



## Attitude of Students towards Online Social Media Advertisements of Program by Higher Education Institutes in Mumbai

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### ABSTRACT

People in India are becoming more open and vocal about their experiences in the digital sphere, providing a marketing opportunity. Higher education institutions' efforts to promote their brands in today's dynamic digital world benefit greatly from creative marketing tactics and cutting-edge digital best practices. This research will detail how post-graduate schools may make use of social media advertisements. Social media and social networking sites (SNSs) are now considered to be an integral part of the marketing mix of firms and organisations across the world. Advertisement in SNSs takes a growing part of the advertising budget, replacing traditional media, due to its characteristics in terms of ROI and interactivity. However, the attitudes of consumers towards advertisement affect the efficiency of advertisements in SNSs as well. Our results validate the positive effect that entertainment, information and credibility have in advertisement value.

**Keywords: Social Media, Marketing**

### 1. Introduction:

In this section, we will examine the historical development of the notion of social media as well as the definition of social media platforms. It also clarifies the conceptual frameworks that social media sites use to organize their content. Study after study focused on the categorization of social media platforms and the marketing of social media platforms throughout the world and in India, and finally, how to use social media platforms in higher education. This paper made an earnest attempt to identify the factors that influenced the digital marketing practices adopted by the universities in the study area. A field survey was carried out, for this purpose, to collect the first-hand information from 250 sample respondents – students of the selected universities, whom the questionnaire was shared with. Those students were selected randomly for the purpose of this study. The collected data were arranged in simple tabular form. University's Digital Media capability for promotion of its brand at rural, urban, national, and international levels alike, Website's role as a constant motivator and source of inspiration by sharing various achievements, Website structure, beauty, charm, and content attract the attention of the public through information dissemination and virtual tour, Social Media Platforms used by the University help achieve its brand promotion objectives, Strategic Use of Mobile applications by the University, Digitalization of academic and administrative activities of the University at all levels, University's approach towards active digital adoption strategy in line with its Vision and Mission, University's use of other Digital Media in public places, University's use of digital media over conventional media, University's potential to provide Wi-Fi facilities throughout the campus, Acceptance rate of various digital media tools and techniques by the students, University's strong ethical approach towards digital usage, University's Corporate Social Responsibility & Leadership, Challenges faced by the University in adoption of the Digital Practices, Strategic importance and competitive advantages of the University as an education hub for international students, Professional progress of the Alumni, Overseas opportunities availed by the Alumni or their top positions in Government sectors were selected as dependent variables. The independent variables selected were age, gender, marital status, type of courses, stream of study, place of dwelling, and income level. The primary data thus collected were analyzed by using simple statistical methods such as Descriptive Statistics, Percentage Analysis, Correlation Analysis, Chi-Square Test, and ANOVA Analysis. In



In addition to these tests, multivariate techniques like Factor Analysis was used appropriately. Besides these parametric tests, Wilcoxon Rank Sum Test was also employed. The analysis and interpretation highlighted are based on various responses of the students on the digital practices adopted by the University.

## 2. Data Analysis and Results

**Table 1: The various Social Media Advertisements by colleges alter my choice regarding colleges**

Likert Scale	Percent
Strongly Disagree	3.1
Disagree	7.4
Neutral	33.2
Agree	30.6
Strongly Agree	25.7
Total	100.0

It is revealed from Table that around 48% of the users have agreed that that When they see a Social advertisements of colleges and courses on their device I pay closer attention to it. 32% of them were neutral and around 19.1 % were have contradictory opinion for the same.

**Table 2: When I see a Social Media Advertisement of Colleges and courses on my device I pay closer attention to it**

Likert Scale	Percent
Strongly Disagree	6.8
Disagree	13.1
Neutral	32.0
Agree	26.1
Strongly Agree	21.9
Total	100.0

It is revealed from Table that around 48% of the users have agreed that when they see a social media advertisement related to course they click on the advertisements to find more information.

**Table 3: When I see a social media advertisement related to course, I trust on it**

Likert Scale	Percent
Strongly Disagree	9.6
Disagree	18.4



Neutral	38.5
Agree	21.6
Strongly Agree	11.7
Total	100.0

It is revealed from Table that only 33.3% respondents trust on social media while 38.5% were neutral and 28% of the respondents didn't have trust on the advertisements seen on the social media platform.

