

ANALYSING MARKETING INITIATIVES IN INDIA HIGHER EDUCATION

by

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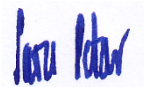
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## **DEDICATION**

This Dissertation is dedicated to my family and to all the healthcare workers who worked tirelessly during the Covid-19 Pandemic to ensure most of the World population remained safe during this horrifying calamity.

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## **ABSTRACT**

### **ANALYSING MARKETING INITIATIVES IN INDIA HIGHER EDUCATION**

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Higher education institutions in India are increasingly recognizing the importance of effective marketing strategies to attract students, enhance institutional visibility, and maintain competitiveness in the educational landscape. This research paper delves into the marketing initiatives undertaken by higher education institutions in India from a strategic perspective.

This research study employs a mixed-method approach to investigate and analyze the marketing initiatives in higher education institutions in India. The study aims to provide a comprehensive understanding of the marketing strategies adopted by Indian higher education institutions and their impact on student enrollment, institutional reputation, and overall effectiveness.

The qualitative component of the research involves in-depth interviews with university administrators, marketing professionals, and students to explore their perspectives on marketing initiatives in higher education. Through these interviews, the study seeks to uncover the key strategies, challenges, and successes in implementing marketing campaigns within the Indian higher education context.

In addition to qualitative interviews, the research incorporates a quantitative survey to gather data on the effectiveness of various marketing channels, student preferences, and the

influence of marketing on enrollment decisions. The survey aims to quantify the impact of marketing initiatives on student recruitment and institutional branding.

By combining qualitative insights with quantitative data analysis, this research seeks to provide a holistic view of marketing initiatives in higher education from an Indian perspective. The mixed-method approach allows for a comprehensive exploration of the complexities and nuances of marketing strategies in the Indian higher education sector.

The findings of this study are expected to contribute valuable insights to higher education administrators, marketing professionals, and policymakers in India. By understanding the effectiveness of marketing initiatives and their influence on student engagement and enrollment, institutions can make informed decisions to enhance their marketing strategies and achieve their recruitment goals in a competitive educational landscape.

## **KEYWORDS**

Marketing initiatives, Higher education, Indian perspective, Digital marketing, Brand perception, Public vs. Private institutions, Student enrolment, social media, Content marketing, Competitive analysis, ROI, Lead generation

## **LIST OF ABBREVIATIONS**

HE: Higher Education

B2B: Business to Business

B2C: Business to Consumer

CRM: Customer Relationship Management

ROI: Return on Investment

SEO: Search Engine Optimization

PPC: Pay-per-click.

SMM: Social Media Marketing

PR: Public Relations

KPI: Key Performance Indicators

CRO: Conversion Rate Optimization

SEM: Search Engine Marketing

UX: User Experience

CMS: Content Management System

CTA: Call to Action

FAQ: Frequently Asked Questions

CPC: Cost-per-click

DMA: Direct Marketing Association

MQL: Marketing Qualified Lead

HTL: Higher Technical Education

TEI: Technical Education Institute



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# CHAPTER I

## INTRODUCTION

### 1.1 Introduction

In recent decades, the rising global movement of groups and individuals has led to significant transformations in the realm of higher education on a rapid and extensive scale, unlike anything seen before (Marginson, 2014). With the heightened influence of globalization and internationalization in higher education, the sector has evolved into something that is now seen as "increasingly significant, intricate, and perplexing" (Knight, 2004).

Consequently, the higher education sector has emerged as both a subject and a setting for research, demanding extensive exploration (Henze & Zhu, 2012). Over the last three decades, there has been a surge in diverse research on the Internationalisation of Higher Education (IHE) conducted by scholars worldwide, encompassing pedagogical, academic, economic, political, cultural, and various other social aspects (de Wit & Altbach, 2021).

Higher education initiatives play a crucial role in shaping the future of individuals, institutions, and society as a whole. The analysis of marketing initiatives in higher education involves examining the strategies and tactics used to attract, engage, and retain students in academic institutions. This analysis focuses on understanding the effectiveness of various marketing efforts in reaching target audiences and achieving institutional goals. Higher education initiatives focus on equipping students with the knowledge, skills, and competencies needed to succeed in their chosen fields. These initiatives provide specialized training and practical experience that prepare students for the workforce. Higher education institutions drive innovation and research through various initiatives such as research grants, partnerships with industry, and collaborative projects.

These initiatives contribute to advancements in technology, science, and other fields, leading to societal progress. Higher education initiatives contribute to economic growth by

producing a skilled workforce, fostering entrepreneurship, and attracting investment. Institutions that focus on research and innovation can drive economic development in their regions.

It is important to mention that through global competitiveness, higher education initiatives enhance a country's global competitiveness by producing highly skilled graduates, fostering international collaborations, and attracting foreign students. Institutions that prioritize internationalization can contribute to cross-cultural understanding and cooperation.

Higher education initiatives engage with local communities through outreach programs, volunteer opportunities, and partnerships with non-profit organizations. These initiatives foster social responsibility, civic engagement, and contribute to community development.

Hence, analyzing marketing initiatives in higher education involves examining the strategies and tactics used by educational institutions to attract and retain students. This process typically includes evaluating the effectiveness of various campaigns, such as social media marketing, email marketing, events, and advertising, to reach prospective students and engage with current ones. By analyzing these initiatives, institutions can assess their impact on enrollment numbers, brand perception, and overall student satisfaction. It helps in understanding what works well and what can be improved to enhance the institution's competitiveness in the higher education market across the globe and India is no exception.

Over the last several decades, India's higher education system has seen substantial growth. The expansion of higher education in India can be attributed to a number of different factors, including the country's growing economy, its growing middle class, an increase in the amount of money the government spends on education, and an increase in the population's aspirations for quality education (Aithal, 2018).

As India's higher education industry continues to expand, so does the level of rivalry between the country's many educational institutions for students. Higher education institutions

(HEIs) are responding to the increasingly competitive environment in which they operate by implementing a variety of marketing activities to distinguish themselves and increase their attractiveness to prospective students, staff, and other stakeholders.

Traditional communication channels in the higher education sector, such as print media and word of mouth, have given way to more cutting-edge and complex marketing strategies including digital marketing, social media, branding, and partnerships. Higher education institutions in India are coming to realize the value of marketing not just in terms of drawing in students, but also in terms of enhancing their reputation and cultivating partnerships with other stakeholders.

As a result, it is of the utmost importance to investigate the marketing endeavours that Indian higher education institutions have been pursuing and to comprehend the degree to which they are successful in meeting the challenges and in seizing the opportunities posed by the current competitive landscape. This understanding will help institutions, policymakers, and other stakeholders develop and implement more effective marketing strategies to cater to the evolving needs of students and the higher education sector.

The function of marketing in the field of higher education entails a wide range of responsibilities and is very necessary for educational institutions to keep up with the competition in the current environment. Marketing is essential for attracting and recruiting students because it enables educational institutions to display their distinctive offers in a way that appeals to the appropriate audience. It also plays a significant role in building and maintaining an institution's reputation, which is vital for establishing credibility and trust among students, parents, faculty, and stakeholders (Kumar, 2022). This is because reputation is built and maintained through interactions with past and current constituents.

In addition, marketing helps establish ties with stakeholders such as alumni, industry partners, and funding agencies, which is essential for procuring resources and encouraging

partnerships. Stakeholders include industry partners, alumni, and funding agencies. The alignment of marketing activities with strategic goals such as increasing enrolment numbers, rankings, and research output is another way in which marketing contributes to the success of an institution. The function of marketing in higher education is particularly important in the context of India owing to the fierce rivalry that exists between institutions and the rising demand for excellent education.

## **1.2 Research Problem**

Given the increasingly competitive environment and the need to recruit and engage students efficiently, the marketing tactics adopted by higher education institutions in India have acquired substantial relevance in recent years. The Indian higher education industry has recently placed a greater emphasis on marketing activities; nevertheless, there is a dearth of rigorous research for evaluating the efficacy of these programs and their influence on student enrolment and participation.

Educational institutions have difficulties in maximising resources and reaching enrolment objectives owing to a lack of a complete grasp of the efficiency of marketing methods. Evaluating the results of marketing campaigns is essential for figuring out how successful they have been in bringing in new pupils. The importance of marketing efforts in increasing student interest and creating a rewarding learning environment cannot be overstated.

Marketers in the Indian higher education sector would do well to examine how well their tactics adapt to the changing demands of students. By analysing the promotional campaigns run by Indian universities, we may get a better idea of which methods work best at drawing in potential students, piquing their curiosity in particular programs, and eventually resulting in enrolment.



Since engaged students report higher levels of satisfaction with their educational experience and are more likely to continue their studies and achieve their academic goals, it is important to assess the effect that marketing campaigns have on student engagement. Schools may do more to provide a positive and exciting learning environment for their students if they have a firm grasp of the role that marketing plays in attracting and retaining students (Buttle, 2019).

This study intends to fill these knowledge gaps and give useful information to Indian universities, government officials, and marketers. The results of this study have important implications for higher education institutions seeking to improve their recruiting and retention rates among a diverse student body. This study has the potential to enhance marketing efforts in India's higher education industry, leading to improved student results and a more competitive academic environment.

### **1.3 Purpose of Research**

This study aims to assess the effectiveness of these initiatives in terms of student enrolment and brand perception, identify challenges and opportunities faced by these institutions, and contribute valuable insights that can assist universities and policymakers in optimizing their marketing efforts, enhancing student recruitment, and fostering a positive institutional image within the Indian higher education landscape.

Also, the study aims to examine the effectiveness of marketing strategies and campaigns in attracting prospective students, engaging current students, or promoting the institution's brand and understand how different marketing initiatives target specific audiences within higher education can help researchers identify successful strategies for reaching diverse groups of students or stakeholders.

### **1.4 Significance of the Study**

Understanding higher education initiatives in India helps in assessing the accessibility of education to different segments of the population, including rural areas and marginalized communities. By analyzing higher education initiatives in India, stakeholders can identify challenges, leverage opportunities, and work towards enhancing the quality, accessibility, and relevance of higher education to meet the evolving needs of students, society, and the economy (Sugandini et al., 2018).

The outcomes of the study might help practitioners improve their work or make more informed decisions. An investigation into education could analyse different teaching methods in order to provide educators with recommendations that will assist them improve student learning. A significant piece of study could also have an effect on society.

Research on pressing issues pertaining to society, the economy, or the environment has the potential to shape public policy and the evolution of society. For instance, the purpose of a research project on public health may be to analyse different strategies for the management of infectious diseases in order to suggest new policies or measures that would promote public health. Expanding on previously gained information and filling in gaps in the existing body of literature are two of the ways in which research may contribute to the development of novel concepts and approaches.

Through education, much research into artificial intelligence could come up with an innovative strategy or approach that can be used to improve the accuracy or efficiency of machine learning models. When research adds to our existing understanding of a topic or issue, when it has an effect on society, when it moves a field or a profession forward, and when it influences practise in that field, we may say that the study has considerable significance. Research of the highest possible quality that provides solutions to critical issues has the potential to transform the world and create a brighter future (Cheng, 2015).

The participation of the private sector in the higher education system of India, whether in the areas of engineering, management, science and technology, or other professional courses, has led to an increase in the level of competition that exists between the various institutions and universities in the country. It is now important to have an understanding of the concept of branding, put it into practise, and analyse the primary signs of branding in order to properly position a product or service among potential buyers. The following significance will suffice in evaluating higher education institutions in India.

**Quality Assessment:** Analysis of higher education initiatives allows for evaluating the quality of education provided by institutions, identifying areas of improvement, and promoting excellence in academia.

**Policy Formulation:** By studying higher education initiatives, policymakers can make informed decisions regarding educational policies, funding allocation, and reforms to enhance the overall education system.

**Employability:** Analyzing higher education initiatives helps in assessing the alignment of educational programs with industry requirements, thereby improving graduate employability and addressing skill gaps.

**International Collaboration:** Understanding the initiatives in higher education facilitates collaborations with international institutions, fostering knowledge exchange, research partnerships, and global exposure for students and faculty.

**Innovation and Research:** Analysis of higher education initiatives promotes innovation, research, and development within academic institutions, leading to advancements in various fields and contributing to national growth.

**Social Development:** Higher education initiatives play a crucial role in social development by promoting inclusivity, diversity, and equity in education, which are essential for building a knowledgeable and progressive society.

Economic Growth: A robust higher education system is vital for economic growth as it produces a skilled workforce, fosters entrepreneurship, and drives innovation, ultimately contributing to the country's economic development.

### **1.5 Research Question/Hypotheses**

The study overall aim is to analyse how do digital marketing strategies influence the enrollment rates in Indian higher education institutions?

- What are the key factors that influence the decision-making process of students when choosing a higher education institution in India?
- How effective are social media platforms in promoting higher education institutions to prospective students in India?
- What role do brand reputation and image play in the marketing initiatives of Indian higher education institutions?
- How do cultural and regional differences impact the marketing strategies employed by higher education institutions in India?

### **Hypotheses**

- Higher education institutions that effectively utilize digital marketing strategies will experience higher enrollment rates compared to those that rely solely on traditional marketing methods.
- Implementing a comprehensive lead nurturing strategy will improve conversion rates and enrollment numbers in Indian higher education institutions.
- Conducting targeted online advertising campaigns will lead to higher application rates and enrollment in Indian higher education institutions.
- Implementing a mobile-first marketing approach will positively influence student engagement and enrollment in Indian higher education institutions.

## 1.6 Summary

In the highly competitive higher education environment in India, marketing strategies play an essential part in luring students and retaining their interest. In this review of the literature, several aspects of marketing initiatives in Indian higher education, such as targeting students in Generation Z, digital marketing, personalization, brand identity, social media, relationship marketing, strategic partnerships, and innovative recruitment strategies, were investigated (Kitchen et al., 2015).

The analysis revealed how important it is to comprehend and successfully target students from Generation Z who have specific interests and traits. Digital marketing has evolved as a potent instrument for reaching and engaging prospective students, with an emphasis on harnessing social media, tailored content, and analytics for the purpose of achieving successful communication and monitoring. It was determined that personalization in education marketing is a vital method for delivering messages, material, and experiences as per the specific needs of individual students, which increases both engagement and satisfaction levels.

It was discovered that developing a powerful brand identity is essential for distinguishing institutions and generating a favourable image. Factors such as visual identity, message, and reputation management need to be taken into account throughout this process.

The role of social media in education marketing with a particular emphasis on engaging students in India via the use of content strategies, influencers, and analytics. It was discovered that relationship marketing methods such as alumni involvement and parent ties are vital for the purpose of cultivating long-term connections and support. The analysis also brought to light the importance of strategic partnerships for the development of skills, the expansion of offers, research collaborations, and industry contacts etc. To successfully attract and enrol Indian

students, it was determined that innovative recruiting tactics such as digital platforms, gamification, mobile optimization, and tailored experiences are the most effective ways.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **2.1 Introduction: Background of Indian Perspective**

The marketing environment in higher education has seen tremendous change over the last few years, and it is essential to have a solid awareness of the marketing strategies that are relevant to the Indian setting. When seen from this perspective, an analysis of the marketing endeavours in higher education gives insight into the tactics, difficulties, and possibilities that are encountered by educational institutions in this very varied and vibrant nation.

The higher education system in India is extensive and varied, consisting of universities, colleges, and other institutions that provide students with a broad variety of academic degree and certificate options. The level of rivalry amongst educational institutions has increased as a result of a growing population and rising expectations about the quality of education received (Smith, 2024).

As a direct consequence of this, marketing strategies have evolved into vitally important instruments for the recruitment and retention of students.

The gross enrolment ratio in higher education in India has climbed from 19.4 percent in the school year 2010–2011 to 27.1 percent in the school year 2019–2020, according to a study released by the Ministry of Education of the Government of India (Ministry of Education, Government of India, 2020). As a result of this increase in demand, various schools have placed a greater focus on developing effective marketing techniques to lure students.

Several shifts have taken place in the higher education industry in India because of a variety of causes including, but not limited to, globalisation, technological progress, changing student preferences, and the policies of the Indian government.

Traditional marketing approaches are being augmented with digital marketing strategies, and in some instances, digital marketing techniques are completely replacing

traditional marketing methods in order to successfully reach and engage the population of tech-savvy young people. The education market in India has its own set of distinct difficulties and possibilities. Among them are accommodating a wide variety of cultural, linguistic, and regional preferences, addressing issues over price, fulfilling the demand for specialised programmes, and using new technology to improve the learning experience (Binssardi and Ekwulugo, 2003).

From an Indian point of view, an analysis of the marketing endeavours in higher education provides knowledge of the techniques used by institutions to recruit potential students, establish powerful brand identities, and adapt to the dynamic educational environment. Educational institutions may obtain insights into effective marketing techniques and modify their plans to successfully connect and interact with the Indian student community by evaluating in projects and gaining insights into how successful marketing approaches were implemented (Goonawardana, 2007).

## **2.2 Theoretical Framework**

The study seeks to understand the market dynamics that plays a role in the escalation of higher education in India with the current generation Z pursue for knowledge in these modern diversified economies especially in India where the population is over billion with different trajectories to business marketing and family. In studying the marketing endeavours in higher education from an Indian viewpoint, different theoretical frameworks might give important insights into the concepts and techniques being used by the various institutions. The customer relationship management (CRM) framework and the 4 Ps of marketing (product, price, place, and promotion) advocated by McCarthy in 1960.

### **2.2.1 The 4 Ps of Marketing**



To market goods and services, companies use several decision variables. Markets are studied and a wide variety of information is collected. In this way, companies can set the direction of the marketing programs needed for their products and decide on the strategies to be applied for their strategy and the satisfaction of customer needs. They must also overcome the challenges posed by the competitors in the industry. Companies' variables to define this strategy are those of the marketing mix (McCarthy et al., 1979), composed of: product, price, place, and promotion. With these variables, firms can focus on the achievement of their main objectives: profits, sales volume, market share, return on investment, etc (Isoraite, 2016).

McCarthy (1960) is credited with popularizing the 4-P framework which encapsulates the fundamental aspects of a marketing strategy. These aspects include product, price, place, and promotion. These components, when considered in the context of marketing for higher education, may be read as follows.

The educational courses and other services provided by educational institutions of higher learning are referred to as the product. These comprise the academic programmes, the skill of the teaching staff, the physical facilities, and the extracurricular activities offered by the school.

The four Ps, which are sometimes referred to as the marketing mix, are the crucial components that form the basis of a marketing plan. These four main components stand in for the choices that a company must make when marketing its products or services. The term “product” refers to the item that is being sold to the consumer, which includes the product’s characteristics, design, and overall quality. Pricing strategies and discounts are included in the concept of “price” which refers to the amount of money that consumers are willing to pay for a product or service. The term “place” refers to the various distribution channels and venues where the product is made available to clients. The marketing and advertising efforts that are employed to increase awareness, develop interest, and convince customers to acquire the

product or service are collectively referred to as “promotion” (Oplatka, 2006).

## **Product**

The product or service understood as the ultimate good that the consumer is willing to pay for, is one of the most important elements of the marketing mix, as it is the one on which the entire commercial strategy revolves. Companies must create a competitive advantage through the product, which means that the product's attributes must be what makes it preferable to those of other brands. Business strategy is describable by the principles of war strategy (Altman, 2000).

To have a competitive advantage over competitors, companies must beat them on the battlefield, and the battlefield is the customer's mind. The one who manages to stay in the customer's mind will be the winner of the battle. Companies aim to achieve a competitive advantage in order to sustain themselves over time. In order for the organization to achieve superior performance (Dirisu et al., 2013), it must reach a competitive advantage, which will result in higher profits.

There are three sources of competitive advantage: 1. Cost leadership: making more efficient use of the company's assets or lowering the cost of suppliers 2. Transaction innovations: that reduce transaction costs 3. Product differentiation: which consists of generating added value through the attributes of our product, surpassing those of our rivals? (Dirisu et al., 2013).

Large companies gain competitive advantage through cost leadership. It is their high production volumes and repetitive tasks that make them improve their efficiency and reduce their costs. (Dirisu et al., 2013), if the company is able to reduce costs, it can consider lowering prices as a sales strategy, thus gaining market share (Wang et al., 2011). However, it is not the only way to create a competitive advantage. The strategy of other companies to develop their competitive advantage is through differentiation: differentiation of certain product or service

characteristics. This, in reverse, causes the final purchase price of the product or service to increase: reflecting the higher production costs and the value-added attributes offered to the consumer (Wang et al., 2011).

Competitive advantage is in every business strategy debate as it is one of the objectives of all companies. Brands must differentiate their products and make consumers perceive them as different. There are numerous ways to create this sense of differentiation in the consumer, but doing it through the product is a profitable and effective strategy to gain and maintain its competitive advantage (Dirisu et al., 2013).

Each of the 4Ps that make up the Marketing Mix model is made up of different components. The P of product, for example, is composed of: Design, Technology, Utility, Value, Convenience, Quality, Packaging, Brand and Warranties. These aspects of the product can be worked on to build the product's competitive advantage (Singh, 2012)

Table 1 ELEMENT OF 4Ps

<b>PRODUCT</b>	<b>PRICE</b>	<b>PROMOTION</b>	<b>PLACE</b>
Design	Retail	Strategies	Special offers
Technology	Wholesale	Skimming	Endorsements
Usefulness	Internet	Penetration	Advertising
Value	Direct sales	Psychological	User trials
Convenience	Peer to peer	Cost-plus	Direct mailing

The 4 main components of the marketing mix model (Mir-Bernal & Sadaba, (2022).

Companies differentiate themselves from their rivals in the industry by providing their products with one or more differences in product attributes (Dirisu et al., 2013). Companies that succeed in providing their products with differentiating features, thus achieving their competitive advantage, are companies with access to the highest quality scientific research,

highly skilled and creative development teams and a strong sales force capable of adequately communicating the perceived strengths of the product (Wang et al., 2011).

### **Place:**

Place means how to reach the consumer. From the factory to the consumer, in the middle, is the place. There are different ways to get the final consumer. It is vital to consider distribution channels, physical points of sale, and internet sales. When a company has a small retail store or offers a service to its local community, it is at the end of the distribution chain to supply directly to the customer.

Companies that create or assemble a product have two options to reach the customer: sell directly to consumers or sell to a supplier. Yudelson, (1999) talks about a new approach needed for Place/Placement P: P for a place is now all possible ways to reach the end customer. The place is no longer limited to a simply physical location; the growth of the virtual market has changed the schemes.

1. Direct sales: Direct selling is when the producer is in charge of all the processes of the product including its sale to the final customer. Depending on the type of product the company sells, it must choose between direct selling and another. The company knows and has first-hand data on its customers and this constitutes a good point for the company (Ehmke et al., 2005).

2. Through an Intermediary: Instead of the company manufacturing the product itself and reaching the final consumer, the sale can be made through an intermediary: a wholesaler or a retailer who resells your product. b. The intermediary could be a wholesaler, product units are received consistently, and sales are made evenly throughout the year, or a retailer. Sometimes companies have difficult access to the end consumer, and this is the most exciting way for them to sell.

### **Perceptions**

The Oxford dictionary says about the meaning of perception that it is the way you notice things, especially with the senses. The ability to understand the true nature of something. An idea, a belief, or an image you have due to how you see or understand something. A brand must first establish its mission, vision and values, corporate culture, objectives, and fundamental bases, and most importantly, it must know how to communicate them. It has to communicate these aspects so that the consumer perceives them with his senses, understands their nature, and develops a solid idea about the brand in his head.

Talking about perceptions, there is a discussion of different points: brand image and customer loyalty, corporate branding and brand performance, brand equity, and the impact of culture on brand perceptions. Firms invest large sums in building their corporate image. Some hypotheses on the relationship between brand perception and loyalty have been empirically tested in a study conducted to understand the relationship between brand perception and buyer behavior through ANOVA tests. The following conclusions were reached: there is little evidence that any particular attribute is more closely related to customer loyalty than others, there are no specific brand positions that are uniquely associated with greater loyalty, the more attributes are associated with a brand, the more loyal the customer (Romaniuk et al., 2003).

Organizations should emphasize internal factors such as the role of employees within the brand; this is called corporate branding and has to do with brand performance. There are some internal brand factors that can help leverage resources and improve performance. Employees play a crucial role in brand performance.

It is imperative that the internal relationship of the staff and that the marketing managers not only develop external marketing strategies but also internal ones. This generates a synergy that translates into greater consumer satisfaction. The composition of the work teams is also important. Their heterogeneity improves results. The existence of an internal education program is necessary to educate employees on brand identity (Harris et al., 2001). At this point

it's important to understand the concept of brand equity describes the level of sway a brand name has in the minds of consumers, and the value of having a brand that is identifiable and well thought of.

Awareness and experience are the two key tenets of brand equity. There are three components of brand equity: perceived value defined as the value of the brand but not related with price or promotion. Brand dominance, the ability of the brand to compete on price, and intangible value, the perceived minus the objective utility.

Brand equity is the sum of general preferences that is neither explained nor measured by objectively identifiable attributes. Intangible attributes might contribute more to brand equity than tangible ones (Harris et al., 2001). There is an impact of culture on brand perceptions. Two people talking about your brand may express themselves differently, but they are essentially trying to describe the same positioning.

Brand managers have to assume this factor and try to establish different strategies taking into account the other cultural aspects, allowing the different cultures to perceive the brand as they want it to be perceived (Foscht et al., 2008). To this extent Muhlbacher stated in 1999: "Human decision making is never based on objective criteria but on subjective interpretations of information stored in memory and data gathered from the environment. Decision makers have to decide what information is useful and what can be ignored.

## **Pricing**

The final price is the amount of money the customer is willing to pay for a product or service. The price is conditioned by multiple factors. It is closely linked to the product attributes mentioned above since these are the ones that can make the product have a higher price. One aspect that has a significant impact on price is the information age we live in. Moreover, price plays a key role in customer satisfaction.

Today's customer has all the price information available on the market and this can influence decisions. That is why the company must be careful in this respect. Until now, traditional marketing consisted of 4 key elements: the product, its promotion, its placement or distribution and its price. Product, promotion and placement are the steps through which the company tries to create value in the market.

With Price, the company tries to capture it in the form of profit. "If product development, promotion and placement are effective and sow the seeds of business success, effective pricing is the harvest." (Nagle & Müller, 2017). The main objective of the company is to make money, so its price must be established taking into account the achievement of a profit margin, making sure they obtain cost-effectiveness or profitability. The price must reflect the value of the product, which means that it must cover the costs of the product, adding the margin that represents the attributes that make the product competitive. The margin of monetary units that makes the price higher than the costs corresponds to the value, and is what the company must defend.

It represents the cost of education and the many financial aspects that are involved, such as tuition fees, scholarships, and other possibilities for financial help. Value for money is also considered when determining the price.

It is vital to find a balance between the cost of attendance and the value that is perceived by students in order to attract and retain students. There are different types of pricing strategies (Nagle & Müller, 2017). Making the right decision for each company and product can maximize profitability.

The company must analyze if in the case of its product it is convenient to apply an additional cost strategy, strategies in which customers or shareholders are the ones who drive prices, Cost-plus pricing is the most common pricing procedure. The financial prudence of obtaining the proper return for each product according to its cost is a basic formula for

profitability. It is not always easy to apply, it depends on the sectors, because it is necessary to calculate the exact cost of each product and in specific sectors, due to economies of scale, it is not exactly the same for each unit produced. Customer Driven Pricing is the setting of the price guided by the customer's willingness to pay.

### **The Four Ps of Lauterborn**

This strategy, which was proposed by Lauterborn, an educator, and a consultant, in the year 1990, introduces a more customer-centric approach that highlights the various components of the marketing mix from the perspective of a buyer rather than from the perspective of a seller. In its entirety, it is made up of the following components:

- When it comes to the marketing mix, the wants and needs of consumers correlate with the product.
- The variable that relates to the price in the marketing mix is the cost.
- The promotion component of the marketing mix corresponds to communication in the marketing mix (Patton, 2002).

**Product (Courses and Programmes):** Within the context of India, authors frequently stress the significance of adapting educational products to cater to the particular requirements of the Indian market. It is possible that they may discuss the creation of courses and programmes that take into account cultural, geographical, and industry-specific characteristics. This will ensure that the courses and programmes are relevant to Indian students and appeal to them.

**Price (Tuition Fees and Scholarships):** There is a possibility that Indian authors would concentrate on the cost of higher education. There is a possibility that they will explore methods for establishing tuition costs that are both competitive and accessible to a wide variety of educational institutions. In addition to this, they might investigate the role that scholarships and other forms of financial assistance have in making schools more manageable financially.



**Place (Accessibility and Location):** There is a possibility that authors in India would discuss the geographical opportunities and problems that are associated with higher education. This may involve debates on extending the reach of universities and other institutions to cities that are classified as tier-2 and tier-3, as well as the utilisation of online education as a means of overcoming geographical constraints.

**Promotion (Marketing and Outreach):** Authors from India frequently stress the relevance of marketing initiatives that are culturally sensitive and tailored to the local community. They may talk about the utilisation of digital marketing, social media, and community engagement practices to interact with students who come from a variety of cultural and linguistic backgrounds (Gray et al., 2003).

### **2.2.2 Customer Relationship Management (CRM)**

The CRM strategy places a strong emphasis on developing and sustaining long-term connections with students (Smith and Johnson 2019). It entails gaining a grasp of the requirements, inclinations, and routines of students so that tailored experiences may be provided, which in turn increases student happiness and loyalty (Brown et al., 2020). The term (CRM) refers to a multi-step process that includes student acquisition, onboarding, engagement, and alumni relations. Educational institutions can boost their marketing efficiency, student retention rates, and the quality of their education as a whole by employing CRM (Peters & Lee, 2021).

When it comes to marketing endeavours in higher education from an Indian point of view, customer relationship management (CRM) is an extremely important factor to be considered. Frequently, authors and researchers address the significance of customer relationship management (CRM) methods that are adapted to the higher education scene in India. These strategies have the potential to lead to more effective student recruitment and

retention. Here is how customer relationship management (CRM) might be connected to marketing initiatives in higher education in India:

### **Student Engagement and Interaction**

The need for developing good communication channels with both potential and present students is emphasised by the authors. Universities can maintain tailored contacts with students by utilising CRM systems, which allow them to address specific concerns and demands. This helps to cultivate a sense of belonging and engagement, both of which are essential for Indian students who frequently take into consideration such aspects while selecting an educational establishment.

### **Data-Driven Decision-Making**

The authors emphasise the importance of utilising marketing techniques that are driven by data in India. Student choices, actions, and feedback are gathered and analysed using customer relationship management (CRM) systems. Personalised content, improved marketing campaigns, and more efficient resource allocation are all possible outcomes that can be achieved through the utilisation of this data.

### **Alumni Relations**

One of the most important aspects of marketing higher education in India is the cultivation of strong relationships with alumni. The use of customer relationship management (CRM) systems can assist educational institutions in maintaining connections with their alumni, thereby promoting loyalty and potential referrals. It is possible for authors to argue the long-term advantages of preserving these links for the further development of the institution.

### **Feedback Mechanisms**

Obtaining feedback from students and other stakeholders is frequently emphasised by authors as being of great relevance. Customer relationship management (CRM) systems can make it easier to collect feedback through surveys and other methods. Performing an analysis

of this feedback enables educational institutions to make enhancements and modify their marketing campaigns in order to address certain problems or areas that need development.

**Retention Strategies** The retention of students is a top priority in the higher education sector in India. The CRM system assists in identifying students who are at risk of leaving the school and putting in place interventions to improve their experience. It is possible for authors to explore the ways in which CRM leads to the success of students and, consequently, the success of the institution.

When it comes to enhancing student engagement, improving decision making, nurturing alumni relationships, collecting feedback, and implementing retention strategies, customer relationship management (CRM) is recognised as a valuable tool by authors working in the field of higher education marketing in India. It plays a vital role in improving marketing campaigns to fit the specific requirements and preferences of Indian students as well as the landscape of higher education in the country (Chimhanzi, 2004).

### **2.2.3 Marketing Strategy**

Mahajan and Golahit (2020) indicated in their research into the inputs and outcomes of the service marketing mix for higher and technical education in India that the country's apex policymaking body, the (AICTE), defines technical education (TE) as degree programs in the STEM disciplines of engineering, management, and pharmacy.

The All-India Council for Technical Education (AICTE) is an agency charged with policymaking and regulation (AICTE, 1987). Expanding social elements, strengthening industrial growth, propelling national economic development, and enhancing individual quality of life are all made possible with HTE. There has been a dramatic and exponential growth in India's TE sector over the last decade, with the advent of new TEIs supported by private investment and a surge in enrolment at existing TEIs, but this growth has been aimless. In India, there is a great deal of duplication since only TEIs continue to discuss issues related to

strategic marketing and service quality. With the potential to be a treasure house for the advancement of skills that are directly related to individual incomes and the economic prosperity of the nation, TE is crucial to India's ambitions of building its status as a key competitive participant in the global knowledge economy.

Naidoo and Wu (2011) employed a blended method in developing and testing a model for marketing strategy implementation in higher education. They concluded that worldwide trade in educational services is expanding at a rapid rate, similar to the pattern seen in other service industries. It is important to note that international student mobility is only one facet of the larger issue of international commerce in education services, which includes the import and export of textbooks, and international assessments like the graduate management admission test (GMAT). Exports of educational services are projected to be approximately US\$65 billion, or around three percent of the total value of global services trade (OECD, 2009).

According to the OECD (2009), increased international student mobility is being driven by both demand and supply. On the supply side, students are increasingly seeing foreign degrees as a distinctive advantage that tends to fetch a premium in today's competitive job market. This can be seen in the demand for international qualifications. On the supply side, higher education institutions (HEIs) are finding themselves more driven to offer their programmes to international students who are willing to pay the full cost of tuition in order to offset the reduction in public financing. These demand and supply dynamics for education services have led to a rising marketization of higher education not only on the local level, but also worldwide, as HEIs compete to recruit students from outside. This trend began at the domestic level and has since spread to the global level. Because of the growing worldwide market for higher education, several HEIs have developed international marketing techniques in order to attract students from other countries.

In the study on marketing strategy, Bisaria (2009) highlighted that marketing involves viewing the company holistically from the consumer's standpoint, focusing on the ultimate outcome. He made this discovery, and it led him to the conclusion that marketing is customer centric. The vast majority of businesses that place a significant focus on the market are of the same opinion: having a strategy that is centred on the customer is the single most critical component of having a market-driven mentality. Owing to the fact that marketing in academic institutions has been around for some time and has become more established, there is an emphasis placed on the student population as a customer base. The student, however, is not widely acknowledged as a customer in higher education, and the debate on who the consumer is ongoing.

It is imperative to say that this is a very contentious issue, and it is one that even causes some individuals to experience powerful emotions. When you bring up this topic with members of the faculty and staff, the response that they might give you is that students are not consumers. Students should have a positive experience as customers, but educational institutions should move away as quickly as they can from the customer service model. This is a feeling that is often shared by members of the faculty. To meet the ever-increasing demand for higher education, a number of new organisations have entered the field. Some of these new organisations are sponsored by the government in the form of publicly financed universities, while others are privately funded and run. Both types of organisations offer higher education opportunities. Establishment of private institutions was made feasible in many nations, and some of those nations actively supported its growth.

According to Kalenskaya (2015), for products and services in Russia to operate normally, there have to be around 0.4 million experts working in the area of marketing. Within the realm of educational services, marketing contributes to the forecasting of shifts in the market as well as the adjustment of students to the requirements of purchasers.

Universities that concentrate on enhancing the quality, relevance, and practical relevance of educational goods and services as well as bringing themselves up to global education standards have become an essential component of competitiveness. In the process of educating students, cutting-edge technological advancements are being included, and educational programmes and credentials are being adapted to meet the demands of the labour market and the needed level of knowledge. During the process of developing the overall strategy for the university, various employees' needs, opportunities, and potential sources of motivation are taken into consideration. All of this helps to contribute to the active deployment of marketing tools in colleges.

In the comparative contextual analysis of higher education marketing strategies, Nagy (2007) concluded that there is a current contentious debate surrounding the marketing of educational services. Although perspectives on the meaning of the educational institution as a product and the students as consumers still remain debatable, the transformation of the instruction process as a student-based model necessitates the usage of the marketing chances that are available to be exploited.

Teaching is increasingly being designed as a learner-centered method, and it is crucial that the process be formed as an experience that learners have throughout their life to match their present knowledge and skills. At the level of a distant education institution (DEI), being market-oriented means adopting a client-centered viewpoint and managing the school in a manner that satisfies the requirements of both primary and secondary customers. This client-based application of marketing strategy is not that different to the student-based one that we will be examining.

The marketing strategy accords a primary and substantial priority to the requirements and preferences of the customers, and the customers are elevated to the position of kings as a direct consequence of this strategy. When this tactic is used in the context of distant education,

it has been observed that the course programmes and materials are shaped in accordance with the needs and desires of the students.

In addition, it has been noticed that the use of multimedia is extremely widespread, and the students are given access to this content via channels that are designed specifically with their needs in mind. The former king of the category of customers is now the reigning monarch of the category of students.

Moreover, Schmidt (1989) delved into educational discussions regarding the domestication of marketing or the development of a home-grown philosophy of marketing. This home-grown philosophy was founded in the setting of education as opposed to some type of imported knowledge. Since then, we have seen a rising literature base on marketing, particularly in the developed world; nevertheless, it seems that very little has been generated for education. This is particularly the case in developing countries.

