



A study on Impact of Digital Marketing Strategies on Education Sector with reference to Nagpur, India

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Abstract- Digital marketing strategies are increasing every year and have become an important part of any marketing and sales strategy. Digital marketing is the key for the success of the organization to reach to the expected customers. In the current era of digital world had a great transformation in the marketing & sales field. The traditional marketing strategies are overtaken. Digital marketing is endorsing the good and services in the marketplace. As per the global statistical survey almost 4.66 billion people were active internet users as of October 2020, encompassing 59 percent of the global population. By 2022 there will be 820.99 million number of internet uses in India are forecasted. Mobile has now become so user-friendly for internet access worldwide as mobile internet users account for 91 percent of total internet users. Young students and working professionals are spending maximum time on internet in the pandemic situation also the users are increasing day by day. Research paper aims to study the impact of digital marketing and it's influencing the among education industry as a target group. Education group has taken as a sample for the research work.

Keywords: Digital marketing, customer, marketing strategies, management, education industry.

I. INTRODUCTION

The volatile market, unexpected pandemic situation and changing day to day demand is having a great impact on buying and selling of goods and services. Traditional marketing is now replaced by digital marketing. In the globalized world to remain in the completions and to stand apart all the worldwide sectors are moving towards the digital world. So it will not be wrong if it is said that everybody is now living into the digital world, where there are no geographical boundaries and limitations of reach too. As per the statistical survey in 2019 average time spent on smartphones in a day has been on the rise with average usage growing 11 per cent to 5.5 hours in March 2020 (pre-COVID) from about 4.9 hours on average in 2019. The report said people are spending more time with their family with a 26 per cent increase being seen in average time spent (from 4.9 hours pre-COVID to 5.5 hours post-COVID). To grab the attention or to be stick on to the digital media platform every sector is taking efforts to engage the customer so the marketing teams are working and bringing innovative advertisements, creative videos, voice commands for a search etc. maximum customers are not ready to read the instructions instead they are more believe in visual effects, pop up adds, sounds, motion, videos and creative e materials. Organisations are giving their best to increase the customer attention span & coming up with many solutions for keeping a customer engaged and to stick on to the particular marketing activity. This year digital numbers are gone up as newspaper, magazines, advertisements etc. were published in digital form during the pandemic time and found a consumer driven concept which has a direct impact on the targeted audience.

In a nutshell, digital marketing refers to marketing through an electronic device or the internet. It's another word for internet marketing. Today, hundreds of thousands of businesses engage in digital marketing, as they find it easier and more cost-effective to reach a large number of people this way.



There are many digital marketing tactics, some of which are:

- Search engine optimization (SEO)
- Paid search
- Display advertising
- Social media marketing
- Content marketing
- Email marketing
- Influencer marketing
- Affiliate marketing

Traditionally, businesses reached their target audience using channels like television, radio, magazines, events, and direct mail. Now, as people spend more time online, businesses are trying to reach potential buyers through digital channels. After all, marketers need to go where the people are.

Digital Marketing provides following major benefits:

Increased Customer Loyalty with Frequent Communications - It costs more to attract and convert new customers than it does to retain existing customers. Customer loyalty can be difficult to establish. A customer retained can make another purchase or recommend your brand to others, which helps increase sales. To retain customers, it is important to keep in contact with them and digital marketing makes that easier than ever. Personalised emails and social media are heavily used for this purpose.

Cost effectiveness - One of the biggest benefits of online marketing is that it is cost-effective. Digital marketing helps business save money and obtain more leads. With traditional marketing methods, it's difficult for small-to-mid-size businesses to compete with larger companies. Big businesses have the money to allocate for TV ads, radio spots, and more. This makes it hard for small businesses to compete with these larger companies. Digital marketing, however, puts businesses on the same playing field. It is an affordable way to market your business to interested consumers. Many digital marketing and advertising methods are budget-friendly.

