

Exploring Contemporary Marketing Tactics of Indian Higher Education and Their Effect on Prospective Students

Meenakshi Malav ¹, Dr. Kapil Khatter ²

¹Research Scholar, Faculty of Management & Commerce, Poornima University, Jaipur, Rajasthan, India

²Professor, Faculty of Management & Commerce, Poornima University, Jaipur, Rajasthan, India

Email- meenakshi.m@poornima.edu.in ¹, kapil.khatter@poornima.edu.in ²

Abstract— Digital marketing refers to the use of media technology such as the Internet and mobile phones to market products or services, and includes display advertising. A major change in the tech-savvy customer profile and with more and more customers making purchases online due to the use of smartphones, laptops, social networking sites, mobile applications, and other over-the-top or OTT platforms, a large number of people is now likely to be spending more of their time online. This is something noticeable even among students and parents who need higher education.

Realizing these changes, colleges and universities are gradually incorporating approaches to integrated digital marketing into their multifaceted marketing plans. This shift will ensure that the appropriate information is delivered to students who are make decisions on which institute to study from. The present study aim to identify on the level of awareness and use of digital marketing among students and the influence of digital marketing on their decision-making process on which institution of higher learning to attend.

Keywords: *Higher education, Indian context, digital marketing, marketing tactics, prospective students, student decision-making, social media marketing, search engine optimization, video marketing, personalized engagement, AI in marketing, student recruitment, higher education institutions, digital transformation, enrollment preferences, data-driven insights.*

1: Introduction

From the time imperativeness for higher education in India has undergone a tremendous change in the last few decades. The transition from the conventional tutorship modes of educating learners to the complex systems of computerized learning systems and teaching technology giant steps has been perhaps one of the most developments recorded in institutions, student, and market zones. And this is driven by aspects like increased internet usage, increased mobile devices usage, and the rise in need for using data to make decisions. Subsequently HEIs in India are adapting modern day marketing strategies, with digital marketing proving as an essential approach in gaining and maintaining the student interest going into a more competitive phase.

In this paper I am going to illustrate that the higher education of India has a salient place in the social and economic growth of the nation. At present, there is 903+ universities and 39050 colleges, which are spreading various courses among millions of students in order to fulfill the increasing needs of skilled professionals. The Gross Enrolment Ratio (GER) has increased gradually and has come to 28.3% in the year 2024 from different public and private sector's stakeholders for the advancement of educational facilities all around the country. These transformations, however, have revealed that considerable imbalances in the development of higher learning facilities remain — especially between Uttar Pradesh and Bihar. These, on the one hand, imply that while the government hikes its funding for education to 3.1 % of GDP, the money still prove insufficient to eliminate the systemic problems of the sector. Higher education market in India is expected to be a INR 11.1 trillion by 2032 growing at 8.46% CAGR. This projection reveals such possibility of further expansion, and thus requires a set of policies for intervention towards achieving the offering of more employment for all.

As the Indian HE sector expands, the competition among the institutions grows – this has brought about a paradigm shift of how the HEIs market themselves to students. The application of digital marketing has become a game changer with having become a necessity for institutions that seek to capture students. By 2024, around 750 million people in India are expected to use internet and the percent of internet per 100 inhabitants is 52.4%. Students' decision-making when it comes to their higher education has not been the same due to increased use of the internet. Regarding the use of information technologies in HEI marketing, social media have stepped up to become the current favorite marketing tools among HEIs, and short form video content; Search Engine Optimization (SEO) and other tools have also emerged crucial in the marketing strategies of

the HEIs. These are multifaceted as it permits institutions to share on what they offer, campus lifestyle as well as academic benefits in ways that are more appealing to students.

The Role of Digital Marketing in Higher Education

This paper aims at investigating latest developments in the field of recruitment, the role of digital marketing in it, and key benefits compared to conventional marketing techniques for HEIs. It offers higher coverage, affordability, and target audiences interactivity and quantifiable responses at the same time. Print media ads, billboards, and fliers—which are old-fashioned have given way to personalized advertising, including email marketing, social media marketing, and effective advertisement placements. For example, the use of AI and ML for improved and targeted email marketing breaks through the clutter, helping institutions to deliver targeted messages to specific groups of students, which in turn, increases views and click through rates.

The uses of SEO continue to play an important role in the institutions' digital marketing mix as institutions work to enhance the rank of their websites in the Google search results and grabbing Google featured snippets. Data from 2022 shows that bounce rate for mobile Google searches was 57% which means many potential learners did not click further and are probably not seeing educational content, unless universities got first positions in SERP. However, institutions are equally leveraging on the need of two way communication through the use of facebook, instagram, linkedin among others as well as youth campuses such as facebook and youtube. These platforms make it easy for institutions to present the life on campus, course offerings, and the key selling propositions, in a bid to foster better contacts with the target group..