**Table 4: Social media advertisements are exaggerating**

Likert Scale	Percent
Strongly Disagree	2.9
Disagree	9.4
Neutral	41.5
Agree	27.2
Strongly Agree	19.0
Total	100.0

It is revealed from Table that only 46.2% respondents have agreed that social media advertisements are exaggerating while 41.48% were neutral. Only 12.3% did not agreed that social media advertisements are exaggerating.

**Table 5. Social media advertisements is a valuable source of information**

Likert Scale	Percent
Strongly Disagree	2.2
Disagree	8.9
Neutral	40.6
Agree	27.8
Strongly Agree	20.4
Total	100.0

It is revealed from Table that 48.2% respondents have agreed that social media advertisements are a valuable source of information while 40.6% were neutral. In contrast only 11.1 agreed that social media advertisements are not valuable source of information.

**Table 6: Social media advertisements are informative source for courses selection**

Likert Scale	Percent
Strongly Disagree	3.3



Disagree	9.9
Neutral	38.5
Agree	29.6
Strongly Agree	18.7
Total	100.0

It is revealed from Table that 48.3% respondents have agreed that social media advertisements are informative source for course selection while 38.5% were neutral. Only 13.2% did not agree that social media advertisement is valuable source of information.

### Choice of University and Social Media use

Table 7: Use of social media platform alter my choice of college and course

Likert Scale	Percent
Strongly Disagree	6.8
Disagree	13.4
Neutral	34.8
Agree	29.1
Strongly Agree	15.9
Total	100.0

It can be seen from table that 45% of the respondents have agreed that use of social media platform alter their choice of colleges while 34.8% were neutral and 20.2% were disagreed.

### 3. CONCLUSION

Several marketers and scholars are paying attention to the emerging tendencies of internet networking. Due to changes in how people consume information, individuals are increasingly concerned with their digital rather than physical presence. Time and materials are in short supply; therefore individuals are looking for ways to get their task done more quickly and with greater ease. People's preference are shifting, and with that comes a great opportunity for marketers to establish their brands in the minds of their target consumers by capitalising on the conversations taking place in real time on social networking sites about those brands and goods.

Marketing a product or service online through social networks is crucial. Advertisers are able to learn where their brand stands in the market, which helps them develop effective tactics. With the help of this research, marketers may better adapt their online networking tactics to the changing dynamics of a dynamically expanding economy.

When it comes to marketing colleges and universities, social media platforms play a crucial role. Indeed, digital marketing has the potential to propel the institutions to new heights in every area of development. Best digital practises for promoting their brands include things like maintaining an active online presence, keeping the website up-to-date with all events, compiling a database of successful graduates and information about their personal and professional lives, providing accurate placement statistics, hosting virtual tours, fostering relationships between businesses and universities, and engaging in corporate social





responsibility initiatives. They are observable factors because they can be quantified with data. The long-term success of an institution's brand promotion is tied directly to intangible factors like corporate culture, which is fostered in accordance with the institution's vision and mission statements, organisational behaviour, individual behaviour towards customers, and the ethical approach exhibited by each person in the system.

As was felt during the Covid19 outbreak, digitalization's reach is vast and permeates all facets of business. There was a widespread prevalence of digitalization in all facets of commerce, from teaching and medical practises to the everyday buying and selling of goods and the processing of secure financial transactions. Although if the virus may have kept us physically separated in our homes, digital technology has made it possible to educate, learn, assess, evaluate, train, and grow with the help of online tools like Google Meet and Google Classroom. Due to the reduction of physical distance and the increase in virtual distance, the globe has become a global village in which information and communication technology has the last word, expanding the need for the importance of digital marketing.

It is acknowledged that in today's information and communication technology-driven corporate environment, digital marketing approaches are globally relevant and acceptable. No matter the kind, size, focus, or reason for an organization's existence, e-business and e-commerce have become indispensable. The broad adoption of digital practises is mostly attributable to their user-friendliness, low-cost data availability, and high-tech, ever-evolving technology that makes information accessible and ubiquitous. Additionally, in today's data-driven economy, organizations work to transform their raw data into the insights that management can use to make better decisions.

The conceptual model organizes the foundational components of the digital activities implemented by academic institutions. Different digital techniques may be required depending on the input, processing, and output of the system. The examination of the environment requires the college or university to conduct both external and internal environmental scans.

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