

An Empirical Research on Attitude and Decision Behaviour of Students with regard to Digital Marketing Communication

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Abstract. Today we are living in the globalized world where Physical changed into Digital. Internet is no more a pleasure, now it's a necessity. After Covid 19 Education industry is moved towards online education. Statistics reveals that more than 80% population is active through smartphone devices. The Educational Sector is seeing monstrous changes at a worldwide level which affects Indian Education. Research aim to inspect the effect of Digital Marketing Communication on Student's attitude that results in Admission Decision. Student attitude is taken as an independent variable whereas Student Decision behaviour as a dependent variable. An applied model that coordinates the estimated connections and the effect of DMC on Student's mentality and decision conduct is utilized to outline the examination. Utilizing direct relapse study the outcomes introduced that DMC altogether affect Student disposition and decision conduct.

1. Introduction

Today we are living in the globalized world where Physical changed into Digital. Internet is no more a pleasure, now it's a necessity. After Covid 19 Education industry is moved towards online education. Statistics reveals that more than 80% population is active through smartphone devices. The Educational Sector is seeing monstrous changes at a worldwide level which affects Indian Education

Perception/Attitude: it is a personal interpretation of information as per the own view. Belief towards anything or situation which is in surrounding is attitude. It include the way one responds towards other.

Student Decision Behavior- Student Decision Behavior is a process in which student take decision related to search of Institution, Compare & Evaluate among the available institutions and then finally select the best suitable among the available Institutions for admission.

Digital marketing Communication Impact on Student's Attitude and Student Decision Behaviour- DMC is also well-recognized as Web marketing, online marketing, internet marketing. Digital marketing is term for the marketing of items or administrations utilizing digital hardware, generally Internet, however it additionally incorporates cell phones, show other online mode (Sathya, 2017).

Research led during the 21st century affirm that demeanor enormously affects computerized promoting and Student choice conduct.

2. Hypothesis framed

H01: There is no substantial impact of Student attitude and their Decision Making Behaviour with regards to DMC

HA1: There is a substantial impact of Student attitude on their Decision Making Behavior with regards to DMC

H02: There is no significant difference between demographic variable and Student Admission decision behavior with regard to Digital Marketing Communication.

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3. Research Framework

Universities are adopting online marketing channels over offline. These younger generation are technology oriented and they are actively engaged in social media networks for a minimum of 4- 5 hours a day.

Random stratified sample of 672 respondents has been taken and analyzed through using Multiple Linear Regression strategy, this investigation found that Impact Digital advertising Communication has a solid positive relationship with Student's Attitude and Student Attitude has a solid positive relationship to Admission Decision. The theoretical model that coordinates the speculated connections just as the directing effect of DMC.