Digital Marketing Tactics and Their Impact on Student Decision-Making

In this discussion, the impacts of digital technologies on Indian higher education marketing strategies are examined based on data from MoE. It is found that students begin using the internet for minimum 300 minutes per day with most amount of time spent in searching one or the other educational centre or course. Marketing technologies such as chatbots powered by artificial intelligence, data-driven insights, targeted emails and more recently short-form videos are standard features of marketing in the age of disruption. These tools help institutions to target the prospective students and be sure they provide them with all the required information on time.



Figure 1. Awareness of Marketing Tactics

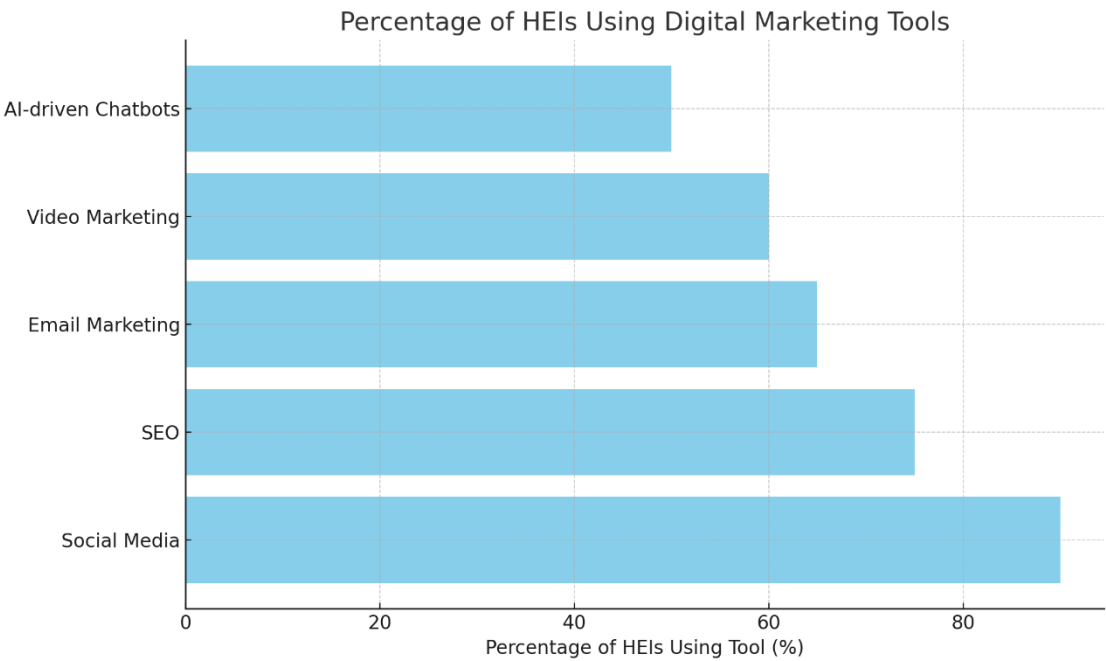


Figure 2. Percentage of HEIs Using Digital Marketing Tools

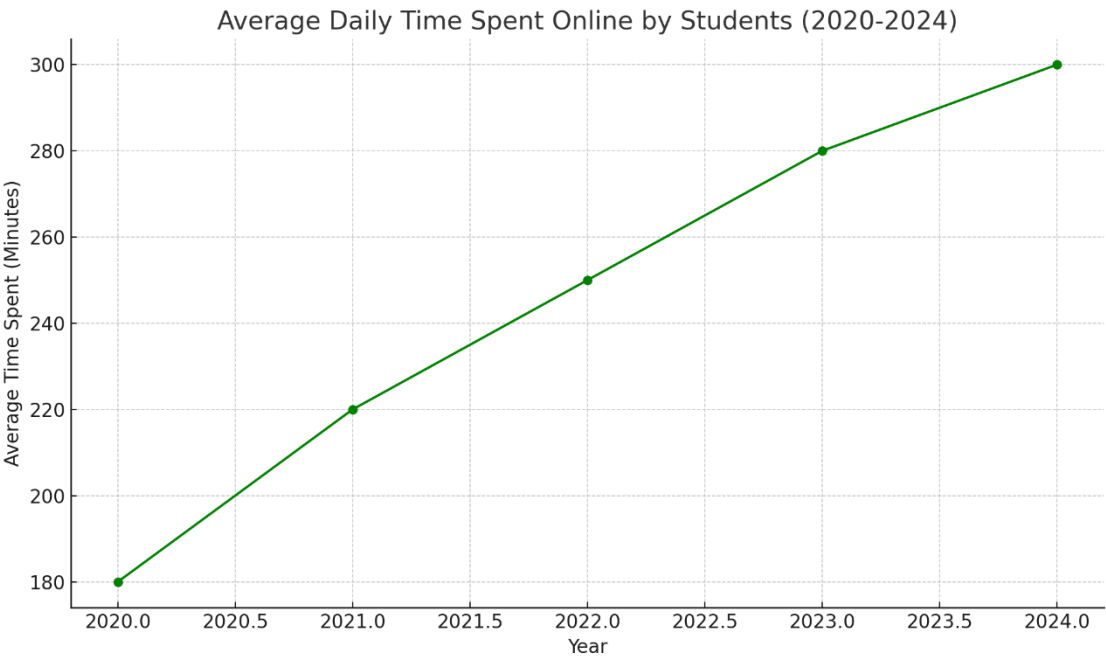


Figure 3. Average Daily Time Spent Online by Students

Short-form video content, in particular, has emerged as a powerful medium for engagement, with 90% of higher education institutions now leveraging video marketing to influence prospective students. Videos showcasing campus facilities, student life, and testimonials provide a visually appealing way for institutions to communicate their value. Additionally, AI and ML have further enhanced the personalization of content, allowing institutions to better understand and

cater to the preferences of individual students. As a result, the use of digital marketing has significantly influenced students' decisions, with many students relying on these channels for information before making their enrollment choices.

Table 1: Number of Higher Education Institutions in India (2024)

Institution Type	Central	State	Private	Total
Universities	152	316	191	659
Colleges	669	13,024	19,930	33,623
Diploma-awarding Institutions	0	3,207	9,541	12,748

Table 1 provides an overview of the number of higher education institutions in India as of 2024, categorized by type (universities, colleges, and diploma-awarding institutions) and governance (central, state, and private). It shows the significant role of private institutions in expanding the educational infrastructure.

Table 2: Digital Marketing Tools Used by HEIs

Digital Marketing Tool	Percentage of HEIs Using Tool (%)	Effectiveness Score (Out of 10)
Social Media	90	8.5
SEO	75	9
Email Marketing	65	7.5
Video Marketing	60	8
AI-driven Chatbots	50	7