In 1995, Foskett conducted research on several aspects of marketing strategy within the secondary school sector. He concluded that the majority of marketing practices inside the UK's educational institutions were inchoate, immature, and lacked a strategic focus. Following the expansion of education on a variety of levels and the need to put bums on seats in a more competitive education marketplace, the debate on education marketing shifted toward the end of the 1990s to issues of choice and student recruitment. This was in response to the fact that the education marketplace had become more competitive.

Basha (2019) discovered and stated that we are living in a globalised world in which the old forms of marketing are being replaced by digital marketing, as well as physical transactions being replaced by their digital counterparts. The attention span of customers has decreased from 16 seconds, which was 10 years ago, to 8 seconds today, and now we cannot hold the customer's attention for more than 8 seconds. The solution for keeping our customers engaged with our marketing is the video facility. It is a wide, open space without boundaries.

Statistics reveal that, in 2018, people spent approximately 200 minutes of time with their mobile phones per day; by 2020, people will spend approximately 300 minutes (5 hours) per day. It is a free space. Today, eighty percent of customers do not want to read; they prefer to watch videos since they combine the elements of sound, action, and vision. It is anticipated that the total amount spent on digital advertising will continue its upward trend (Ghosal 2020).

On the other hand, the growth rate of newspaper advertising will be slower owing to the fact that newspapers are increasingly being transformed into digital form. Digital marketing is a consumer-driven idea that is laser focused, and as a result, it will precisely target the appropriate demographic. When we speak about conventional marketing, we are unable to quantify its influence: conversion is sluggish and highly static, feedback cannot be obtained on time, ROI cannot be precisely estimated, and finally, traditional marketing is more costly and produces fewer positive results.

Ghosal (2020) concluded that the level of educational attainment of the population is an essential factor in the general progression of civilization. Because of this, having access to education is an essential component that is established in the rules governing human growth. This is supported by the fact that education is a tool that enables the human mind to create all attainable achievements by harvesting their dormant thoughts, which lends credence to the aforementioned statement. As a result of such current schools of thought as reconstructionism and behaviourism, the amount of money invested in higher education to guarantee that everyone can study has skyrocketed.

Throughout the course of the past decade, the governing bodies and governments of several nations have made significant investments in their countries' higher education systems. This is further supported by the fact that the number of children who were not enrolled in school fell from 106 million in the year 1999 to 68 million in the year 2008, a decrease of 42 million (Cooper, 2007). Since the standards for education have risen across the board for people of



both sexes, this has led to an increase in the human development standards that are applied to education, which has opened the doors for more people to enroll in higher-level courses. administration of education, on the other hand, the circumstance does not conform to expectations. An initial assessment of the marketing strategy and instruments to be used in conjunction with the development of higher education in India as higher education marketing: in comparison to countries that have already established.

Gupta & Redhu (2019) discussed how the process of localization and regional marketing in India, a multicultural nation with diverse languages, cultural traditions, and culinary preferences. When developing successful marketing strategies, it is common practise to localise and tailor both the items being marketed and the marketing campaigns themselves to the interests and tastes of a particular location. Many authors had shared their views on the ethnicity and multicultural dynamics of India visa-vis marketing.

Sahoo (2020) mentioned that rural marketing in India has enormous prospects for enterprises, and marketing tactics have evolved to better meet the specific requirements and preferences of rural customers.

Karthikeyan (2019) stated that the retail industry has adopted omnichannel marketing strategies as a result of the expansion of e-commerce, which has had a revolutionary effect on the sector. These tactics are aimed at providing a seamless experience for customers.

Dasgupta (2019) stated that marketing in India is becoming more aware of the importance of social and environmental concerns. Consumers who are concerned about their social influence provide positive feedback to marketing techniques that integrate social impact and sustainability themes.

Co-branding and other forms of collaboration and strategic alliances have become more popular ways for businesses in India to broaden their customer base and take advantage of the

benefits of collaborating with other brands, which has contributed to the rise in the popularity of brand collaborations (Rana, 2019).

CRM has shown that there is intensifying rivalry among companies in India. Companies are placing a greater emphasis on cultivating meaningful connections with their clientele. Customer relationship management (CRM) methods such as customised communication, loyalty programs, and feedback channels for existing consumers play an important part in maintaining and gaining customers (Sethi, 2020).

Lastly, Bhattacharya (2020) highlighted the increasing prevalence of data analytics and artificial intelligence (AI) in marketing tactics in India. Companies are gaining insights into customer behaviour, improving their ability to target customers, and optimising their marketing strategies with the use of data analytics and artificial intelligence.

#### **2.2.4 Digital Marketing**

Gondane and Kaur (2021) indicated in their study the impact of digital marketing strategies on the education sector with reference to Nagpur, India. They discovered that the unpredictable market, the unanticipated pandemic condition, and the constantly shifting day-to-day demands are having a significant influence on the purchasing and selling of products and services.

Digital marketing has largely supplanted traditional marketing in recent years. Because we live in a globalized environment, every industry in the globe is going toward the digital world to keep up with the competition and to set themselves apart.

Biswas (2020) explored the implications of digital marketing for higher education using an intuitionistic fuzzy group decision-making approach and concluded that the primary objective of any marketing endeavour is to establish and maintain a long-term relationship with the target audience. Although retaining customers depends on satisfying their expressed and/or

unstated needs by giving them what they want in the product and providing the service they require at a price they can afford, it is the effort of relationship building that helps businesses understand consumer psychology and communicate effectively with customers.

Singh (2017) concluded that the classroom is where the future of India would be shaped. Even though India's educational system has advanced significantly in recent years, there is still a tremendous deal of work to be done. The education system in India was first established under the guidance of a guru who represented a certain social stratum at the time. After that, there was the emergence of secular Buddhist institutions that were responsible for the transmission of practical instruction such as medicine.

Panwar (2013) discovered that the use of digital channels for the promotion of a company or brand is what is referred to as digital marketing. Emails, mobile phones, social networking sites, and other similar platforms are examples of digital channels; nevertheless, this list is not exhaustive. These channels not only make certain that the company is pushed to the appropriate demographic of target customers, but they also make the firm and the brand more powerful.

Kumar et al., (2021) concluded that advertising has always been an essential component in the process of elevating the profile of educational institutions. There has been a notable movement from traditional offline advertising to online advertising in recent years, and as a result, digital marketing has emerged as the preferred method. Because of the way the world is now growing, adaptability and convenience have taken on a greater level of significance, and it is very important for educational institutions to change gears and get familiar with the new forms.

Biswas (2022) concluded that internet marketing and digital marketing are two terms that are often used interchangeably. Because it covers the use of electronic media and online platforms for the execution and administration of marketing operations, it is often referred to

as electronic marketing. Another name for this kind of marketing is internet marketing. In the 1990s, when internet usage was just beginning to explode throughout India, the nation gave birth to the earliest examples of what would later become known as digital marketing. According to the findings of Munshi's research, the major reason why the introduction of the internet was considered as the potential for improving company and marketing strategies was because traditional methods of marketing and advertising had become tedious.

Biswas (2020), while exploring the approach, found out that, behind each and every marketing effort that is put forward, there is always an underlying purpose to cultivate a long-term relationship with the target audience of those efforts.

Chaffey, (2019) addresses the challenges faced by Indian enterprises in adopting digital marketing methods and examines the obstacles encountered by these organizations in implementing digital strategies.

Jain & Singh (2018) focused on the effects that social media marketing has had on Indian customers as well as the impact that social media influencers have on the purchasing choices of consumers and the influence that social media platforms have on purchase decisions.

In their study on the application of search engine optimization (SEO) in an Indian context, Poonia (2020) examined the utilization of SEO tactics by Indian enterprises and assessed the effectiveness of these strategies in enhancing firms' online visibility and organic traffic.

Chawla (2018) explores the latest developments in content marketing in India, focusing on trends and effective strategies employed by Indian companies to create engaging and relevant content for their target audience. Mangla, (2019) delves into the impact of mobile advertising on the purchasing habits of Indian customers. The study explores various aspects of mobile marketing, including mobile app marketing, SMS marketing, and advertising targeted at mobile devices, to understand their influence on consumer behaviour.

Mishra & Manchanda, (2019) examine the evolution of electronic commerce (e-commerce) and digital advertising in India. The study aims to assess the influence of digital advertising on the growth of e-commerce platforms in the country and to evaluate consumer responses to digital advertisements.

Roy, (2018) explores the role of influencers in digital marketing within the Indian context. The research examines the effectiveness of influencer marketing initiatives and investigates the factors contributing to the success of influencer collaborations.

Thomas, D'Cruz, (2019) delve into digital marketing strategies customized for the requirements of micro, small, and medium-sized businesses (MSMEs) in India. The study examines the specific challenges faced by MSMEs in implementing digital marketing tactics and suggests effective methods for MSMEs to leverage digital channels for organizational growth.

Kumar and Mirani (2020) delve into the customer engagement aspect of digital marketing in India. Their study centers on how Indian businesses leverage digital marketing to effectively engage with their customers, emphasizing strategies to build brand loyalty and enhance customer satisfaction. The research specifically examines the digital marketing practices of Indian companies. Karthikeyan and Rajendran, (2018) mentioned in the marketing across all channels in India, hence the purpose of this study is to investigate how Indian businesses integrate physical and online marketing channels into a unified whole in order to provide an exceptional customer experience and strengthen customer loyalty.

Bhandari and Kak (2019) stated that advertisements are generated automatically in the Indian Market. This research explores the use of programmatic advertising in India as well as its effect, with a particular emphasis on the ways in which it simplifies the procedures of advertising purchasing and improves targeting.

Varma and Anand, (2018) showcased metrics and performance measurement for Digital Marketing in India. Metrics and performance measurement play a crucial role in digital marketing in India, offering several benefits:

**Data-driven Decision Making:** Metrics provide valuable data that can be analyzed to make informed decisions. By tracking key performance indicators (KPIs), digital marketers in India can optimize their strategies based on real-time data and insights.

**ROI Tracking:** Metrics help in measuring the return on investment (ROI) for digital marketing campaigns. This allows marketers to assess the effectiveness of their campaigns and allocate resources to the most profitable channels.

**Campaign Optimization:** Performance measurement enables marketers to identify what is working well and what needs improvement. By analyzing metrics, marketers can optimize their campaigns, content, and targeting strategies to enhance performance and reach their goals more effectively.

**Audience Insights:** Metrics provide valuable insights into audience behavior, preferences, and demographics. By understanding their target audience better, digital marketers in India can create more personalized and targeted campaigns that resonate with their customers.

**Competitive Analysis:** Tracking metrics allows marketers to benchmark their performance against competitors in the Indian market. By monitoring industry trends and competitor activities, marketers can adjust their strategies to stay competitive and differentiate themselves in the digital landscape.

**Budget Allocation:** Performance measurement helps in optimizing budget allocation by identifying high-performing channels and campaigns. Marketers can allocate resources more efficiently based on the performance data, ensuring maximum impact with the available budget.

**Continuous Improvement:** Metrics enable continuous improvement by providing feedback on past performance. By analyzing historical data and trends, marketers can learn from their successes and failures, iterate on their strategies, and continuously improve their digital marketing efforts in India.

Overall, metrics and performance measurement are essential tools for digital marketers in India to track, analyze, and optimize their campaigns, leading to more effective strategies, better decision-making, and improved results in the dynamic digital marketing landscape.

Sachdeva and Kumar, (2019) stated that the discipline of digital marketing is always undergoing new developments; hence, further research could become accessible beyond the date of my most recent update, which was in September 2021. Consider searching academic databases and reputable sources for up-to-date research and insights if you are interested in gaining access to the most current literature on digital marketing in India.

From the discussion of various authors points, digital marketing plays a crucial role in higher education for various reasons:

**Enhanced Reach:** Digital marketing allows universities and colleges to reach a broader audience beyond their local region or country, attracting international students and increasing enrollment.

**Cost-Effective:** Compared to traditional marketing methods, digital marketing is often more cost-effective, making it a practical choice for institutions with limited marketing budgets.

**Targeted Advertising:** Through digital marketing, higher education institutions can target specific demographics, interests, and locations, ensuring that their marketing efforts reach the right audience.

**Improved Engagement:** Digital marketing strategies such as social media campaigns, email marketing, and interactive content can help engage prospective students and maintain communication throughout their decision-making process.

**Data Analytics:** Digital marketing provides valuable insights through data analytics, allowing institutions to track the effectiveness of their campaigns, understand student behavior, and make informed decisions to optimize their marketing strategies.

**Brand Building:** By establishing a strong online presence through digital marketing, higher education institutions can enhance their brand visibility, credibility, and reputation in the competitive education market.

**Recruitment and Retention:** Digital marketing can aid in student recruitment by showcasing the institution's unique offerings, programs, campus life, and success stories. It also helps in retaining current students by providing relevant information and support services.

In summary, digital marketing is essential for higher education institutions to expand their reach, engage with prospective students effectively, build their brand, and achieve their enrollment and retention goals in today's digital age.

### 2.2.5 Indian Perspective

Maurya and Choudhary (2021) in their evaluation of higher education institutions from an Indian standpoint, concluded that education serves as a crucial tool that not only acquaints us with the world but also contributes to making it a more favorable place to reside. It plays a pivotal role in shaping individuals' perspectives on life and the development of their own beliefs, with higher education playing a particularly significant role due to its relevance.

The process of economic growth and policy has undergone a significant amount of study on the topics of Indian economic development, growth methods, and governmental choices. The influence of government policies and reforms, as well as the effect of economic



development on a variety of industries, have all been the subject of studies. Government policies and reforms, as well as economic development, have a significant influence on various industries. Here are some key points on how government policies and economic development impact different sectors:

**Government Policies and Reforms:**

**Regulatory Environment:** Government policies shape the regulatory environment in which industries operate. Regulations related to licensing, permits, safety standards, and environmental protection can impact industries such as manufacturing, healthcare, and energy.

**Taxation:** Tax policies can affect industries differently. Tax incentives or subsidies for certain sectors can stimulate growth, while higher taxes may discourage investment and expansion.

**Trade Policies:** Government policies on trade agreements, tariffs, and import/export regulations can impact industries that rely on international trade, such as agriculture, manufacturing, and technology.

**Labor Laws:** Regulations related to labor rights, minimum wages, and working conditions can influence industries that heavily rely on labor, such as retail, hospitality, and construction.

**Economic Development:**

**Infrastructure Development:** Economic development initiatives often include investments in infrastructure such as transportation, communication networks, and utilities. Improved infrastructure can benefit industries like logistics, construction, and telecommunications.

**Market Demand:** Economic growth and rising incomes lead to increased consumer spending, which benefits industries like retail, consumer goods, and services.

**Investment Climate:** A favorable investment climate with stable economic conditions, low inflation, and interest rates can attract investment across various industries, fostering growth and innovation.

**Technology Adoption:** Economic development can drive technological advancements and innovation across industries, leading to increased efficiency and competitiveness.

**Industry Diversification:** Economic development efforts may focus on diversifying the economy by promoting new industries or sectors, reducing dependence on a single industry and creating a more resilient economy.

Dreze, (2013) stated that agriculture plays such an important role in India's economy, the country's written history often examines topics such as rural development, agrarian distress, agricultural production, and rural lives.

Desai (2016) delves into social issues and gender analysis research, which frequently concentrates on matters related to social disparities, gender inequalities, women's empowerment, and various socioeconomic issues specific to India. Ramachandran, (2018) on their study on education and human development posits that the current educational climate in India, with a particular emphasis on issues pertaining to access to high-quality education, educational results, and the connection between education and human development.

Nandy, (2017) explores various facets of Indian culture through the lens of cultural studies and heritage research. The study delves into customs, legacies, and the challenges of preserving cultural identity amidst modernization in India.

Dubash, (2019) examines the fields of environmental sustainability and climate change studies, focusing on the environmental challenges confronting India. The research investigates the impacts of climate change, strategies for sustainable development, and conservation initiatives aimed at addressing these issues.

In conclusion, government policies and economic development have a profound impact on industries by shaping the regulatory environment, influencing market dynamics, driving investment decisions, and fostering innovation. Understanding these influences is crucial for businesses to navigate the evolving economic landscape and capitalize on opportunities for growth and sustainability.

### **2.2.6 Challenges**

Gupta (2018) delves into the commercialization of higher education, emphasizing trends and obstacles in this area. The study underscores the vision of Maulana Abul Kalam Azad, India's inaugural Education Minister, who envisioned a national education system based on liberal and humanitarian principles. This vision aimed to cultivate a 'national mind' distinct from the colonial-era educational system after India gained independence. The study maps out a roadmap for the growth of India's educational and social systems, drawing on recommendations from various committees and commissions on education.

Kaur, (2014) examined the impact of market forces on higher education in India and identified a significant challenge faced by the sector. The research highlights the daunting task of providing inclusive and quality education to all amidst constrained budgetary allocations for higher education, especially by state governments, alongside the rising participation of the private sector. This challenge is pervasive in the Indian higher education landscape. Furthermore, the study notes that while globalization and market forces have brought opportunities in higher education, they have also exacerbated the difficulties in overcoming these obstacles.

Ferede, (2018) explored international higher education, focusing on shifting mobilities, policy challenges, and new initiatives. The research identified two primary reasons why higher education institutions in traditional destination countries in the North and growing destination countries in the South have adopted international student recruiting tactics. Firstly, these

institutions aim to internationalize and diversify their student body. By doing so, they create a more global campus environment that exposes all students to a wide range of cultural and linguistic experiences.

Gupta, (2012) provides insights into higher education in India, detailing its structure, statistics, and challenges. In India, there's a distinct perspective that separates technical education as a distinct sector from other forms of education. The country boasts a total of 65 institutions, including prestigious ones like IITs, NITs, IIMs, and IISc, which receive financial support from the central government. Additionally, various state administrations have established their technical institutions.

Regulatory bodies such as the All-India Council for Technical Education (AICTE) and equivalent sectoral regulators like the Medical Council of India play crucial roles in approving and regulating technical institutions across fields such as engineering, technology, pharmacy, architecture, hotel management and catering technology, management studies, computer applications, and applied arts and crafts. This encompasses institutions offering programs in hotel management and catering technology, management studies, computer applications, and applied arts and crafts.

Furthermore, vocational education represents one of several pathways available for obtaining a degree from a higher education institution in India. Khan, (2017) indicated in the theme of "marketing for business education in India: perspectives, issues, and challenges," uncovering the advancements, problems, and hurdles encountered in management education in India through the lens of marketing management. The article delves into the current state of business education, connecting its outcomes to the demands of the labor market and various industries. Challenges faced by business schools include the recruitment and retention of talented faculty members, as well as attracting a qualified pool of students for their programs. Marketing strategies for academic institutions of business are discussed, considering both

internal and external economic environments. Additionally, the article addresses the marketing mix for educational establishments from the perspective of the service sector.

Many perceive Indian business schools, particularly those in private ownership, to offer education of subpar quality. These institutions, driven by financial motivations, invest significantly in infrastructure. However, they encounter challenges with regulatory and accrediting agencies, as well as other formalities and issues. To manage costs, they often seek to negotiate lower faculty compensation, while faculty members seek improved benefits packages.

Gupta, (2012) concluded that the most important factor in today's quickly evolving worldwide economy and society is knowledge. Education in general and higher education, in particular, are endeavours that are particularly country-specific since they are dictated by the culture of the country and the objectives of the country. Because India is transitioning towards a knowledge-based and service-driven economy, the country's human capital has become its primary competitive advantage and chance for expansion.

Malik's (2020) research on parents' perspectives regarding online education in Delhi-NCR schools revealed that the schooling system had been significantly disturbed by the COVID-19 pandemic. This resulted in numerous students being confined to their homes, reliant on screen-based learning, and receiving instructions solely through observation. COVID-19 has given rise to a great number of challenges and obstacles for the education system throughout the globe. Incorporating young children into Indian classrooms can indeed present challenges, as both teachers and students are accustomed to regular face-to-face interactions.

### **2.2.7 Targeting Gen Z: Engaging Indian Students**

Sharma and Gupta, (2022) research investigated the interests and aspirations of students from Generation Z attending higher education institutions in India. It outlines critical aspects that influence their decision-making process, such as a digital presence, individualized

communication, career-focused programs, and experiential learning opportunities. The results show the significance of customized marketing campaigns that are suited to the interests and ambitions of Generation Z.

Kapoor and Singh (2020) investigated the role of digital platforms in engaging Generation Z students in the higher education scene in India. The research sheds light on the importance of social media platforms, online communities, and interactive material in attracting and retaining the attention of members of Generation Z. It highlights the need for institutions to embrace creative digital methods to engage and connect with this generation of tech-savvy individuals in an effective and meaningful way.

Reddy and Joshi (2019) examined the impact of customization on marketing initiatives targeting Gen Z students in Indian higher education. The study revealed that tailored communication, personalized experiences, and specialized academic choices are crucial. Moreover, personalized marketing approaches have the potential to significantly enhance student engagement and enrollment rates within the Generation Z cohort. Kumar and Chauhan (2018) mentioned that it is important to explore the role social media platforms play in engaging Gen Z students and attracting them to higher education institutions in India.

According to the findings of the research, social media may be an effective tool for increasing consumer awareness of a business, boosting student participation, and developing a feeling of community. The study highlights the need for educational institutions to use social media platforms in a planned manner in order to successfully communicate with Generation Z students.

Verma and Bhatt (2021) examined the influence of branding on the selection of colleges made by students in the Gen Z demographic in the Indian setting. This research investigates the factors that influence the decision-making process of Generation Z students, specifically focusing on brand engagement, brand personality, brand engagement, and brand repute.

According to the results, educational institutions at the higher education level need to build powerful brand identities and effectively express their one-of-a-kind value propositions in order to engage and attract students of Generation Z.

Mehta and Shah (2020) investigated how Indian higher education institutions may better engage students of Generation Z via the usage of technology. This research investigates the role that gamification, virtual tours, augmented reality, and other technology innovations play in attracting the attention of Generation Z and increasing their level of involvement. The study highlights the need for educational institutions to embrace modern technology in order to provide immersive and interactive experiences for students in Gen Z.

Gupta and Singh (2019) research should be done on communication tactics that appeal to students in the Gen Z demographic who are enrolled in higher education in India. The research investigates how successful different modes of communication are, including e-mail, mobile messaging, video content, and the impact of peers. According to the results, in order for educational institutions to successfully engage Generation Z students, they need to embrace a multi-channel strategy and develop communications that are both succinct and aesthetically attractive.

Desai and Patel (2018) investigated the creation and administration of online communities as a means of attracting the interest of Generation Z students in Indian higher education institutions. The research emphasises the significance of developing a feeling of community, promoting connections amongst those of the same age group, and offering helpful tools and assistance. The study highlights the significance of the role that online communities play in promoting student engagement, retention, and overall satisfaction.

A number of studies have been conducted to investigate different elements of Gen Z targeting and engagement in the context of India (Agarwal, 2020). There has been some investigation of their digital habits and the ways in which they engage with modern

technologies. The results showed that these students preferred visual information such as videos and photographs and that they participated in online communities. This knowledge may assist marketers in adapting their digital marketing tactics to better resonate with the tastes and routines of Generation Z users of the internet.

It is crucial to successful targeting that one has a solid grasp of the values and goals held by Generation Z (Joshi & Garg, 2019). According to the findings of a survey, Indian youngsters of Gen Z have high job goals and expectations. The findings of the study shed light on their need for work that has significance, a work-life balance, and a feeling of purpose. Employer branding strategies that are in line with the values and career goals of Gen Z may be developed with the help of this information by companies that are interested in recruiting younger workers.

Cause marketing is one strategy that has the potential to be successful in reaching Generation Z's increased awareness of social and environmental concerns (Gupta & Kapoor, 2018). They looked at the effect that cause-related marketing has on the shopping habits of Indian Gen Z. According to the results, socially responsible marketing activities have a beneficial impact on Gen Z's impression of brands as well as their decision making about purchases. This finding should motivate marketers to add topics related to social impact and sustainability into their campaigns in order to develop trust and loyalty among Gen Z customers.

Students in India who are members of Gen Z are passionate consumers of internet information, especially instructional materials (Kumar & Tiwari, 2019). The interests and behaviours of Indian students in the Gen Z age bracket in relation to online education platforms were investigated. According to the findings of the study, e-learning systems should have components such as gamification, individualised learning experiences, information that is interactive and engaging, and more. This information may serve as a guidance for educational



institutions and e-learning providers as they work to design successful online courses that cater to the tastes and learning styles of Generation Z.

Reaching out to students of Generation Z in India has gotten much easier because of the rise in influencer marketing (Sharma & Khanna, 2020). Researchers have investigated the effect that influencer marketing has on consumers' perceptions of brands as well as their purchasing choices. Micro-influencers have been shown to be beneficial in research that was undertaken to emphasise the usefulness of these influencers in developing authenticity and trust among Gen Z customers. Marketers may generate content that is relevant and engaging by using the ties they have with influencers to develop material that connects with the interests and values of Gen Z.

Students of Generation Z in India are quite proficient with mobile technology and depend heavily on their cell phones for a variety of activities, including going shopping (Patel & Mehta, 2018). The interests and behaviours of consumers in relation to mobile commerce and social commerce platforms have been investigated via research. According to the findings of a survey, Indian students of Gen Z are more inclined to base their purchasing choices on recommendations obtained on social media and prefer shopping experiences that are more seamless on their mobile devices. The preferences of Generation Z for ease and tailored suggestions may be catered to by businesses by optimising their social commerce tactics and mobile applications to meet those needs.

When it comes to making purchasing choices, members of Generation Z mainly depend on internet evaluations and material provided by other users (Singh & Bansal, 2019). Research has demonstrated that consumers' opinion of a brand and their level of confidence in a product or service are strongly influenced by good reviews and legitimate user-generated content (UGC). According to the findings of a research, the influence of internet reviews and user-generated content in moulding Gen Z's impressions of businesses and goods is significant.

Marketers may promote user-generated content and utilise it to their advantage to increase their companies' reputation and establish a feeling of community around their products and services.

Gen Z students in India desire unique and engaging experiences (Mathur & Gupta, 2019). The effect of experiential marketing and events on customers' involvement with and loyalty to brands has been investigated. Research showed that experiential marketing activations have a substantial effect on the emotional connection that Generation Z has with businesses, which in turn increases their desire to advocate for those products. Marketers have the ability to build unforgettable experiences and events that appeal to the demand of Generation Z for genuine and interactive encounters with brands.

Students of Indian Gen Z are quite vocal in sharing their thoughts and experiences on various social media platforms (Verma & Sharma, 2018). The relevance of social media feedback for companies in the process of comprehending and catering to the needs and preferences of Generation Z has been the subject of research. According to the findings of a research, proactive social media involvement and rapid reaction are two of the most important factors that may be used to improve brand reputation and customer satisfaction among customers in the Gen Z demographic.

There are several benefits that students in Generation Z can leverage as a result of social media and higher education campaigns:

**Tech-Savvy:** Gen Z students are digital natives who have grown up with technology. This familiarity with digital tools and platforms can enhance their learning experience, improve communication, and facilitate collaboration.

**Entrepreneurial Spirit:** Many Gen Z students exhibit entrepreneurial traits such as creativity, innovation, and a strong desire to make a positive impact. This mindset can lead to the development of new ideas, ventures, and solutions.

**Diversity and Inclusion:** Generation Z is known for its emphasis on diversity, equality, and inclusivity. Students in Gen Z tend to value diversity in perspectives, experiences, and backgrounds, fostering a more inclusive and tolerant learning environment.

**Adaptability:** Gen Z students have grown up in a rapidly changing world and are accustomed to adapting to new technologies and trends quickly. This adaptability can help them navigate challenges, embrace change, and thrive in dynamic environments.

**Social Consciousness:** Many Gen Z students are socially conscious and passionate about issues such as sustainability, social justice, and environmental conservation. This sense of social responsibility can drive them to engage in activism, volunteerism, and advocacy.

**Collaborative Skills:** Gen Z students often excel in collaborative settings, valuing teamwork, communication, and shared decision-making. These skills are essential for success in today's interconnected and globalized world.

**Critical Thinking:** Gen Z students are encouraged to think critically, question assumptions, and analyze information from multiple sources. This ability to evaluate complex issues can help them make informed decisions and solve problems effectively.

**Lifelong Learning:** Generation Z values continuous learning and personal development. Students in this generation are likely to seek out opportunities for upskilling, reskilling, and lifelong learning to stay relevant in a rapidly changing job market.

By harnessing these strengths and characteristics, students in Generation Z can leverage their unique attributes to excel academically, professionally, and personally, contributing positively to society and driving innovation in various fields.

### **2.2.8 Digital Marketing for Indian Higher Education**

Digital marketing has become a vital component of the marketing strategy for Indian higher education institutions. With the increasing use of digital technologies and platforms, universities and colleges in India are leveraging digital marketing techniques to reach and

engage with prospective students, parents, and other stakeholders. The introduction of digital marketing in Indian higher education includes:

**Online Presence:** Establishing a strong online presence through websites, social media platforms, and search engines to showcase programs, facilities, faculty, and campus life.

**Content Marketing:** Creating and sharing relevant and valuable content such as blog posts, videos, and infographics to attract and engage the target audience.

**Search Engine Optimization (SEO):** Optimizing websites and content to improve visibility in search engine results, making it easier for potential students to find information about the institution.

**Social Media Marketing:** Utilizing social media platforms like Facebook, Instagram, LinkedIn, and Twitter to connect with prospective students, share updates, and engage in conversations.

**Email Marketing:** Sending targeted and personalized emails to communicate with prospective students about courses, events, application deadlines, and other relevant information.

**Pay-Per-Click (PPC) Advertising:** Running targeted online advertising campaigns on platforms like Google Ads and social media channels to reach a specific audience and drive traffic to the institution's website.

**Influencer Marketing:** Collaborating with influencers, alumni, or industry experts to promote the institution and build credibility among the target audience.

**Analytics and Data Analysis:** Using tools like Google Analytics to track website traffic, user behavior, and campaign performance to measure the effectiveness of digital marketing efforts and make data-driven decisions.

By embracing digital marketing strategies, Indian higher education institutions can enhance their visibility, attract qualified students, increase enrollment numbers, improve brand

reputation, and stay competitive in the evolving education landscape. Effective digital marketing campaigns can help institutions connect with their target audience effectively, drive student engagement, and achieve their enrollment and branding goals.

Kumar and Gupta, (2022) analyzed the digital marketing techniques used by higher education institutions in India and compared them with best practices used elsewhere in the world. The research looks at a variety of topics, including content marketing, social media campaigns, search engine optimization, and website optimization. The results highlight the need for Indian universities to use new and personalized ways of digital marketing to communicate with the target audience successfully.

Sharma and Verma (2021) investigated the function of social media marketing in the context of the higher education sector in India. The purpose of this research is to evaluate the use of social media platforms by higher education institutions in India for student recruitment, brand promotion, and engagement. The study shows how important it is to create captivating content, use influencer marketing, and use social media analytics for successful targeting and engagement.

Patel and Mehta (2020) focused on the website design methods used by Indian higher education institutions. The research investigates the significance of including features such as user-friendly interfaces, mobile optimization, responsive design, and easy navigation. According to the results, having a website that is both visually pleasing and focused on the needs of its visitors is very important in the current competitive environment for recruiting new students online.

Singh & Kapoor (2019) studied the current content marketing landscape in India's higher education industry, focusing on trends, obstacles, and successful strategies. The research investigates the value of producing information that is both useful and relevant in order to generate thought leadership, establish trust, and engage potential students. The results highlight

the necessity of creating stories, providing material that is multi-media rich, and using targeted messaging in order to successfully engage with the target audience.

Gupta & Kumar (2018) studied the significance of search engine optimization (SEO) tactics for websites associated with higher education in India. This study investigates several strategies for enhancing organic ranking and exposure of websites owned by educational institutions. These strategies include keyword research, on-page optimization, link building, and local SEO. The results highlight how important it is for websites to have their settings optimised so that they may improve their online presence and get organic traffic from search engines.

Sharma and Verma (2017) studied the potential and difficulties that mobile marketing presents to higher education institutions in India. This research investigates how prospective students might be engaged via the use of mobile applications, SMS marketing, location-based targeting, and mobile advertising. According to the findings of the study, mobile devices are becoming an increasingly important channel for communicating with students in India and connecting with them.

Mehta and Patel (2019) investigated how the Indian higher education industry might benefit from the use of influencer marketing. The purpose of this research is to examine the ways in which educational institutions might work together with influential individuals, such as student ambassadors, alumni, and industry leaders, to improve their brand image and promote their respective programmes. According to on the data, it seems that influencer marketing has the potential to successfully reach and persuade the target audience by capitalising on the reputation and reach of influencers.

Khan and Sharma (2016) conducted research on the efficacy of advertising on social media platforms for Indian educational institutions of higher learning. The research investigates a variety of social media platforms, targeting possibilities, advertising formats, and

approaches for optimising campaigns. The results highlight how important it is to use analytics, segment the target demographic, and create interesting ad content in order to optimize the effect of social media advertising efforts.

Thangasamy (2014) did some research and concluded that education is very important to the socioeconomic growth of emerging nations worldwide, including India. Through investments in educational opportunities, human capital may be developed, which is an essential component of economic growth. Especially in the public sector, the function of higher education and its general trajectory are undergoing significant transformations as a result of the accelerating pace of technological advancement. Therefore, it was felt that the miracle of the market had skipped over education. This is an example of what Dreze and Sen (1998) referred to as a market-excluding structure rather than a market-complementary setup. On the other hand, industrialised nations have been able to establish market-complementary educational structures, which has led to widespread achievement of high literacy levels. At the same time, the high literacy levels in the market-friendly western nations and the liberalised Asian economies were achieved as a result of the aggressive state involvement; therefore, the private sectors have come to play an ever more essential role.

### **2.2.9 Personalization of Education Marketing in India**

Personalization in education marketing in India involves tailoring marketing strategies and communications to meet the individual needs, preferences, and interests of students and other stakeholders. By leveraging data, technology, and insights, educational institutions in India can create personalized experiences that resonate with their target audience and drive engagement.

Sharma and Gupta (2021) investigated the viewpoints of Indian students on the use of customization in marketing for higher education. The purpose of the research was to investigate the influence tailored communication, customised academic offerings, targeted messaging, and

specialised support services have on the decisions that students make and their level of participation. The research highlights the significance of individualization in establishing trust, boosting student happiness, and raising enrolment rates.

Moreover, Kapoor & Singh (2020) investigated the role of data-driven personalisation in education marketing within the Indian setting. This project investigated the use of tools like predictive modelling, data analytics, and machine learning to segment and target prospective students on the basis of their interests, preferences, and behaviours. According to the findings of this study, data-driven personalisation has the potential to enhance the efficiency of marketing efforts and the level of student involvement in Indian higher education institutions.

Again, Reddy and Joshi (2019) focused on the efforts of many Indian higher education institutions to employ customised content marketing tactics. The purpose of this research was to investigate the efficacy of engaging potential students via the use of focused content production, individualised email campaigns, and customised landing sites. The results shed light on how important it is to provide students with information that is relevant to their specific needs and can be adapted to reflect their particular interests and goals.

Furthermore, Kumar & Chauhan (2018) explored the role of technology in enabling personalized education marketing in Indian institutions. The study investigates the use of customer relationship management (CRM) systems, marketing automation tools, and personalized web experiences to engage prospective students. The research emphasizes the potential of technology-driven personalization to deliver targeted messaging and improve the overall student experience.

Verma & Bhatt (2022) investigated the role of customization in the process of student recruitment at higher education institutions in India. The study evaluated the influence of tailored communication, focused messaging, customised outreach, and specialised assistance on the decision making and participation of students. The results underscore the significance



of personalisation in the process of establishing meaningful relationships with prospective students and raising enrolment rates.

In their research, Sharma & Gupta (2021) investigated several methods of personalisation for efficient email marketing in the Indian education industry. This research investigated methods for delivering tailored and relevant email messages, including segmentation, dynamic content, customizable subject lines, and automated processes. According to the findings of the study, the importance of personalisation cannot be overstated when it comes to increasing open rates, click-through rates, and overall engagement with email marketing initiatives.

Patel and Mehta (2020) investigated the influence of customised landing pages on the number of students who enrol in higher education in India. The purpose of this research was to examine ways to enhance conversion rates, specifically focusing on how focused landing pages, tailored content, and personalised calls-to-action may help. According to the results, customised landing pages have the potential to greatly improve user experience, boost engagement, and generate greater conversion rates for prospective students.

In their 2019 study, Singh and Kapoor investigated the possibility of using artificial intelligence (AI) to facilitate customised education marketing in India. The purpose of this project was to examine the usage of chatbots powered by artificial intelligence, recommendation systems, and predictive modelling to give individualised experiences to potential students. The study demonstrates the advantages of artificial intelligence in identifying student preferences, offering real-time help.

Personalization allows educational institutions to send targeted and relevant messages to prospective students based on their demographics, interests, and behavior. This can include personalized emails, social media messages, and website content.

By creating customized content such as program recommendations, course guides, and student testimonials, educational institutions can deliver information that is specific to the needs and aspirations of individual students.

Personalization can extend to the learning experience itself through adaptive learning platforms that adjust content and pacing based on the student's progress and learning style.

Segmenting the target audience based on various criteria such as location, academic interests, and stage in the enrollment process allows institutions to deliver targeted messages to different groups of prospective students.

**Data-Driven Insights:** Utilizing data analytics and insights to understand student behavior, preferences, and engagement patterns can help educational institutions tailor their marketing strategies for better results.

**Personalized Outreach:** Implementing personalized outreach strategies, such as one-on-one consultations, campus tours, and virtual events, can create a more personalized experience for prospective students and their families.