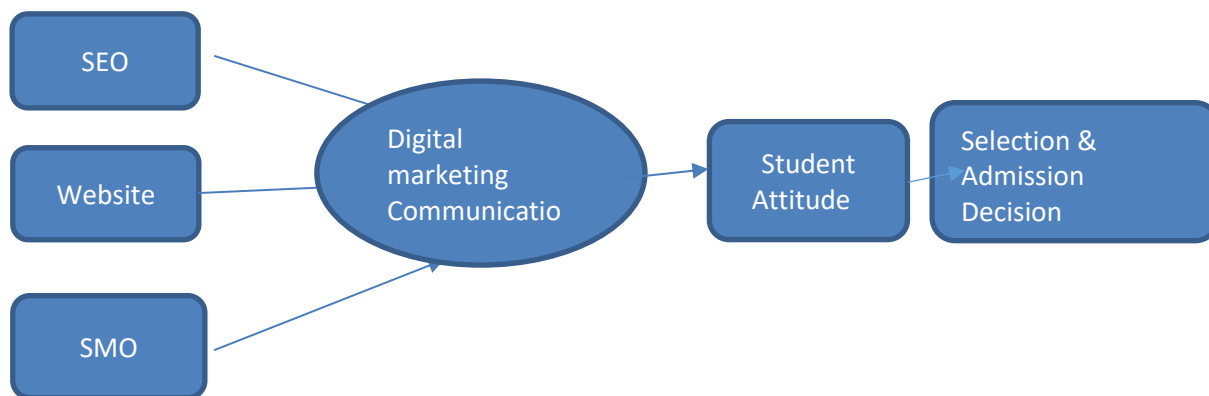


Figure 1. Diagram Digital Marketing Communication

3. Research Methodology

The present research is a descriptive research with Student's attitude as independent variable whereas "Student decision behaviour" associated with Digital Marketing Communication as dependent variable. A questionnaire study was performed to collect the opinion of students of Rajasthan. As the investigation objects to know the effect of Digital marketing on Student Decision conduct, the objective populace contained of the school/University going understudies. Complete example of 750 understudies was gathered and out of them 672 legitimate examples were taken for the examination. Polls were advantageously coursed to Students in various universities. The review incorporates of segments. Segment An incorporate Demographic data, Section B remember data for understudy mindfulness and attitude towards Digital Marketing Communication (DMC) and section C collect statements on Student behaviour towards DMC activities engaged by the Institutions.

To evaluate reliability of measures Cronbach's Alpha is used and value was 0.814.

Table1. Cronbach's Alpha Reliability

Cronbach's alpha	No of Items
.814	21

4. Results and Discussion

Student General Awareness towards DMC

The outline of the results is appeared in Table 32.6% of the respondents said that they know the idea of DMC well, while the other 39% respondents indicated that they know the idea of DMC decently. Opposite side, 27% of the respondents determined that had mostly secret of DMC, and 1.4% of them demonstrated having no information on DMC. This result shows that the standard of the respondents appear to have a decent information on DMC.

Table 2.

Knowledge Level on DMC	Percentage
Well known	32.6
Moderately known	39
Little known	27

Not Known	1.4
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Table 3.

Awareness Level on DMC	Percentage %
Aware about 3 DM Strategy	18
Aware about 3-5 DM Strategy	62
More Than 5 DM Strategy	20

Table 4.

Parameter	Category	Frequency	Percent
Gender	Male	413	61.5
	Female	259	38.5
	Total	672	100
Location	Rural	170	25.3
	Urban	502	74.7
	Total	672	100
Age Group	15-19	226	33.6
	20-24	367	54.6
	Above 24	79	11.8
	Total	672	100
	Post Graduate	215	31.99
	Under Graduate	457	68.01
	Total	672	100
Family Income	Below 4 Lakhs	327	48.7
	Between 4 - 8 lakhs	228	33.9
	Between 8 - 12 lakhs	78	11.6
	Above 12 lakhs	39	5.8
	Total	672	100

In total, males represent 61.5% of the respondents, females denote 38.5%. Age Categories are divided in three options: 15 to 19, 20 to 24 years old and Above 24 Years. The maximum of the respondents (54.6%) were lie between 20-24 years old during the survey period. Most of the respondents (68.3%) were under graduate student. Concerning income level, the standard of the respondents (48.7%) have a family income of not as much as Rs. 4 lakhs.

5. Impact of Digital marketing Communications on Student's Attitude and Student decision Behavior

Correlation coefficients esteem (R) can exist in the reach from – 1 to +1. According to the model rundown of various regressions R is 0.434. So various R is positive, it display a positive linear association among student' attitude & Student decision behaviour with regard to Digital marketing Communications.

Table 5. Model Summary

R	R ²	Adjusted R ²	Standard Error of the Estimate	R ² Change	F change	df1	df2	Sign F change
.434 ^a	.189	.188	.640	.189	155.853	1	671	.000

a. Predictors: (Constant), Student Attitude

b. Dependent Variable: Student Decision Behavior

R" is the correlation coefficients. R predicts the quality of the dependent variable.

As per the above table, R² is equal to 0.189, and it is less than 1.

Around 18.9% of variance of Student Attitude significantly effect on Student Decision behaviour. The result recommends that independently from Student Attitude, there are further factors that could likewise influence the Student Decision' conduct. The p-esteem is .000, addressing that the Student attitude extensively affect Student Decision behaviour.

Table 6. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
Regression		63.758	1	63.758	155.853	.000 ^a
Residual		274.093	670	.409		
Total		337.851	671			

a. Dependent Variable: Student Decision Behaviour

b. Predictors: (Constant), Student Attitude

Table 7. Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.707	.121		22.424	.000
Informative	.356	.028	.434	12.484	.000

a. Dependent Variable: Student Decision Behaviour

The value of coefficients depicts the association between independent and dependent variable. The table also demonstrate the value of regression coefficients and the significance of the coefficients. The linear regression examination evaluation the linear regression function to be $y = 2.707 + .356x$ it also displays significant. output is. 0.000 is smaller than 0.05 show that it's mathematically important impact of Student Attitude towards Student Decision Making behavior in regards of Digital Marketing Communications.

