

Digital Marketing Strategy in Admitting New Students during COVID 19 in Maritime Educational Institutions-An Empirical Study

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ABSTRACT

Purpose: *The goal of this study is to determine how digital marketing affected student enrollment at maritime educational institutions in the year COVID 19.*

Design/Methodology/approach: *Students at Chennai's marine educational institutions made up the target demographic. Data gathered from 96 students using an electronic questionnaire.*

Findings: *Results showed that digital marketing is positively related to students' admission to the business administration degree.*

Practical Implications: *This study has specific implications for colleges that will help them create a digital marketing strategy to help them admit more students to their business administration programmes during COVID 19. In order to make it easier for students to enroll in maritime education, it offers advice for maritime educational institutions on how to execute digital marketing extremely efficiently.*

Originality/Value: *This paper makes a significant literary addition to the field of digital marketing. It is distinctive in that it incorporates the use of various marketing techniques with pupils, strengthening the maritime education in the process.*

Type of Paper: *Case Study & Analysis.*

Keywords: Digital marketing, Student satisfaction, Maritime education, University reputation

1. INTRODUCTION :

In this pandemic circumstance, educational institutions choose digital online work and study since the nations cannot afford any form of disaster or loss. For reasons of health and safety at these critical periods, digital platforms and mediums were the ideal choices for carrying out the normal task. Worldwide, digital marketing has been incredibly significant. Recently, the majority of workplaces across the world underwent a digital transition. Maintaining distance when working in such a setting has become extremely crucial with the advent of the term "social distance."

In order to work more conveniently and support employees who work from home, many businesses and educational institutions have shifted to digital platforms and applications like Zoom, Google Meet, and MS Team (Reem Zaheer Khan and Haque Nawaz, 2021 [1]). The education sector is currently recovering from the blow they sustained at the start of the pandemic. Private higher education institutions faced a significant challenge in determining whether they were ready to take on this new role in pandemic education. Everyone has a high opinion of public institutions due to their reputation for superior technology and effective digital marketing management (Vicente-Ramos and Cano-Torres, 2022 [2]). Research on digital marketing has been done by a sizable number of researchers. One of them is (Yuliana, 2000 [3]), who examines the impact of social media on seller-to-seller sales competition. This study intends to provide answers to the concerns of how each institution has handled its marketing initiatives, particularly during the COVID-19 pandemic, what challenges they have when implementing digital marketing, and how they attract students after doing so. This research has significantly advanced the marketing discipline in universities, particularly in the area of digital marketing (Prihadini et.al 2020 [4]).

2. REVIEW OF LITERATURE :

Sanjoy Kumar Paul et al., (2021) [5] conducted a study on For the dynamic situation, a realistic system with time-dependent and dynamic demand, supply, and warehouse capacity is developed for investigating the impacts of the COVID-19 outbreak. This system makes use of a number of strategies, including working with emergency suppliers, expanding warehouse capacity, and taking back-orders and lost sales into account to form recovery strategies. Additionally, Munarsih et al. (2021) [6] examined a different study that focused on a promotion strategy for the admission of new students through digital marketing during the COVID 19 pandemic and presented new findings on the topic. This strategy was carried out during the pandemic and involved digital marketing. Many people had easy access to it, including through websites, YouTube video commercials, and social media.

Data were gathered using the snowball sampling approach on 930 newly enrolled students during the academic year 2020–21 at numerous colleges in India's western region, according to Bapat et al report (2021) [7]. The results demonstrate a negative correlation between the student's age group and the effectiveness of Internet advertisements for university admission. Surprisingly, the study found that students from rural and urban areas showed equal interest in online advertisements and that family status had no bearing on that receptivity.

Additionally, according to Mishra and Madaan's (2020) [8] study, students' perceptions of the variables influencing the success of digital marketing on university admissions are also important. The findings show that the effectiveness of digital marketing depends on influencing elements such student videos on the website, hashtags, alumni reviews, event pages, mobile marketing, virtual tours, blogs, and use of WhatsApp and Pinterest. In addition to making a contribution to the literature on digital marketing, the study suggests findings that private universities can use to manage their admissions processes. It does this by suggesting a cutting-edge methodology for handling student admission by analysing mutually exclusive indicators pertaining to present and future opportunities for the organisation.

In a different study, Kusumawati (2019) [9] analyses the findings and explores how university marketing management uses digital media because it has become popular among businesses everywhere, including HEIs. Most often, students use social media to research universities before selecting the best one. Given that the communication platform is based on the ideas and experiences of students and other stakeholders, the collaborative and engaging nature of social media presents a chance to balance educational control.

3. STATEMENT OF THE PROBLEM :

The study would also offer higher education administration ways and techniques for drawing students to the school. The study will offer a cutting-edge digital marketing and communication strategy for higher education in India that makes use of a collective channel model. This study is being conducted for the first time in India because these difficulties and problems have not been thoroughly investigated or analysed, nor has any attempt been made to build a digital marketing model for higher education institutions in the nation (Kumar et al., 2021) [10].