**Feedback and Engagement:** Encouraging feedback and engagement from students through surveys, polls, and interactive sessions can help institutions gather insights to further personalize their marketing efforts.

By incorporating personalization into their marketing strategies, educational institutions in India can enhance student engagement, improve conversion rates, build stronger relationships with prospective students, and differentiate themselves in a competitive market. Personalization allows institutions to connect with students on a more individual level, addressing their unique needs and preferences to create a more meaningful and effective marketing experience., and delivering customised information, which increases student engagement and happiness.

### **2.3 Building Brand Identity: Indian Higher Education**

Building brand identity involves creating a unique and recognizable image, personality, and reputation for a company, product, or service. It encompasses the visual elements, messaging, values, and overall perception that distinguish a brand from its competitors and resonate with its target audience.

Sharma and Gupta (2022) analysed the difficulties that might arise while developing a brand in Indian higher education institutions as well as the possibilities that may present themselves. The research investigated how important it is to have a distinct brand positioning, brand values, a visual identity, and consistent messaging when attempting to build a powerful brand identity. The results highlight the need for educational institutions to link their brand image with their distinctive value propositions in order to separate themselves from competitors and successfully recruit students.

Verma and Bhatt (2021) centred their research on the topic of managing a brand's reputation within the settings of Indian educational institutes of higher learning. The research investigated how factors such as institutional reputation, alumni participation, student evaluations, and industry relationships influence prospective students to perceive a brand and ultimately make their choice. The study illustrates how important it is to maintain a favourable brand reputation via proactive communication, effective education, and strong connections with stakeholders.

The utilization of brand messaging techniques in the marketing strategies of Indian higher education institutions delved into the importance of crafting compelling brand messaging that effectively communicates an institution's unique value propositions, academic offerings, and student outcomes to optimize enrollment and retention rates. The study underscores the significance of organizations establishing an authentic and consistent brand voice to resonate with their target audience and differentiate themselves from competitors in the industry (Reddy & Joshi, 2019).

An investigation into the strategic brand management techniques used by Indian educational establishments of higher learning showed the process of developing brand extensions, brand architecture, brand positioning, and brand vision. The results highlight how important it is to have strategic alignment, consistent messaging for the brand, and effective brand management in order to develop a powerful brand identity that connects with the target audience (Gupta & Kumar 2018).

Sharma and Verma (2017) examined the concept of brand equity in Indian higher education institutions. Their research investigated various dimensions of brand equity, including brand awareness, brand associations, perceived quality, and brand loyalty. The study findings highlight the significance of investing in initiatives aimed at building institutional brands to enhance brand equity, elevate institutional reputation, and attract prospective students.

Patel and Mehta (2016) emphasised on the establishment of a digital brand presence for Indian higher education institutions. This research investigated how digital marketing, interaction on social media, maintenance of an online reputation, and content strategy are all important in the creation of a powerful brand identity within the context of the digital world. According to the results, making good use of digital platforms may help contribute to the exposure of a brand, as well as engagement and the way students perceive it.

Singh and Kapoor (2015) investigated alternative tactics for differentiating brands in the context of the Indian higher education sector. Methods including niche positioning, one-of-a-kind value propositions, customised programmes, and creative pedagogical techniques are some of the topics that were investigated in this research. According to the findings of the study, it is critical to separate organisations from their rivals and establish a compelling brand identity by locating and capitalising on specific features that set them apart.

This indicates that by strategically defining and cultivating these elements, companies can establish a strong brand identity that sets them apart in the market, fosters customer loyalty, builds trust, and drives long-term success. A well-defined brand identity helps create a consistent and compelling brand image that resonates with consumers and forms the foundation for effective branding and marketing strategies.

### **2.3.1 Social Media for Education Marketing: India**

Sharma and Gupta (2022) explored current trends as well as the most effective methods of social media marketing in Indian higher education institutions. The research investigates how successful student targeting and engagement may be achieved via the use of a variety of social media platforms, content strategies, engagement tactics, and analytics. The results highlight the value of real and participatory social media campaigns in the process of generating brand recognition, promoting engagement, and driving student registration.

Verma and Bhatt (2021) delved into the role of social media influencers in shaping the decision-making process of students in Indian higher education institutions. Their research aimed to investigate how different types of influencers, such as alumni, student ambassadors, and industry experts, can effectively endorse institutions and influence the perspectives and choices of students. The study findings emphasize the importance of identifying key influencers and collaborating with them to enhance brand exposure and reputation among potential students.

Kapoor and Singh's (2020) paper focused on developing effective social media content strategies for educational institutions in India. The research investigated the use of interactive material, video marketing, user-generated content, and narrative as means to engage potential students on social media platforms. The results highlight how important it is to create content that is captivating and shareable, as well as information that is aligned with the interests, goals, and requirements of the target audience.

In assessment into the efficiency of social media marketing in Indian higher education institutions specifically, they focused on Indian universities. The research investigated the key performance indicators (KPIs), metrics, and analytics that are utilised to analyse the effect that social media campaigns have on student engagement, brand exposure, and conversion rates. The findings of this study emphasise how important it is to enhance social media marketing campaigns by first establishing defined goals, then recording key indicators, and then evaluating data (Reddy & Joshi 2019).

Gupta and Kumar (2018) investigated successful advertising methods using social media in Indian higher education institutions. In this research, a variety of social media advertising platforms, targeting choices, ad styles, and campaign optimization strategies were investigated. The results highlight how important it is to create interesting ad content, segment the target demographic, and analyse campaign effectiveness in order to make the most of the social media advertising efforts.

Sharma and Verma (2017) centred their work on the development of social media engagement techniques for Indian higher education institutions. The research investigated many strategies, such as content curation, user-generated content campaigns, competitions, and interactive postings, with the goal of increasing engagement with potential students and fostering more meaningful relationships with them. The findings of this study underscore the need for increasing social media involvement through developing a community, responding to enquiries, and using social listening strategies.

In 2016, Patel and Mehta investigated the impact of social influencers on the marketing of higher education in India. This research explored the selection of influencers, the cooperation of those influencers, and the effect those influencers have on promoting universities and connecting with potential students. Influencers include students, alumni, and industry professionals. According to the results, locating powerful people and putting them to

work for your business may dramatically improve the exposure of your brand, as well as its credibility and interaction with users on social media platforms.

In 2015, Singh and Kapoor investigated how social media analytics might be used to improve the effectiveness of education marketing in India. The purpose of the research was to measure and analyse data from social media in order to acquire insights into the behaviour of audiences, the performance of content, and the efficiency of campaigns. The findings of this study demonstrate how important it is to employ social media analytics tools and metrics in order to enhance marketing tactics and generate the results that are sought.

### **2.3.2 Compelling Content: Attracting Indian Students**

Sharma and Gupta (2022) investigated the use of content marketing tactics by Indian educational institutes of higher learning. The research investigated the processes of producing and disseminating quality and relevant material across a variety of platforms such as websites, blogs, social media, and online videos. The results underscore how important it is to understand student preferences, solve their pain areas, and provide information that is both interesting and useful in order to attract and engage Indian students.

Verma and Bhatt (2021) centred their research on the use of narratives in the marketing of higher education from an Indian point of view. The ability to elicit emotions using storytelling, communicate the core principles of an institution, and establish a personal connection with prospective students was investigated in this research. The findings of this study underline the significance of genuine storytelling that is in tune with the ideals and principles that underpin Indian culture and, as a result, helps to establish a solid connection with the audience in question.

Kapoor and Singh (2020) examined how multimedia information is used in the marketing of Indian higher education institutions. This research investigated the effect of visual components, films, infographics, and interactive information on drawing in prospective

students and retaining their interest in a certain topic. According to the results, including material that utilises many forms of media leads to increased levels of student engagement, improved levels of knowledge retention, and an overall improvement in the quality of the student experience.

Reddy and Joshi (2019) posited tailored content techniques for higher education institutions in India. The purpose of this research was to investigate the significance of providing individualised students with information that is tailored to their own interests, objectives, and ambitions. The findings of this study show the relevance of segmenting the target audience, personalising messages, and employing data-driven insights in order to develop tailored content experiences that connect with Indian students.

Gupta and Kumar (2018) analysed successful content marketing strategies for institutes of higher learning in India. The research investigates several marketing tactics, including content curation, articles on thought leadership, case studies, and testimonials. The results underscore how important it is to provide information that is original, informative, and useful and that caters to the particular requirements and interests of Indian students.

From an Indian point of view, Sharma and Verma (2017) emphasised on the importance of user-generated content (UGC) in the marketing of higher education. The purpose of this project was to investigate how educational institutions can motivate students, graduates, and other stakeholders to submit material that highlights their experiences and accomplishments. According to the findings of the study, user-generated content has a significant influence on establishing trust, boosting engagement, and developing a genuine brand image.

Further, Kapoor and Singh (2016) investigated the usage of infographics in the marketing of Indian higher education institutions. The purpose of this research was to examine how complex information can be efficiently conveyed through infographics and how Indian



students may be visually engaged by them. The results indicate that infographics may simplify and improve the comprehension of educational programmes, statistics, and job possibilities.

Reddy and Joshi investigated several content localization techniques for the purpose of promoting Indian higher education. The study's primary objective was to modify existing information so that it more accurately reflects the linguistic preferences, geographical differences, and cultural subtleties of India. The findings of this study highlight the significance of culturally sensitive and locally relevant information in building a connection with Indian students. This connection demonstrates the institution's dedication to the particular requirements and goals of Indian students.

### **2.3.3 Relationship Marketing: Indian Education Sector**

Through the use of a comparative research, Sharma and Gupta (2022) investigated the relationship marketing tactics used by Indian higher education institutions. The research examines a variety of approaches to the establishment of relationships, such as individualised forms of communication, active participation by alumni, provision of student support services, and ongoing feedback systems. The results highlight how important it is to cultivate solid connections in order to increase student happiness, loyalty, and engagement over the long run.

Verma and Bhatt (2021) centred their research on the management of parent relationships inside Indian educational institutions. The purpose of this project was to examine how educational institutions may more effectively connect and communicate with parents in order to answer their concerns, offer updates, and include them in the educational journey of their children. The study shows how important it is to establish trust, maintain regular contact, and include parents as participants in the educational process.

Kapoor and Singh (2020) explored the management of alumni relationships in Indian higher education institutions. The research investigated methods for preserving meaningful relationships with graduates, such as holding alumni gatherings, providing networking

opportunities, establishing mentorship programmes, and providing career assistance. The results highlight the importance that engaged alumni play as brand ambassadors as well as their commitment to the development of the school and the success of its students.

Student engagement and relationship marketing in Indian educational institutions were the primary focus of Reddy and Joshi's (2019) research. The purpose of this study was to investigate the significance of cultivating an atmosphere that is centred on the student, providing individualised support services and presenting opportunities for meaningful engagement through the establishment of student organisations and participation in extracurricular activities. The findings of this study demonstrate how important it is to develop meaningful connections with students in order to improve their overall experience and level of happiness.

In their recent study, Gupta and Kumar (2018) analysed efficient communication tactics for relationship marketing in Indian higher education institutions. The research investigated the significance of communication that is both individualised and timely, making use of a variety of channels including mobile messaging, email, and social media platforms. The results highlight the need for communicating in a straightforward and open manner in order to create trust, improve relationships, and address the needs and concerns of individuals.

In the field of vocational education in India, Sharma and Verma (2017) primarily focused on developing relationships with various sectors of business as a type of relationship marketing strategy. The research investigated joint efforts such as internships, placement programmes, and industry-led curriculum development. The findings of this study show the significance of cultivating partnerships with industry partners in order to increase the employability of students and develop a solid reputation for the educational institution.

Kapoor and Singh (2016) investigated ways to improve alumni involvement in Indian educational institutions via relationship marketing using several marketing tactics. This

research investigated alumni events, possibilities for networking, mentorship programmes, and alumni fundraising drives. The results highlight how important it is to maintain strong connections with alumni in order to capitalise on their support, enhance the reputation of the school, and cultivate a sense of community among both current and past students.

Reddy and Joshi (2015) investigated relationship marketing with a student-centric emphasis in Indian higher education institutions. The research investigated topics such as individualised support services, academic advice, student groups, and extracurricular activities. The findings of this study demonstrate how important it is to understand the requirements of students, provide a great educational experience for them, and create close connections with them in order to increase student happiness, retention, and advocacy.

#### **2.3.4 Strategic Partnerships in Indian Higher Education**

A strategic partnership is a collaborative agreement between two or more entities to work together toward mutually beneficial goals, typically for a specific project or over an extended period. These partnerships can be formed between companies, organizations, institutions, or individuals with the aim of leveraging each other's strengths, resources, and expertise to achieve common objectives.

In their study, Sharma and Gupta (2022) examined the current trends as well as the most successful approaches to strategic partnerships in the higher education sector in India. This study investigated a variety of relationships, including those between academic institutions, research institutions, private businesses, and international organisations. The results shed light on the significance of strategic alignment, reciprocal benefits, and efficient governance structures in the process of developing fruitful partnerships and propelling innovation.

The topic of public-private partnerships (PPPs) in Indian higher education was the focal point of Verma and Bhatt's (2021) research. The research investigated the advantages and

disadvantages of (PPPs), focusing on finance mechanisms, programme creation, and governance in particular. According to the findings of the study, (PPPs) have the ability to close resource shortages, encourage cooperation between business and academics, and improve the quality of education in India.

Moreover, Kapoor and Singh (2020) studied foreign partnerships in Indian educational institutes of higher learning. They indicated the advantages, problems, and models of international collaborations, including student exchanges, cooperative research initiatives, and twinning programmes, were investigated during the course of the study. The results highlight how important global exposure, cultural interchange, and the transfer of information are to the process of nurturing innovation and strengthening the image of Indian institutions.

Reddy and Joshi (2019) emphasised on the importance of strategic partnerships for the development of skills in higher education in India. The purpose of this project was to investigate the ways in which industry stakeholders, vocational training providers, and universities may work together to close the skills gap and improve employability. According to the findings of the study, it is critical for educational programmes to be aligned with the needs of certain industries and for students to participate in internships.

Gupta and Kumar (2018) studied the effectiveness of collaboration between the private sector and Indian academic institutions of higher learning. The study investigated several types of cooperation, as well as cooperative research efforts, internships, and guest lecture opportunities. The results highlight how important it is for academic curriculum to be aligned with the demands of business, for information sharing to be encouraged, and for long-term partnerships to be nurtured with industrial partners.

Sharma and Verma (2017) stated the importance of strategic partnerships in Indian higher education institutions for achieving research excellence. The study investigated research collaborations in the form of partnerships, consortiums, and multidisciplinary teams. The study

underscores the necessity of pooling resources, sharing knowledge, and supporting collaborative research as a means to solve complex social concerns and improve the quality of research output.

In their research published in 2016, Kapoor and Singh investigated (PPPs) in the field of skill development for Indian higher education institutions. This research focused on the role of public-private partnerships in the development of industry-relevant skill training programmes, the establishment of training facilities, and the facilitation of industry placements. The study highlights the significance of cooperation between academic institutions, the private sector, and the government in order to close the skills gap and improve employability.

Reddy and Joshi (2015) investigated foreign academic relationships in Indian higher education institutions with the goal of fostering global competency. The study investigated several types of academic partnerships, including student exchanges, joint degree programmes, and research partnerships with institutions located in other countries. The results underline the importance of foreign experience, cultural variety, and a global perspective in the process of educating students for a world that is more linked than ever before.

### **2.3.5 Innovative Recruitment for Indian Students**

Innovative recruitment refers to the use of creative and unconventional methods to attract, engage, and hire top talent for organizations. This approach goes beyond traditional recruitment strategies and explores new ways to identify and connect with qualified candidates in a competitive job market.

Sharma and Gupta (2022) conducted research on the use of digital recruiting tactics by Indian higher education institutions. The usage of social media, online advertising, search engine optimization, virtual fairs, and tailored digital marketing were investigated in this research. The results underscore how important it is to make use of digital channels in order to

reach a large audience, provide content that is engaging, and manage recruiting metrics in order to effectively target potential candidates and convert them.

Verma and Bhatt (2021) conducted a case study of the novel use of gamification in the process of student recruitment in Indian educational institutions. This research investigated the use of gamified experiences, including interactive quizzes, virtual challenges, and immersive simulations, with the goal of engaging and attracting students from India. According to the findings of the study, gamification can be an effective method for producing an enjoyable and memorable recruiting experience while simultaneously highlighting an institution's capabilities and beliefs.

Kapoor and Singh (2020) investigated the use of mobile recruiting tactics for students in Indian universities. In this research, mobile-friendly websites, smartphone apps, chatbot interactions, and SMS marketing were investigated. The results highlight the necessity of optimising recruiting efforts for mobile devices, as Indian students largely depend on smartphones for information seeking and communication. This is owing to the fact that Indian students are more likely to have access to smartphones.

Reddy and Joshi (2019) concentrated on novel content marketing tactics for the purpose of increasing enrollment in Indian higher education institutions. This research investigated the use of interactive information, student testimonials, video marketing, and narrative for engaging and motivating Indian students. The study underlines how important it is to provide information that is genuine, relevant, and emotionally captivating and that also connects with the goals and ideals of Indian students.

In their study conducted in 2018, Gupta and Kumar investigated tailored recruiting tactics for use in Indian higher education institutions. This research analysed the use of individualised communication, customised outreach, and personalised experiences to connect with and attract Indian students. The study underlines how important it is to understand the

interests, goals, and requirements of students in order to successfully develop meaningful relationships and promote educational institutions.

Sharma and Verma (2017) focused on recruiting solutions for higher education institutions in India that are facilitated by technology. This project investigated the provision of virtual reality (VR), augmented reality (AR), online counselling, and virtual campus tours to Indian students with the goal of creating more immersive and engaging educational opportunities for them. The results demonstrate the potential of technology to overcome geographical obstacles, improve participation, and provide a glimpse into the school's atmosphere.

Kapoor and Singh (2016) studied novel social media recruiting tactics in India for the purpose of student enrolment. The research investigated the use of various social media channels, influencer marketing, user-generated content, and targeted advertising to attract and engage Indian students. According to the findings of the study, it is essential to capitalise on the widespread use of social media among Indian students in order to raise awareness of a brand and encourage interactive contact.

Reddy and Joshi (2015) emphasised on the role of experiential recruiting events in engaging Indian students. The purpose of this research was to investigate the effectiveness of showcasing institutional programmes and facilities via the use of hands-on activities, contests, seminars, and immersive experiences. According to the results, experiential events have the potential to leave participants with long-lasting memories, provide opportunities for direct contact, and boost student interest and enrolment.

## **2.4 Summary**

In the highly competitive higher education environment that is India, marketing strategies play an essential role in luring students and maintaining their interest. In this review of the literature, several aspects of marketing initiatives in Indian higher education, such as

targeting students in Generation Z, digital marketing, personalization, brand identity, social media, relationship marketing, strategic partnerships, and innovative recruitment strategies, were investigated. The analysis revealed how important it is to comprehend and successfully target students of Generation Z who have specific interests and traits. Digital marketing has evolved as a potent instrument for reaching and engaging prospective students, with an emphasis on harnessing social media, tailored content, and analytics for the purpose of achieving successful communication and monitoring. It was determined that personalization in education marketing is a vital method for personalising messages, information, and experiences as per the specific needs of individual students, which increases both engagement and satisfaction levels. It was discovered that developing a powerful brand identity is essential for institutions to achieve distinction and generate a favourable image.

Factors such as visual identity, message, and reputation management need to be taken into account. The role of social media in education marketing was investigated with a particular emphasis on engaging students in India via the use of content strategies, influencers, and analytics. For the purpose of cultivating long-term connections and support, it was discovered that relationship marketing methods, such as alumni involvement and parent ties, are vital.

The analysis also brought to light the importance of strategic partnerships for the development of skills, expansion of offers, and increased research collaborations and industry contacts. In order to successfully attract and enrol Indian students, it was determined that innovative recruiting tactics, such as digital platforms, gamification, mobile optimization, and tailored experiences, are the most effective ways.



## **CHAPTER II**

### **RESEARCH METHODOLOGY**

#### **3.1 Overview of the Research Problem**

Recent years have seen substantial changes in the Indian higher education scene owing to reasons including rising demand for high-quality education, advances in technology, and an increased focus on international competitiveness. Educational institutions in India have grown more aggressive in their marketing activities in order to stay relevant and recruit a varied student base.

More research on the efficacy of such marketing efforts in the context of the higher education system in India is, however, urgently required. The focus of this study is determine if and how marketing efforts influence the enrollment decisions of prospective students. Traditional and online advertising, campus events, social media campaigns, and collaboration with educational agents are just some of the methods that this research hopes to shed light on.

The study's overarching goal is to assess how various marketing initiatives affect prospective students' opinions and decisions about enrolling in a college. The study investigates the difficulties encountered by universities and colleges in developing and executing effective marketing strategies. Problems may arise from limited resources, stiff competition from similar schools, geographic differences, and changing student and parent tastes. Recognizing these constraints can help promote innovation in the higher education industry and help establish best practises for marketing.

This study sets out to aid universities, government officials, and marketing experts by providing a thorough examination of marketing efforts in India's higher education sector. This research will help India's higher education system to evolve and expand in ways that are consistent with the hopes and dreams of prospective students. Furthermore, the study hopes to

address a significant research vacuum in the area of higher education marketing by focusing on the Indian setting.

### **3.2 Operationalization of Theoretical Constructs**

To better assist empirical study and data collection, it is necessary to “operationalize” theoretical conceptions in the context of examining marketing endeavours in Indian higher education. Quantitative data, such as the number of enquiries produced by different marketing channels including websites, social media platforms, and advertising, will be collected to evaluate this concept.

Further, the rate at which enquiries are converted into applications and enrollments will be monitored, offering invaluable insight into the influence of marketing efforts on prospective students’ final decisions. The efficacy of marketing initiatives can be gauged by gathering qualitative data like student happiness and input on marketing materials and events through surveys and focus groups. It is important to collect data on prospective students’ perception of the role of marketing in deciding which school to attend. In order to achieve this goal, students’ reactions to marketing messages and their perceived usefulness will be measured through rating scales.

Interviews and focus groups will also be used to acquire qualitative data on students’ decision-making processes and the impact of marketing on their preferences. In order to put into practice the concept of “Marketing Strategies Employed by Institutions,” we must first identify and classify the various marketing techniques employed by Indian universities and colleges. To this end, information on marketing efforts will be collected from many sources, including institution websites and marketing materials. This information will be used to identify patterns and regularities across institutions, clarifying the marketing environment in India’s academic sector.

Researchers will be able to analyse marketing efforts in Indian higher education more thoroughly and systematically after these theoretical constructs have been operationalized. Quantitative and qualitative data together will shed light on how successful marketing campaigns are, how students evaluate their options, and what institutions are doing to best meet their needs (Sharma & Gupta, 2022). The ultimate goal of this study is to improve the marketing methods employed in India's higher education industry.

### **3.3 Research Purpose and Questions**

The goal of this research is to examine and comprehend the marketing efforts of Indian universities and colleges. The study's overarching objectives are to assess the viability of different marketing approaches, learn how prospective students feel about those approaches, and catalogue the schools' marketing methods.

The ultimate goals of the study are to improve marketing tactics and stimulate growth and development in the Indian higher education sector, and the research aims to give relevant insights to educational institutions, legislators, and marketing experts.

#### **Specific Aims**

- Analyse how advertising campaigns influence Indian students' decision to enroll in a college
- Determine how students feel about advertising and to what extent it affects their choice of college
- Determine and classify the various promotional strategies used by Indian universities

#### **Research Question**

How effective are the marketing initiatives employed by the higher education institutions in India in attracting prospective students? What are the key performance indicators that can be used to measure this effectiveness?

#### **Hypothesis**

There are no significant effective marketing initiatives in higher education institutions in India can lead to increased student enrollment and satisfaction.

- There is no significant role of digital marketing in higher education institutions in India is becoming more significant for institutional growth and competitiveness.
- There is no significant adoption of customer relationship management (CRM) tools can enhance the recruitment process and student retention in Indian higher education institutions.
- There are no significant Collaborative marketing initiatives involving higher education institutions, industry, and government can promote the development of skills and employability in the Indian context.
- There is no significant strategic marketing approach that considers the cultural and socio-economic factors in India can positively impact student engagement and institutional reputation.

### **3.4 Research Design**

This research employed a mixed methods approach to analyse the complex and numerous features of marketing in Indian higher education. Yin (2018) discusses the mixed methods approach as a research methodology that combines qualitative and quantitative research techniques to provide a comprehensive understanding of a research problem.

According to Yin, the mixed methods approach allows researchers to triangulate data from multiple sources, providing a more robust and nuanced analysis of the research topic. Yin (2018) emphasizes that using both qualitative and quantitative methods in combination can help researchers gain deeper insights, validate findings, and offer a more complete picture of the phenomena under study. Hence, for this study, surveys and institutional record analyses will be used to gather quantitative data for the project. Inquiries, conversion rates, and satisfaction will be measured by surveying potential students. The effects of marketing

activities on student enrollment and institutional performance will be examined using enrollment and marketing data.

The qualitative study will include in-depth interviews and focus groups with students, marketing professionals, and higher education stakeholders. These qualitative methodologies will examine students' marketing message attitudes, decision-making processes, and institution preferences.

The study will also investigate how universities undertake marketing efforts and how they connect with Indian culture. During analysis and interpretation, quantitative and qualitative results will be combined to achieve data triangulation and complementarity (Verma & Bhatt, 2021). This will reveal the relationship between marketing techniques, student perceptions, and institutional results in Indian higher education. Cross-validation of the results will be easier using the mixed methods approach.

### **3.5 Population and Sample Selection**

These stakeholders influence higher education marketing and decision-making strategies. Multi-stage sampling will be used to select samples. First, a list of Indian higher education institutions by area will be created. This list will be stratified randomly to choose a representative sample of institutions on the basis of geography, size, and type (e.g., universities, colleges, technical institutes).

Marketing and decision-making strategies will be surveyed. Purposive sampling will be used to select marketing professionals and higher education stakeholders for in-depth interviews and focus groups. To guarantee variety and thorough perspectives, students from different academic fields, age groups, and socio-economic backgrounds will be included. Marketing experts and stakeholders will represent various institutions and degrees of higher education marketing expertise.

Data saturation and statistical power will be used to establish the sample size to ensure that the acquired data meets the study goals and provides relevant and trustworthy findings. Informed permission and data privacy will be observed throughout the sampling and data gathering process. The sample will represent Indian higher education stakeholders, allowing the research to make meaningful and generalizable findings on the efficacy of marketing programmes.

### **3.6 Participant Selection**

The study will recruit stakeholders from diverse organisations, such as prospective students, present students, marketing professionals, and higher education marketing pros. Indian higher education marketing experts are crucial players as they create, execute, and assess the marketing strategy.

Through purposive sampling, the study will select marketing experts of different competence levels from distinct institutions. Invites and professional networks in higher education marketing may help attract participants. Education stakeholders such as administrators, professors, and policymakers will participate in the project. Five Hundred (500) research participants who met all requirements and yielded to the research survey by sampling were chosen. Purposive sampling is a form of non-probability sampling where the investigator of the research uses as judgment for selecting members of the study population to participate in the study (Yin, 2018).

Purposive and snowball sampling may be used to find and attract stakeholders from various institutions and viewpoints. To guarantee a broad grasp of marketing activities, the participant selection process will promote inclusion, diversity, and representativeness.

Researcher will also ensure participant confidentiality and informed consent. The research project intends to gather a comprehensive and nuanced set of opinions that will help

analyse Indian higher education marketing strategies by including a varied range of stakeholders.

### **3.7 Instrumentation**

Quantitative and qualitative data gathering methods will be used to meet the research objectives. Quantitative data will be collected using surveys. Prospective and present students will fill out a standardised questionnaire. The poll will include closed-ended questions on marketing strategies, students' views of marketing messaging, and their college selection process. Likert-scale questions will assess the students' marketing satisfaction. Demographic questions will reveal individuals' backgrounds and traits (Saunders, Lewis & Thornhill 2015).

Marketing professionals and higher education stakeholders will be interviewed and grouped for qualitative data. Participants will explore marketing methods, problems, and cultural alignment using semi-structured interview guidelines. These qualitative tools will provide rich, descriptive data, revealing the complexity and subtleties of Indian higher education marketing campaigns. Before the main data gathering phase, a small group will pilot test the instruments to guarantee their validity and dependability. The pilot test will improve survey questions and interview instructions. Quantitative surveys, qualitative interviews, and focus groups will shed light on the marketing activities in Indian higher education. This triangulation of data will enable a comprehensive analysis of the study topics and a detailed examination of the intricacies and ramifications of marketing techniques in Indian higher education.

### **3.8 Data Collection**

For certain variables, data collection is performed through a systematic gathering and measuring technique that enables us to answer relevant questions and evaluate outcomes. When gathering data from large populations, surveys are a typical method of data collection. When conducting a survey, there are two components that are always present:

- Questions
- Responses

To examine marketing activities in higher education from an Indian perspective, we need to formulate specific questions. The data we have collected is stored in a meticulously organized database. Bauman (2015) and Bowden & Galindo-Gonzalez (2015) emphasized the significance of ensuring consistency and gaining a comprehensive understanding of participants' experiences. They asserted that researchers should offer full disclosure of the interview process to participants to achieve this goal. Furthermore, conducting interviews for qualitative case study analysis serves as the primary method of data collection. These interviews help researchers delve into the depth of personal insights provided by the respondents (Hancock & Algozzine, 2015).

### **3.8.1 Data Management**

Yin (2018) listed five steps to organize and secure information, beginning with (i) data management, (ii) journal data preservation, (iii) CAQDAS data entry, (iv) study-wide analysis of researcher notes, and (v) storing all data on an external storage device.

The research project requires multiple processes to organise, secure, and access the data. Quantitative survey data will be digitised and kept in a secure database, while qualitative interview and focus group. Authorized staff will only access sensitive data. Regular data backups will prevent data loss. Data quality checks will find and fix data input mistakes throughout the study process.

In organizing the data, the researcher employed flexibility in data deployment, with technology serving as the primary tool. Programs like Microsoft Word, Excel, and Computer-Assisted Qualitative Data Analysis Software (CAQDAS) were utilized for seamless comparison. All data underwent coding, transcription, interpretation, and summarization



processes. The research project will use comprehensive data management techniques to ensure data integrity and dependability for analysis and reporting (Reddy & Joshi, 2015).

### **3.9 Data Analysis**

Analysing and interpreting data is a multi-step process that begins with a review of the data and ends with a recommendation for action. Data analysis encompasses a wide variety of methodologies and approaches, including a wide range of business, scientific, and social science disciplines. According to the analysis, a whole component is disassembled and tested separately. The process of turning raw data into useful information for decision-making is known as data.

Fusch and Ness (2015) contend that triangulation involves employing multiple research strategies, such as interviews, reports, and observations, to explore different perspectives of the same phenomenon. They utilize triangulation in their study to validate the research findings. By cross-referencing data from interviews with secondary sources, triangulation aids in identifying common patterns and enhancing the credibility of the study results.

#### **Reliability and Validity of the Study**

There are a number of important processes used to guarantee the study's data is well organized, accurate, secure, and easily accessible. Yin (2018) stated that the quality of a qualitative study hinges on its ability to demonstrate reliability and validity. To establish the trustworthiness of the study, the researcher addressed the fundamental components of dependability, transferability, credibility, and conformability as recommended by Shoaib and Mujtaba (2016).

Researchers can enhance reliability and validity by upholding trustworthiness. Through member verification, transcript scrutiny, and data triangulation, the study established coherence. Employing member checks contributed to maintaining data consistency and

bolstering credibility. The study guaranteed that all participants received a detailed account of the interviews for result verification and potential corrections.

### **Reliability**

Standardized data gathering devices, such as questionnaires and interview guides, will be meticulously crafted and evaluated through pilot studies to guarantee accuracy. During data analysis, we will use tests for data quality and measures of inter-rater reliability to reduce the likelihood of mistakes. Results that can be verified and duplicated in comparable circumstances are the goal of this research which is why stringent research processes and data integrity are maintained throughout.

In order to guarantee the credibility of the research findings, the researcher needs to verify that they adhere to the research standards by following the principles of integrity, transferability, and reliability. According to Yin (2015), if the validity of the research is compromised during the research process, it will impact the quality of the research. Therefore, validity serves as the primary measure of research quality, ensuring an accurate analysis of the data to reach valid conclusions.

Glaser, (2009) indicated that the study researcher will analyse and provide input on the survey questions and interview guides to ensure content validity and ensure the desired constructs are appropriately measured. The use of standard measures and the incorporation of prior research into the analysis will demonstrate construct validity. A varied and representative sample of participants will also be sought out to increase external validity and make the results more generalizable. The study aspires to create valid and trustworthy results that contribute to a holistic knowledge of marketing strategies in Indian higher education by addressing many dimensions of validity throughout the research process. Again, to withstand the scrutiny, scholars should take crucial factors of integrity, transferability, reliability, and conformability

into account. The analysis must ensure the precision, richness, and trustworthiness of the data rather than the data's quantity to gain legitimacy (Proctor, 2017).

Triangulation is crucial as it guarantees accuracy by examining data interpretation from different perspectives through cross-referencing with research participants. Employing member checks enhances credibility and ensures the accuracy of data analysis through ongoing interaction, continuous observation, and external validation. The study showcased credibility through these methods.

### **3.10 Research Design Limitation**

Yin (2018) stated that assumptions are facts that have not yet been verified but validate the study. Hence, the researcher made some assumptions when developing and analysing the research design.

Cross-sectional data collection is used in the research design, which may be seen as a possible drawback of the research design. Owing to the fact that the data for the research is gathered at a single moment in time, it is possible that the study will not capture changes in marketing methods or shifts in student attitudes over time (Mehta 2016).

Longitudinal data would offer a more complete picture of the fluid nature of marketing campaigns and the influence such initiatives have on the decision-making processes of students. However, in light of the limited resources and amount of time available, it may not be possible to carry out longitudinal research (Verma & Sharma 2018). In spite of this limitation, the purpose of the study is to provide a more nuanced understanding of the marketing landscape in Indian higher education by employing mixed methods and triangulating data from a variety of sources. This will be accomplished by reducing the likelihood of any potential biases.

### **3.11 Conclusion**

The research has the possibility of shedding light on the efficacy and impact of marketing initiatives in the rapidly changing environment of Indian higher education. The purpose of the research is to provide insights into the perceptions, preferences, and decision-making processes of students in relation to marketing activities. This will be accomplished via the use of a mixed methods approach.

Even though the research may have certain drawbacks, such as collecting data in a cross-sectional fashion, stringent precautions would be taken to ensure the reliability and validity of the data. In general, it is anticipated that the results would provide useful direction to policymakers, marketing experts, and academic institutions, which will support development and innovation in the higher education industry in India.

## CHAPTER IV

### RESULTS

#### 4.1 Introduction

In Chapter 3, the focus was on the chosen methodology, the research design, and data collection, highlighting the significance of employing triangulation methodology to validate the research findings. This chapter reveals the outcomes derived from the study participants. The data collected from the participants was gathered through interviews and direct observations.

Data analysis is the process of inspecting, cleaning, transforming, and modelling data in order to discover useful information, draw conclusions, and support decision-making. It involves a wide range of techniques and methods to explore and analyze data, including statistical analysis, data visualization, and machine learning.

The main goals of data analysis are to identify patterns and trends, make predictions, and generate insights that can inform decisions and drive action. It involves using data to answer specific questions, uncovering relationships and dependencies, and testing hypotheses. Effective data analysis requires a combination of technical skills, domain expertise, and critical thinking. It involves working with large and complex datasets, choosing the right tools and techniques for the job, and communicating findings clearly and effectively Singh and Kapoor (2015).

#### 4.2 Demographic Information

The qualitative case studies on the marketing initiatives in higher education were conducted by asking the participants questions about their age, educational background, and employment status.

Gender
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		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	466	93.2	93.2	93.2
	Female	34	6.8	6.8	100.0
	Total	500	100.0	100.0	

Table 2 Gender of Participant (Author)

Below is a graphical representation of the demographics of the research participants.