Digital Marketing is measurable - When money is invested into a marketing campaign, tracking the results of the campaign is important. It is imperative to know whether a strategy is driving results that help business grow. One of the most significant benefits of a digital marketing strategy is the ability to

measure your results. While traditional methods can be extremely effective, it's hard to measure that effectiveness. There is no clear way to track the origin of leads with traditional methods without asking every person that visits business. With digital marketing methods, the results of campaign can be tracked with precision.

Digital marketing improves your conversion rate - one of the most notable benefits of digital marketing is the improvement of conversion rate. When money is invested in online marketing strategies, like conversion rate optimization (CRO), conversion rate can be increased.

This is due to the ability to target more specific leads. When focus is made on people more likely to be interested in business, the chances of earning a conversion increase. This in turn helps the business to grow.

Helps target ideal customers - To have an effective marketing campaign, you must reach the right people. Organisations need to reach people who are interested in doing business with them. Out of all the perks, the most significant advantage of online marketing is the ability to target people specifically.

Targeting people with traditional marketing methods is difficult. Generally, message goes to everyone in hopes of reaching people interested in business. It's a challenge to obtain enough leads to justify your marketing costs. With digital marketing, organisations reach people interested in their business. Organisations specifically target consumers with interest in their business, company, services, or products. It's a level of depth that traditional marketing can't match.

Digital Marketing and Education Sector

Digital marketing has allowed direct interaction with higher level of engagement through the various social media platforms and channels target customers are quickly connected. Digital marketing is measureable, Target audience reach conversion is very fast the feedback is received on time and improvement is implemented immediately which less expensive and more effective on the other hand traditional marketing allow very slowly. Feedbacks cannot be received on time also it becomes more expensive & less effective. Digital media extends a successful future to the education institutes as long as the technology is improving, as per the customer needs digital marketing will be more innovative, creative to serve to the customers. Digital marketing empowers the educational sector/institutions to make the benefit of the power of social media. While sharing the information with the global target audience various social media platforms are being used. The shared content with great creativity of videos etc.

The digital promotions through such social networking sites have effective influence on student's decision making process. Today's youth population has more than 98% presence on social networking websites and that is the main reason maximum educational institutes are using social media so students population is using more. India is one of the largest country in the world having the best growing educational sector hub presence in all the states. With the growing competition in India many business peoples, venture capitalist are entering in the field of education sector. Digital marketing experts have also gained an advantage of it and created huge opportunity too. For the survival in the market even educational colleges and institutes have started adopting new marketing channels like attractive and updated websites, search engine optimization, various social media platforms.

As digital marketing has become very important marketing tool to compete Digital marketing Importance & benefits in Education Sectors:

- Brand awareness reach :
- Instant Feedback System
- It's measurable
- Easy to Access
- Impactful

Research Objectives

1. To study an impact of digital marketing on Education sector in Nagpur City
2. To understand the strategies adopted by educational institutes and its impact on students.

II. LITERATURE REVIEW

TriptiDhote*, Yatin Jog, NutanGavade and GesuShrivastava(Indian Journal of Science and Technology, Vol 8(S4), 200-205, February 201)advocated thatDigital marketing uses the internet and information technology to extend and improve traditional marketing functions". It has a wide spread application across sectors, however in the current context with proliferation digital and social media have gained enormous popularity and are integral parts of the decision making of young students seeking higher education.

P. Sathya(International Journal of Science and Research (IJSR) ISSN (Online): 2319-7064 argued that Digital Marketing has turn out to be crucial part of approach of many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, e-mail and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

AfzalBasha (IJRAR) Volume 6 Issue 1 (E-ISSN 2348-1269, P- ISSN 2349-5138) concluded thatthe study tries to lay emphasis on the expansion of ample approach towards digital marketing to enhance the education sector on the current digital marketing trends, The advancement in artificial intelligence and technology provide wide spectrum & opportunities for students and education sector to match the demand, in the same time it poses challenges to marketer, Digital marketing can be customized, updated as per the trend, less expensive, huge conversion and good ROI.