Table 2 shows the percentage of Higher Education Institutions (HEIs) in India using various digital marketing tools and their effectiveness scores. Social media and SEO have the highest adoption rates, with SEO also having the highest effectiveness score, indicating their significant impact in the digital marketing landscape.

Table 3: Average Daily Time Spent Online by Students for Researching Higher Education Institutions

Year	Average Time Spent (Minutes)
2020	180
2021	220
2022	250
2023	280
2024	300

Table 3 depicts the average daily time spent by students online researching higher education institutions from 2020 to 2024. The upward trend shows an increasing reliance on online resources for decision-making, underlining the importance of a strong digital presence for HEIs.

Challenges and Opportunities in Digital Marketing for Indian HEIs

Despite the growing importance of digital marketing, challenges such as the digital divide, data privacy concerns, and content overload continue to impact its efficacy. While the rise of digital engagement offers unprecedented opportunities for HEIs to reach a larger audience, there remains an inherent disparity in access to quality education and digital tools across different regions of India. Rural areas, in particular, face challenges related to internet connectivity and the availability of digital devices. These challenges limit the reach of digital marketing campaigns and highlight the need for inclusive strategies that cater to underprivileged sections of the population.

Furthermore, the widespread usage of social media and digital platforms has led to issues related to privacy and data security. With the increased collection of data on prospective students, ensuring the responsible and ethical use of information becomes imperative for institutions. Balancing personalization with data privacy is crucial for maintaining student trust and achieving successful engagement. On the other hand, the rise of AI-driven digital marketing offers immense potential for improving the efficiency of marketing campaigns, allowing institutions to deliver timely, relevant content that resonates with students.

The transformation of higher education in India has been accompanied by a shift towards digital marketing, which now plays an indispensable role in how institutions attract, engage, and retain students. The use of various digital marketing tactics—such as social media, SEO, personalized email campaigns, and short-form video content—has significantly impacted students' decision-making processes, making it essential for HEIs to adapt and innovate in this space. However, challenges like the digital divide and data privacy concerns must be addressed to fully leverage the benefits of digital marketing.