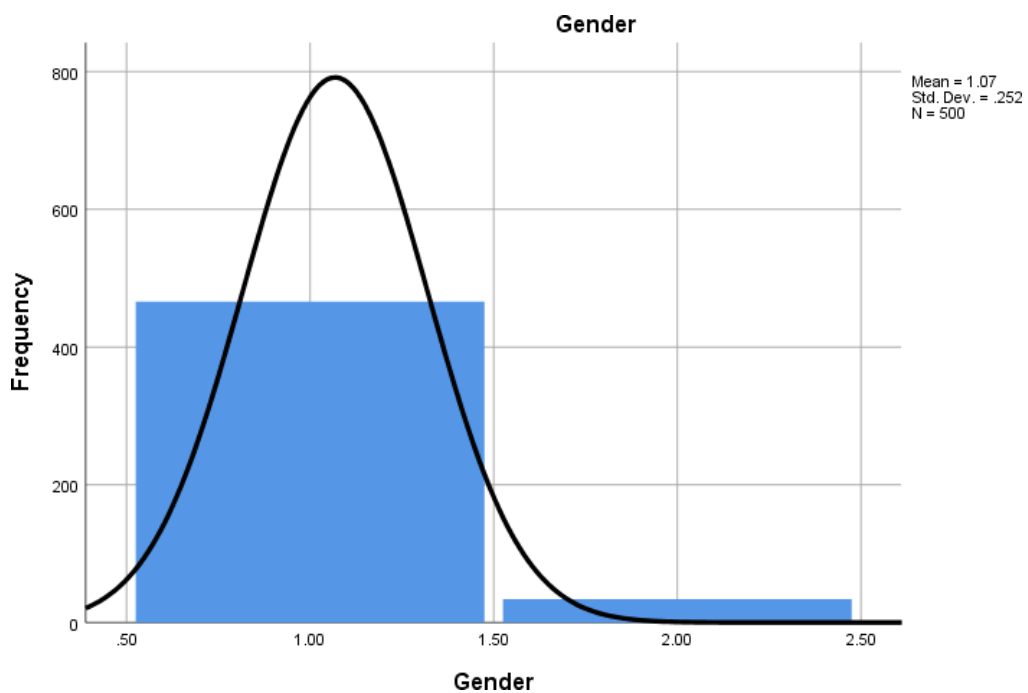


Figure1 Gender of Participants (Author)

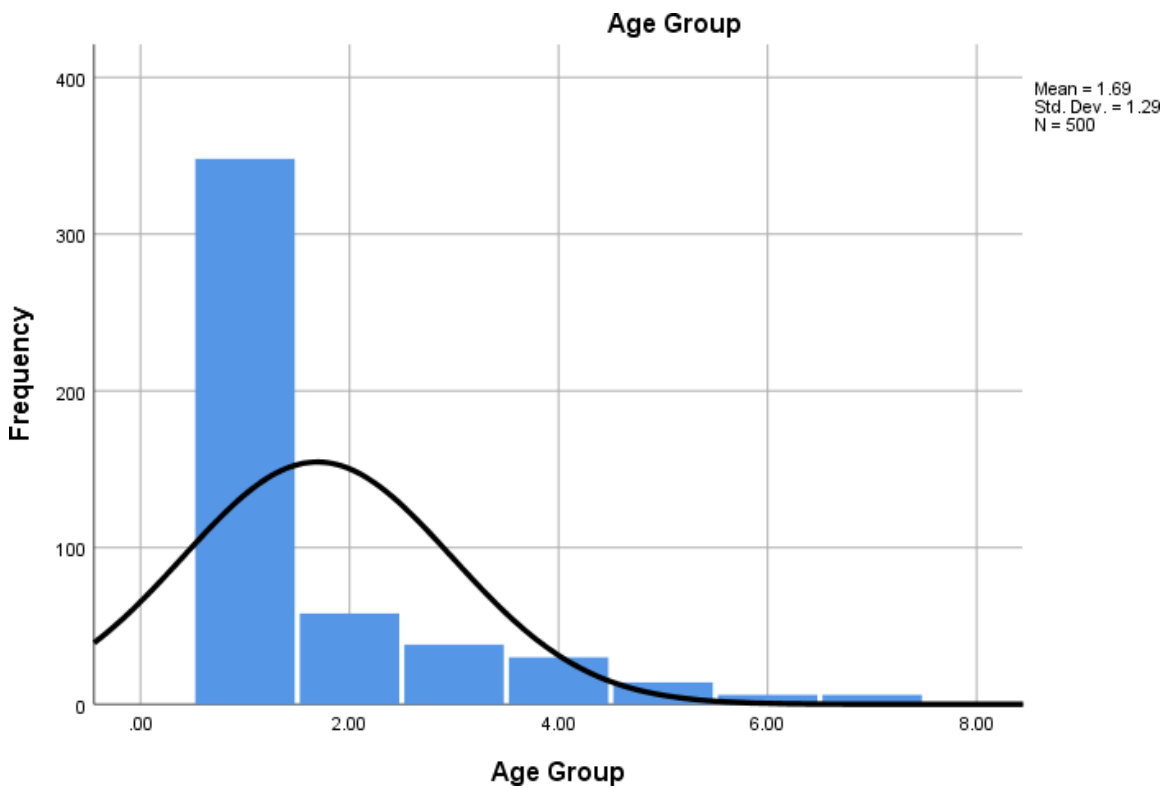
Based on our analysis, the information provided in the preceding graph and table reveals that the sample data pertains to 500 respondents. Specifically, in the domain of Marketing Initiatives in Higher Education, 466 (93.2%) of the respondents identified as male, whereas 34 (6.8%) identified as female.

#### 4.2.1 Age Distribution of Participants

Age Group
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		Frequency	Percent	Valid Percent	Cumulative Percent
	Under 18	348	69.6	69.6	69.6
	18-24	58	11.6	11.6	81.2
	25-34	38	7.6	7.6	88.8
	35-44	30	6.0	6.0	94.8
	45-54	14	2.8	2.8	97.6
	55 and above	12	1.8	1.2	98.8
	Total	500	100.0	100.0	100.0

**Table 3 Age Group of participants (Author)**



**Figure 2 Age Group of participants (Author)**

Based on our analysis of the information presented in the preceding graph and table, it is evident that the sample data encompasses 500 respondents. Regarding the "Age Group" distribution, 348 (69.6%) respondents indicated being under 18 years old, 58 (11.6%)

respondents fell within the 18-24 age bracket, 38 (7.6%) respondents were aged 25-34, 30 (6%) respondents were aged 35-44, and 14 (2.8%) respondents were aged 45-54.

#### 4.2.2 Location of Participants

Location		Frequency	Percent	Valid Percent	Cumulative Percent
	North India	254	50.8	50.8	50.8
	South India	104	20.8	20.8	71.6
	East India	114	22.8	22.8	94.4
	West India	18	3.6	3.6	98.0
	Central India	10	2.0	2.0	100.0
	Total	500	100.0	100.0	

Table 4: Location of participants across India

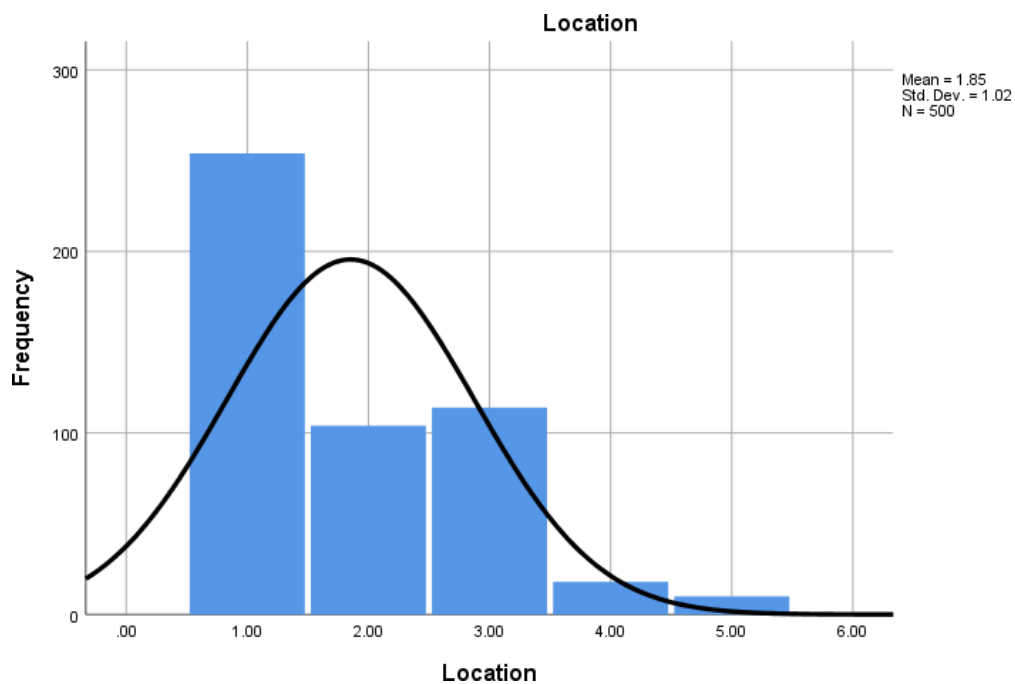


Figure 3: Location of participants across India (Author)



Based on our study, we have extracted information from the graph and table presented above, which indicates that the sample data comprises approximately 500 respondents. Regarding the question of "Location," the distribution among respondents is as follows: 254 respondents (50.8% of the total) identified as being from North India, 104 respondents (20.8%) from South India, 114 respondents (22.8%) from East India, 18 respondents (3.6%) from West India, and 10 respondents (2%) from Central India.

#### 4.2.3 Educational Background of Participants

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
	High School	248	49.6	49.6	49.6
	Bachelor's Degree	74	14.8	14.8	64.4
	Master's Degree	148	29.6	29.6	94.0
	Doctorate/Ph.D.	30	6.0	6.0	100.0
	Total	500	100.0	100.0	

*Table 5: Educational background of participants across India*

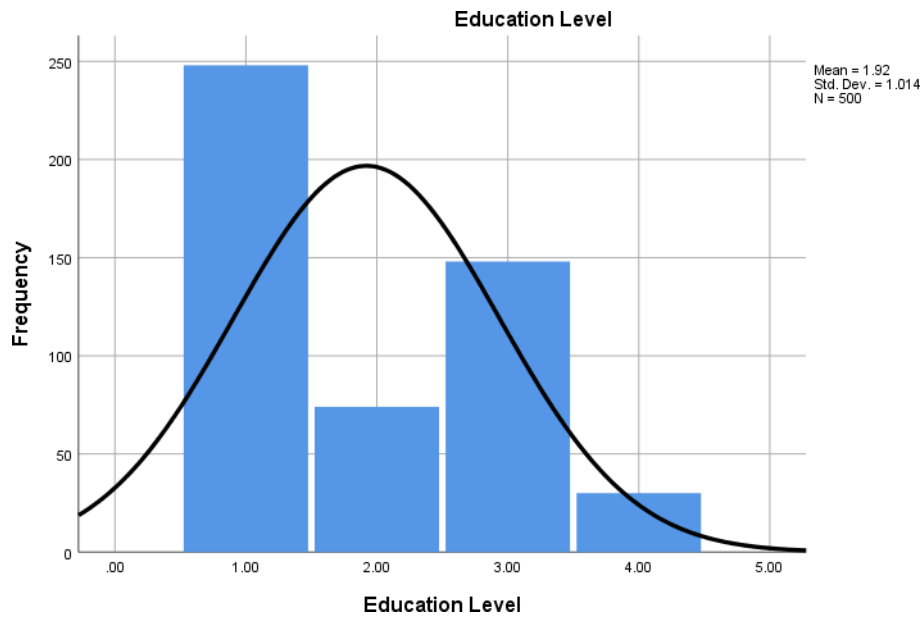


Figure 4: Educational background of participants across India (Author)

Based on our analysis of the information provided in the preceding graph and table, it is evident that the sample data comprises 500 respondents. Regarding the "Education Level" distribution, 248 (49.6%) respondents indicated having completed high school, 74 (14.8%) respondents reported having a bachelor's degree, 148 (29.6%) respondents stated they had a master's degree, while 30 (6%) respondents mentioned having a Doctorate/Ph.D.

#### 4.2.4 Employment Status

Employment Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Employed	184	36.8	36.8	36.8
	Unemployed	144	28.8	28.8	65.6
	Student	122	24.4	24.4	90.0
	Self-employed	34	6.8	6.8	96.8
	Retired	16	3.2	3.2	100.0

	Total	500	100.0	100.0	
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Table 6: Employment status of participants across India

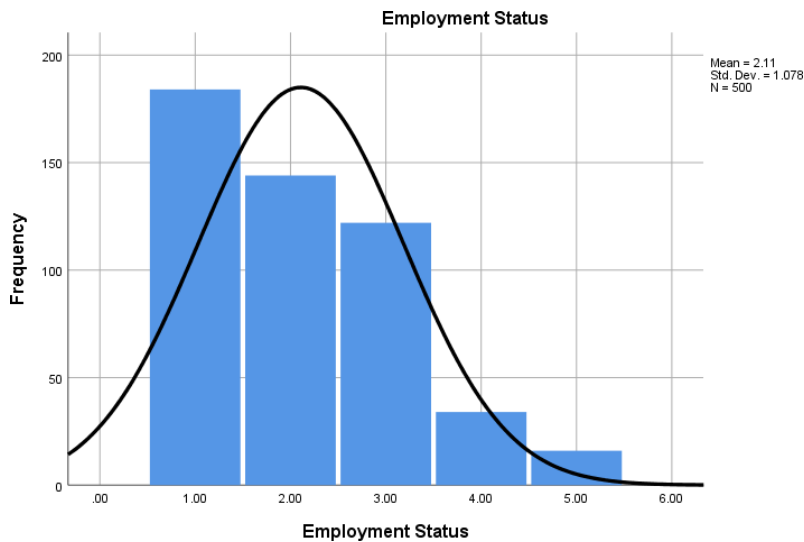


Figure 5: Employment status of participants across India (Author)

Based on our analysis of the information presented in the above graph and table, it is evident that the sample data pertains to 500 respondents. Regarding the "Employment Status" distribution, 184 (36.8%) respondents reported being employed, 144 (28.8%) respondents indicated they were unemployed, 122 (24.4%) respondents mentioned being students, 34 (6.8%) respondents stated they were self-employed, and 16 (3.2%) respondents reported being retired.

### 4.3 Main Research Questions

Have you ever actively searched for information about higher education institutions in India?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	488	97.6	97.6	97.6
	No	12	2.4	2.4	100.0

	Total	500	100.0	100.0	
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Table 7: Participants' research on higher education in India (Author)

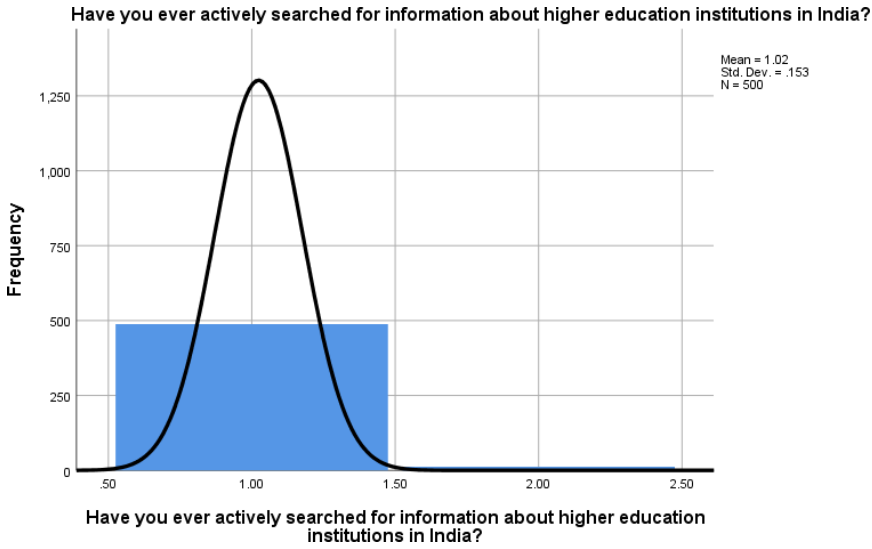


Figure 6: Participants' research on higher education in India (Author)

Based on our analysis of the information presented in the graph and table above, it is apparent that the sample data encompasses 500 respondents. In response to the question "Have you ever actively searched for information about higher education institutions in India?" 488 (97.6%) respondents answered "Yes," while 12 (2.4%) respondents answered "No."

Were you influenced by advertisements (online or offline) when choosing a higher education institution?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	482	96.4	96.4	96.4
	No	18	3.6	3.6	100.0
	Total	500	100.0	100.0	

Table 8: Influence of advertisements on participants across India (Author)

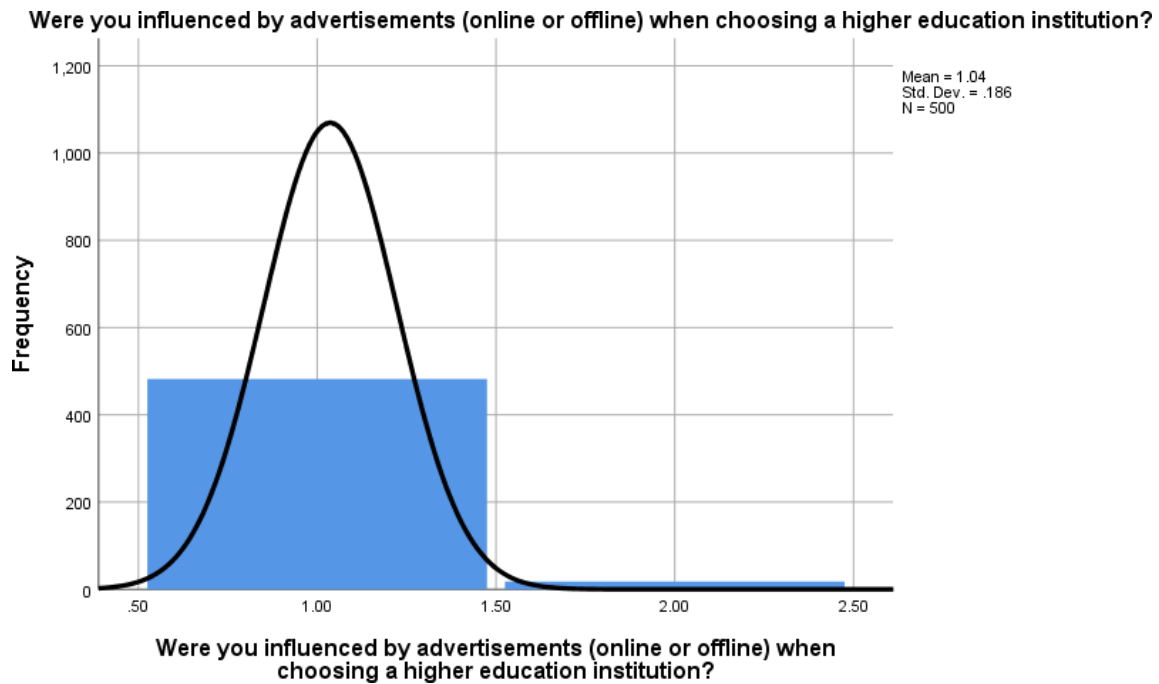
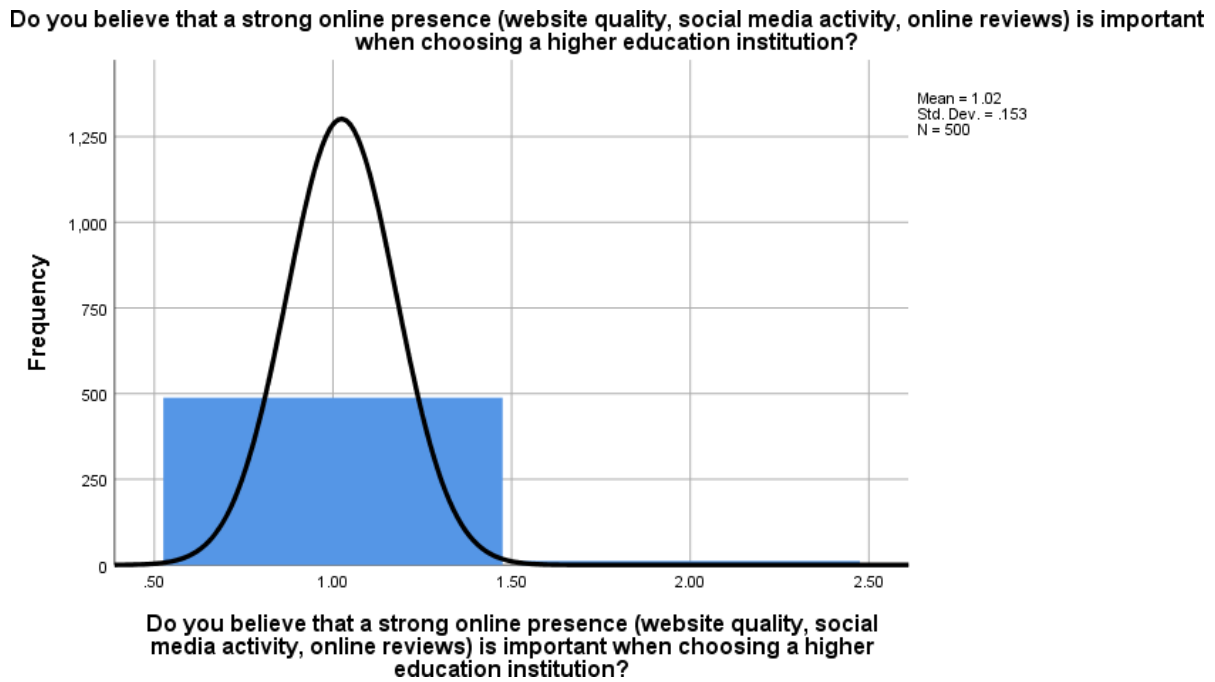


Figure 7: Influence of advertisements on participants across India (Author)

Based on the study, we have extracted information from the graph and table located above, which indicates that the sample data comprises approximately 500 respondents. Regarding the question, "When selecting a higher education institution, did you find that advertisements, whether they were online or offline, played a role in your decision?" A total of 482 respondents, or 96.4 percent, responded affirmatively, while 18 respondents, or 3.6 percent, responded negatively.

Do you believe that a strong online presence (website quality, social media activity, online reviews) is important when choosing a higher education institution?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	488	97.6	97.6	97.6
	No	12	2.4	2.4	100.0
	Total	500	100.0	100.0	

Table 9: Participants' trust in online presence across India (Author)



Figures- 8: Participants' trust in online presence across India (Author)

From the analysis, we have gathered details from the graph and table above, indicating that the sample data comprises 500 respondents. In response to the question, "Do you believe that a strong online presence (website quality, social media activity, online reviews) is important when choosing a higher education institution?" 488 (97.6%) respondents answered affirmatively, stating that a strong online presence is indeed important when selecting a higher education institution. Conversely, 12 (2.4%) respondents answered negatively, indicating that they believe a strong online presence is not important when choosing an institution.

Do you consider global or national rankings of universities when choosing a higher education institution in India?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	492	98.4	98.4	98.4
	No	8	1.6	1.6	100.0

	Total	500	100.0	100.0	
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Table 10: Participants' opinion of global ranking across India (Author)

Do you consider global or national rankings of universities when choosing a higher education institution in India?

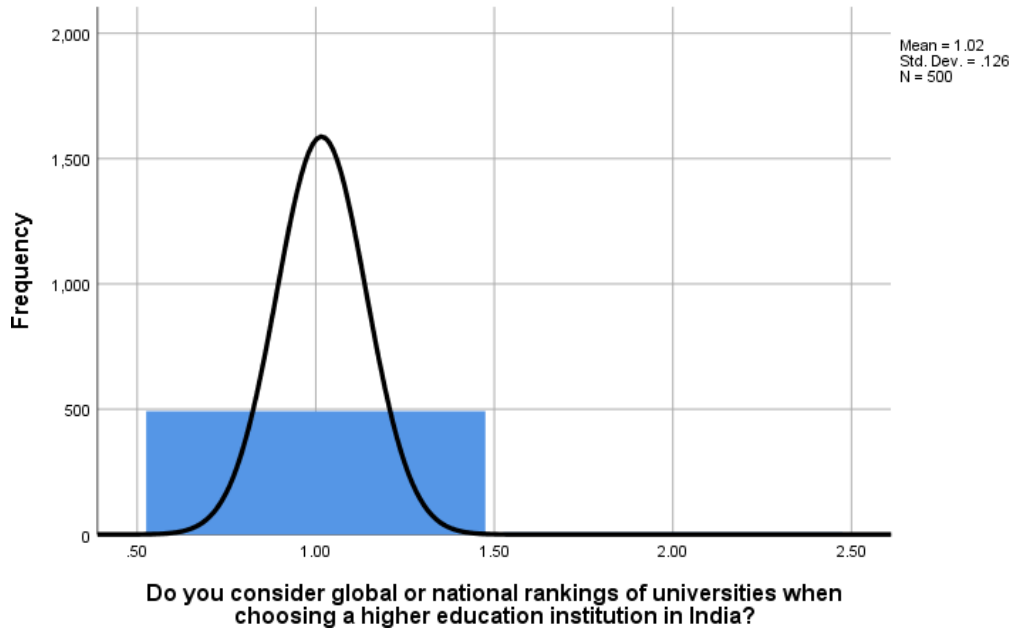


Figure 9: Participants' opinion of global ranking across India (Author)

Based on our analysis of the information provided in the graph and table above, it is evident that the sample data comprises 500 respondents. Regarding the question, "Do you consider global or national rankings of universities while choosing a higher education institution in India?" 492 (98.4%) respondents answered affirmatively, indicating that they do consider national rankings. Conversely, 8 (1.6%) respondents answered negatively, stating that they do not consider national rankings.

Do you prefer to receive information about higher education institutions through email (or other digital means)?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	476	95.2	95.2	95.2
	No	24	4.8	4.8	100.0

	Total	500	100.0	100.0	
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Table 11: Participants' preference for receiving information through digital

means across India (Author)

Do you prefer to receive information about higher education institutions through email or other digital means?

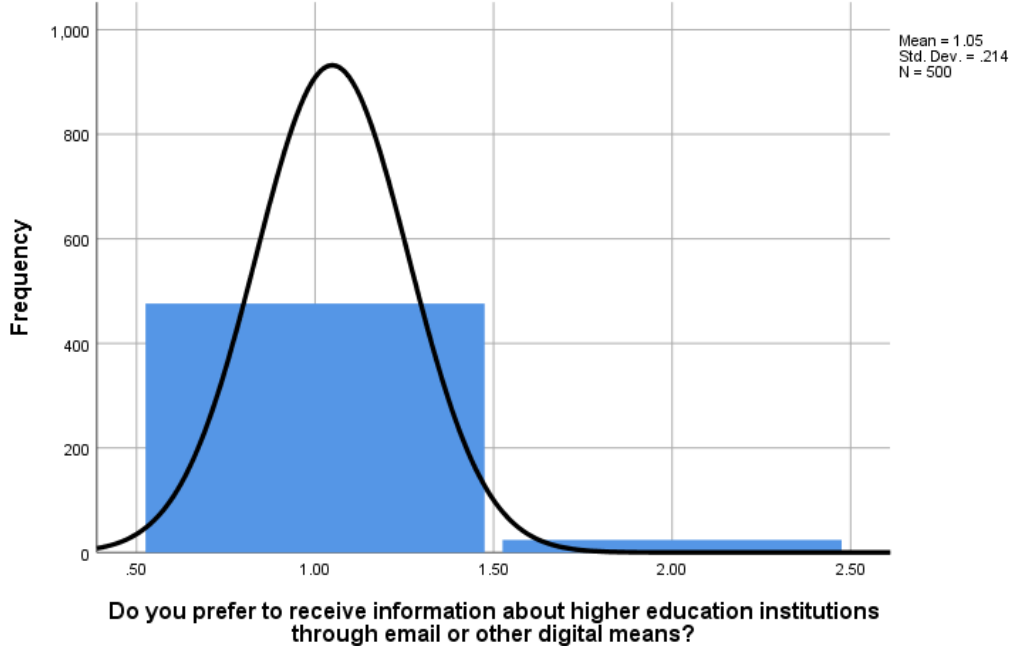


Figure 9: Participants' preference for receiving information through digital means across India (Author)

Based on our analysis of the information presented in the graph and table above, it is apparent that the sample data consists of 500 respondents. Regarding the question, "Do you prefer to receive information about higher education institutions via email or other digital means?" 476 (95.2%) respondents answered affirmatively, indicating that they do prefer to receive information digitally. Conversely, 24 (4.8%) respondents answered negatively, stating that they do not prefer to receive information via email or other digital means.

Are you satisfied with the marketing efforts of higher education institutions in India?				
	Frequency	Percent	Valid Percent	Cumulative Percent



	Yes	470	94.0	94.0	94.0
	No	30	6.0	6.0	100.0
	Total	500	100.0	100.0	

Table 12: Participants' satisfaction with marketing efforts across India (Author)

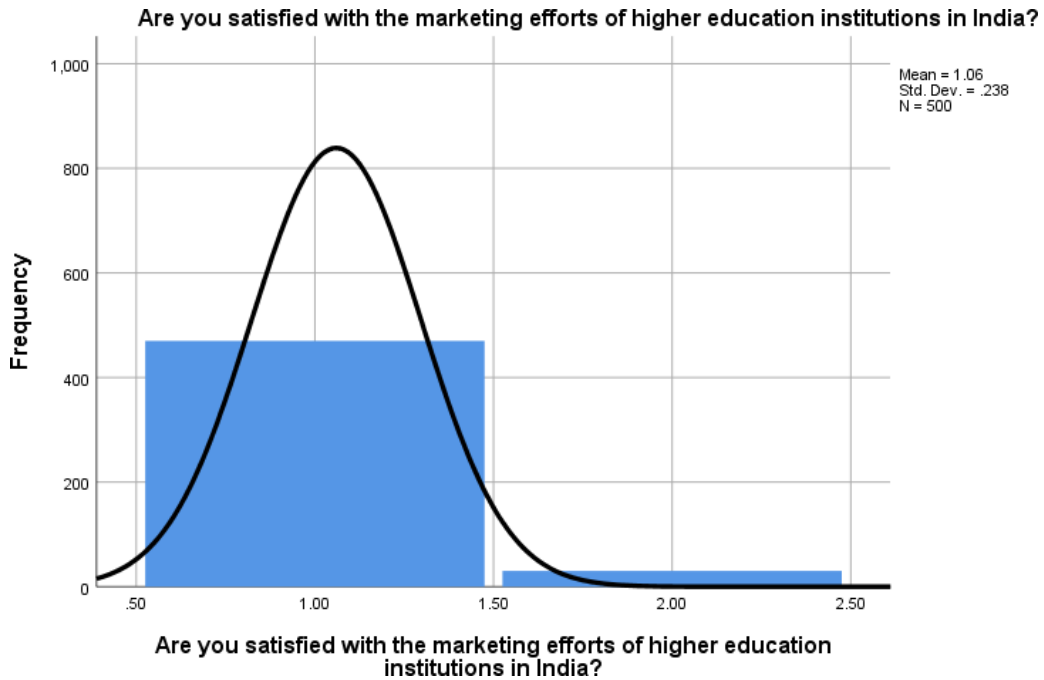


Figure 11: Participants' satisfaction with marketing efforts across India (Author)

Based on our analysis of the information provided in the graph and table above, it is evident that the sample data comprises 500 respondents. Regarding the question, "Are you satisfied with the marketing efforts of higher education institutions in India?" 470 (94%) respondents responded affirmatively, indicating that they are satisfied with the marketing efforts. However, 30 (6%) respondents answered negatively, stating that they are not satisfied with the marketing efforts of higher education institutions in India.

Do you have any suggestions for higher education institutions in India to improve their marketing initiatives?

		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	478	95.6	95.6	95.6
	No	22	4.4	4.4	100.0
	Total	500	100.0	100.0	

Table 13: *Participants' suggestion to improve marketing initiatives across*

*India (Author)*

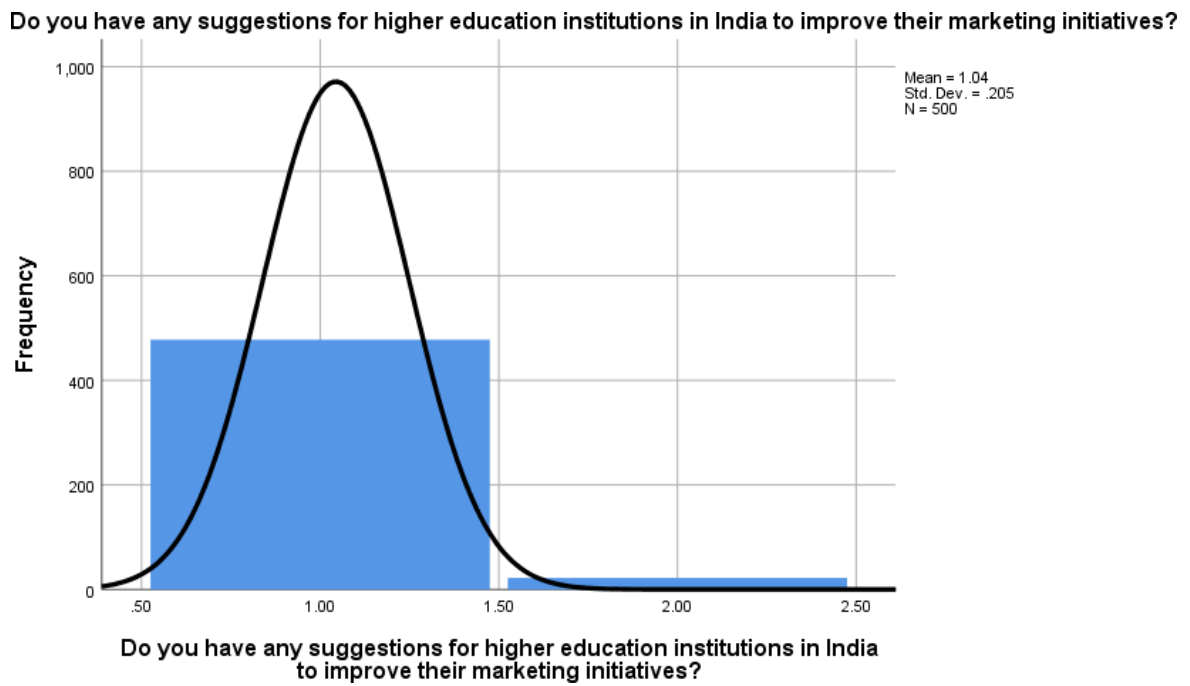
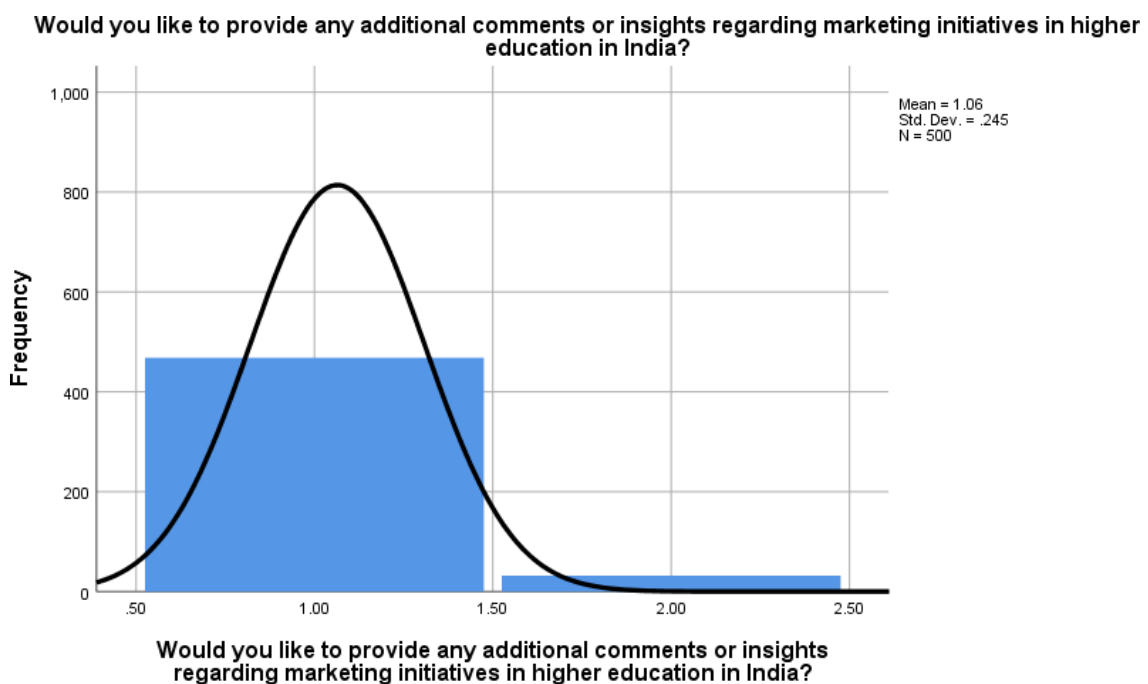


Figure 12: *Participants' suggestion to improve marketing initiatives across India.*

Based on our analysis of the information provided in the graph and table above, it is apparent that the sample data consists of 500 respondents. Regarding the question, "Do you have any suggestions for higher education institutions in India to improve their marketing initiatives?" 478 (95.6%) respondents answered affirmatively, indicating that they do have suggestions. Conversely, 22 (4.4%) respondents answered negatively, stating that they do not have any suggestions.

Would you like to provide any additional comments or insights regarding marketing initiatives in higher education in India?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	468	93.6	93.6	93.6
	No	32	6.4	6.4	100.0
	Total	500	100.0	100.0	

*Table 14: Participants' comments for marketing initiatives across India*



*Figure 13: Participants' comments for marketing initiatives across India*

Based on our study, we have extracted information from the graph and table provided above, indicating that the sample data involves approximately 500 respondents. In response to the question regarding willingness to share additional views or insights on marketing activities implemented in higher education in India, 468 respondents (93.6%) answered affirmatively, while 32 respondents (6.4%) answered negatively.

