

Channels of Digital Marketing in Maritime Education –A Review on Cadets Decision Making

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ABSTRACT

Purpose: *With reference to cadets' decision-making on a maritime career, the goal of this research is to identify the digital marketing channels in maritime education.*

Design/Methodology/approach: *The data for the descriptive study was gathered from maritime education cadets attending in private maritime universities. Using a structured questionnaire and the convenience sampling approach, 60 respondents were chosen as the study's sample size.*

Findings: *The results of the empirical investigation show that the target group under study has a high level of awareness regarding digital marketing channels in maritime education.*

Practical Implications: *To be familiar with digital marketing platforms and their profound influence on cadets' decision-making in maritime education.*

Originality/Value: *The impact of cadet decision-making in maritime education utilizing digital marketing has been examined using descriptive and t-test analysis.*

Type of the Paper: Empirical Study.

Keywords: Cadets Decision Making, Digital Marketing, Maritime University and Education.

1. INTRODUCTION :

In India, the growth of digital marketing is still occasionally quite encouraging. She notes that higher education has been in transition for a long time in her article, "Digital Marketing in Higher Education." HEIs around the world encounter difficulties from both the inside and the outside. To meet this challenge, higher education marketing must transition from glossy brochures to social media and the internet. Universities and colleges are getting more picky with their spending and aggressive with their student recruitment efforts [1]. The sustainability of colleges and universities depends on enrollment growth. The difficulty for colleges and universities is to remain relevant to students who are becoming more dependent on technology for communication. According to research, students frequently go to social media after first seeing a website for an institution. That implies that institutionally sponsored social media profiles receive a tremendous amount of daily, round-the-clock traffic [2]. Educational institutions are now making an effort to make their curriculum engaging and in a readily accessible style, in order to attract this specific population, in order to avoid missing out on any prospective income. In higher education, digital marketing is regarded as crucial, especially in light of the strain that the fierce global competition put on HEIs. Government funding for higher education is no longer necessary because of competitive marketplaces. Universities must compete for students in the recruitment markets because higher education has transitioned from being dependent on government funding to a competitive market [3]. As a result, it's critical that institutions comprehend student recruitment strategies and self-promotion techniques.

2. REVIEW OF LITERATURE :

Table 1: Literature Review on Channels of Digital Marketing

S. No.	Area/Focus	Outcome	Reference
1	Students' Perceptions	Plays a vital role in their choosing a Particular Institution	Chapman, D. W. (1981). [4]

2	Marketing	Promotion's (marketing's) significance in influencing students' decision to study in PIHEs	Sampson, H. (2004). [5]
3	Services Marketing Mix	These elements can be categorised as "product" and "process" in marketing terms.	Chew, B. H., Zain, A. M., & Hassan, F. (2013). [6]
4	Online Education	Teachers who deliver courses also have difficulties in adapting to online education methods	Erdogan, O., & Demirel, E. (2017). [7]
5	Academic education	Dilemmas for Curriculum Development, for Training Legislation in a Global Industry	Manuel, M. E. (2017). [8]
6	Social Media	Improve the Learning Outcomes of Cadets	Trust, T. (2017). [9]
7	Cadet Satisfaction	understand student use and satisfaction with clickers in a large undergraduate digital marketing	Rana, N. & Dwivedi, Y. (2018). [10]
8	Admission And Enrollment	Digital initiatives in terms of during admission and enrollment, course delivery for teaching and learning, skill development, etc	Suhasini, B., & Kumar, N. S. (2018). [11]
9	Covid-19 pandemic	Excellent Opportunity to Shift to Real and Honest Marketing that can Actually Tackle Urgent Environmental and Social Challenges	Alshaketheep, K. M. et al. (2020). [12]
10	Private University	Number of Students Enrolling in Private University with Professional Digital Marketing	Prihadini, D., et al. (2020). [13]
11	Learning Proces	Does not require Face to-Face Interaction between Lecturers and Students but Utilizes Internet Networks	Astriawati, N., & Pratama, H. A. (2021). [14]
12	Online Marketing	search engine optimization, search engine marketing, content marketing, payper-click advertising, social media marketing, affiliate marketing, and email marketing	Patil, D., & Kumar, M. (2021). [15]
13	Digital System	Impact in the future with Globalization with communication and with changes in education systems such as online learning and availability of information	Luksanato, S. (2022). [16]

Summary of the Review of Literature:

With cadets becoming more dependent on digital marketing, it is difficult for maritime universities to stay relevant in their engagement initiatives. Higher education in marine has started to realise that social media is one of the digital marketing platforms that has a greater impact on learning outcomes in maritime education and also influences cadets' university selection. Additionally, the cadets and professors are impacted by the use of digital marketing, such as social media, online marketing, and search engine optimization, in terms of admission and enrollment, course delivery for teaching and learning, skill development, etc. The maritime education sector has become increasingly aware of how cadets use social media as well as possible techniques for reaching them. Determining the best noted uses of social media is also necessary. Additionally, while advertising was expanding steadily, the

Covid-19 epidemic unexpectedly gave it a boost while also encouraging a rapid shift in behaviour toward digital platforms, digital media, and digital content.