4. NEED OF THE STUDY :

Administrators have the opportunity to identify and analyse social interactions pertinent to their campus through the practise of social listening as social media and online conversations continue to shape public perception of institutions. Strategic objectives like reputation and enrollment management, crisis communication, and audience research and insight can all be supported and informed by social listening on campus. Applying social listening across campus makes it a crucial source of intelligence for enhancing and achieving outcomes, from branding to student engagement to fundraising initiatives. 2017 (Gross & Horn) [11].

5. OBJECTIVES OF THE STUDY :

Studying the concept of digital marketing, analyzing the effect of COVID 19 on digital marketing, and identifying the factors influencing the use of digital marketing to admit new students during COVID 19 are among the study's objectives.

6. RESEARCH TECHNIQUES :

Study location and data collection: Email replies from students enrolled in business administration programmes in marine education were used for the study.

Study type: This investigation is entirely exploratory and conclusive in nature.

Data collection technique: Both primary and secondary data were used in the study. Review of websites, books, and reputable publications made up the secondary sources.

The Questionnaire Development

Initial questionnaire draughts were created through cordial conversations with students. The three elements of the closed-ended questionnaires were then developed and improved. The first section of the questionnaire asked general inquiries about Name, Address, Age, Gender, Income Level, and Marital Status. The second section presented questions pertaining to digital marketing. The final section covered the variables influencing new admission during a pandemic condition using a Likert scale.

Sample Nature

96 respondents (out of 107 respondents) who received structured questionnaires for data collection made up the study's sample.

Sampling Procedure

The respondents were chosen from the designated strata depending on their convenience and cooperation during the sampling process.

Tools for statistics used: Test of Chi-square

Hypothesis testing:

H₁: There is no association between factors influencing digital marketing such as management program with regard to digital marketing Covid 19

H₂: There is no association between factors influencing digital marketing and students pursuing business administration

Period of the Study:

The survey was conducted from June to November 2017.

Limitations of the study

Study was conducted through email and with a sample of 96 respondents only.

Data analysis and Interpretation

Chi-square Test-1

H₁: There is no association between factors influencing digital marketing such as management program with regard to digital marketing and Covid 19

Chi-Square Test			
	Value	Df	Asymptotic significance
Pearson Chi-square	49.703a	72	0.979
Likelihood Ratio	52.265	72	0.961
N of Valid Cases	176		

a. 80 cells (84.2%) have expected count less than 5. The minimum expected count is 05.

Inference: The null hypothesis is maintained because the calculated value of 0.979 is greater than the p-value of 0.05 in the aforementioned chi-square test. As a result, there is no connection between students talking about management programme concerns with digital marketing and Covid 19.

Chi-square Test-2

H₂: There is no association between factors influencing digital marketing and students pursuing business administration.

Chi-Square Test			
	Value	Df	Asymptotic significance
Pearson Chi-square	3.213 ^a	4	0.523
Likelihood Ratio	3.325	4	0.519
N of Valid Cases	178	-	-

a. 4 cells (40%) have expected count less than 5. The minimum expected count is 2.39.

Inference: The null hypothesis is maintained because the estimated value of 0.523 is greater than the p-value of 0.05, according to the aforementioned chi-square test. Because of this, there is no connection between variables affecting digital marketing and students pursuing business administration.

7. FINDINGS :

The null hypothesis is accepted for both the elements influencing the digital marketing with reference to COVID 19 and students pursuing business administration, it can be deduced from the aforementioned chi-square test that the computed value of p-value is more than 0.05. The majority of respondents claimed that they could base their admissions decision on information found online. Respondents prefer websites to other digital marketing channels when searching for information. The decision-making process for students choosing to pursue higher education in India is primarily influenced during the stage of option evaluation, which is followed by information search.

8. CONCLUSION :

Higher education's use of digital management tactics draws students who are looking for information about admission and leads to the post-admission process. Students' awareness of the institution is raised, and they are actively involved in communication. According to research, overseas students still favour traditional sources over social media while doing their searches. Friends, family, and university websites ranked best among traditional media sources. Facebook, Instagram, Google+, and YouTube had the top rankings among social media platforms. In fact, the majority of students have used social networking sites to contact a friend or a member of the university staff for information on university courses (Vrontis et al., 2018) [12]. In order to accomplish its goals, including selecting the ideal freshman class each year, HEIs have turned to social media promotional methods. Admissions offices have developed complex recruitment programmes and set aside a sizable budget for digital marketing initiatives to ensure they get it correctly (Osbon, 2019) [13]. This study can be used by online academics to generate future research after the pandemic and to assess how it affected people both during and after the virus spread (Alshaketheep, 2020) [14]. Researchers and professionals in the field of digital marketing [15-16] will also find this study helpful in their understanding of the adoption of social media marketing in educational institutions. Additionally, this study will assist colleges in evaluating the methods for attracting and keeping students in different programmes (Harbi & Ali, 2022) [17].

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