Do you follow or engage with higher education institutions on social media platforms?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	490	98.0	98.0	98.0
	No	10	2.0	2.0	100.0
	Total	500	100.0	100.0	

Table 15: Participants' engagement with social media page of higher

education institutions across India

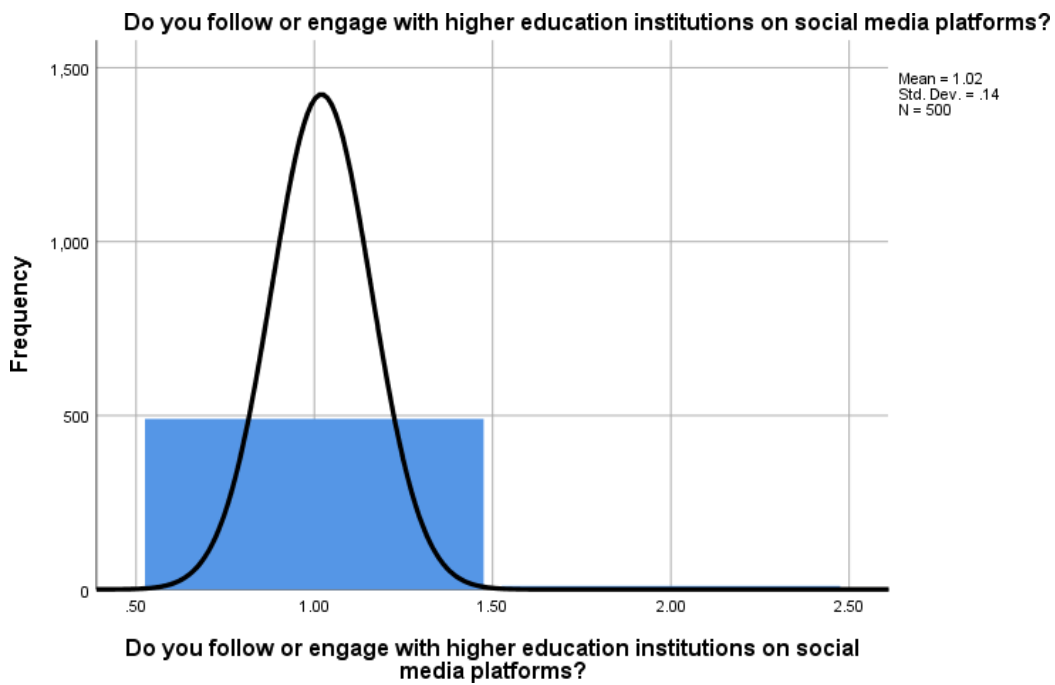


Figure 14: Participants' engagement with social media page of higher education institutions across India

Based on the data presented in the graph and table, it appears that 500 respondents were sampled. Regarding the question, "Do you follow or engage with higher education institutions

on social media platforms?" 490 respondents (98%) responded affirmatively, while 10 respondents (2%) answered negatively.

Have you participated in online webinars or workshops conducted by higher education institutions?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	494	98.8	98.8	98.8
	No	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

Table 15: Participation in online webinars across India

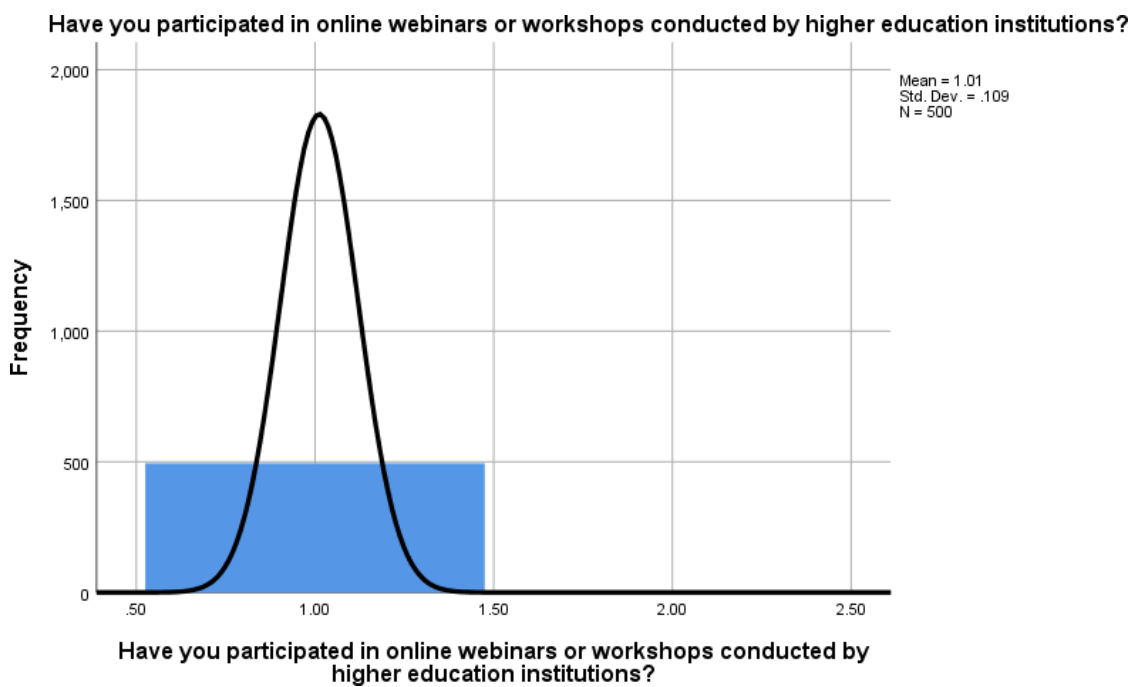


Figure 14: Participation in online webinars across India (Author)

Based on the study and the information presented in the graph and table above, it is evident that the sample data includes approximately 500 respondents. Regarding the question, "Have you ever taken part in any of the online webinars or seminars that have been hosted by

educational institutes of higher learning?" a total of 494 respondents (98.8 percent) responded affirmatively, while only 6 respondents (1.2 percent) gave a negative response.

Are you aware of scholarship opportunities offered by higher education institutions in India?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	496	99.2	99.2	99.2
	No	4	.8	.8	100.0
	Total	500	100.0	100.0	

Table 16: Participants' awareness of scholarship across India

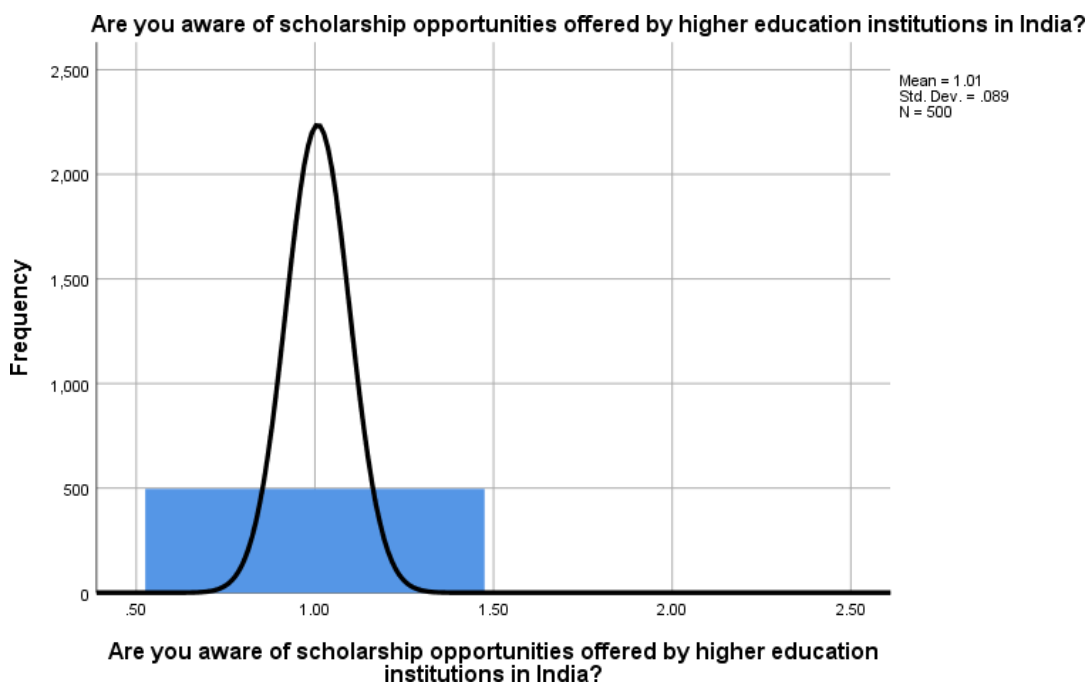


Figure 15: Participants' awareness of scholarship across India.

Based on the study and the data presented in the graph and table above, it is evident that the sample data comprises approximately 500 respondents. Regarding the question, "Are you familiar with the scholarship options that are made available by educational institutes of higher

learning in India?" a total of 496 respondents (99.2 percent) responded affirmatively, while only four respondents (0.8 percent) gave a negative response.

Have you come across and been influenced by success stories of alumni from specific higher education institutions?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	486	97.2	97.2	97.2
	No	14	2.8	2.8	100.0
	Total	500	100.0	100.0	

Table 17: Participants influenced by success stories across India (Author)

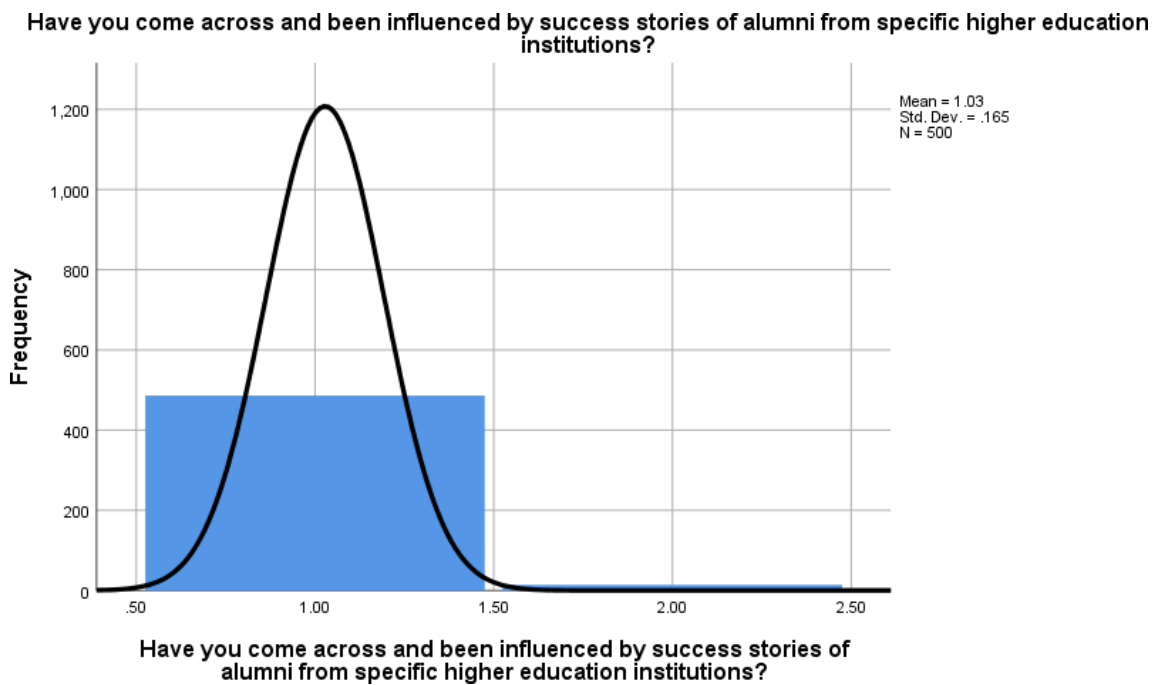


Figure 16: Participants influenced by success stories across India (Author)

Based on the study and the information provided in the graph and table above, it is evident that the sample data pertains to approximately 500 respondents. Regarding the question, "Have you encountered and been affected by the success tales of graduates from

particular educational institutions of higher learning?" a total of 486 respondents (97.2 percent) responded affirmatively, while 14 respondents (2.8 percent) gave a negative response.

Have you taken virtual campus tours provided by higher education institutions during your decision-making process?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Yes	478	95.6	95.6	95.6
	No	22	4.4	4.4	100.0
	Total	500	100.0	100.0	

Table 18: Participants who have taken virtual campus tour across India.

Have you taken virtual campus tours provided by higher education institutions during your decision-making process?

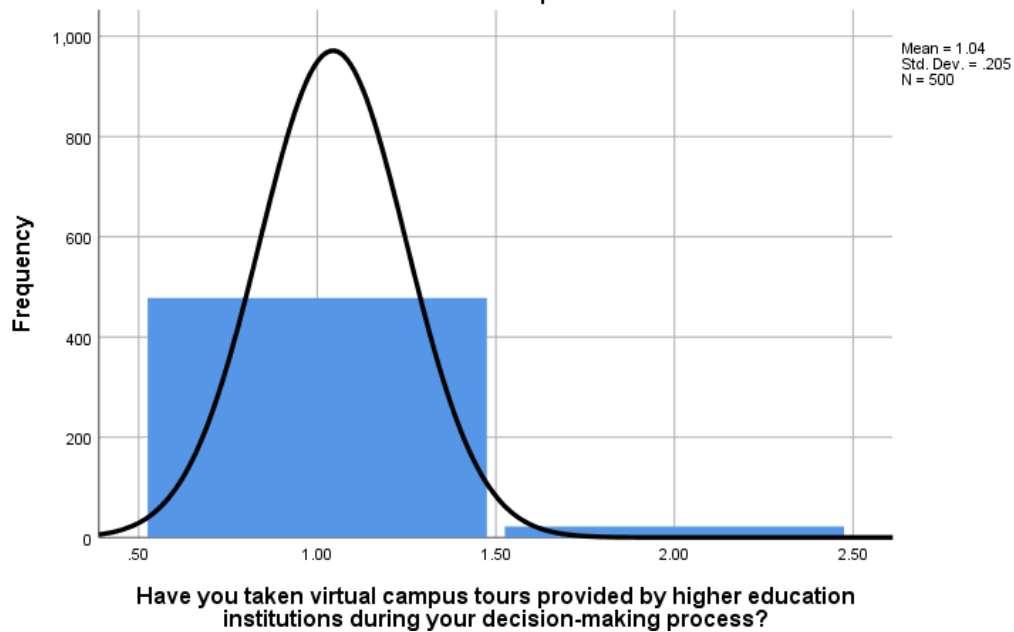


Figure 17: Participants who have taken virtual campus tour across India.

Based on the analysis conducted, the details presented in the graph and table above suggest that the sample data includes 500 respondents. Concerning the question, "Have you taken virtual campus tours provided by higher education institutions during your decision-



making process?" 478 respondents (95.6%) responded affirmatively, while 22 respondents (4.4%) responded negatively.

Is being well-informed about various higher Edu. institutions in India important?		Frequency	Percent	Valid Percent	Cumulative %
	Strongly Agree	368	73.6	73.6	73.6
	Agree	88	17.6	17.6	91.2
	Neutral	20	4.0	4.0	95.2
	Disagree	14	2.8	2.8	98.0
	Strongly Disagree	10	2.0	2.0	100.0
	Total	500	100.0	100.0	

Table 19: Participants' opinion on being well informed about institutes across

India (Author)

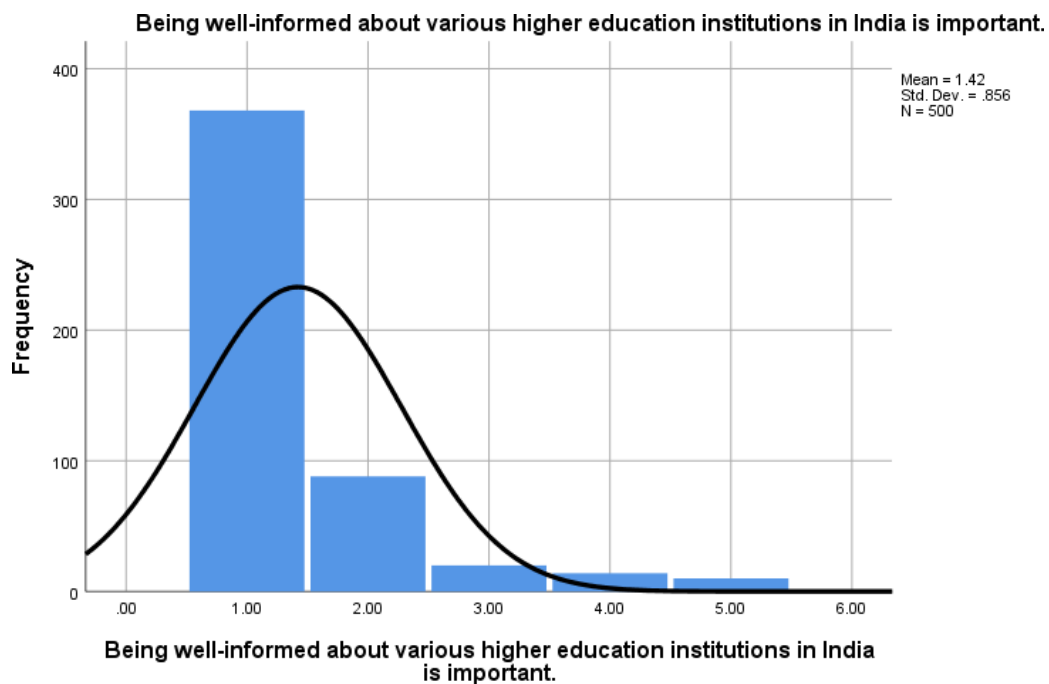


Figure 18 Participants' opinion on being well informed about institutes across India (Author)

Based on the analysis conducted, the details presented in the graph and table above indicate that the sample data consists of 500 respondents. Regarding the statement, "Being well-informed about various higher education institutions in India is important," the distribution of responses is as follows:

- 368 respondents (73.6%) strongly agree.
- 88 respondents (17.6%) agree.
- 20 respondents (4%) are neutral.
- 14 respondents (2.8%) disagree.
- 10 respondents (2%) strongly disagree.

Is it easy to access information about different higher education institutions in India?					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly Agree	426	85.2	85.2	85.2
	Agree	44	8.8	8.8	94.0
	Neutral	16	3.2	3.2	97.2
	Disagree	8	1.6	1.6	98.8
	Strongly Disagree	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

*Table 20: Ease of accessing information about higher education across India (20)*

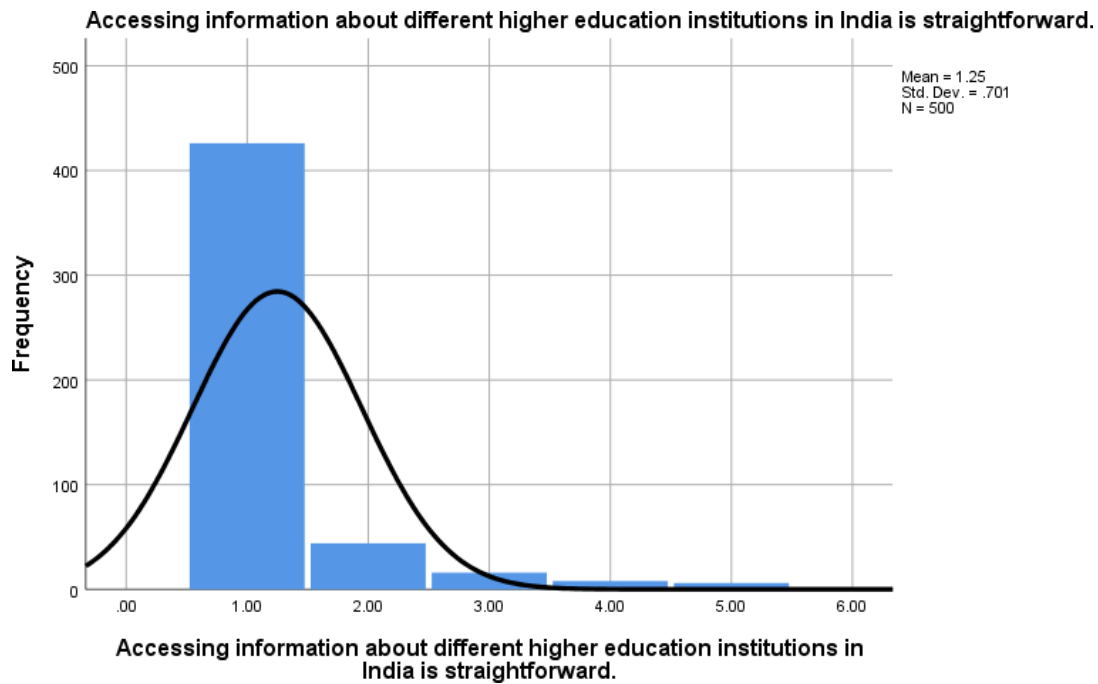


Figure 19: Ease of accessing information about higher education across India (Author)

Based on the study and the information provided in the graph and table above, it is evident that the sample data pertains to approximately 500 respondents. Concerning the statement, "Accessing information about different higher education institutions in India is straightforward," the distribution of responses is as follows:

- 426 respondents (85.2%) strongly agree.
- 44 respondents (8.8%) agree.
- 16 respondents (3.2%) are neutral.
- 8 respondents (1.6%) disagree.
- 6 respondents (1.2%) strongly disagree.

Do you think actively seeking out information about higher education institutions, even when not planning to enroll soon, is beneficial?				
	Frequency	Percent	Valid Percent	Cumulative Percent

Strongly Agree	418	83.6	83.6	83.6
Agree	60	12.0	12.0	95.6
Neutral	2	.4	.4	96.0
Disagree	12	2.4	2.4	98.4
Strongly Disagree	8	1.6	1.6	100.0
Total	500	100.0	100.0	

Table 21: *Participants actively accessing information about higher education across*

*India (Author)*

**Actively seeking out information about higher education institutions, even when not planning to enroll soon, is beneficial.**

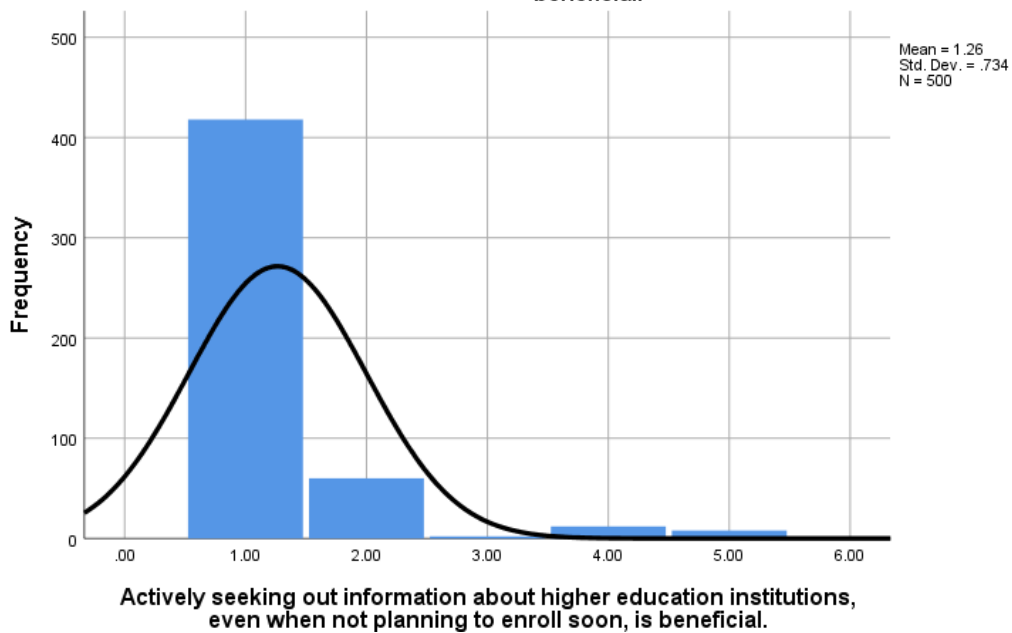


Figure 20: *Participants actively accessing information about higher education across India*

Based on the analysis conducted, the details presented in the graph and table above suggest that the sample data includes 500 respondents. Concerning the statement, "Actively seeking out information about higher education institutions, even when not planning to enroll soon, is beneficial," the distribution of responses is as follows:

- 418 respondents (83.6%) strongly agree.
- 60 respondents (12%) agree.

- 2 respondents (0.4%) are neutral.
- 12 respondents (2.4%) disagree.
- 8 respondents (1.6%) strongly disagree.

Are recommendations from friends or family reliable when considering higher education institutions in India?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	430	86.0	86.0	86.0
	Agree	36	7.2	7.2	93.2
	Neutral	24	4.8	4.8	98.0
	Disagree	6	1.2	1.2	99.2
	Strongly Disagree	4	.8	.8	100.0
	Total	500	100.0	100.0	

Table 22: Participants' opinion on recommendations about higher education from friends or family (Author)

Recommendations from friends or family are reliable when considering higher education institutions in India.

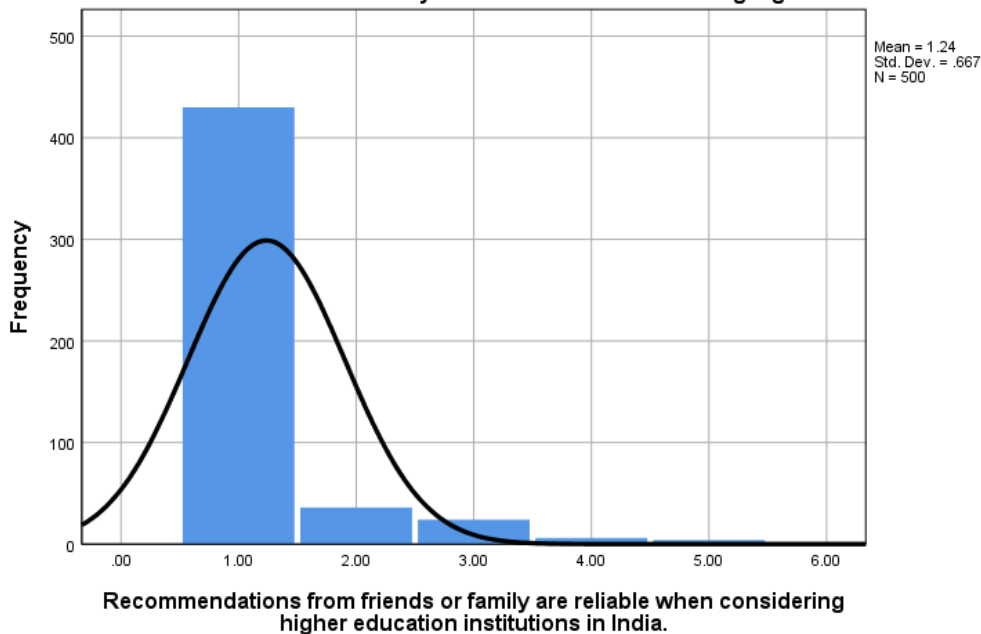


Figure 21: *Participants' opinion on recommendations about higher education from friends or family*

Based on the analysis conducted, the details presented in the graph and table above suggest that the sample data includes 500 respondents. Concerning the statement, "Recommendations from friends or family are reliable when considering higher education institutions in India," the distribution of responses is as follows:

- 430 respondents (86%) strongly agree.
- 36 respondents (7.2%) agree.
- 24 respondents (4.8%) are neutral.
- 6 respondents (1.2%) disagree.
- 4 respondents (0.8%) strongly disagree.

Is it important to trust the information provided on the official websites of higher education institutions in India?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	436	87.2	87.2	87.2
	Agree	24	4.8	4.8	92.0
	Neutral	24	4.8	4.8	96.8
	Disagree	8	1.6	1.6	98.4
	Strongly Disagree	8	1.6	1.6	100.0
	Total	500	100.0	100.0	

Table 23: *Participants' trust in information about higher education across*

*India*

Trust in the information provided on the official websites of higher education institutions in India is essential.

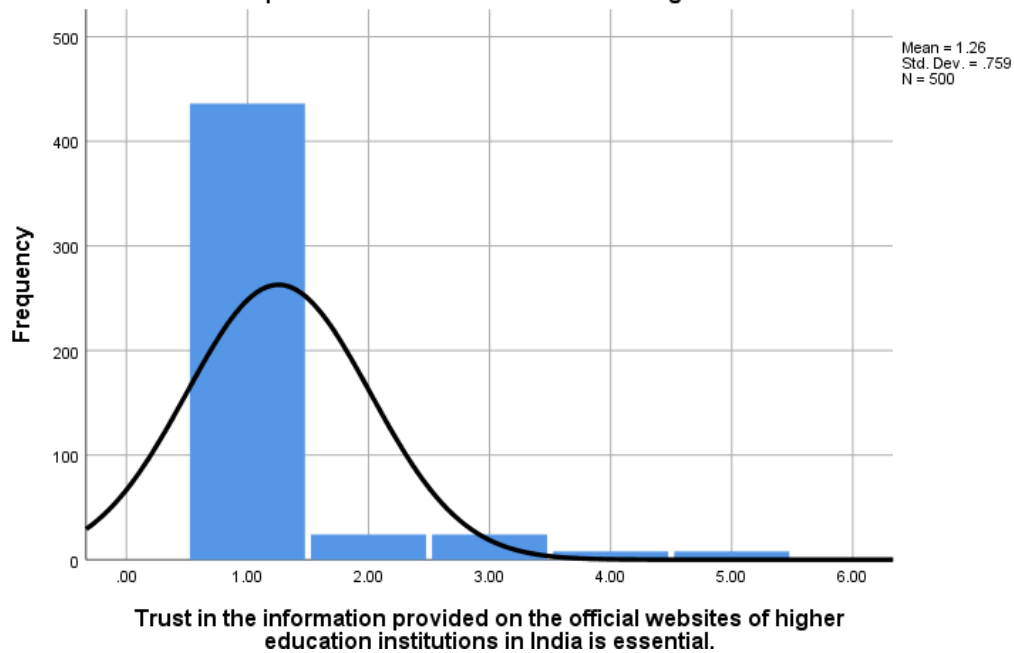


Figure 22: Participants' trust in information about higher education across India

Based on the analysis conducted, the details presented in the graph and table above suggest that the sample data includes 500 respondents. Concerning the statement, "Trust in the information provided on the official websites of higher education institutions in India is essential," the distribution of responses is as follows:

- 436 respondents (87.2%) strongly agree.
- 24 respondents (4.8%) agree.
- 24 respondents (4.8%) are neutral.
- 8 respondents (1.6%) disagree.
- 8 respondents (1.6%) strongly disagree.

Is it a good practice to participate in educational fairs or exhibitions to gather information about higher education institutions?				
	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Strongly Agree	438	87.6	87.6	87.6
	Agree	18	3.6	3.6	91.2
	Neutral	28	5.6	5.6	96.8
	Disagree	10	2.0	2.0	98.8
	Strongly Disagree	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

Table 24: Participants' opinion on attending educational fairs/exhibitions about higher education across India (Author)

Participating in educational fairs or exhibitions to gather information about higher education institutions is a good practice.

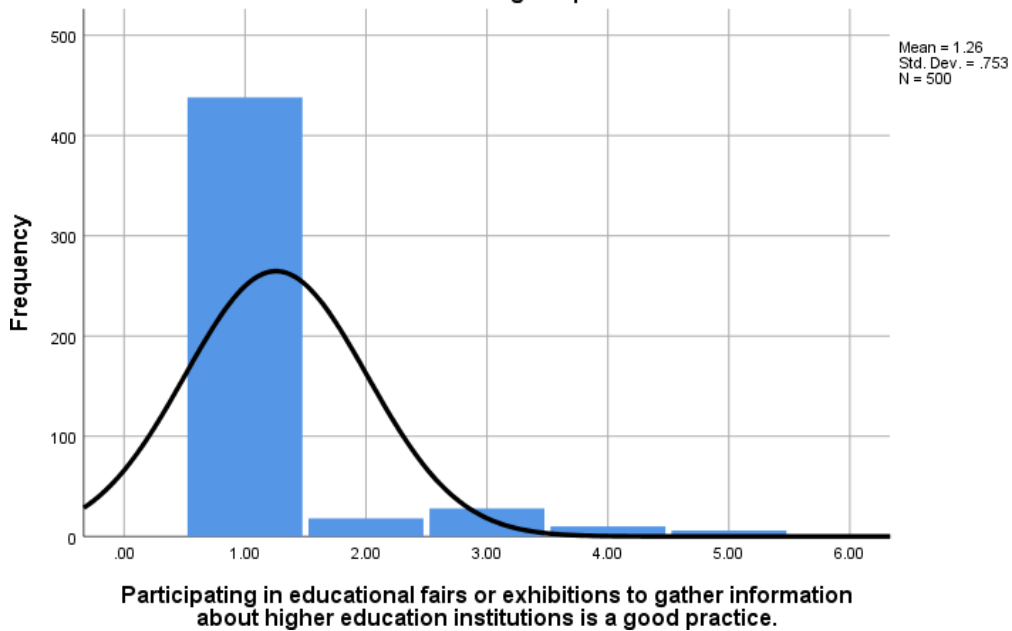


Figure 23: Participants' opinion on attending educational fairs/exhibitions about higher education across India.

Is it important to engage with higher education institutions on social media to stay updated about their programs and offerings?				
	Frequency	Percent	Valid Percent	Cumulative Percent



Valid	Strongly Agree	428	85.6	85.6	85.6
	Agree	60	12.0	12.0	97.6
	Disagree	6	1.2	1.2	98.8
	Strongly Disagree	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

Table 25: Participants' opinion on staying updated about higher education across India

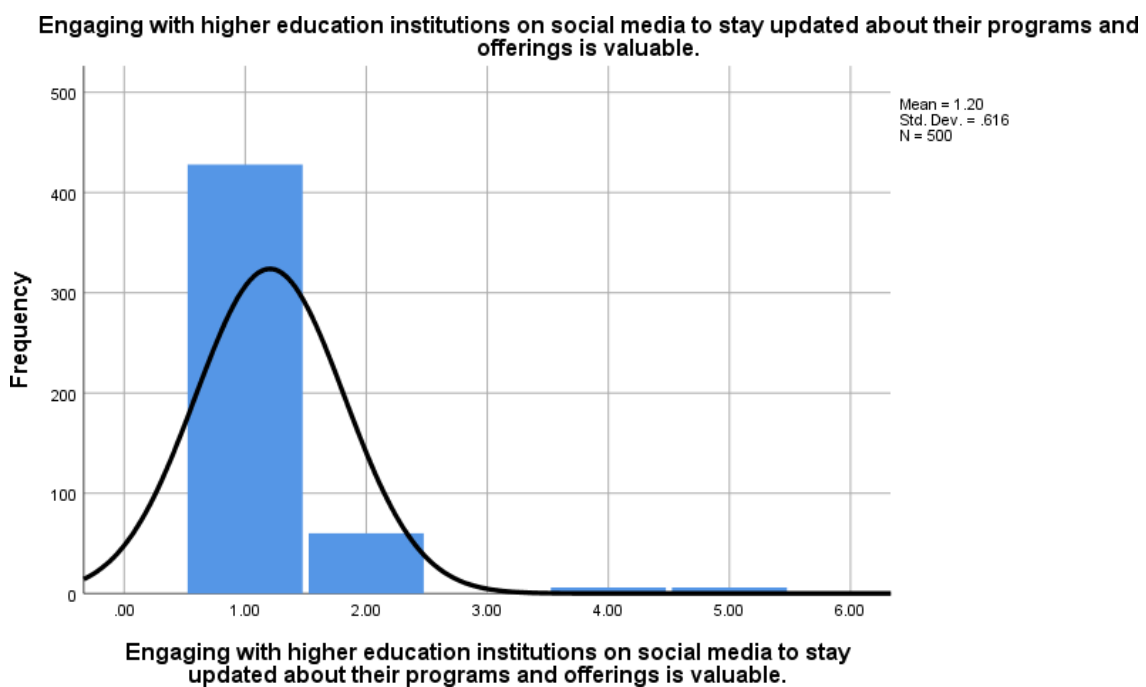


Figure 24: Participants' opinion on staying updated about higher education across India

Based on the analysis conducted, the details presented in the graph and table above suggest that the sample data includes 500 respondents. Concerning the statement, "Engaging with higher education institutions on social media to stay updated about their programs and offerings is valuable," the distribution of responses is as follows:

- 428 respondents (85.6%) strongly agree.
- 60 respondents (12%) agree.
- 6 respondents (1.2%) disagree.

- 6 respondents (1.2%) strongly disagree

Do you believe exploring higher education opportunities outside of India owing to a lack of awareness about Indian institutions is a reasonable choice?		Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	418	83.6	83.6	83.6	
Agree	58	11.6	11.6	95.2	
Neutral	10	2.0	2.0	97.2	
Disagree	10	2.0	2.0	99.2	
Strongly Disagree	4	.8	.8	100.0	
Total	500	100.0	100.0		

Table 26: Participants' opinion on accessing information about higher

education outside India (Author)

Exploring higher education opportunities outside of India due to a lack of awareness about Indian institutions is a reasonable choice.