Table 8. Correlations

		Informative	Search
Informative	Pearson Correlation	1	.434**
	Sig. (2-tailed)		.000
	N	672	672
Search	.Pearson Correlation	.434**	1
	Sig. (2-tailed)	.000	
	N	672	672

** . Correlation is significant at 0.01 level (2-tailed).

Table shown here is a substantial association among Student Attitude and Student Decision Behaviour. It has discovered that Pearson correlation esteem 0.434 and p esteem (sig esteem) is .000 which shows there is a significant moderate positive correlation among Student's demeanor and their affirmation choice conduct.

Hence H01 rejected and HA1 accepted and a significant impact of Student attitude on their Decision Making Behaviour with regards to DMC.

H02: There is no significant difference between demographic variable and Student Admission decision behavior with regard to Digital Marketing Communication.

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Differences in Gender of respondents and Student Admission decision Behaviour

Table 9: Independent t-test

		Levene' s Test for Equality of Variances		t-test for Equality of Means						
		F	Sig	t	df	Sig. (2- tailed)	Mean Differe nce	Std. Error Differe nce	95% Confidence Interval of the Difference	
									Lower	Upper
Student Decision behavior	Equal variances assumed	1.287	.257	-1.227	670	.220	-.069	.056	-.179	.041
	Equal variances not assumed			-1.277	616.494	.202	-.069	.054	-.175	.037

Independent t-test has aim to know the differences in gender factor and Student Admission decision behaviour. It shows that sig. value 0.257 greater than 0.05, show that null hypothesis accepted. So it is found that no substantial diff. among genders of respondent and Student Admission decision behaviour with regards to DMC.

Differences in Education of respondents and Student Admission decision Behaviour

Table 10: ANOVA

ANOVA					
Education					
	Sum of Squares	df	Mean square	F	Sig.
Between groups	.668	4	.167	.765	.548
Within groups	145.545	667	.218		
Total	146.213	671			

Table shows that the result of the ANOVA test which helps in analysing any possibility of any difference that have emerge between the groups of means. It can be seen that the significance level is 0.548 which is more than 0.05. Therefore, there is no substantial difference among Education of respondent and their Student Admission decision behaviour with regards to DMC. Therefore, there is no substantial difference between Education of students and Student decision behaviour with regards to regards to DMC.

Differences in Family Income of respondents and Student Admission decision Behaviour
Table 11: ANOVA

ANOVA					
Income					
	Sum of Squares	df	Mean2	F	Sig
Between Groups	5.089	4	1.272	1.656	.159
Within Groups	512.398	667	.768		
Total	517.487	671			

Table shows that the result of the ANOVA test which helps in analysing any possibility of any difference that have emerge between the groups of means. It can be seen that the significance level is 0.159 which is more than 0.05. Therefore, there is no substantial difference among Parent Income respondent and their Student Admission decision behaviour with regards to DMC. Therefore, no substantial difference between Parent Income of student, Student decision behaviour with regards to DMC.

Differences in Fathers Profession of respondents and Student Admission decision Behaviour
Table12: ANOVA

ANOVA					
Profession					
	Sum of Squares	df	Mean2	F	Sig
Between Groups	3.765	4	.941	.856	.490
Within Groups	733.640	667	1.100		
Total	737.405	671			

It shows that the result of the ANOVA test which helps in analysing any possibility of any difference that have emerge between the groups of means. It can be seen that the significance level is 0.490 which is more than 0.05. Therefore, there is no substantial difference among Parent Profession of respondent and their Student Admission decision behaviour with regards to DMC. Therefore, there is no significant difference between Parent Profession of respondents and Student decision behaviour with regards to DMC.

6. CONCLUSION AND IMPLICATIONS

The results revealed that there is a substantial association among Student Attitude and Student Decision Behavior. The findings of the experimental examination demonstrate that there is a serious level of mindfulness concerning digital medium among the objective gathering contemplated. The main limitation narrates to the sample and geographical restriction only 672 responses we collected and covered Jaipur area and few other cities of Rajasthan. There are still areas that can investigate for upcoming research, for example, research zeroing in on the distinctive directing components. The directors can utilize the outcomes to all the more likely position their items to improve a general worth.

Education Institutes have an opportunity to attract the students for admission simultaneously reach their goals and develop their plans according or there is edge related to decision making of top management. To finish up digital media unquestionably shows an essential part in decision making for understudies and understudy mentality altogether affects decision making measure.

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