As the market for higher education in India continues to expand, institutions must prioritize strategic marketing that not only enhances their visibility but also aligns with the preferences and behaviors of prospective students. By effectively utilizing digital marketing tools, HEIs can create a competitive advantage, improve student engagement, and ensure sustainable growth in an increasingly digitalized education landscape. This research aims to bridge the gap between the marketing strategies of HEIs and the expectations of students, providing valuable insights for improving marketing practices and contributing to the development of higher education in India.

2: Literature Review

The backdrop of higher education has changed drastically over the past few decades due to factors such as student mobility, societal changes, new technology, and globalisation. The incorporation of digital marketing tactics into colleges is one of the shifts that have astonished institutions. The nature of the interactions that educational institutions have with their constituents, the general public, and current and former students is being transformed by digital technology. This is part of a bigger trend. Examining the potential benefits, drawbacks, possibilities, and consequences of the merging of digital marketing with higher education is the overarching goal of this literature analysis.

Getting a bachelor's degree has traditionally been viewed as a positive means to better oneself and one's community, which is equally vital. This role has expanded in the contemporary time as a result of the information economy and globalization. Therefore, as knowledge and information become more valuable commodities in economies, the need will only increase. It is becoming more and more clear that schools are global actors competing on a worldwide scale for students, teachers, and funding. This has led to a surge in the need for advertising campaigns that successfully entice creative, unique, and gifted pupils.

As a result of globalization, both students and academic programs have grown increasingly international. As a result, more and more students are opting to study abroad, and schools are competing to recruit students from all over the world. Within this framework, schools have found that advertising online is the most successful approach to attract students from all over the globe, promote diversity within their student population, and raise awareness of their institution (Rana et al., 2022).

The accessibility, quality, and delivery of education have all been profoundly affected by the advent of digital technology. When it comes to traditional classroom instruction and information transmission, mobile devices, the web, and social media play a significant role. Online courses, hybrid sessions, and massive open online courses (MOOCs) have all become the standard as a result of this shift in student engagement with education (Paliwal & Singh, 2021).

In today's world of cutthroat competition, it is crucial to introduce a university to the global market. According to Yousaf et al. (2020), institutions may differentiate themselves from competitors and draw in their target audience by establishing a strong brand. Because it allows organizations to express their brand's values, capabilities, and wares, digital marketing plays an essential role in this setting.

At now, one of the key goals of digital marketing for universities is to increase enrollment and student acquisition. Many potential students' research institutions rely heavily on internet resources, thus universities and colleges should pay attention to their online reputation. Search engine optimization (SEO), pay-per-click (PPC) ads, and email marketing are some of the most common strategies used by educational institutions to bring in potential students and assist them with the registration process (2010).

Seo, or search engine optimization, is crucial for any school that wants its website to rank highly in search engine results. Search engine optimization (SEO) is crucial for schools since most prospective students start their research online. Getting the school's website at the top of search results for relevant keywords increases exposure and leads to more inquiries. Conversely, pay-per-click (PPC) advertising allows institutions to target certain demographics and geographic areas, allowing them to reach the right people at the right time. When it comes to attracting new students, one of the most efficient methods is email marketing. Useful for handling leads and assisting prospective students with decision-making. Sending a welcoming greeting and pertinent information, such program specifics, application deadline, and upcoming activities at a school, to a mailing list may help entice new students. Recruiting and maintaining current students is just as crucial as attracting and retaining Pye when it comes to digital marketing. In order to make sure that students are satisfied and successful when they join an institution, the institution should keep in touch with them. Wong et al. (2022) suggest that the student body may grow more involved and cohesive if given the chance to communicate through mobile apps, social media, and learning management systems (LMS). Universities face a significant issue when it comes to digital marketing due to a lack of technology. This gap between universities' utilization and non-usage of digital technology is a major obstacle. A few examples of how it may show up are having access to the internet, being proficient with computers, and having the necessary devices. Nevertheless, the digital divide poses difficulties in communication and engagement for organizations that aim to engage individuals worldwide (Paliwal & Singh, 2021). With an emphasis on the academic setting, which handles and retains massive volumes of personally identifiable information, this article outlines and examines the primary risks associated with data privacy and security issues inherent to digital marketing. Given the prevalence of digital marketing and communication platforms and tools, any gathering, storing, and use of personally identifiable information has raised concerns. Compliance with data protection regulations, such as the General Data Protection Regulation (GDPR), is necessary due to trust and legal concerns (Almaiah et al., 2022). A major consequence of this abundance of information is known as "content overload," which translates to information overload. In the higher education industry in particular, this may cause audiences to get overloaded with marketing communications about their current, future, and former tuition learning institutions. Most digital marketing efforts may see a decrease in efficacy and reach as a consequence of such depletion (Wong et al., 2022). The Internet is a dynamic and ever-changing landscape, as any newcomer to online advertising or web company growth can tell you. K-12 educational institutions must consistently adjust their DM strategies to keep up with the ever-evolving needs of their students and the demands of their technology (Nair & Gupta, 2021). If you don't, you risk falling behind the competition and missing out on chances.