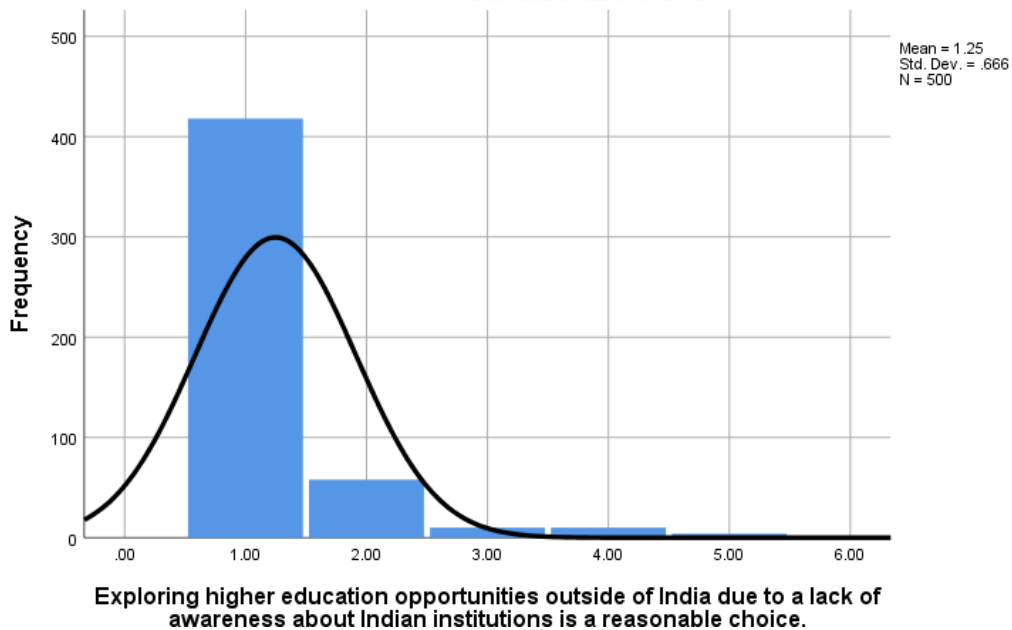


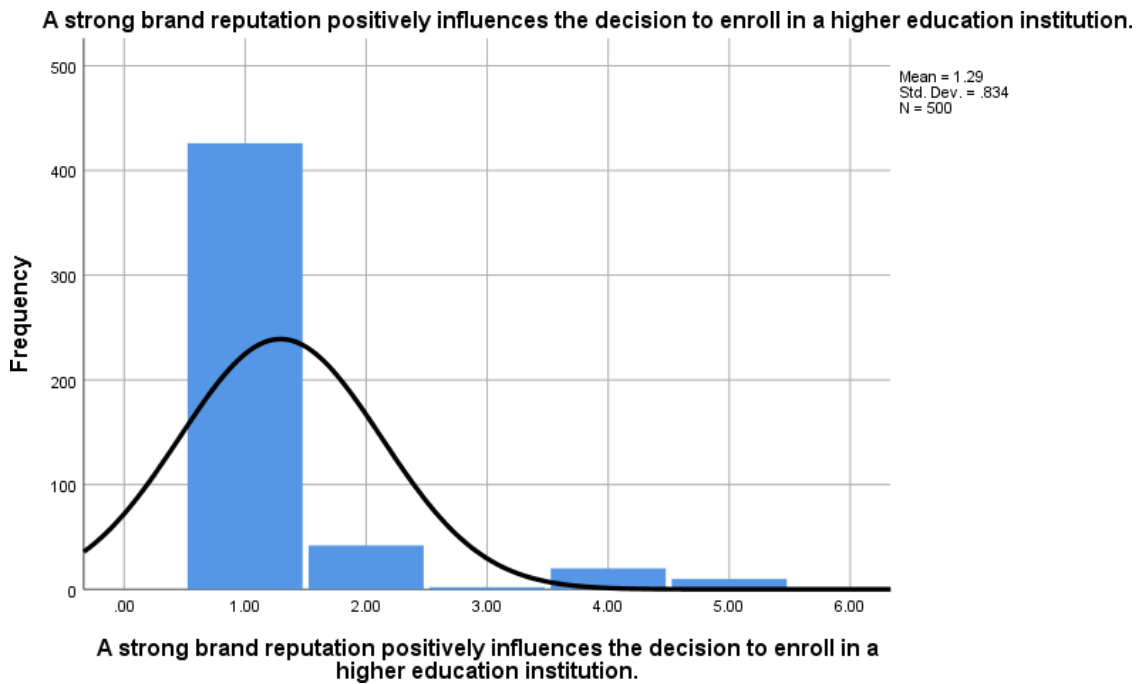
Figure 25: Participants' opinion on accessing information about higher education outside India

Based on the study and the information provided in the graph and table above, it is evident that the sample data pertains to approximately 500 respondents. Regarding the statement, "Because there is a dearth of understanding about Indian institutions, it is a sensible choice to investigate higher education opportunities that are available outside of India at this time," the distribution of responses is as follows:

- 418 respondents (83.6%) strongly agree.
- 58 respondents (11.6%) agree.
- 10 respondents (2%) are neutral.
- 10 respondents (2%) disagree.
- 4 respondents (0.8%) strongly disagree.

Does a strong brand reputation positively influence the decision to enroll in a higher education institution?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	426	85.2	85.2	85.2
	Agree	42	8.4	8.4	93.6
	Neutral	2	.4	.4	94.0
	Disagree	20	4.0	4.0	98.0
	Strongly Disagree	10	2.0	2.0	100.0
	Total	500	100.0	100.0	

*Table 27: Participants' opinion on influence of brand reputation while accessing information about higher education across India (Author)*



*Figure 26: Participants' opinion on influence of brand reputation while accessing information about higher education across India*

Based on the study and the data provided in the graph and table above, it is apparent that the sample data includes approximately 500 respondents. Regarding the statement, "A strong brand reputation positively influences the decision to enroll in a higher education institution," the distribution of responses is as follows:

- 426 respondents (85.2%) strongly agree.
- 42 respondents (8.4%) agree.
- 2 respondents (0.4%) are neutral.
- 20 respondents (4%) disagree.
- 10 respondents (2%) strongly disagree.

Do you believe well-established brand names are associated with better quality education?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	430	86.0	86.0	86.0
	Agree	30	6.0	6.0	92.0
	Neutral	30	6.0	6.0	98.0
	Disagree	6	1.2	1.2	99.2
	Strongly Disagree	4	.8	.8	100.0
	Total	500	100.0	100.0	

Table 28: *Participants' opinion on relation between brand names and quality of higher education across India.*

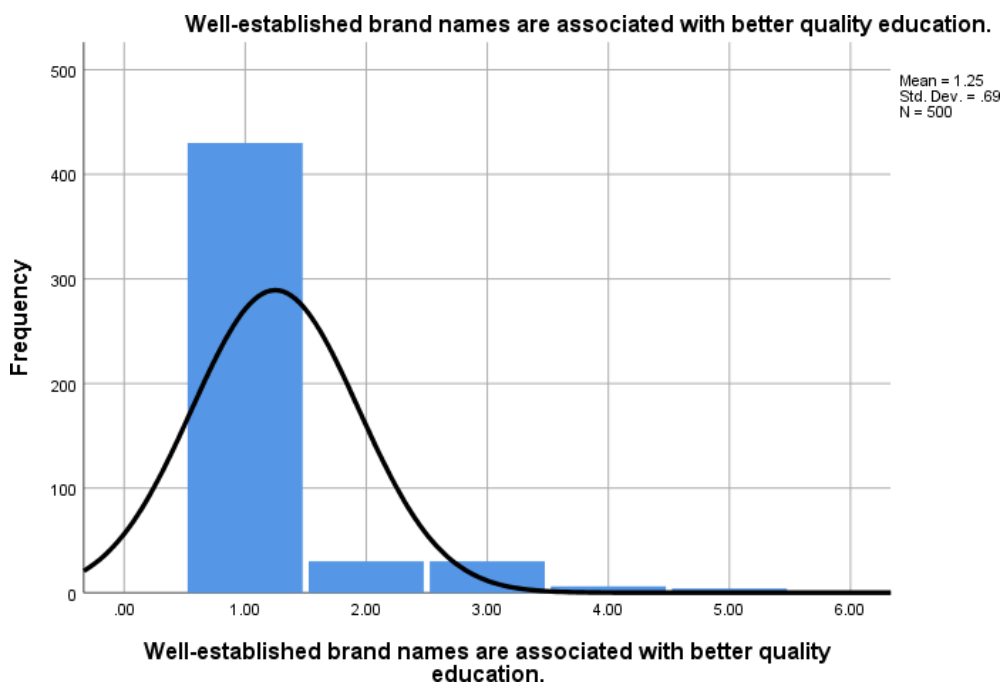


Figure 27: *Participants' opinion on relation between brand names and quality of higher education across India (Author)*

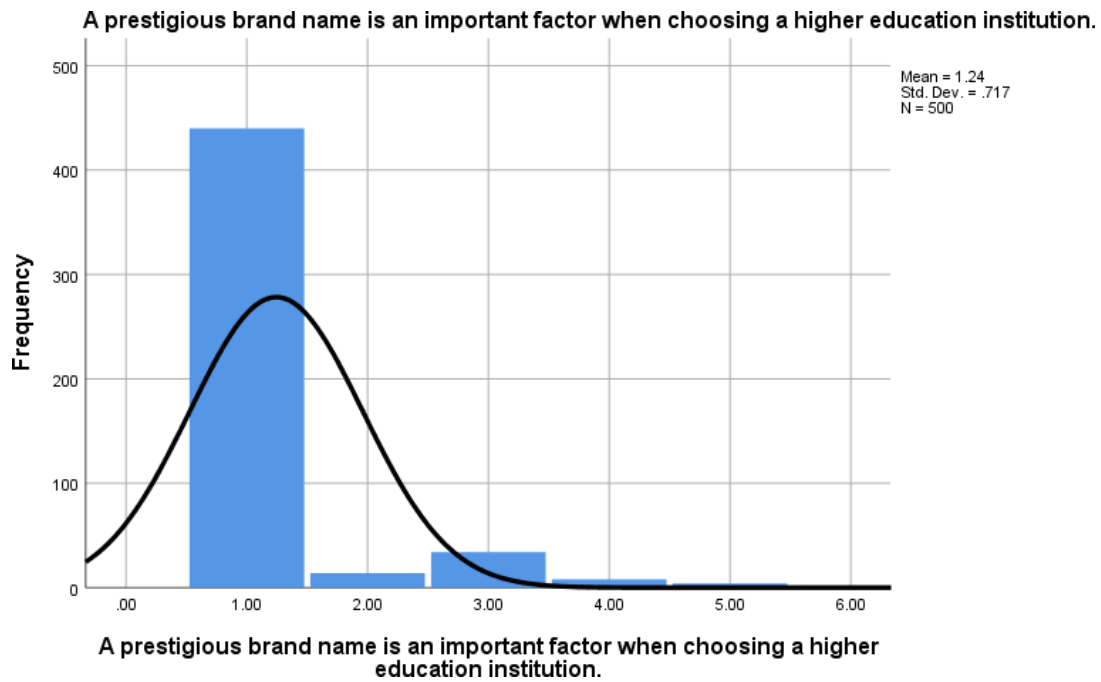
Based on the study and the information provided in the graph and table above, it is evident that the sample data pertains to approximately 500 respondents. Regarding the statement,

"Brand names that have been around for a long time are associated with higher levels of educational excellence," the distribution of responses is as follows:

- 430 respondents (86%) strongly agree.
- 30 respondents (6%) agree.
- 30 respondents (6%) are neutral.
- 6 respondents (1.2%) disagree.
- 4 respondents (0.8%) strongly disagree.

Is a prestigious brand name an important factor when choosing a higher education institution?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	440	88.0	88.0	88.0
	Agree	14	2.8	2.8	90.8
	Neutral	34	6.8	6.8	97.6
	Disagree	8	1.6	1.6	99.2
	Strongly Disagree	4	.8	.8	100.0
	Total	500	100.0	100.0	

*Table 29: Participants' opinion on influence of brand name while accessing information about higher education across India (Author)*



*Figure 28: Participants' opinion on influence of brand name while accessing information about higher education across India (Author)*

Based on the study and the data provided in the graph and table above, it is apparent that the sample data includes approximately 500 respondents. Regarding the statement, "When selecting a higher education institution, it is essential to take into consideration the prominent brand name of the institution," the distribution of responses is as follows:

- 440 respondents (88%) strongly agree.
- 14 respondents (2.8%) agree.
- 34 respondents (6.8%) are neutral.
- 8 respondents (1.6%) disagree.
- 4 respondents (0.8%) strongly disagree.

Do you believe the reputation of a higher education institution's brand can influence perceptions of the quality of their programs?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	444	88.8	88.8	88.8
	Agree	18	3.6	3.6	92.4
	Neutral	28	5.6	5.6	98.0
	Disagree	8	1.6	1.6	99.6
	Strongly Disagree	2	.4	.4	100.0
	Total	500	100.0	100.0	

Table 30: *Participants' opinion on influence of brand on quality of higher*

*education across India (Author)*

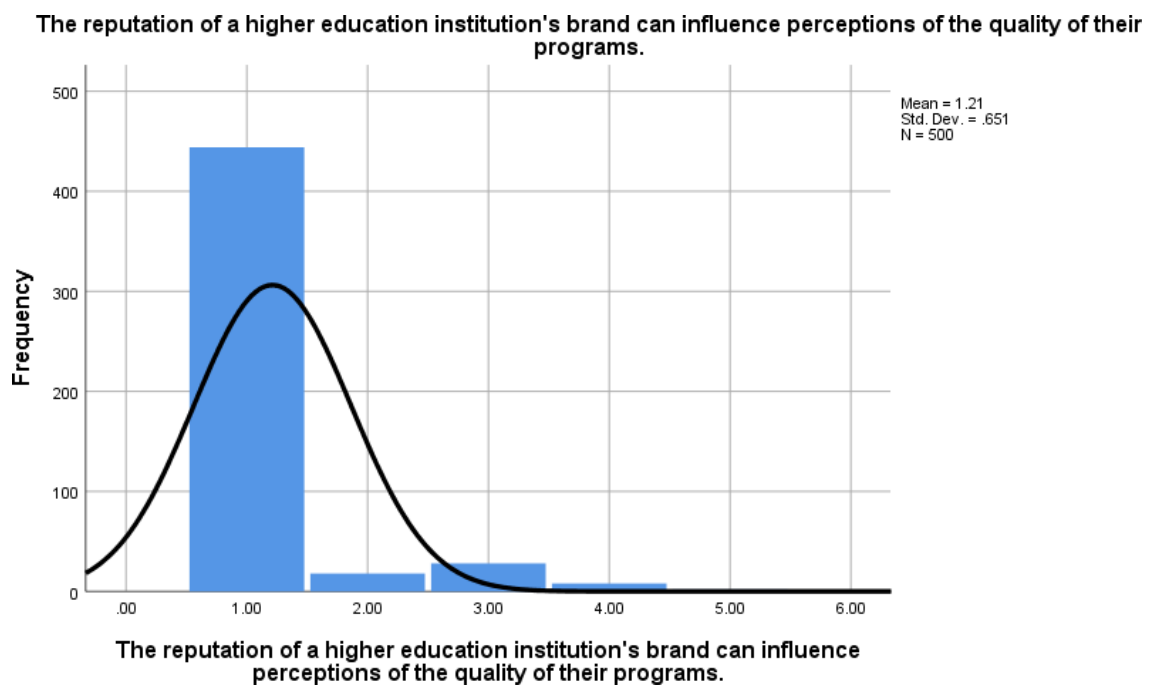


Figure 29: *Participants' opinion on influence of brand on quality of higher education across India*

Based on the analysis conducted, the details mentioned in the graph and table above suggest that the sample data includes 500 respondents. Concerning the statement, "The reputation of a



higher education institution's brand can influence perceptions of the quality of their programs,"

the distribution of responses is as follows:

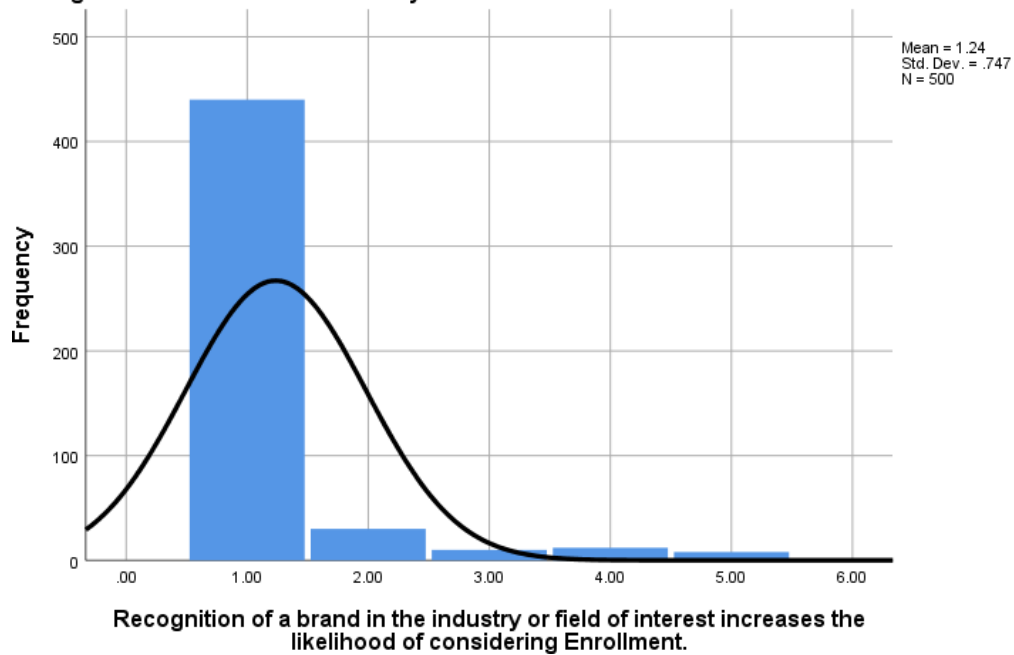
- 444 respondents (88.8%) strongly agree.
- 18 respondents (3.6%) agree.
- 28 respondents (5.6%) are neutral.
- 8 respondents (1.6%) disagree.
- 2 respondents (0.4%) strongly disagree.

Does the recognition of a brand in the industry or field of interest increase the likelihood of considering enrollment?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	440	88.0	88.0	88.0
	Agree	30	6.0	6.0	94.0
	Neutral	10	2.0	2.0	96.0
	Disagree	12	2.4	2.4	98.4
	Strongly Disagree	8	1.6	1.6	100.0
	Total	500	100.0	100.0	

*Table 31: Participants' opinion on influence of brand on enrolment in higher*

*education across India (Author)*

**Recognition of a brand in the industry or field of interest increases the likelihood of considering Enrollment.**



*Figure 30: Participants' opinion on influence of brand on enrolment in higher education across India (Author)*

Based on the study and the information provided in the graph and table above, it is evident that the sample data pertains to approximately 500 respondents. Regarding the statement, "There is a correlation between the recognition of a brand in the business or sector of interest and the possibility of investigating enrollment possibilities," the distribution of responses is as follows:

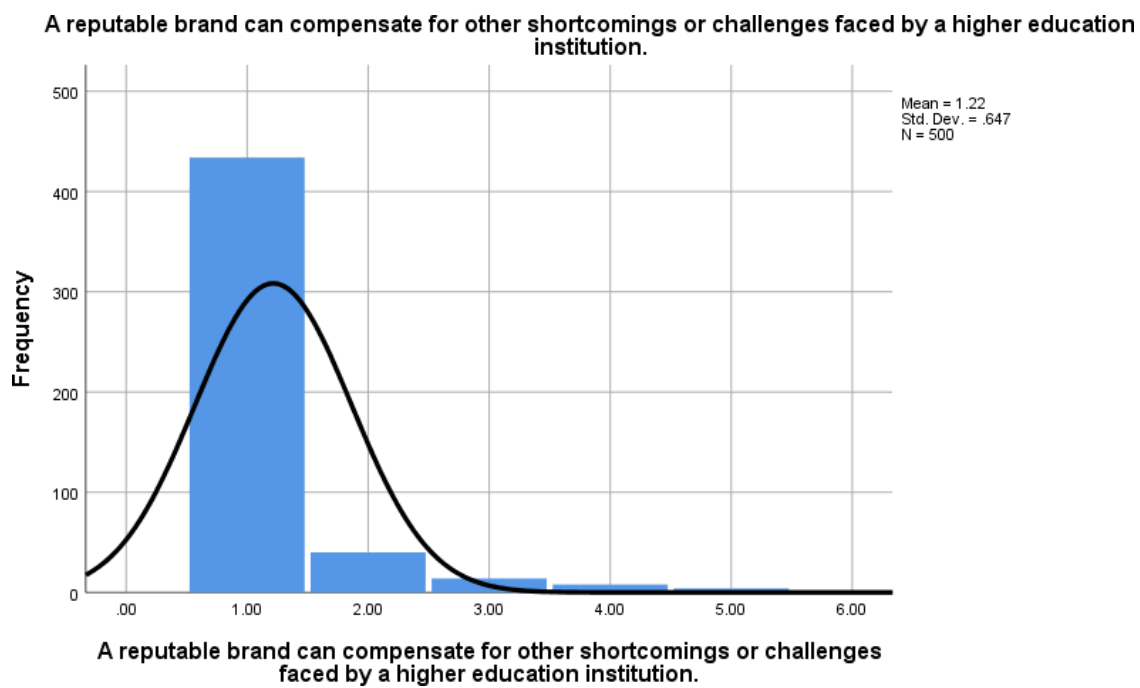
- 440 respondents (88%) strongly agree.
- 30 respondents (6%) agree.
- 10 respondents (2%) are neutral.
- 12 respondents (2.4%) disagree.
- 8 respondents (1.6%) strongly disagree.

Can a reputable brand compensate for the shortcomings or challenges faced by a lesser-known higher education institution?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	434	86.8	86.8	86.8
	Agree	40	8.0	8.0	94.8
	Neutral	14	2.8	2.8	97.6
	Disagree	8	1.6	1.6	99.2
	Strongly Disagree	4	.8	.8	100.0
	Total	500	100.0	100.0	

*Table 32: Participants' opinion on a brand's ability to overcome challenges faced*

*by higher education institutions across India*



*Figure 31: Participants' opinion on a brand's ability to overcome challenges faced by higher education institutions across India*

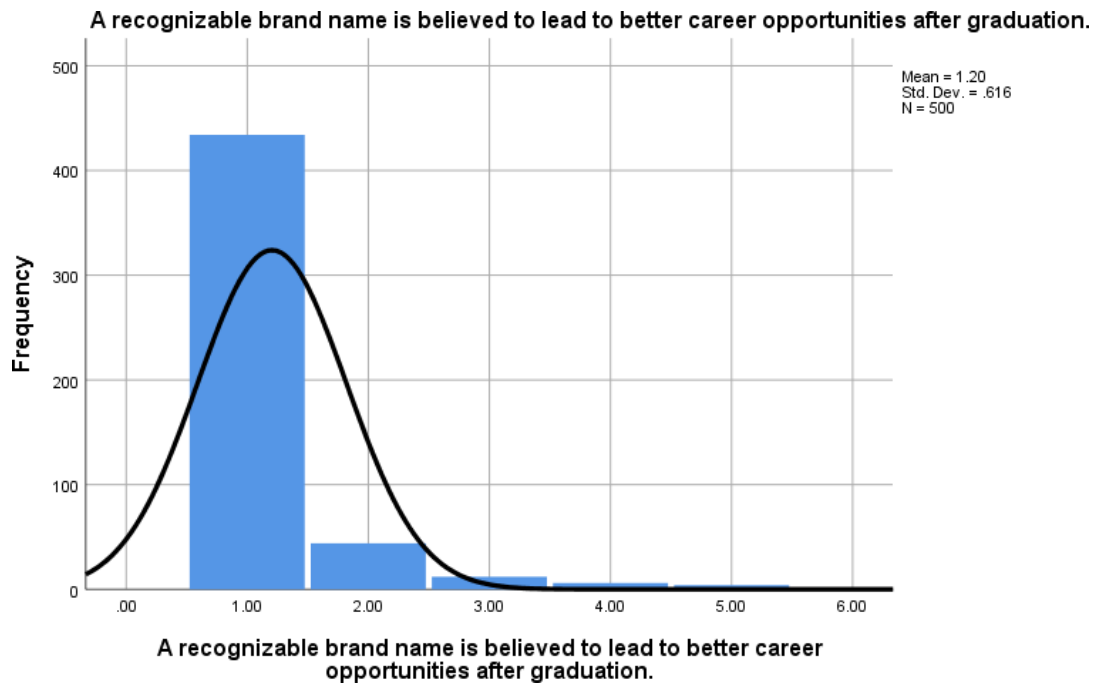
Based on the study and the data presented in the graph and table above, it is apparent that the sample data consists of approximately 500 respondents. Regarding the statement, "To compensate for various deficiencies or difficulties that a higher education institution may be

experiencing, a respected brand can be of great assistance," the distribution of responses is as follows:

- 434 respondents, or 86.8%, strongly agree.
- 40 respondents, or 8%, agree.
- 14 respondents, or 2.8%, are neutral.
- 8 respondents, or 1.6%, disagree.
- 4 respondents, or 0.8%, strongly disagree.

Do you believe enrolling in a recognizable brand name leads to better career opportunities after graduation?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	434	86.8	86.8	86.8
	Agree	44	8.8	8.8	95.6
	Neutral	12	2.4	2.4	98.0
	Disagree	6	1.2	1.2	99.2
	Strongly Disagree	4	.8	.8	100.0
	Total	500	100.0	100.0	

Table 33: *Participants' opinion on influence of brand name on the availability of better career opportunities (Author)*



*Figure 32: Participants' opinion on influence of brand name on the availability of better career opportunities*

Based on the analysis conducted, the details mentioned in the graph and table above indicate that the sample data includes 500 respondents. Concerning the statement, "A recognizable brand name is believed to lead to better career opportunities after graduation," the distribution of responses is as follows:

- 434 respondents (86.8%) strongly agree.
- 44 respondents (8.8%) agree.
- 12 respondents (2.4%) are neutral.
- 6 respondents (1.2%) disagree.
- 4 respondents (0.8%) strongly disagree.

Can a strong brand image outweigh the cost of tuition when considering enrollment in a higher education institution?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	426	85.2	85.2	85.2
	Agree	38	7.6	7.6	92.8
	Neutral	18	3.6	3.6	96.4
	Disagree	12	2.4	2.4	98.8
	Strongly Disagree	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

Table 34: Participants' opinion on trade-off between brand name and cost of

*tuition in higher education across India*

**A strong brand image can outweigh the cost of tuition when considering Enrollment in a higher education institution.**

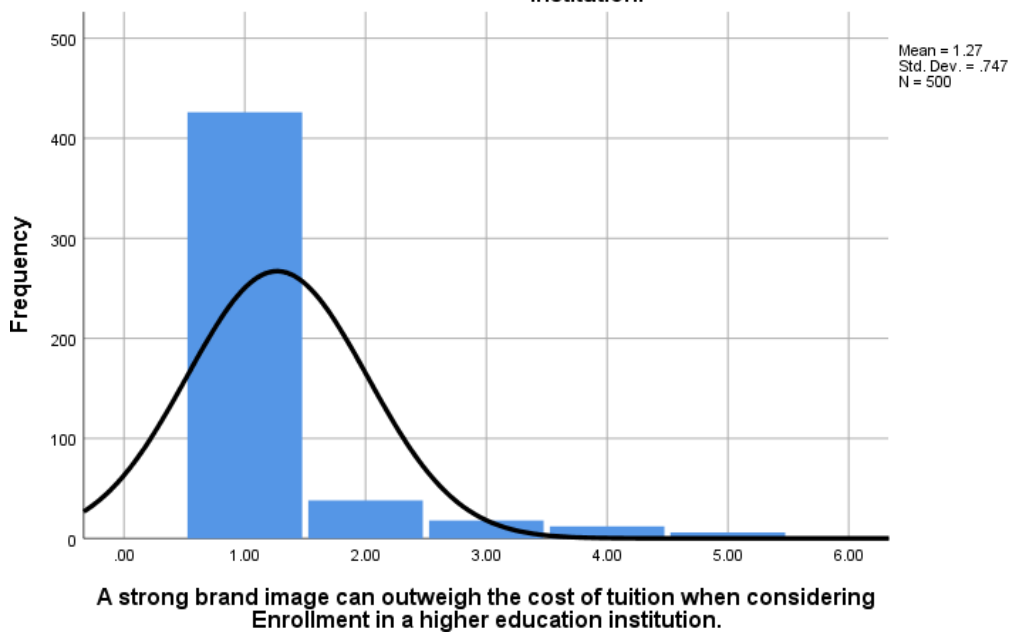


Figure 33: Participants' opinion on trade-off between brand name and cost of tuition in higher education across India

Based on the analysis conducted, the details provided in the graph and table above indicate that the sample data comprises 500 respondents. Concerning the statement, "A strong brand

image can outweigh the cost of tuition when considering enrollment in a higher education institution," the distribution of responses is as follows:

- 426 respondents (85.2%) strongly agree.
- 38 respondents (7.6%) agree.
- 18 respondents (3.6%) are neutral.
- 12 respondents (2.4%) disagree.
- 6 respondents (1.2%) strongly disagree.

Do you believe the perception of a higher education institution's brand influences students' decision before researching their programs in detail?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	442	88.4	88.4	88.4
	Agree	32	6.4	6.4	94.8
	Neutral	10	2.0	2.0	96.8
	Disagree	8	1.6	1.6	98.4
	Strongly Disagree	8	1.6	1.6	100.0
	Total	500	100.0	100.0	

Table 35: *Participants' opinion on the perception of a brand influencing the student's decision regarding higher education in India*

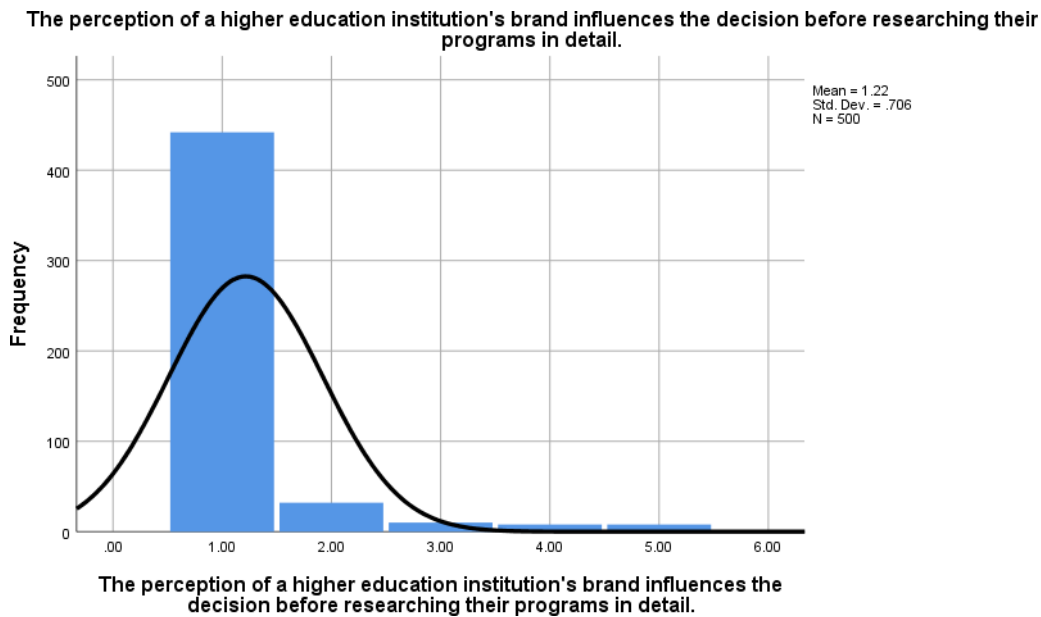


Figure 34: Participants' opinion on the perception of a brand influencing the student's decision regarding higher education in India

Based on the analysis conducted, the details provided in the graph and table above indicate that the sample data comprises 500 respondents. Regarding the statement, "The perception of a higher education institution's brand influences the decision before researching their programs in detail," the distribution of responses is as follows:

- 442 respondents (88.4%) strongly agree.
- 32 respondents (6.4%) agree.
- 10 respondents (2%) are neutral.
- 8 respondents (1.6%) disagree.
- 8 respondents (1.6%) strongly disagree.

Do you believe marketing efforts significantly influence your perception of a higher education institution?				
	Frequency	Percent	Valid Percent	Cumulative Percent



Valid	Strongly Agree	438	87.6	87.6	87.6
	Agree	30	6.0	6.0	93.6
	Neutral	16	3.2	3.2	96.8
	Disagree	10	2.0	2.0	98.8
	Strongly Disagree	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

Table 36: Participants' opinion on marketing affecting their perception of higher education across India

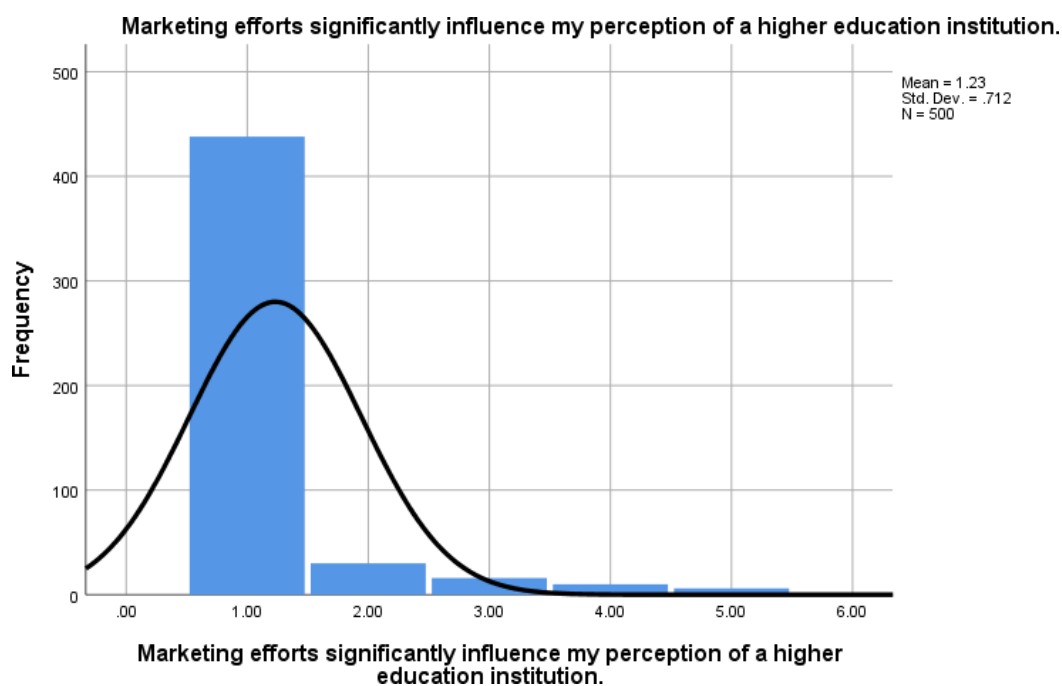


Figure 35: Participants' opinion on marketing affecting their perception of higher education across India

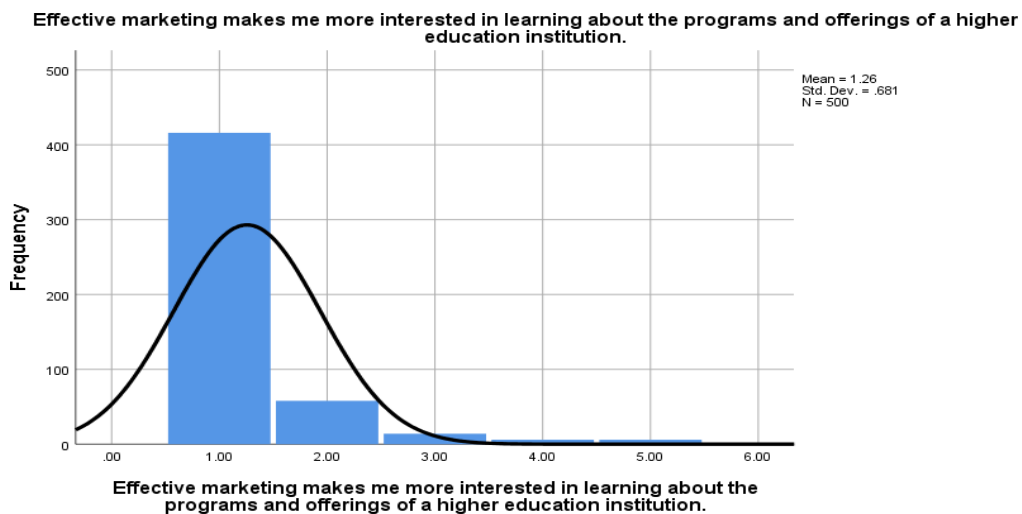
Based on the analysis conducted, the details provided in the graph and table above indicate that the sample data comprises 500 respondents. Concerning the statement, "My view of a higher education institution is substantially impacted by the marketing activities carried out by the institution," the distribution of responses is as follows:

- 438 respondents (87.6%) strongly agree.

- 30 respondents (6%) agree.
- 16 respondents (3.2%) are neutral.
- 10 respondents (2%) disagree.
- 6 respondents (1.2%) strongly disagree.

Do you believe effective marketing can get you more interested in learning about the programs and offerings of a higher education institution?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	416	83.2	83.2	83.2
	Agree	58	11.6	11.6	94.8
	Neutral	14	2.8	2.8	97.6
	Disagree	6	1.2	1.2	98.8
	Strongly Disagree	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

Table 37: Participants' opinion on marketing attracting their interest in higher education across India



*Figure 36: Participants' opinion on marketing attracting their interest in higher education across India*

Based on the analysis conducted, the information provided in the graph and table above pertains to a sample data set consisting of 500 respondents. In relation to the statement, "Effective marketing makes me more interested in learning about the programs and offerings of a higher education institution," the breakdown of responses is as follows:

- 416 respondents (83.2%) strongly agree.
- 58 respondents (11.6%) agree.
- 14 respondents (2.8%) are neutral.
- 6 respondents (1.2%) disagree.
- 6 respondents (1.2%) strongly disagree.

Do you believe well-executed marketing campaigns contribute positively to the reputation of higher education institutions?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	400	80.0	80.0	80.0
	Agree	66	13.2	13.2	93.2
	Neutral	24	4.8	4.8	98.0
	Disagree	6	1.2	1.2	99.2
	Strongly Disagree	4	.8	.8	100.0
	Total	500	100.0	100.0	

*Table 38: Participants' opinion on marketing affecting the reputation of higher education institutions across India*

Well-executed marketing campaigns contribute positively to the reputation of higher education institutions.