III. METHODOLOGY

To study the impact of Digital Marketing Strategies on Education Sector, a questionnaire was designed and the primary data was collected. The secondary data was collected through various sources like internet, Journals, Research Papers, books etc. The sampling method used was convenience sampling as there was a huge turnover of non-respondents and those were replaced by active respondents. The sample size was calculated using the Cochran's formula. The population was unknown hence the standard deviation was also unknown.

The sample size needed is calculated using formula as given under.†

Necessary Sample Size = $(Z\text{-score} * \text{StdDev} / \text{margin of error})^2$

$$n = (Zs/e)^2$$

The confidence level is taken as 95% and z score corresponding to 95% confidence level is 1.96. Standard deviation was unknown and under such circumstances it is generally taken as 0.5¹. This is the most forgiving number and ensures that the sample will be large enough. Margin of Error is taken as 6%. Putting the values in the formula we get,

$$\begin{aligned}n &= (1.96 * 0.5/0.06)^2 \\ &= 266.77 \\ &\approx 267\end{aligned}$$

The study follows conclusive research design. The conclusive research encapsulates both analytical and descriptive study.The impact is studied generally using causal research design which is otherwise called as conclusive as it is possible to reach to a conclusion.

The target population was MBA Students and the sample size was taken as 267. The study is limited to Nagpur City.

The research hypothesis was proposed as under.

†Business Research Methods, William Zikmund, Cengage Learning Pg 426

¹<https://www.ndsu.edu/gdc/wp-content/pdf/Determining-Sample-Size.pdf>

Digital Marketing strategies have no effect on Education Sector.

The above research hypothesis was formulated as statistical hypothesis as under:

H₀: There is no significant difference in the number of admissions before and after adopting the digital marketing strategies.

H₁: There is a significant difference in the number of admissions before and after adopting the digital marketing strategies.

The above hypothesis was tested using paired t test at 5% significance level.

The another research hypothesis was proposed as

Majority of the students have taken admission to college by referring to information available on the internet which is digital marketing strategy adopted by the colleges.

The above hypothesis was formulated as statistical hypothesis as under:

Around 70% of the students are admitted to colleges using digital marketing strategies.

H₀: $p = 0.7$

H₁: $p \neq 0.7$

$\alpha = 0.05$

The test of proportions was used to test the hypothesis. Both the hypothesis were tested using the software BlueSky Statistics.

Statistical Analysis

Hypothesis 1:

Summary Statistics

	var s	n	mean	sd	median	trim med	mad	min	max	Range	skew	kurtosis	Se
Before	1	12	93.3333	53.7288	75.5	86	38.5476	48	212	164	0.8612	-0.5839	15.5102
After	2	12	111.9167	62.5844	89.5	104.4	43.7367	59	240	181	0.6476	-1.0689	18.0666

Paired t-test

Null Value Considered: 0					
			sample estimate	confidence: 0.95	confidence: 0.95
t	df	p-value	mean of the differences	lower	upper
-5.1378	11	0.0003	-18.5833	-26.5443	-10.6224

Hypothesis 2:

1-sample proportions test without continuity correction

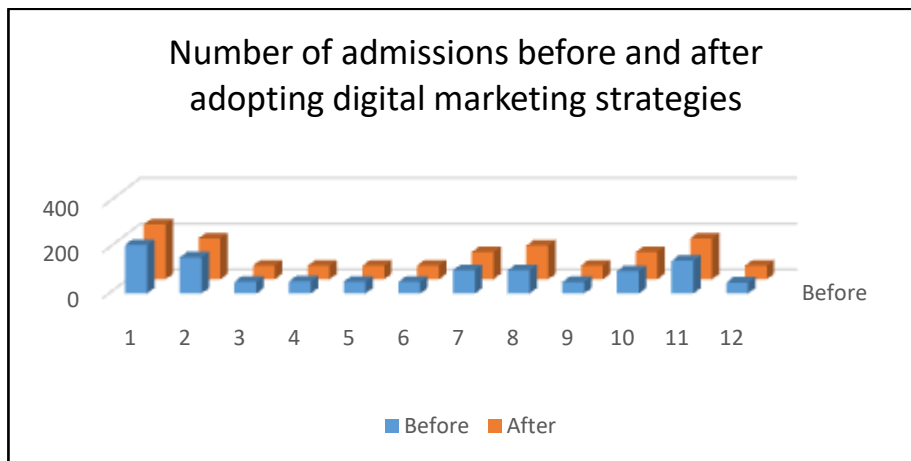
Null Value Considered: 0.5					
			sample estimate	confidence: 0.95	confidence: 0.95
X-squared	df	p-value	p	lower	upper
0	1	1	0.5	0.0945	0.9055

IV. RESULT

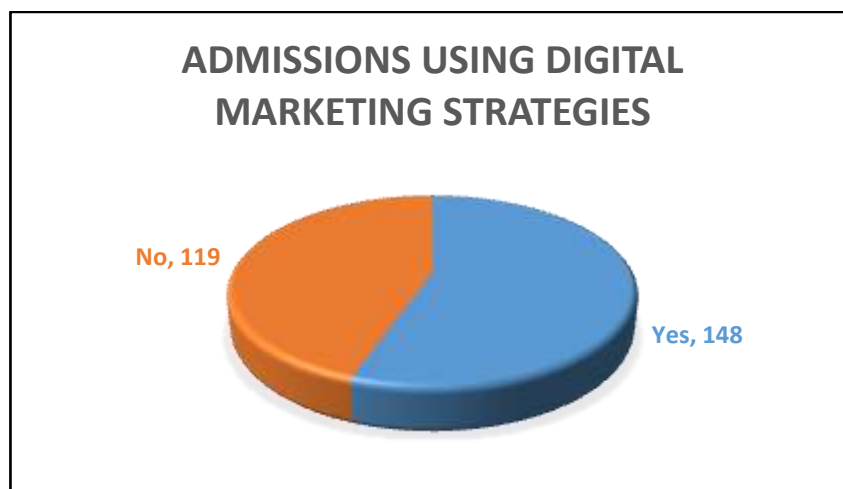
Data is collected from the various colleges from Nagpur city. Research study is analyzed based on institutes and students feedback how the digital marketing strategies have impacted on their decision making, also are they effective enough for the educational colleges & institutes. Also study has shown how digital marketing strategies are changing the views of MBA prospects and their impact on admissions.

Majority of the students were in the age group of 20-23 years. The sample comprised of more of female students as compared to male students. It was found during the course of research that female students are more aware than male students regarding digital platform.

The first hypothesis was tested using the paired t test. The p value came out to be 0.0003. This is less than the significance level of 0.05. Hence null hypothesis is rejected. It was concluded that there is a significant difference in the number of admissions before and after adopting the digital marketing strategies. Following chart shows the admission scenario before and after adopting the Digital Marketing Strategies. The x axis shows the colleges. The names of colleges are hidden and allotted numbers for sake of anonymity. The data is collected from the colleges which runs the MBA course. It was found that in case of graduation parents are instrumental in deciding the college and course their ward should take admission in. But in post-graduation, majority of students themselves make their choice of course and college for admission. These students refer internet for getting information about various colleges.

