, newsletters, reports, textbooks, and websites, via the internet. Digital marketing trends were always changing, and the study aimed to help the education industry keep up with these changes. The scope of the study was restricted to students from a select group of universities. The results could be different if respondents came from a wider range of educational institutions.

Kusumawati (2018) conducted interviews with university recruiting managers, prospective students, and existing students who had been purposefully selected and comprehensively analyzed secondary data from five Indonesian public institutions to determine the efficiency of university digital marketing. Digital marketing and the distinctions between conventional and digital marketing were explored to see whether they may influence university recruiting. The findings of the study shed light on the effectiveness of college digital marketing strategies and the influence they had on prospective students' decision-making when it came to choosing a college or university. University marketers, students, and future researchers could benefit from the study since it provided a framework for using university digital marketing tactics.

Balachandran and Kirupananda (2017) reviewed an online assessment system for a university. Over the past decade, Sri Lanka's higher education options have grown dramatically. The younger generation of today is eager to learn, and the majority of them intend to pursue a postsecondary degree. Because there were so many alternatives, picking the perfect program at the right private institution may be a real challenge. Students who were looking for a school could consult social media sites like Facebook, Twitter, Google+, and others to read reviews and see what other people had to say about the schools they were considering. It took a long time to go through the comments to figure out if the ratings for a given institution were excellent or bad. A human being could not extract analytical aspect sentiment data from a large number of web reviews. This process was pretty difficult. The project proposed a mechanism for evaluating higher education institutions that considered the feedback provided by reviewers to address the issue. As a result of the study, a system has been developed that collected review data from social media sites and used sentiment analysis and feature evaluation to assign a score to a certain school. Automated data collection and analysis were used in the project, which could be accessed from any location because the client application was web-based.

Pokhrel et. al., (2016) examined the impact of various educational marketing efforts by selected private management institutions in the Kathmandu Valley. Students who were recruited by private management institutions to attend BBA and

MBA programs were examined in the study (affiliated with both domestic and foreign universities in Nepal). The 7Ps of the marketing mix proposed by Kotler and Fox (1995) was specifically tailored for educational institutions in the study's conceptual model. More than 350 students in nine institutions in Kathmandu Valley completed self-administered questionnaires in 2015, which were then evaluated using descriptive statistics. According to the available data, recommendations from friends were the most important determining factor for admission to BBA and MBA programs. Professors, extracurricular activities, and library and IT resources were all important factors in securing a BBA student's enrolment, but for MBA candidates, it was more about the quality of the program's faculty, its teaching methods, and its potential for career advancement that was most important. The author believed that the findings of the study would be useful for all private institutions, advertising firms, and government educational establishments in Nepal to better understand the motivations of students and design efficient marketing tactics.

Peruta & Alison B. Shields (2016) explained the current state of the higher education institution's social media ecosystem. However, no study has been done to establish what sort of information should be included in a school's social media campaign, nor has there been an examination into the relative frequency of the content. Facebook posts from 66 important US colleges and institutions were evaluated using content analysis to discover how their constituents reacted to these messages. Depending on the institution type, post-participation outcomes might be quite different. Media utilized and how often it is posted affect the extent of user involvement. Using the findings of the study as a reference, university social media administrators may better manage their content to encourage engagement and broaden the reach of their posts.

3. Objectives of the study

- To find out the impact of digital marketing on students' behavior and awareness for enrolment in higher education programs in Lucknow city.
- To identify how students analyze the different factors while selecting the college.
- To examine the association of promotional activities used by higher education institutions to grab the attention of students
- To identify how digital marketing helps higher education institutions to promote their business.

4. Research Methodology

Research technique refers to the framework that researchers utilize in their investigation. Students in Lucknow, India, who are interested in enrolling in higher education programs, are surveyed using the primary data collection method and the random sample methodology. It is important to note that both the independent and the dependent variables are considered in the study. Preliminary surveys were conducted, and a questionnaire was created. In the study, 235 students from various colleges and universities in Lucknow are included as responders. SPSS results are based on the application of descriptive, regression, and correlation statistical techniques (Statistical software).

5. Analysis and Results

Students in Lucknow, India, were asked to fill out surveys on their attitudes about higher education, and the results were used to develop a framework for studying the impact of digital marketing on students' behavior and knowledge of higher education opportunities in the city

Table 1: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.955 ^a	.913	.912	1.22786
a. Predictors: (Constant), Awareness for enrolment, Student behavior				

Table 1's R-value is .955, which suggests a strong connection between the two variables. The Table shows how much the independent variable, the influence of digital marketing on student awareness for enrolment, can explain in terms of the dependent variable's total variance.

Table 2: ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3653.804	2	1826.902	1211.768	.000 ^b
	Residual	349.771	232	1.508		
	Total	4003.574	234			
a. Dependent Variable: Digital marketing						
b. Predictors: (Constant), Awareness for enrolment, Student behavior						

In table 2 i.e., ANOVA, the regression equation's ability to fit the data is measured (i.e., predicts the dependent variable). According to the data in the table, the regression model accurately predicts the dependent variable. This shows that the regression model's statistical significance is 0.000, which is less than 0.05, and that the result variable is statistically substantially predicted by the regression model (i.e., it is a good fit for the data).

Table 3: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.426	.248		5.759	.000
	Student behavior	1.349	.066	1.373	20.456	.000
	Awareness for enrolment	-.413	.062	-.445	-6.634	.000
a. Dependent Variable: Digital marketing						

Table 3 of Coefficients in the model demonstrates that students' decisions and behaviors surrounding higher education enrolment benefit considerably from social media and online education, as seen in Table 3. This data has a substantial bearing on the study.

Unstandardized Coefficients have additional "B" values that may use in computations.

To present the regression equation as:

Digital marketing = 1.426+ (-0.413)* Student behaviour + (-0.413)* Awareness for enrolment
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Table 4: Descriptive Statistics

	Mean	Std. Deviation	N
Promotional activities	14.1702	4.22103	235
Attention of student	15.9319	4.66800	235

Table 4 shows the data on descriptive statistics of the variables. It indicates that the mean value of Promotional activities is 14.1702 and the mean of Attention of students is 15.9319.

Table 5: Correlations

		Promotional activities	Attention of student
Promotional activities	Pearson Correlation	1	.816**
	Sig. (2-tailed)		.000
	N	235	235
Attention of student	Pearson Correlation	.816**	1
	Sig. (2-tailed)	.000	
	N	235	235
**. Correlation is significant at the 0.01 level (2-tailed).			

Table 5 shows Promotional activities and Attention to Students do not have a statistically significant link because the sig value is greater than 0.05, (i.e., the sig value is 0.000).

6. Conclusion

In both the commodity as well as services markets, it is becoming increasingly common to include digital media in the development and execution of marketing strategies. However, in recent years, the higher education industry began to use

digital media. As a result of the revolutionary changes in the information technology frontier, higher education institutions must adopt the principles and methods of digital marketing, contrary to traditional thinking. Digital marketing has enormous ramifications for higher education institutions, which policymakers and implementers must be aware of. An attempt was made to map the DM advantages of reforming the higher education system using an intuitive fuzzy group decision-making framework and experts. Constant interaction with customers via a dependable communication channel is essential for keeping abreast of their needs and wishes.

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