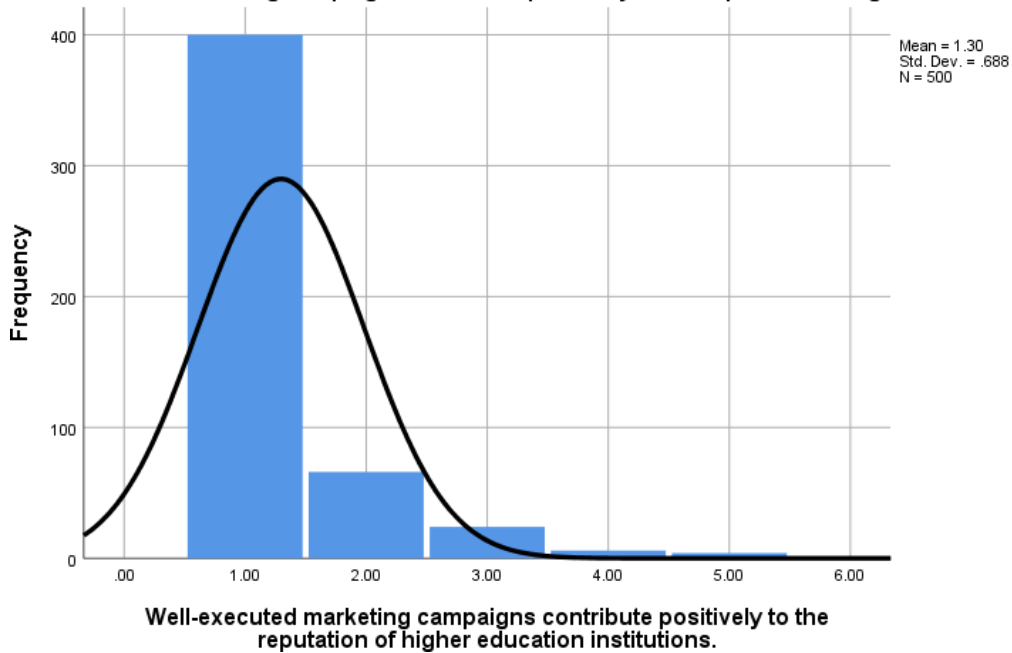


Figure 37: Participants' opinion on marketing affecting the reputation of higher education institutions across India

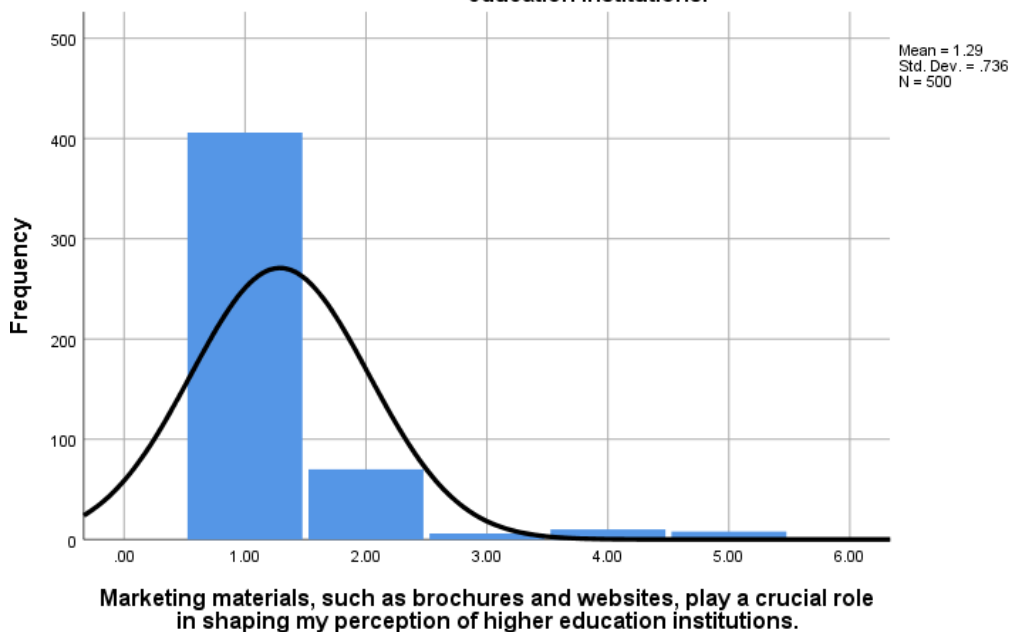
Based on the analysis conducted, the information provided in the graph and table above pertains to a sample data set consisting of 500 respondents. In relation to the statement, "Well-executed marketing campaigns contribute positively to the reputation of higher education institutions," the breakdown of responses is as follows:

- 400 respondents (80%) strongly agree.
- 66 respondents (13.2%) agree.
- 24 respondents (4.8%) are neutral.
- 6 respondents (1.2%) disagree.
- 4 respondents (0.8%) strongly disagree.

Do marketing materials, such as brochures and websites, play a crucial role in shaping your perception of higher education institutions?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	406	81.2	81.2	81.2
	Agree	70	14.0	14.0	95.2
	Neutral	6	1.2	1.2	96.4
	Disagree	10	2.0	2.0	98.4
	Strongly Disagree	8	1.6	1.6	100.0
	Total	500	100.0	100.0	

*Table 39: Participants' opinion on marketing material affecting their perception of higher education institutions across India*

**Marketing materials, such as brochures and websites, play a crucial role in shaping my perception of higher education institutions.**



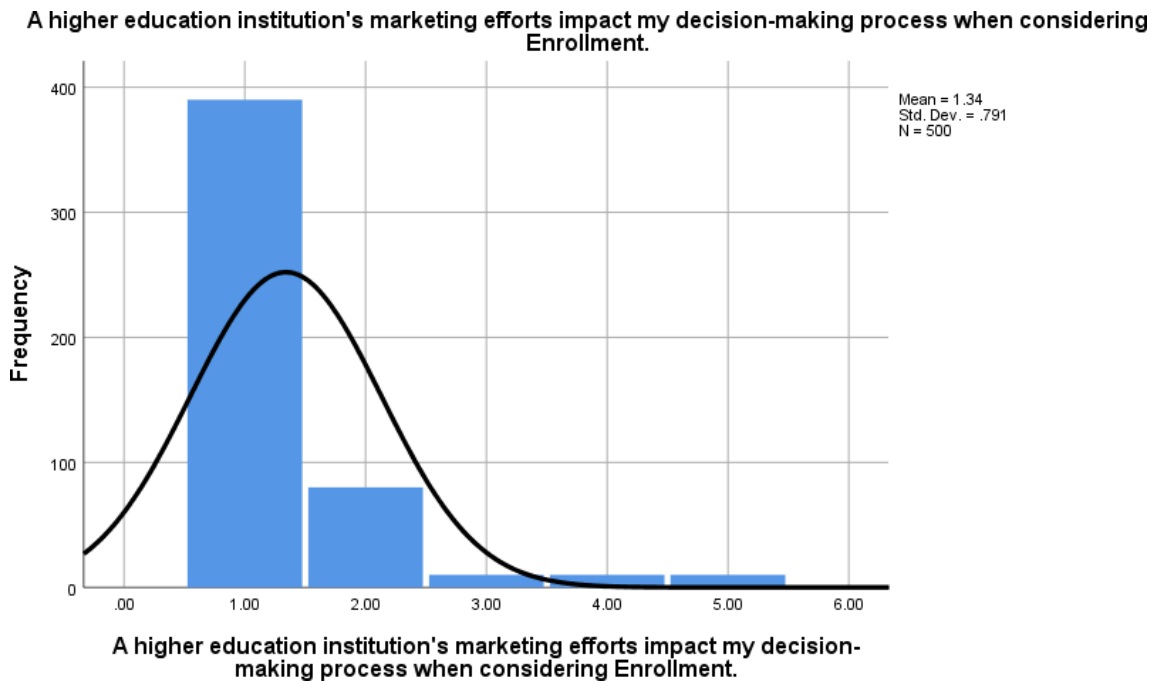
*Figure 38: Participants' opinion on marketing material affecting their perception of higher education institutions across India*

Based on the analysis conducted, the information provided in the graph and table above pertains to a sample dataset consisting of 500 respondents. Regarding the statement, "Marketing materials, such as brochures and websites, play a crucial role in shaping my perception of higher education institutions," the breakdown of responses is as follows:

- 406 respondents (81.2%) strongly agree.
- 70 respondents (14%) agree.
- 6 respondents (1.2%) are neutral.
- 10 respondents (2%) disagree.
- 8 respondents (1.6%) strongly disagree.

Would a higher education institution's marketing efforts impact your decision-making process when considering enrollment?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	390	78.0	78.0	78.0
	Agree	80	16.0	16.0	94.0
	Neutral	10	2.0	2.0	96.0
	Disagree	10	2.0	2.0	98.0
	Strongly Disagree	10	2.0	2.0	100.0
	Total	500	100.0	100.0	

*Table 40: Participants' opinion on marketing affecting their decision to enroll for higher education across India (Author)*



*Figure 39: Participants' opinion on marketing affecting their decision to enroll for higher education across India*

Based on the analysis, the information provided in the graph and table above pertains to a sample dataset consisting of 500 respondents. Regarding the statement, "A higher education institution's marketing efforts impact my decision-making process when considering enrollment," the breakdown of responses is as follows:

- 390 respondents (78%) strongly agree.
- 80 respondents (16%) agree.
- 10 respondents (2%) are neutral.
- 10 respondents (2%) disagree.
- 10 respondents (2%) strongly disagree.

Factors such as the quality of education, the reputation of the country, the reputation of the institution, and the quality of professors play a significant role in students' decision to enroll in a university. These factors influence students' perceptions and choices when considering higher education options

Can effective marketing compensate for lack of information or awareness about a higher education institution?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	428	85.6	85.6	85.6
	Agree	36	7.2	7.2	92.8
	Neutral	16	3.2	3.2	96.0
	Disagree	10	2.0	2.0	98.0
	Strongly Disagree	10	2.0	2.0	100.0
	Total	500	100.0	100.0	

Table 41: Participants' opinion on marketing compensating for lack of awareness

about higher education across India (Author)

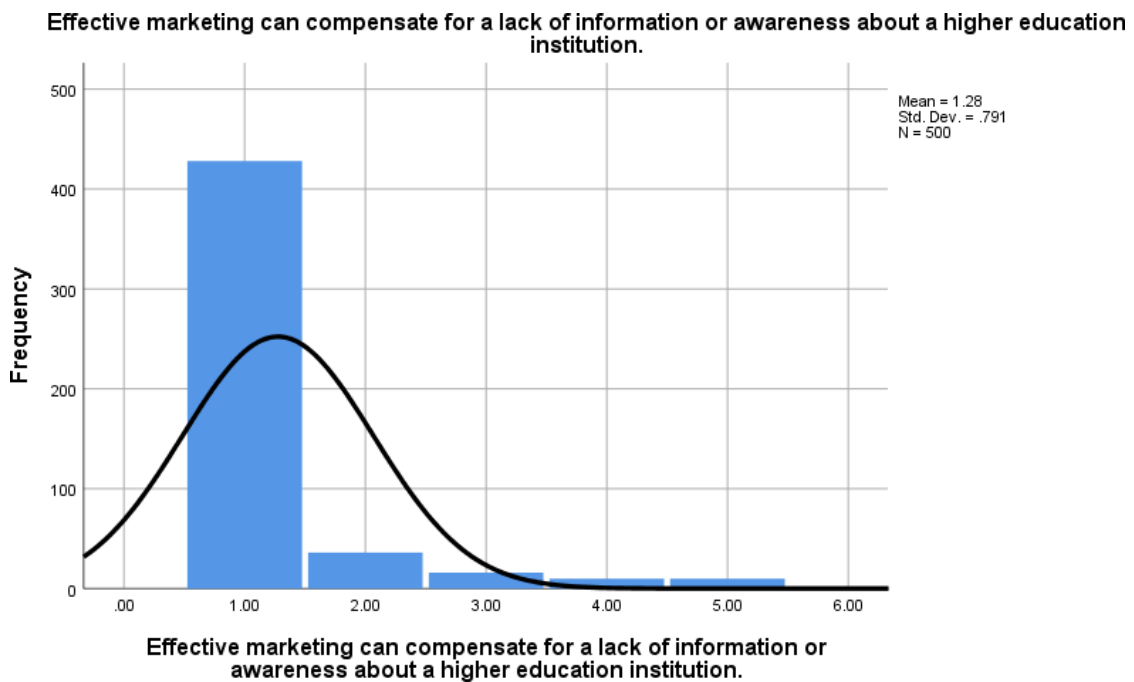


Figure 40: Participants' opinion on marketing compensating for lack of awareness about higher education across India



Based on the analysis of the data from the graph and table provided above, which represents responses from a sample of 500 respondents, the breakdown for the statement "Effective marketing can compensate for a lack of information or awareness about a higher education institution" is as follows:

- 428 respondents (85.6%) strongly agree.
- 36 respondents (7.2%) agree.
- 16 respondents (3.2%) are neutral.
- 10 respondents (2%) disagree.
- 10 respondents (2%) strongly disagree.

Higher education in India faced challenges during the COVID-19 pandemic, with many institutions unprepared for the sudden shift to online learning. The lack of awareness and preparedness highlighted the need for effective marketing strategies to communicate and adapt to the changing educational landscape. Marketing could play a crucial role in raising awareness and promoting educational opportunities, especially during unexpected disruptions like the pandemic as they study portrays.

Do educational institutions have a significant impact on the personal and professional development of their students?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	414	82.8	82.8	82.8
	Agree	56	11.2	11.2	94.0
	Neutral	2	.4	.4	94.4
	Disagree	14	2.8	2.8	97.2
	Strongly Disagree	14	2.8	2.8	100.0

Total	500	100.0	100.0	
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Table 42: Participants' opinion on higher education influencing their personal and professional development

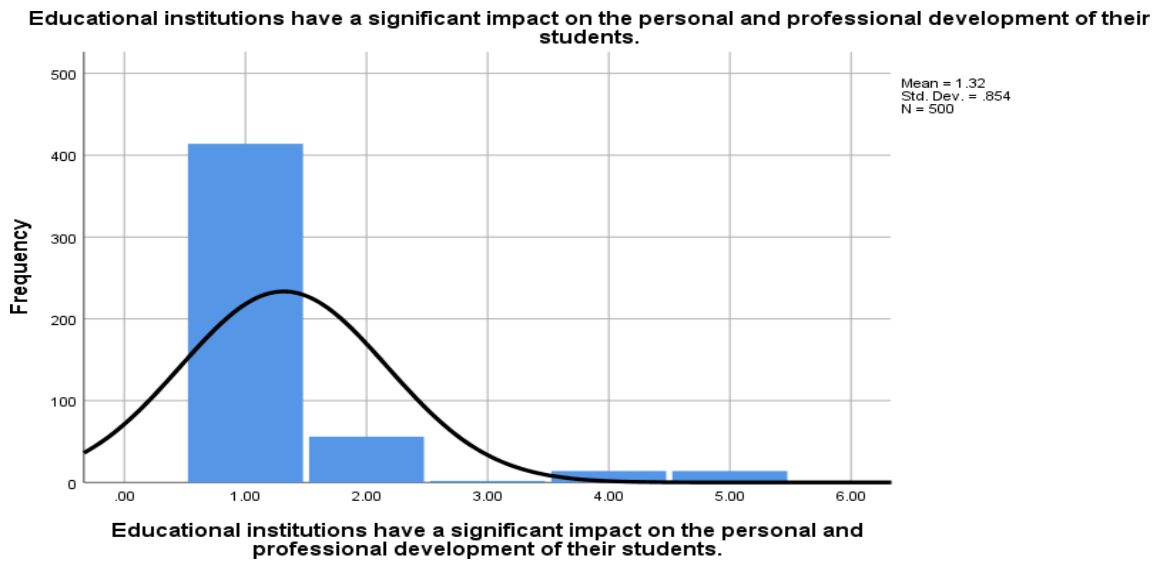


Figure 41: Participants' opinion on higher education influencing their personal and professional development

Based on the analysis of the data from the graph and table provided above, which represents responses from a sample of 500 respondents, the breakdown for the statement "Educational institutions have a significant impact on the personal and professional development of their students" is as follows:

- 414 respondents (82.8%) strongly agree.
- 56 respondents (11.2%) agree.
- 2 respondents (0.4%) are neutral.
- 14 respondents (2.8%) disagree.
- 14 respondents (2.8%) strongly disagree.

Professional identity development in higher education is influenced by various factors such as social experience, educational context, congruence with the profession, demographic

characteristics, professional image, experience, personal development, and self-engagement. These factors collectively shape the personal and professional growth of individuals in higher education settings.

Student support programs like Personal Development Planning (PDP) offered in higher education institutions are designed to enhance students' reflective learning, self-awareness, and future planning. These programs aim to support students in their personal development journey, equipping them with essential skills for personal and professional growth during their academic pursuits.

Do you believe attending a reputable educational institution is essential for achieving one's career goals?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	438	87.6	87.6	87.6
	Agree	16	3.2	3.2	90.8
	Neutral	28	5.6	5.6	96.4
	Disagree	12	2.4	2.4	98.8
	Strongly Disagree	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

*Table 43: Participants' opinion on the effect of brands on their career*

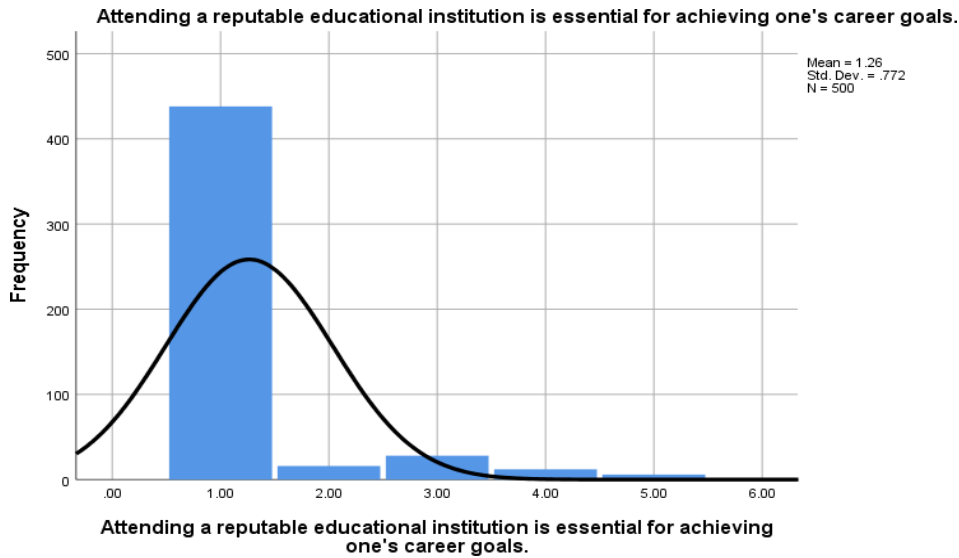


Figure 42: Participants' opinion on the effect of brands on their career

Based on the analysis of the data from the provided graph and table, which represents responses from a sample of 500 respondents, the breakdown for the statement "Attending a reputable educational institution is essential for achieving one's career goals" is as follows:

- 438 respondents (87.6%) strongly agree.
- 16 respondents (3.2%) agree.
- 28 respondents (5.6%) are neutral.
- 12 respondents (2.4%) disagree.
- 6 respondents (1.2%) strongly disagree.

Personal branding has a notable impact on the employability of early career professionals. The power of branding, from personal branding to corporate branding, influences career outcomes significantly. Participants recognize the importance of personal branding in enhancing job-seeking success and career advancement opportunities.

The decisions individuals make throughout their careers can have a profound impact on their professional growth. Working with experienced and successful individuals, maintaining relationships, and making strategic choices are crucial factors that can influence career

development. Participants acknowledge the significance of these decisions in shaping their career paths

Does the quality of education provided by an institution have a lasting impact on a person's life?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	422	84.4	84.4	84.4
	Agree	50	10.0	10.0	94.4
	Neutral	10	2.0	2.0	96.4
	Disagree	12	2.4	2.4	98.8
	Strongly Disagree	6	1.2	1.2	100.0
	Total	500	100.0	100.0	

Table 44: Participants' opinion on quality of education affecting their life (Author)

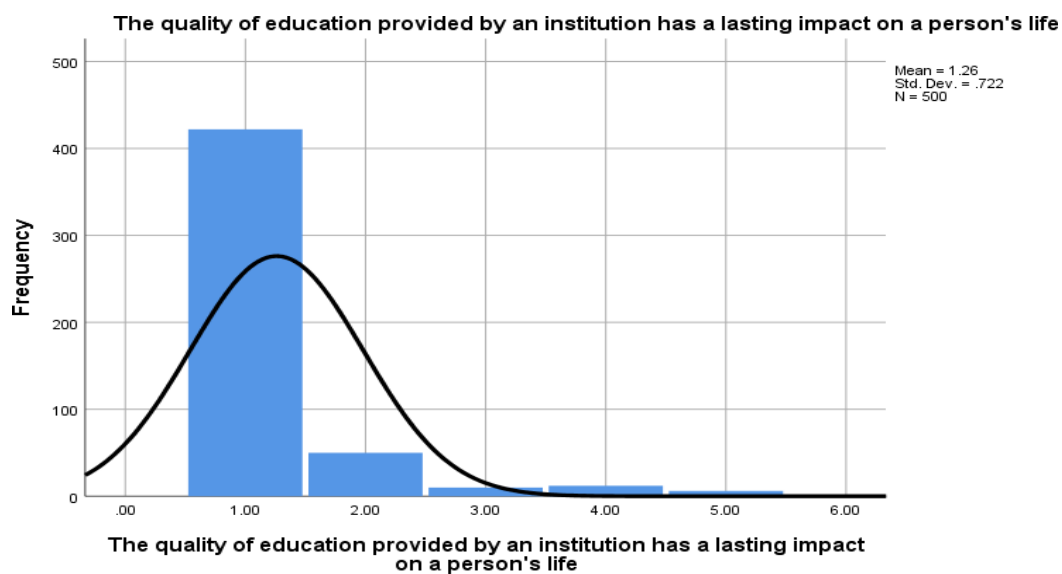


Figure 43: Participants' opinion on quality of education affecting their life

Based on the analysis of the data provided in the graph and table, which pertains to a sample of 500 respondents, the breakdown for the statement "The quality of education provided by an institution has a lasting impact on a person's life" is as follows:

- 422 respondents (84.4%) strongly agree.
- 50 respondents (10%) agree.
- 10 respondents (2%) are neutral.
- 12 respondents (2.4%) disagree.
- 6 respondents (1.2%) strongly disagree.

Education has a profound impact on overall quality of life beyond just economic benefits. It can enhance social networks, attitudes towards work, job satisfaction, trust in others, and various non-pecuniary aspects that contribute to well-being. The effects of education extend to multiple dimensions of life quality

Do you believe the reputation of an educational institution can significantly influence a person's self-esteem and confidence?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Agree	422	84.4	84.4	84.4
	Agree	28	5.6	5.6	90.0
	Neutral	26	5.2	5.2	95.2
	Disagree	12	2.4	2.4	97.6
	Strongly Disagree	12	2.4	2.4	100.0
	Total	500	100.0	100.0	

*Table 45: Participants' opinion on brands influencing their self-esteem and confidence*

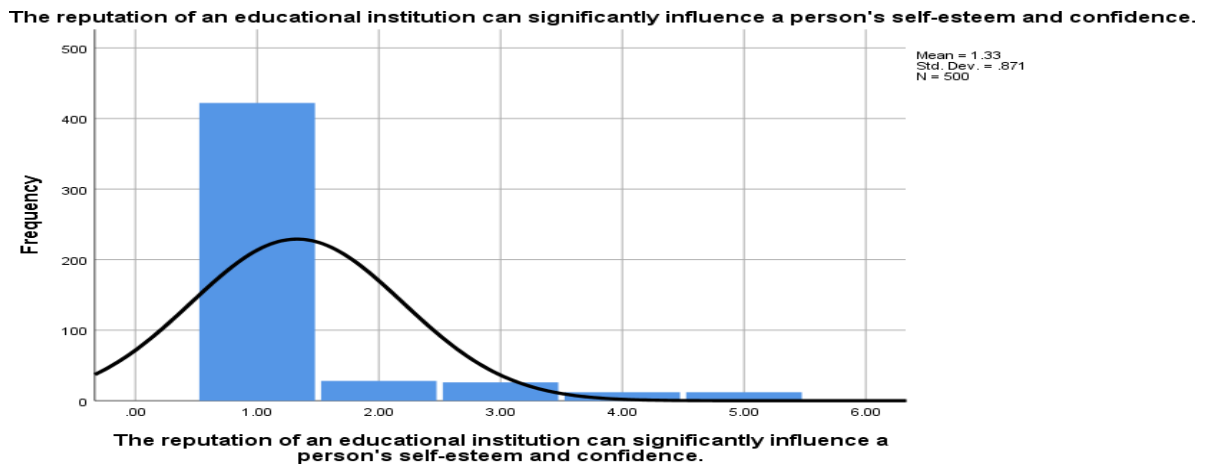


Figure 44: *Participants' opinion on brands influencing their self-esteem and confidence*

Based on the analysis of the data provided in the graph and table, which pertains to a sample of 500 respondents, the breakdown for the statement "The reputation of an educational institution can significantly influence a person's self-esteem and confidence" is as follows:

- 422 respondents (84.4%) strongly agree.
- 28 respondents (5.6%) agree.
- 26 respondents (5.2%) are neutral.
- 12 respondents (2.4%) disagree.
- 12 respondents (2.4%) strongly disagree.

The relationship between brand love, brand loyalty, and susceptibility to normative influence plays a significant role in how brands impact consumers. Social influence within brand communities can create strong connections between the brand and consumers, influencing self-esteem and loyalty. Research indicates that there is a correlation between self-esteem and preferences for brand conspicuousness. Individuals with lower self-esteem may demonstrate a greater preference for conspicuous consumption, highlighting the influence of self-esteem on consumer behavior.

#### 4.4. Conclusion

The study explored the antecedents of institutional effectiveness in higher education in India, highlighting the significance of academic leadership in enhancing institutional effectiveness. The research emphasizes the need for further exploration in this field due to the rapid growth of private institutions in India.

An analysis on improving the quality of higher education in India discusses the core purpose of publicly funded Higher Educational Institutions (HEIs) in advancing knowledge and conducting quality research across various disciplines. The study emphasizes the importance of HEIs in addressing social and economic issues and influencing public policy. Initiating marketing strategies in higher education in India presents opportunities and challenges, especially in the digital era. The advancement of technology has led to opportunities in the higher education sector, such as the shift to e-learning and the introduction of industry-relevant courses like cloud analytics and mobile application development, expanding the scope of higher education.

Private higher education institutions in India have adopted marketing strategies as part of their offerings to attract students. This approach brings both challenges and benefits, as explored in studies focusing on the marketing strategies within private higher education institutions.

Developing an efficient marketing strategy for higher education institutions involves identifying modern trends and challenges in the industry. By implementing customer-driven education strategies, universities can address these challenges and leverage the benefits of effective marketing approaches. Source

Research has shown that institutional marketing strategies have a significant impact on student recruitment and retention in higher education. Effective branding, communication strategies, and student engagement are crucial components of successful marketing practices in educational institutions



## **CHAPTER V**

### **DISCUSSIONS**

#### **5.1 Discussion**

Marketing in higher education has gained significant attention in recent years, particularly in the context of India where the education sector has been undergoing rapid transformation. This transformation has been driven by various factors, including increased competition among educational institutions, changing student demographics, and advancements in technology.

To understand the nuances of marketing initiatives in higher education in India, it is crucial to review the existing literature on the subject. One of the key areas of focus in the literature is the role of branding in higher education marketing. The study correlates the literature using McCarthy famous 4Ps (1969) and CRM) which stated that it is important to engage with branding in any business if it has to achieve its objectives. Branding has become essential for institutions to distinguish themselves in a crowded marketplace.

A study by Kumar and Meenakshi (2018) highlights the importance of creating a strong brand image for Indian universities. They argue that a well-defined brand not only attracts students, but also enhances an institution's reputation, leading to increased enrolment and financial sustainability. In addition to branding, digital marketing strategies have gained prominence. The advent of the internet and social media platforms has provided universities with powerful tools to reach out to prospective students.

Sharma and Singh (2019) discuss the effectiveness of digital marketing campaigns in the context of Indian higher education. They emphasize the need for universities to develop an online presence through websites, social media, and search engine optimization to connect with a tech-savvy generation of students. The literature highlights the significance of understanding student preferences and expectations. A study conducted by Reddy and Verma (2020) explores

the role of market research in shaping marketing strategies for Indian universities. They argue that conducting surveys and gathering feedback from students can help institutions tailor their offerings and services to meet the evolving needs of the student population. Another critical aspect discussed in the literature is the importance of collaboration and partnerships. Indian universities are increasingly forging alliances with industries, other educational institutions, and international organizations.

Gupta and Sharma (2017) examined the benefits of such collaborations in marketing higher education. They suggest that partnerships can lead to knowledge exchange, better research opportunities, and enhanced visibility, ultimately benefiting both the institution and its stakeholders. The literature on marketing initiatives in higher education in India underscores the evolving nature of the sector. Institutions are recognizing the need to adapt to changing demographics and technological advancements. Effective branding, digital marketing, market research, and strategic partnerships have emerged as crucial components of successful marketing strategies for Indian universities.

As the landscape continues to evolve, it is essential for institutions to stay informed and innovative in their approach to attract and retain students in this competitive environment. In the context of Indian higher education marketing, the role of cultural and regional factors cannot be understated. Das and Banerjee (2019) indicated the importance of aligning marketing strategies with the cultural sensitivities of different regions within India. They argued that a one-size-fits-all approach may not be effective, as cultural nuances and preferences vary widely across the country. Understanding and respecting these differences can be instrumental in creating successful marketing campaigns that resonate with local audiences. The quality of education and academic excellence are central to the marketing efforts of Indian universities.

Ghosh and Chakraborty (2021) explore the correlation between academic reputation and marketing achievements. Their findings indicate that universities should prioritize upholding

rigorous academic quality, as a robust reputation can greatly amplify the impact of marketing endeavors. The ‘Word-of-mouth’ endorsements and alumni success stories play a pivotal role in this regard. Student recruitment and enrolment management have also been extensively studied in the context of Indian higher education marketing. A research paper by

Kapoor and Singh (2016) centre their study on leveraging data analytics for student recruitment. They posit that employing data-driven approaches, such as predictive analytics, enables institutions to pinpoint prospective candidates, streamline admission procedures, and enhance the precision of their marketing campaigns. The influence of government policies on higher education marketing in India has been a topic of conversation.

Bhatia and Jain (2018) analyse the influence of government regulations and funding on marketing strategies employed by universities. They emphasize the need for universities to align their marketing efforts with government priorities and funding opportunities to maximize their reach and impact. The literature underscores the multifaceted nature of marketing initiatives in Indian higher education. Cultural sensitivity, academic excellence, data analytics, and government policies all play significant roles in shaping marketing strategies. To succeed in this dynamic environment, Indian universities must embrace a holistic approach that integrates these factors while continually adapting to changing circumstances. Faculty and staff involvement in marketing efforts have also been discussed in the literature.

A study by Gupta and Verma (2017) highlights the importance of engaging faculty and staff members in promoting their institutions. They argue that faculty members who actively participate in marketing efforts, such as giving talks, publishing research, or engaging with the media, can enhance the institution’s credibility and visibility.

The concept of internationalization and attracting foreign students has gained prominence in Indian higher education. Sharma and Gupta (2020) delve into the strategies employed by Indian universities to attract international students. They emphasize the

significance of creating a welcoming and inclusive environment, offering scholarships, and providing support services to meet the unique needs of international students.

Another area of interest in the literature is the use of storytelling in higher education marketing. Mishra and Patel (2018) discuss the power of storytelling as a tool to connect with prospective students and stakeholders. They argue that compelling narratives about the institution's history, achievements, and impact can create a strong emotional connection, driving engagement and enrolment. The role of alumni engagement in marketing cannot be ignored.

Lastly, a study by Joshi and Malhotra (2019) explores the benefits of alumni involvement in promoting their alma mater. Alumni networks can serve as ambassadors by sharing their success stories and experiences, which can influence prospective students' decisions. The literature on marketing initiatives in Indian higher education reveals a diverse range of strategies and considerations. Engaging faculty and staff, internationalization efforts, storytelling, and alumni engagement all contribute to the complex landscape of higher education marketing in India. Institutions that adopt a holistic approach, taking into account these various dimensions, are better positioned to thrive in the competitive higher education sector.

## **5.2 Discussion of Results**

Research indicates a correlation between women's increased participation in higher education and other social changes over the past four decades. Analyzing demographic ages, particularly the participation of women, can provide valuable insights into the impact of gender dynamics on higher education initiatives. Understanding demographic trends can help tailor educational programs to meet the diverse needs of different age groups.

Analyzing demographic ages and gender distribution in educational settings can shed light on factors influencing participation and academic outcomes. This demographic analysis can inform policies and initiatives to address gender disparities in higher education.

Demographic trends play a crucial role in shaping higher education systems and their outputs. By examining demographic factors, researchers can gain insights into the size, composition, and dynamics of higher education systems. Understanding demographic trends can guide strategic planning and decision-making in higher education initiatives. Source

These findings highlight the importance of considering demographic ages in research on higher education initiatives in India to understand the impact of gender dynamics, participation trends, and academic performance across different age groups. From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 500 respondents. Gender 466(93.2%) respondents responded as Male, whereas 34(6.8%) respondents responded as Female.

Based on the analysis, the information presented in the graph and table reveals that the sample data consists of 500 respondents. Among them, 348 respondents (69.6%) fall under the age group "Under 18," while 58 respondents (11.6%) belong to the age group "18-24." Additionally, 38 respondents (7.6%) are in the age group "25-34," 30 respondents (6%) are in the age group "35-44," and 14 respondents (2.8%) are in the age group "45-54."

Furthermore, the analysis found mentioned in the above graph and table and it states that the sample data is concerned about 500 respondents. Location 254(50.8%) respondents responded North India, 104(20.8%) respondents responded South India, 114(22.8%) respondents responded East India and 18(3.6%) respondents responded West India and 10(2%) respondents responded Central India.

Upon analysis, the information presented in the above graph and table indicates that the sample data comprises approximately 500 respondents. In terms of education level, 248 respondents (49.6%) reported having a high school education, 74 respondents (14.8%) indicated holding a bachelor's degree, and 148 respondents (29.6%) stated they have a master's degree, while 30 respondents (6%) mentioned having a doctorate or Ph.D.

Based on the study, we have discovered the information that indicates that the sample data with approximately 500 respondents. 36.8 percent of respondents, or 184 individuals, provided their employment status. Respondents who were employed accounted for 28.8 percent of the total. Unemployed, 122 (24.4 percent) respondents said that they were students, 34 (6.8 percent) respondents responded that they were self-employed, and 16 (3.2% of respondents) respondents responded that they were retired.

When it comes to higher education institutes in India, have you ever considered conducting an active search for information? 488 respondents said yes (97.6 percent), while 12 respondents provided a negative response (2.4 percent).

A question posed on “When selecting a higher education institution, did you find that advertisements, whether they were online or offline, played a role in your decision”? A total of 482 respondents, or 96.4 percent, gave a positive response, while 18 respondents, or 3.6 percent, gave a negative response. This shows that negative information can adversely affect education campaigns if it is not communicated effectively.

A publication, by Reddy and Joshi (2019) argued that research should be conducted thoroughly. To what extent do you favour receiving information about higher education institutions via electronic mail or other forms of digital communication?

The study respondents reacted positively with few negative responses. Concerning the question, 476 (95.2% of respondents) responded in the affirmative, while 24 (4.8%) respondents reacted in the negative. This shows the benefits of higher education in India if proper marketing research is engage. Among the benefits are:

**Enhanced Career Opportunities:** Higher education in India can open up a wide range of career opportunities and paths for individuals. A higher level of education often leads to better job prospects, higher salaries, and career advancement.

**Skill Development:** Higher education equips individuals with specialized knowledge

and skills that are essential for success in various fields. It helps in developing critical thinking, problem-solving abilities, and practical skills relevant to the chosen profession.

**Personal Growth:** Pursuing higher education fosters personal growth and development. It enhances communication skills, boosts self-confidence, and encourages lifelong learning, leading to overall personal enrichment.

**Networking Opportunities:** Higher education provides opportunities to build a strong network of peers, professors, and professionals in the field. Networking can be beneficial for career growth, collaboration, and accessing resources and opportunities.

**Specialization and Expertise:** Higher education allows individuals to specialize in a particular field of interest, gaining in-depth knowledge and expertise. This specialization can make them highly sought after in the job market.

**Research Opportunities:** Higher education institutions in India offer opportunities for research and innovation. Engaging in research projects can enhance critical thinking skills, contribute to academic knowledge, and provide valuable insights into various subjects.

**Personal Fulfillment:** Achieving higher education goals can bring a sense of personal fulfillment and accomplishment. It allows individuals to pursue their passions, explore new interests, and achieve their academic aspirations.

**Contribution to Society:** Higher education enables individuals to contribute meaningfully to society by applying their knowledge and skills to address social issues, drive innovation, and make a positive impact on the community.

Moreover, the respondents were asked about marketing efforts and initiatives fostering higher education in India.