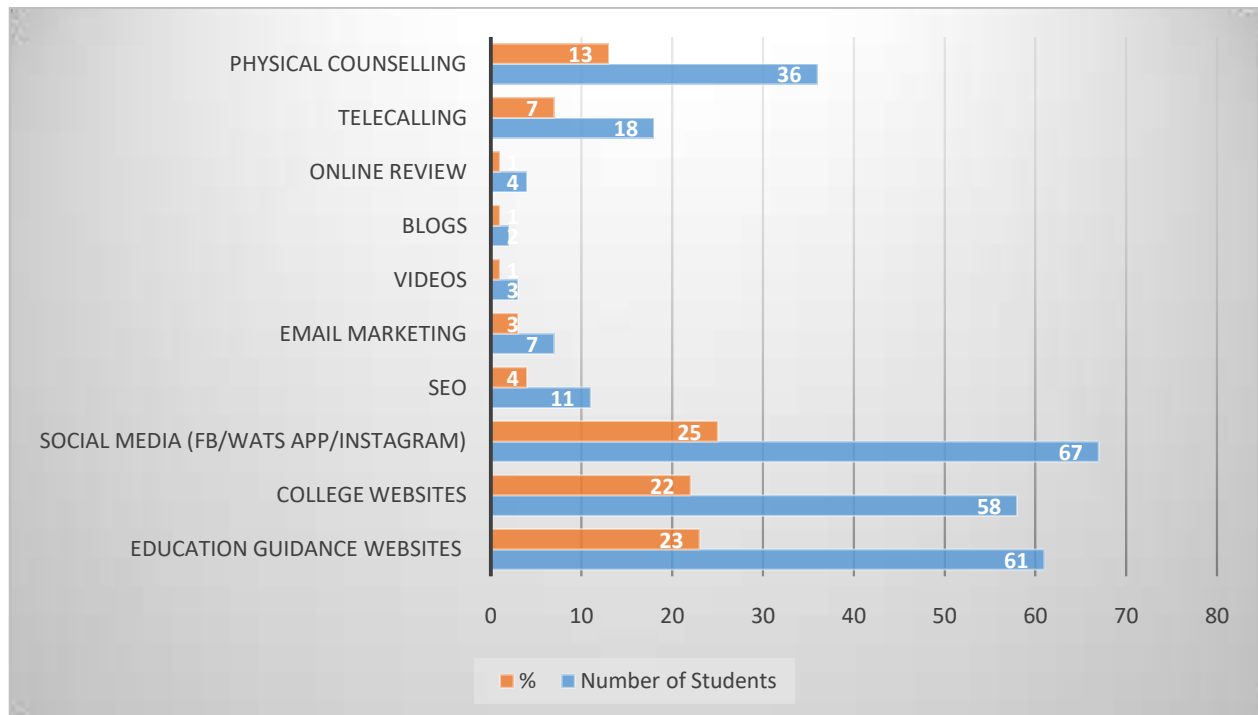


The second hypothesis was tested using one sample test for proportions. Both np and nq are > 5 hence the population is normally distributed. The p value came out to be 1 which is greater than the significance level of 0.05. Hence null hypothesis was failed to be rejected. Around 70% of the admission are made using digital marketing strategies. Hence it is concluded that majority of the students have taken admission to college by referring to information available on the internet which is digital marketing strategy adopted by the colleges. Following chart shows the proportion of students using digital marketing and those who did not use digital marketing



Education can provide a better life to everyone. The selection of a right institute creates a difference in student's life. Digital marketing platform also promotes to an individual to think and take a right decision while taking admission. Today due to pandemic situation all the education institutes are providing and have created digital platforms to serve the better online admission process education to the students.

Earlier students were not ready to believe in e learning concept but this study has tried to conclude that digital marketing strategies have a significance and positive impact on students, their approach is changing towards e learning which has brought down an enhancement in the digital marketing trends. It was found that students use plethora of platforms to gather information on colleges. Some of them are shown below.



The marketer face the challenges. In the current pandemic situation digital marketing strategies are really helping all the education institutes to fulfill the work in online mode. Also the colleges and institutes are trying to match the current demand. Though it was a lockdown period in almost every country still through various digital marketing strategies institutes could achieve to do the admissions also with the changing current teaching needs institutes have adopted various teaching learning online modes which found cost effective and was updated as per the trend too. Digital marketing strategies has a positive impact and brought a significant difference in no. of admissions before & after adopting digital marketing strategies in education sector

Digital marketing has brought an insight to the perfect target audience which has shown a big contribution amongst all the colleges and institutes in Nagpur city.