3. STATEMENT OF THE PROBLEM :

Digital marketing is the promotion of all services and goods using the Internet, mostly using digital technologies. Mobile phones, display ads, and other digital media are also included [17]. How to strategically include social media into your overall plan for attracting prospective students is the challenge encountered by higher education social media administrators. In order to comprehend the kinds of interactions practitioners in maritime education hope to build with cadets and to investigate their perceived effectiveness [18], this study also looks at their social media outreach tactics.

4. SCOPE OF THE STUDY :

To comprehend the idea of digital marketing and the role it would play in deciding the channels used for it in maritime education. Additionally, representatives from various colleges involved in maritime education who use digital marketing channels indicate that social media and email may be used for multiple purposes and also offer a faster or more effective method of communication when connecting with their cadets [19]. Institutions must not only comprehend the communication preferences of new cadets but also how digital marketing is used in order to adjust their admissions procedures and outreach plans. This study's goal is to investigate the internet marketing strategies employed by private marine colleges to enrol undergraduate students in their programs [20].

5. OBJECTIVES OF THE STUDY :

To examine how cadets' decisions are influenced by digital marketing channels in maritime education.

Research Question:

To assess various digital marketing tools used in maritime education and determine how cadets at private maritime colleges make decisions?

6. RESEARCH METHODOLOGY :

Table 2: Research Methodology

Type of Research	Descriptive Research
Research Design	Survey Method
Questionnaire	Structured Questionnaire-Used to collect the data
Development of Questionnaire	<ul style="list-style-type: none"> • Both Electronic and Printed Format • Questionnaire was developed by the researcher • Questions related to social media, e-mail and online marketing • 5 point likert scales ranging from strongly agree to strongly disagree has been used for the study
Sampling Method	Convenience sampling – Convenient source of data for researchers
Sample Size	60 Sample Size selected for the study
Data Collection	Both Primary and Secondary Data Primary Data – Cadets of Private Maritime University Secondary Data – Text books, journals, magazines and through the blogs and articles published in websites.
Statistical Tools	Descriptive and T-Test

Hypothesis:

H1: T-test to determine whether there is a statistically significant difference between male and female cadets with regard to factors like online, email, and social media marketing.

Limitation of the Study :

The study may not be applicable to any other university because it is limited to private marine universities exclusively.

Due to the difficulty and specificity of the inquiry, the responses of the respondents frequently exhibit bias.

There can only be 60 cadets in the sample.

Data analysis and Interpretation:

Descriptive Statistics -Mean and Standard Deviation:

Table 3: The influence of digital marketing channels on cadets' decision-making in maritime education

Descriptive Statistics			
	N	Mean	Standard Deviation
Social Media Marketing	60	4.61	0.558
E-mail Marketing	60	4.55	0.904
Online Marketing	60	4.15	0.734
Valid N	60		

According to the mean score, social media marketing (4.61) is the most effective channel for influencing cadets decisions about which marine programme to enroll in for their maritime education followed by e-mail marketing (4.55), followed by Online marketing.

T- Test:

Table 4: T-test for statistically significant differences between male and female cadets with regard to factors like online, email, and social media marketing.

Channels of Digital Marketing	Gender				T-value	P-value
	Male		Female			
	Mean	SD	Mean	SD		
Social Media marketing	20.73	3.54	17.42	4.23	8.158	<0.001**
E-mail marketing	19.62	4.49	15.23	4.74	8.415	<0.001**
Online marketing.	19.41	4.84	18.73	5.67	6.582	<0.001**

** Significant at 1% level

7. FINDINGS :

The current study also sought to examine how cadets' decision-making and digital marketing channels interacted [21]. Regarding digital marketing channels like social media marketing, email marketing, and web marketing, the null hypothesis is rejected at a 1% level since P-Value is less than 0.01. As a result, there are notable differences between male and female cadets in terms of digital marketing channels. Male cadets do better than female cadets in all of the aforementioned categories, according to the mean score. Additionally, it has been discovered that social media marketing plays a significant role in digital marketing for maritime education in influencing the cadets' decision to enrol in a maritime professional programme.

8. CONCLUSION :

The current study looked at the interaction between digital marketing platforms like social media, email, and online marketing as well as the part played by cadets' demographic traits in the admissions process to maritime education [22]. According to the results of the current study, the researcher found that choosing a school and a subject of study are both heavily influenced by perceptions discovered through social media [23]. The findings also supported the hypothesised association between the variables of the study, which included demographic data, digital marketing platforms, and cadets' decision-making [24]. This study also covered how much gender influences admission-related decision-making [25]. These results not only demonstrated the importance of digital marketing channels in cadets' daily lives, but they also identified the most significant digital platform that influences cadets' decisions to enrol in maritime institutions.

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