“Are you satisfied with the marketing efforts of higher education institutions in India”

About 470(94%) respondents responded Yes, whereas 30(6%) respondents responded No. This indicates that Higher education institutions in India have been adopting diverse

networking and marketing strategies, especially with the increasing use of the internet and social media. The evolving landscape has led to a redefinition and reassessment of marketing efforts, particularly during crises, to ensure effective communication and engagement with stakeholders.

Strategic marketing in higher education in India focuses on core concepts such as demand, market, product, satisfaction, communication, and value. The growth and development of higher education in India are measured in terms of Gross Enrollment Ratio (GER), reflecting the extension, comprehensiveness, and quality of educational services provided.

India's higher education system has witnessed substantial growth, becoming one of the largest in the world in terms of enrollment and the number of institutions. The country's higher education landscape is vast, with a significant number of universities and colleges catering to a diverse student population.

Private higher education institutions in India have integrated marketing strategies as part of their offerings to attract students. These strategies play a crucial role in shaping the image and reputation of private universities, influencing student enrollment and satisfaction with the educational services provided.

From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 500 respondents. Would you like to provide any additional comments or insights regarding marketing initiatives in higher education in India? 468(93.6%) respondents responded as Yes, whereas 32(6.4%) respondents responded as No

From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 500 respondents. Do you follow or engage



with higher education institutions on social media platforms? 490(98%) respondents responded as Yes, whereas 10(2%) respondents responded as No

From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 500 respondents. Have you participated in online webinars or workshops conducted by higher education institutions? 494(98.8%) respondents responded as Yes, whereas 6(1.2%) respondents responded as No

From the analysis we have found the details mentioned in the above graph and table and it states that the sample data is concerned about 500 respondents. Are you aware of scholarship opportunities offered by higher education institutions in India? 496(99.2%) respondents responded as Yes, whereas 4(0.8%) respondents responded as No

Accessing information about different higher education institutions in India is straightforward. 426(85.2%) respondents responded Strongly Agree, 44(8.8%) respondents responded Agree, 16(3.2%) respondents responded Neutral, and 8(1.6%) respondents responded Disagree and 6(1.2%) respondents responded Strongly Disagree.

Trust in the information provided on the official websites of higher education institutions in India is essential. 436(87.2%) respondents responded Strongly Agree, 24(4.8%) respondents responded Agree, 24(4.8%) respondents responded Neutral, and 8(1.6%) respondents responded Disagree and 8(1.6%) respondents responded Strongly Disagree.

According to Kumar and Chauhan (2018), the analysis revealed that it is beneficial to interact with educational institutions on social media to be abreast of the latest information regarding their programs and availability. Among the respondents, 428 (eighty-five-point six percent) stated that they strongly agreed, sixty (12 percent) respondents said that they agreed, six (one and a half percent) respondents said that they disagreed, and six (one and a half percent) respondents said that they strongly disagreed.

### **5.3 Discussion of Research Hypothesis**

Obtaining a single F-value is the result of doing a one-way analysis of variance (ANOVA) (Verma & Bhatt, 2021). The study would however acquire a large number of F-values if we were to draw many random samples of the same size from the same population and then run the same one-way analysis of variance. We would then be able to plot a distribution of all of these F-values. The sampling distribution is the name given to this particular sort of distribution.

Interested in calculating the likelihood of witnessing an F-statistic that is at least as high as the value that our investigation achieved. This is the specific probability that we want to compute. According to the premise that the null hypothesis is correct, we can ascertain the frequency with which our F-value occurs and the degree to which it is uncommon. If the likelihood is sufficiently low, we can conclude that our data does not conform to the null hypothesis. The null hypothesis should be rejected for the whole population since the evidence that is there in the sample data is sufficient.

In an analysis of variance (ANOVA), the F-value is determined by dividing the variation between sample means by the variation within the samples.

The greater the F-value in an analysis of variance (ANOVA), the greater the difference between the means of the samples in comparison to the variation that exists within the samples. There is a direct correlation between the F-value and the accompanying p-value. If the p-value falls below a certain threshold, such as  $\alpha = .05$ , we can reject the null hypothesis of the analysis of variance (ANOVA) and arrive at the conclusion that there exists a statistically significant difference between the means of the groups.

1. There are no significant Effective marketing initiatives in higher education institutions in India can lead to increased student Enrollment and satisfaction.

ANOVA <sup>a</sup>
--------------------

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.727	1	12.727	409.605	.000 <sup>b</sup>
	Residual	15.473	498	.031		
	Total	28.200	499			

Table 46: Enrolment Model (ANOVA) Author.

- a. Dependent Variable: Are you satisfied with the marketing efforts of higher education institutions in India?
- b. Predictors: (Constant), Have you come across and been influenced by success stories of alumni from specific higher education institutions?

## Charts

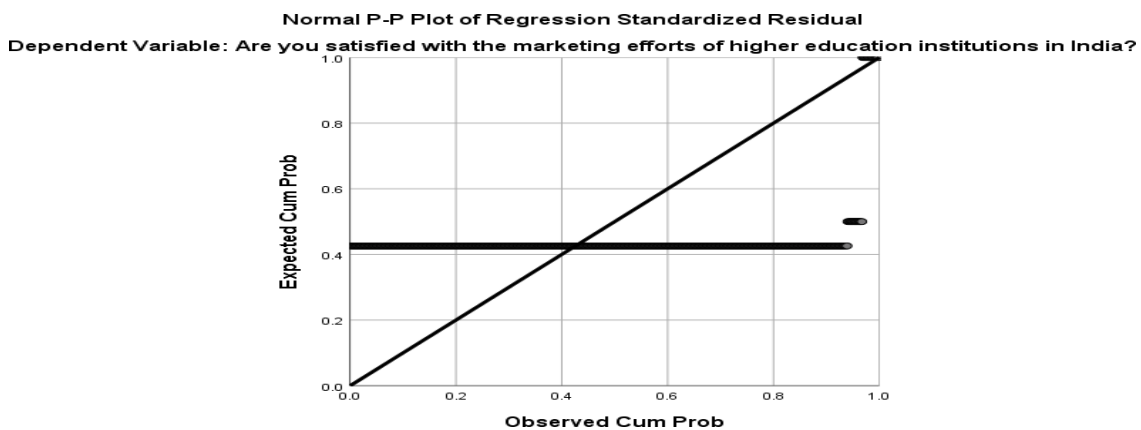


Figure 45: Regression Standardized Residual (Author)

In an analysis of variance (ANOVA), the F-value is determined by dividing the variation between sample means by the variation within the samples.

The greater the F-value in an analysis of variance (ANOVA), the greater the difference between the means of the samples in comparison to the variation that exists within the samples.

There is a direct correlation between the F-value and the accompanying p-value.

If the p-value falls below a certain threshold, such as  $\alpha = .05$ , we can reject the null hypothesis of the analysis of variance (ANOVA)

It means the alternate hypothesis is accepted “*There is no significant Effective marketing initiatives in higher education institutions in India can lead to increased student Enrollment and satisfaction.*”

2. There is no significant role of digital marketing in higher education institutions in India is becoming more significant for institutional growth and competitiveness.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.948	1	3.948	335.988	.000 <sup>b</sup>
	Residual	5.852	498	.012		
	Total	9.800	499			

Table 47: ANOVA Digital Marketing (Author)

a. Dependent Variable: Do you follow or engage with higher education institutions on social media platforms?
b. Predictors: (Constant), “Participating in educational fairs or exhibitions to gather information about higher education institutions is a good practice.

Charts

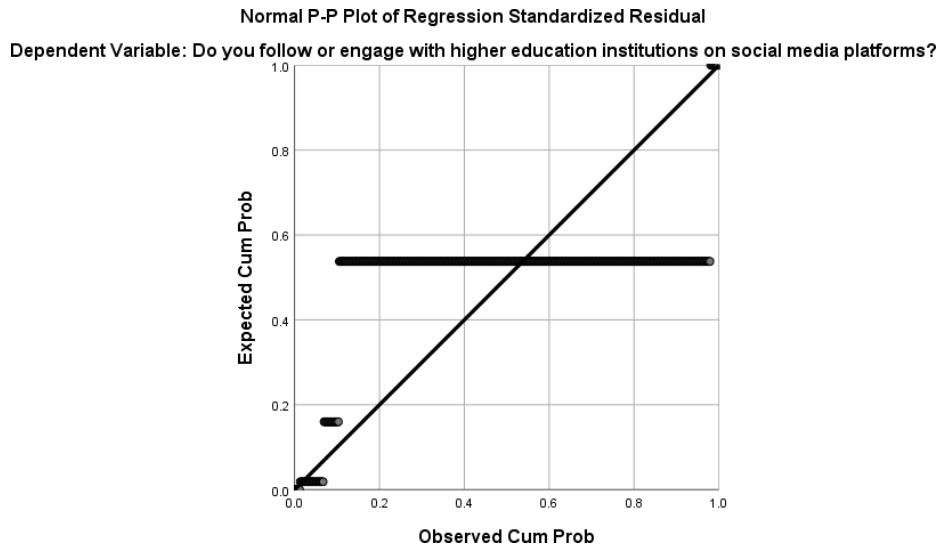


Figure 46 Observed Cum Pro

The formula for calculating the F-value in an analysis of variance (ANOVA) is as follows: variation between sample means divided by variation within the samples.

When doing an analysis of variance (ANOVA), the F-value indicates the degree of variation between the means of the samples in comparison to the variation that exists within the samples themselves.

A lower p-value is associated with a greater F-value, and vice versa. We can reject the null hypothesis of the analysis of variance (ANOVA)

It means the alternate hypothesis is accepted *There is no significant role of digital marketing in higher education institutions in India is becoming more significant for institutional growth and competitiveness.*”

3. There is no significant adoption of customer relationship management (CRM) tools can enhance the recruitment process and student retention in Indian higher education institutions.

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.

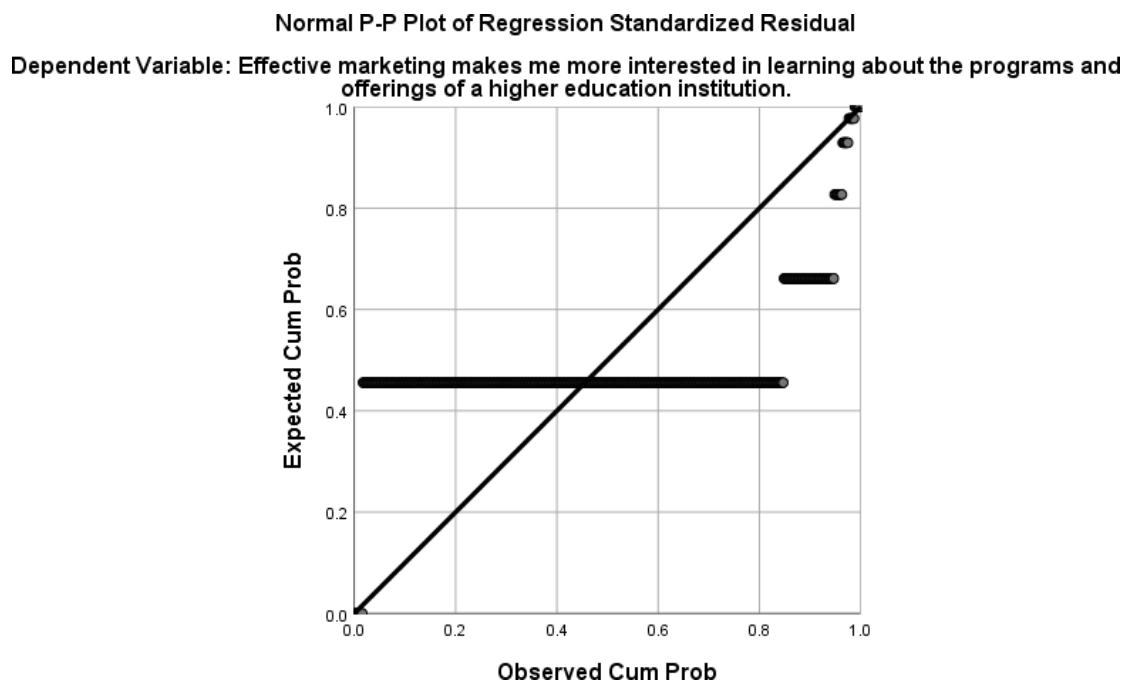
1	Regression	219.013	1	219.013	8926.303	.000 <sup>b</sup>
	Residual	12.219	498	.025		
	Total	231.232	499			

Table 48 Regression analysis (Author)

a. Dependent Variable: Effective marketing makes me more interested in learning about the programs and offerings of a higher education institution.

b. Predictors: (Constant), The quality of education provided by an institution has a lasting impact on a person's life

Charts:



When analyzing variance (ANOVA), the F-value is determined by dividing the variation between sample means by the variation within the samples. For an analysis of variance (ANOVA), a higher F-value indicates that the variation between sample means is greater than the variation that exists within the samples.

The relevant p-value is indeed lower when the F-value is larger.

The null hypothesis of the analysis of variance (ANOVA) may be rejected and the conclusion can be reached that there is a statistically significant difference between the means of the groups if the p-value is lower than a specified threshold, such as  $\alpha = .05$ , for example.

It means the alternate hypothesis is accepted “*There is no significant adoption of customer relationship management (CRM) tools that can enhance the recruitment process and student retention in Indian higher education institutions.*”

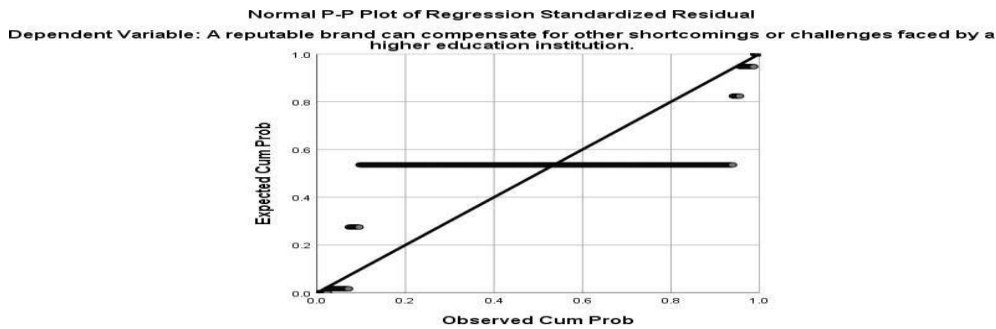
4. There are no significant Collaborative marketing initiatives involving higher education institutions, industry, and government that can promote the development of skills and employability in the Indian context.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190.723	1	190.723	5291.751	.000 <sup>b</sup>
	Residual	17.949	498	.036		
	Total	208.672	499			

a. Dependent Variable: A reputable brand can compensate for other shortcomings or challenges faced by a higher education institution.

b. Predictors: (Constant), “The reputation of an educational institution can significantly influence a person's self-esteem and confidence.

## Charts



**Figure 47 F-value observed Cum Prob (Author)**

In the context an analysis of variance (ANOVA), the F-value is computed by dividing the variation between sample means by the variation within the samples. In an analysis of variance (ANOVA), the F-value indicates the degree to which the difference between sample means is greater than the variation that exists within the samples. If the F-value is larger, then the related p-value will be lower.

If the p-value is lower than a predetermined threshold, such as  $\alpha = .05$ , we are able to reject the null hypothesis of the analysis of variance (ANOVA) and come to the conclusion that there is a statistically significant difference between the means of the groups.

It means alternate hypothesis is accepted *There is no significant Collaborative marketing initiatives involving higher education institutions, industry, and government can promote the development of skills and employability in the Indian context.*”

Analysis of Variance (ANOVA) is a statistical technique used to analyze differences between two or more group means. Here are some benefits of using ANOVA for the study of higher education initiatives in India from the study hypothesis.

**Comparison of Multiple Groups:** The use of ANOVA allows the study on higher education to do a simultaneous comparison of means across multiple groups or treatments. It helps determine whether there are statistically significant differences between the means of three or more groups.



**Efficient Testing:** ANOVA is more efficient than conducting multiple t-tests when comparing several groups. By using ANOVA, researchers can avoid the problem of inflated Type I error rates that may occur with multiple comparisons.

**Identifying Significant Factors:** ANOVA helps identify which factors have a significant effect on the dependent variable. It allows researchers to determine whether the differences observed are due to the factors being studied or if they are simply random variations.

**Assessing Interactions:** ANOVA can assess interactions between factors, providing insights into how different variables may interact and influence the dependent variable. This helps in understanding the complex relationships between variables.

**Statistical Power:** ANOVA has higher statistical power compared to multiple t-tests, making it more likely to detect true differences when they exist. This increased power enables researchers to draw more reliable conclusions from their analyses.

**Handling Experimental Designs:** ANOVA is well-suited for analyzing data from various experimental designs, such as completely randomized designs, randomized block designs, and factorial designs. It can accommodate both simple and complex experimental setups.

**Quantifying Variability:** ANOVA partitions the total variability in the data into different components, such as treatment effects and error variance. This helps quantify the amount of variability attributable to different factors or treatments.

**Evaluating Means:** ANOVA provides a formal statistical framework for evaluating mean differences among groups, allowing researchers to draw conclusions about the significance of these differences based on the variability in the data.

Overall, ANOVA is a powerful statistical tool that offers several benefits for comparing group means, assessing treatment effects, and understanding the relationships between variables in this research study.

## **5.4 Summary**

Higher education refers to tertiary education beyond the secondary level, typically offered by universities, colleges, and other institutions. It provides advanced learning opportunities in specialized fields and disciplines, leading to academic degrees such as bachelor's, master's, and doctoral degrees.

The discussion reveals that higher education aims to impart in-depth knowledge, critical thinking skills, and practical expertise in various subjects, preparing individuals for professional careers and advanced academic pursuits. It plays a crucial role in personal growth, career development, research advancement, and societal progress by equipping students with the skills and knowledge needed to succeed in their chosen fields and contribute meaningfully to society. Higher education is essential for fostering innovation, driving economic growth, and promoting lifelong learning in individuals.

**Enhanced Visibility:** Effective marketing initiatives increase the visibility and awareness of higher education institutions in India, attracting prospective students and stakeholders. This visibility helps institutions stand out in a competitive educational landscape.

**Student Recruitment:** Marketing initiatives play a vital role in student recruitment by showcasing the unique offerings, programs, and opportunities available at higher education institutions. Strategic marketing can attract talented students and increase enrollment numbers.

**Brand Building:** Marketing initiatives contribute to brand building for higher education institutions in India. A strong brand presence enhances credibility, reputation, and recognition, positioning the institution positively in the minds of students, parents, and the academic community.

**Differentiation:** Marketing helps institutions differentiate themselves from competitors by highlighting their strengths, unique selling points, and areas of excellence. This differentiation can attract students who align with the institution's values and offerings.

**Engagement and Communication:** Marketing initiatives facilitate effective communication with students, parents, alumni, and other stakeholders. Engaging content and communication strategies help build relationships, foster engagement, and maintain connections with the community.

**Strategic Partnerships:** Marketing efforts can lead to the establishment of strategic partnerships with industry, government bodies, and other educational institutions. These partnerships can enhance research collaborations, student opportunities, and overall institutional development.

**Recruitment of Quality Faculty:** Effective marketing can also attract quality faculty members to higher education institutions in India. Highlighting the institution's strengths, research opportunities, and academic environment can appeal to talented educators and researchers.

**Internationalization:** Marketing initiatives can promote internationalization efforts by attracting foreign students, fostering global partnerships, and enhancing the institution's reputation on the international stage. This can lead to a diverse and inclusive academic environment.

**Alumni Engagement:** Marketing plays a role in engaging alumni and fostering a sense of community among graduates. Alumni engagement initiatives can strengthen relationships, support fundraising efforts, and enhance the institution's reputation over time.

Higher education marketing initiatives contribute to the overall growth and development of institutions in India by attracting students, enhancing reputation, building relationships, and positioning the institution for long-term success in a competitive educational landscape.

## **CHAPTER VI**

### **SUMMARY, IMPLICATIONS, AND RECOMMENDATIONS**

#### **6.1 Summary**

A number of reasons, including economic development, increased government funding, and the expansion of the middle class, have contributed to the enormous rise that the higher education sector in India has undergone during the last several decades. This development has resulted in a rise in rivalry among schools, which has compelled providers to employ novel marketing methods in order to recruit students and maintain relevance in an environment that is highly competitive.

Demand for high-quality education is expected to rise as the economy of the nation continues to develop, the middle class continues to grow, and the government continues to increase its spending on education. Higher education institutions (HEIs) are implementing a variety of marketing activities to differentiate themselves from other institutions and increase their appeal to potential students, staff, and stakeholders.

Print media and word-of-mouth are two examples of traditional communication methods that have been supplanted by digital marketing, social media, branding, and partnerships. The benefit of marketing is being more recognised by higher education institutions in India. Not only does marketing help these institutions attract students, but it also helps them improve their reputation and cultivate collaborations with other interest groups. In order to develop and implement more effective marketing strategies that cater to the ever-changing needs of students and the higher education sector as a whole, it is necessary to investigate the marketing endeavours of Indian higher education institutions and gain an understanding of their success in overcoming challenges and seizing opportunities. When it comes to higher education, marketing plays a significant role in a number of significant areas,

including the attraction and recruitment of students, building and maintenance of an institution's reputation, establishment of connections with stakeholders, and alignment of marketing activities with strategic goals such as increasing research output, raising the rankings, and increasing enrolment numbers. Because of the intense competition between educational institutions and the growing demand for high-quality education, the role of marketing in higher education is particularly significant in India.

When it comes to attracting students and maintaining their interest in higher education in India, which is a highly competitive environment, marketing methods play a crucial role. The purpose of this literature review was to investigate various aspects of marketing initiatives in Indian higher education. These aspects include targeting students who are members of Generation Z, employing digital marketing, personalization, building brand identity, using social media, engaging in relationship marketing, developing strategic partnerships, and coming up with innovative recruitment strategies.

According to the findings of the investigation, it is of utmost significance to grasp and effectively target students who are members of Generation Z and who possess certain interests and characteristics. The use of social media, individualized content, and analytics for attaining effective communication and monitoring has become an important component of digital marketing, which has developed into a powerful tool for reaching and engaging potential students. It was emphasized that customization in education marketing is an essential strategy for tailoring messages, materials, and experiences to the particular requirements of individual students. This results in a rise in both engagement and satisfaction levels among the students. To differentiate institutions and produce a positive image, it found that the development of a compelling brand identity is vital. Throughout the whole of this process, it is necessary to take into consideration a variety of factors including visual identity, messaging, and reputation management.

An investigation was conducted into the role of social media in education marketing, with a specific focus on the use of content tactics, influencers, and analytics to engage students in India. It was found that relationship marketing strategies, such as alumni engagement and parent ties, are essential for the goal of creating long-term relationships and support. This was established by analyzing the data. It was also brought to light by the study that strategic relationships are very important for the development of skills and the growth of offerings, research collaborations, and industry connections.

Using innovative recruiting strategies, such as digital platforms, gamification, mobile optimization, and tailored experiences, was determined to be the most effective way to successfully attract and enroll Indian students. Over the course of the last several years, the marketing environment in higher education has seen substantial changes, with an increasing focus on methods that are relevant to the setting of India. The broad and varied higher education system in India, which includes universities, colleges, and other institutions providing a variety of academic degrees and certifications, has resulted in a rise in the level of rivalry amongst educational institutions.

In light of this, marketing methods have emerged as an essential component in the process of student recruitment and retention. There have been a number of factors that have contributed to the industry's changes, including globalisation, technology improvements, shifting tastes among students, and laws implemented by the government. As a means of engaging young people who are proficient in technology, traditional marketing methods are being phased out in favour of digital marketing strategies, which are sometimes even completely replacing them. The education market in India is confronted with a variety of challenges and opportunities, some of which include the following: accommodating cultural, linguistic, and regional preferences; addressing price issues; satisfying the demand for specialised programmes; and utilising new technology to enhance learning experiences. It is

possible to gain knowledge of how educational institutions attract prospective students, build powerful brand identities, and adjust to the ever-changing educational environment by analyzing their marketing efforts. Educational institutions can improve their level of connection and interaction with the Indian student population by analyzing these initiatives and collecting insights into marketing techniques that have proven to be effective.

Over the last several years, India has seen a considerable rise in the number of educational institutions, both public and private, which has led to an increase in competition among these schools. When it comes to attracting students and maintaining their relevance in a competitive market, educational institutions are increasingly concentrating their efforts on strategic marketing measures.

The transition towards digital platforms is seen as one of the most significant developments in the marketing of higher education in India. Institutions are increasingly using online media for advertising, outreach, and participation as a result of the increased availability of the Internet and smartphones. In particular, social media channels have been quite useful for engaging with potential students, disseminating information about courses and programs, and establishing a presence for a brand. A further essential component is the variety of the programs and courses that are offered. For the purpose of catering to a greater variety of interests and professional objectives, higher education institutions in India are extending the range of courses and programmes they offer. The ability of educational institutions to tap into specialised markets and respond to the unique requirements of students is made possible by diversification, which in turn increases the institutions' competitiveness. A growing number of partnerships and collaborations are being formed. There has been a growing trend among Indian colleges to seek out partnerships with overseas schools. These partnerships not only improve the overall quality of education, but also provide potential for cooperative marketing endeavours. These

agreements have the potential to enhance the exposure and prestige of higher education in India on a worldwide scale.

It is impossible to overstate the significance of making evidence-based decisions. Institutions are investing in data analytics in order to get a better understanding of the preferences of students, monitor the efficacy of marketing campaigns, and tailor their outreach efforts. Through the use of this data-driven approach, educational institutions are able to more efficiently distribute their resources and improve their marketing tactics.

Affordability and scholarships are playing a big part in marketing tactics. For the purpose of attracting students from a wide range of economic backgrounds, educational institutions are pushing scholarship programs and other forms of financial help in response to the rising cost of education. This focus on cost is a significant issue that plays a significant role in creating the landscape of marketing. Marketing strategies in higher education in India are undergoing fast development to accommodate the shifting environment. These marketing efforts are being pushed by a number of major themes, including digitalization, diversity, partnerships, data-driven initiatives, and affordability. The competitiveness and vitality of the higher education industry in the nation are attributes that are jointly contributed to by these variables.

## **6.2 Implications for research practitioners**

Belias and Koustelios (2015) indicated that higher education play a vital role in conducting the business's daily routine, and thus, satisfaction is fundamental to the organization. Besides, Correia and Fronteira (2015) mentioned that satisfaction directly relates to better performance for higher institutions maximizing its turnover profit. Thus, most employee's tendency to develop marketing strategies for higher education initiatives is positively correlated with higher satisfaction.

The competition among Indian higher education institutions is becoming more intense as a result of the increased allocation of resources to marketing initiatives by educational



institutions. Although this might be advantageous for students, since it gives them access to a greater variety of options, it also puts pressure on educational institutions to distinguish themselves and deliver education and services of a satisfactory standard.

The focus on digital marketing has resulted in a method that is both more accessible and more efficient for contacting potential students. However, this transition also suggests that, for institutions to maintain their competitive edge, they will need to make consistent investments in technology, online platforms, and digital learning capabilities.

The increasing prevalence of international partnerships in higher education suggests that Indian educational institutions are aiming to improve their standing in the international community and provide students with opportunities to get international experience. The total quality of education in India has the potential to increase as a result of this, which might also attract students from other countries.

The use of data analytics in marketing enables organizations to make better-informed choices, which is referred to as data-driven decision-making. This can potentially result in improved resource allocation, better strategies for student engagement and retention, and greater opportunities for prospective students.

Marketing activities that promote scholarships and other forms of financial assistance may make higher education more accessible to a larger variety of students, particularly those who come from economically disadvantaged homes. This is in line with India's objective of fostering education that is accessible to everyone.

As educational institutions compete with one another for students, there is a significantly increased emphasis on preserving and enhancing the quality of education. As a consequence, this may lead to a more stringent certification and quality assurance procedure, which is beneficial to students since it guarantees that they will obtain an education of superior quality.

Marketing that is driven by data may lead to more personalised learning experiences that are adapted to the specific requirements and preferences of each individual learner. This has the potential to improve the entire educational experience as well as the level of satisfaction experienced by students.

An institution's ability to attract students, faculty, and investment is directly correlated to its ability to develop a strong brand identity, which may be accomplished via effective marketing. In addition, a favourable brand image may result in more involvement and support from alumni.

It is possible that the fast changes in marketing methods may give rise to regulatory problems that will need to be addressed in order to guarantee that marketing in the higher education sector is both ethical and transparent.

It is possible that students will have more possibilities to pick programmes that are in line with their job aspirations as a result of the diversity of courses and applications. This has the potential to boost their employability as well as their career chances.

### **6.3 Recommendations for Future Research**

The research concentrated on the techniques for initiating higher education satisfaction in India using different marketing strategies. Business practices are vital to the methods described in this report. The study's outcome represents the views of people in segments of the Indian population and from various organizations. To see whether business leaders in higher education have different views and methods to improve higher education and promote extreme awareness, the study recommends conducting a similar case study in various provinces in India and different countries.

Impact Assessment of Digital Marketing: Research should be conducted to determine the long-term effects of digital marketing on student enrolment, engagement, and retention. An

investigation of the digital platforms and content that are most successful in attracting and retaining students is being carried out.

**Cross-Cultural Marketing:** The marketing of Indian higher education institutions to overseas students has several obstacles and possibilities, which should be investigated. It is important to investigate the cultural subtleties and preferences that play a role in the decision-making process of international students.

**Sustainability in Higher Education Marketing:** The role of sustainability and environmental responsibility in the marketing of higher education should be studied. It is important to investigate how educational institutions are integrating sustainability activities into their marketing strategies and the influence that this is having on the attitudes of students.

**Influence of Rankings and Accreditation:** The impact of university rankings and accreditation on marketing activities should be studied. Research on how educational institutions utilize their rankings and accrediting status as marketing tools and how this influences the decisions that students make should be carried out.

**Social Media Engagement and Analytics:** Research should be conducted on the strategies and methods that Indian educational institutions of higher learning use on social media platforms. It should also investigate the link between the measures of involvement on social media and the results of enrolment.

**Alumni Engagement in Marketing:** The role of graduates in the marketing of higher education should be studied. It is important to investigate the ways in which educational institutions might use alumni networks for marketing goals, such as fundraising and student recruitment.

**Online Learning Marketing:** Research should be conducted on the marketing methods educational institutions use to promote online programmes in light of the fact that online and

hybrid learning is becoming more popular. An examination of the elements that contribute to the effectiveness of online program marketing is required.

**Impact of COVID-19:** An analysis of the long-term effects of the COVID-19 pandemic on the marketing of higher education should be carried out. It is important to investigate how the pandemic compelled organizations to modify their marketing strategies and determine whether or not these modifications are lasting.

**Ethical Considerations:** The ethical implications of marketing initiatives in higher education, including issues related to transparency, accuracy of information, and the use of student data in marketing campaigns, should be studied.

**Effectiveness of Affordability Initiatives:** The effectiveness of scholarship programs and financial aid initiatives in increasing access to higher education for underprivileged students should be analysed and examine the impact on enrollment and diversity.

## **6.4 Conclusion**

It is important to conduct thorough research on the ethical aspects of marketing, which include concerns with the confidentiality of data, openness in reporting, and honesty in advertising. Research in this area has the potential to contribute to the development of ethical marketing methods that maintain the confidence of stakeholders and students.

In the context of higher education, an examination of marketing activities from an Indian point of view highlights the dynamic and complex character of this essential industry. The environment of higher education in India is always shifting, and as we traverse this terrain, some important insights emerge. In the first place, marketing has evolved into an instrument that is necessary for organizations that are striving to succeed in an environment that is becoming more competitive. As a result of the rise in the number of educational institutions throughout India, distinction and visibility have become of the utmost importance.

A game changer has arrived in the form of digital marketing, which is defined by its agility and reach. This marketing strategy enables educational institutions to engage with a large audience of potential students in an effective manner. The ever-evolving requirements and goals of Indian students are reflected in the course options that have been designed to accommodate them. The landscape of higher education is being substantially reshaped as a result of the pursuit of specialised programs and the focus on vocational education. As educational institutions continue to broaden their portfolios, they are also faced with the difficulty of developing focused marketing strategies that can connect with certain student subgroups. In the context of Indian higher education institutions, the promotion of inclusion and diversity is a continuing priority.

To cultivate an inclusive learning environment that is reflective of the rich diversity that exists throughout the country, research should be carried out on new marketing tactics that can attract students from a variety of historical and cultural backgrounds. It is of the utmost importance to align various marketing initiatives with the employment results of graduates. One of the most important things that can be done to satisfy the expectations of both students and employers is to investigate how marketing can more accurately represent these results and how educational institutions can better prepare students for the labour market.

A new age of internationalisation has begun as a result of collaborations and global alliances, which have brought global views to Indian universities and offered possibilities for students who are looking for an international education experience. This tendency not only improves the quality of education inside the country, but it also raises the profile of Indian educational institutions on the international landscape. It has become more apparent that data-driven decision making is a strong instrument that enables organisations to personalise their marketing efforts and allocate resources in a prudent manner. An approach that is more customised is made possible via the use of analytics and insights, which is an essential

component in the process of engaging potential students and cultivating a feeling of belonging within the institution.

Initiatives pertaining to affordability, scholarships, and financial assistance can make higher education accessible to a wider range of students, regardless of their economic circumstances. This inclusiveness is in line with India's goal of providing great education to all of its citizens and will prepare the way for a student body that is more varied and reflective of the country's population. The quality of instruction continues to be the primary focus of marketing efforts made by educational institutions. When educational institutions compete with one another for the attention of students, they are required to maintain and improve the quality of the services and programmes they provide. This, in turn, is beneficial to the students since it guarantees a high level of education.

Marketing activities in Indian higher education are driving the industry ahead, encouraging competition, innovation, and accessibility. These measures are moving the sector forward. They are indicative of a movement toward an approach that is more student centric, in which educational institutions are becoming more responsive to the requirements and preferences of the audience they are trying to reach. It is vital that these programmes continue to change in response to changing dynamics, technological breakthroughs, and social needs, eventually promoting the expansion and greatness of Indian higher education. This is something that we must keep in mind as we look to the future. Higher education institutions in India need to make a concerted effort to improve their global competitiveness in order to maintain their relevance on the world scene. Important aspects include the establishment of institutions that place a strong emphasis on research, promotion of innovation ecosystems, and cultivation of academic members who are renowned internationally.

Effective marketing techniques that represent Indian universities as centres of academic excellence should be the subject of future study. These strategies should be implemented not

just on the local level, but also on the international arena. Personalized learning platforms, virtual reality, and artificial intelligence are some examples of developing technologies that must be incorporated into education to accommodate the growing digital transformation of the educational system. Future research initiatives will have a major emphasis on gaining an understanding of how these technologies might be used to improve the overall learning experience and increase the level of student engagement. The rapid development of laws pertaining to higher education in India, as shown by the National Education Legislative (NEP) 2020, highlights the significance of studying how these policy changes impact marketing tactics and institutional structures. The research in this area will throw light on the alignment between the aims of these institutions and the objectives of the national education strategy. Understanding how to calculate the return on investment (ROI) for marketing endeavours is of the utmost importance.

Effective methods for assessing the long-term impact of marketing expenditures on important outcomes such as student enrolment, student success, and the overall reputation of educational institutions should be investigated in future research. Examples of such outcomes include student success and student enrolment. Having this insight will help in making informed decisions. When it comes to marketing higher education, the COVID-19 pandemic brought to light the need for adaptation and crisis management. Research should be conducted on how organizations were able to effectively traverse these hurdles and the long-term changes in marketing strategies that evolved as a consequence of the epidemic should be investigated.

## Appendix A – Consent Form



### INFORMED CONSENT FOR INTERVIEW

#### ANALYSING MARKETING INITIATIVES IN INDIA HIGHER EDUCATION

I, ..... agree to be interviewed for the research which will be conducted by ..... a doctorate students at the SwissSchool of Business and Management, Geneva, Switzerland.

I certify that I have been told of the confidentiality of information collected for this research and the anonymity of my participation; that I have been given satisfactory answers to my inquiries concerning research procedures and other matters; and that I have been advised that I am free to withdraw my consent and to discontinue participation in the research or activity at any time without prejudice.

I agree to participate in one or more **electronically recorded** interviews for this research. I understand that such interviews and related materials will be kept completely anonymous and that the results of this study may be published in any form that may serve its best.

I agree that any information obtained from this research may be used in any way thought best for this study.

.....

.....

**Signature of Interviewee**

**Date**



## APPENDIX B

### SURVEY GUIDE

Dear Participants,

**Introduction:** Thank you for participating in this research study. The purpose of this interview is to gather insights into analysing marketing initiatives in India higher education. Your perspectives are invaluable in understanding the challenges, successes, and opportunities associated with higher education. Moreover, your input is invaluable to us and will play a crucial role in shaping future programs and initiatives in the field of higher education.

Your feedback will help us understand the current landscape of higher education, identify areas for improvement, and develop strategies to better serve the needs of students and educators alike. By sharing your thoughts and experiences, you are contributing to the advancement of higher education and making a meaningful impact on the lives of many.

We kindly ask for a few moments of your time to complete the survey. Your responses will remain confidential and will be used solely for research purposes. Your honest feedback is greatly appreciated and will help us enhance our efforts in the realm of higher education.

If you encounter any difficulties or have any questions regarding the survey, please feel free to reach my supervisor, Professor David Annan @david.annan@ssbm.ch. Your feedback and suggestions are important to us, and we are here to assist you in any way we can.

Thank you once again for your participation and valuable contribution. Together, we can make a difference in the field of higher education.

Warm regards, Mohit Kelkar

Swiss School of business and management, Geneva

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