V. DISCUSSION

Digital Marketing is relatively newer concept in this era. Though it has already captured many sectors, Education sector is still at nascent stage to adopt Digital Marketing Strategies. Though it has made its entry in Education sector, the throw is still limited. More research is still needed to assess the impact of digital marketing strategies on various aspects of education sector. This paper was an attempt to assess the impact of digital marketing strategies on admission scenario and the perception of student towards digital marketing strategies.

Digital marketing is the online promotion of businesses and their brands through digital media channels which include websites, social media, radio, television, mobile and even forms of traditionally non-digital media such as billboards and transit signs. In simpler, any marketing media that is delivered electronically is considered digital marketing.

The increased use of the internet and digital media has been a major influence in the field of education. The education sector is a revolutionized sector because the majority percentage of students is the users of the internet.

This has a direct implication on the way that educational institutions and colleges need to utilize the web and cell phones to connect with more students. And digital marketing is the best strategy that can be embraced by the educational institutions to reach out to prospective students.

Digital marketing is the best means to reach the majority of the student population today because of several reasons. Some of these reasons include:

- Prospective student's population is already searching online for educational and training courses.
- Students spend more of their time on the internet rather in front of other media such as television.
- Advertisements on the internet are highly effective compared to offline advertising
- Display advertisements outperform traditional advertising.
- Most parents and guardians today judge a school or college based on its website and its online presence, reviews and ratings.
- Most students have started judging a school or college through its online presence.
- The internet is the most favored and simple channel for applying and making admission queries.
- Expatriates and outstation students depend more on the web for college admissions.
- Parents and students consider the web as a convenient means for carrying out the admission processes and other required processes.

The following are some reasons to consider the utilization of digital marketing for educational institutes:

Boost Brand Awareness: Social media platforms & online visibility is the best approach to generate brand awareness effectively and to reach the right target group as they consist of a large group of audience. They can help you enhance your followers followed by increased conversion rate. Numerous educational industries executed social media marketing techniques successfully to enhance leads, audience and brand awareness as well.

Virtuous Response: Online is the best medium to communicate and interact with your targeted audience in no or less time. Online Marketing channels provide the reply to audience feedback and individuals read queries instantly through social media channels.

Cost Effective: Digital Marketing channels are reasonable compared with traditional promoting strategies. Online marketing strategies such as email marketing, social media marketing require small execution cost or investment. Through Digital Marketing, educational industries can focus on a bigger audience at a low venture and achieve considerable benefits.

High Conversion Rates: E-mail and SMS are an important part of Digital Marketing that can help the educational institutions in getting high response rates because of the way that they are close to people. With Digital Marketing services for schools & colleges, educational industries can easily reach their targeted group in an effective way.

Measurable Conclusions: Digital Marketing tracking tools assist you to track and measure the adequacy of your online marketing campaign for schools and colleges. Get important information or insights for your Digital Marketing technique and improve your education industry marketing objectives.

The education industry has been growing as a leader in today's developing digital marketing trends. Digital marketing for education sector assists universities and schools, college institutions in building their brand and also to amplify the student recruitment process.

VI. SCOPE FOR FURTHER RESEARCH

As discussed in the previous sections, Digital Marketing in the Education sector is relatively newer concept as compared to other sectors. Very few studies have been conducted to assess the pros and cons of Digital Marketing in the education sector. The researchers have taken one aspect for study which is

limited to Nagpur city. There are other aspects open for research to assess the impact of digital marketing on the educational sector.

The education sector has many paradigms. Schooling to higher education to classroom teaching to ICT based education and what not. These paradigms need to be assessed on the parameter of digital marketing. Hence the further scope of research into this area is wide and calls for in-depth understanding of each and every nuance.

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