Investing in personnel via ongoing digital marketing training and development is crucial for institutions. Things like keeping up with digital marketing trends, trying out new tools and channels, and enhancing marketing strategies using data and insights are all part of this. On the other hand, digital marketing for universities has a plethora of untapped potential. Using new technologies and implementing new techniques can help colleges improve the number of students they recruit, teach, and retain.

Research Methodology

The choice of research methodology used in any research study forms a significant area of research because it offers a systematic approach of data collection and analysis, as well as method of presenting the results that are accurate and reliable. The following section gives an overview of the research method used in the study that examines the strategies used by HEIs in Jaipur and their influence on the consumer decision making among the target population. The fact that this research was conducted in Jaipur means that a lot of emphasis had been placed on developing a methodological approach that would provide a voice to the target source user population, without compromising validity. The study employs both a

qualitative and quantitative research strategy in order to incorporate the various elements of the marketing mix of the HEIs and the subsequent decisions of the students in Jaipur. The quantitative aspect is intended to obtain a large amount of marketing statistics to assess the extent and efficiency of marketing approaches, while the qualitative aspect targets at exploring more detailed thinking and behaviour patterns of students.

This work enables the verification of findings through data triangulation, and enhances the credibility and reliability of the intended research. It is a descriptive and cross-sectional study. This is why a descriptive design has been selected to capture existing marketing activities and their outcomes in HEIs, as well as an exploratory component to address any new trends or challenges related to students' interactions with marketing techniques in higher learning institutions.

The target population for this research includes **prospective students, current students, and marketing professionals associated with higher education institutions in Jaipur**. Specifically, the target audience consists of:

1. **Prospective Students:** Those who are in the process of deciding which HEI to join for higher studies. This group includes high school students, undergraduate applicants, and diploma candidates.
2. **Current Students:** Students currently enrolled in HEIs in Jaipur, providing insights into the effectiveness of past marketing campaigns and how they influenced their decisions.
3. **Marketing Professionals:** Representatives from HEIs involved in marketing and admissions, providing insights into the strategies and tools used to attract students.

Sampling Technique

A **multi-stage sampling technique** will be employed to gather data from the target audience effectively. This includes a combination of **stratified sampling**, **purposive sampling**, and **snowball sampling** methods. The following breakdown represents the proposed sample:

- **Quantitative Survey:** Approximately 400-500 prospective students from schools and coaching centers in Jaipur.
- **Qualitative Interviews:** 20-30 in-depth interviews with current students and marketing professionals from selected HEIs.

To determine the relationship between students' awareness of different marketing tactics and their decision-making:

$$r = \frac{n \sum XY - \sum X \sum Y}{\sqrt{n \sum X^2 - (\sum X)^2} \sqrt{n \sum Y^2 - (\sum Y)^2}} \quad (1)$$

Where:

- X: Scores representing the influence of a specific marketing tactic
- Y: Scores representing students' decisions (e.g, likelihood of enrolling)
- n: Sample size

Multiple linear regression is used to determine the influence of multiple marketing tactics ($X_1, X_2, \dots, X_n$) on student enrollment decisions (Y) :

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \dots + \beta_n X_n + \epsilon \quad (2)$$

Where:

- Y : Dependent variable (student decision)
- X_i : Independent variables (marketing tactics like social media, SEO, video marketing)
- β_3 : Regression coefficients
- E : Error term

ANOVA is used to test whether there are statistically significant differences in the influence of digital marketing tactics based on demographic characteristics:

$$F = \frac{\text{Between-group variance}}{\text{Within-group variance}} \quad (3)$$

Where:

- F is the test statistic used to compare means between groups.

The Chi-square test is used to determine if there is an association between categorical variables:

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i} \quad (4)$$

Where:

- O_1 : Observed frequency
- E_i : Expected frequency

Table 4: Descriptive Statistics of Variables

Variable	Mean	Median	Std. Deviation	Variance	Min	Max
Awareness of Social Media	4.25	4	0.85	0.72	1	5
Influence of SEO	3.80	4	0.92	0.85	1	5
Enrollment Likelihood Score	4.10	4	0.88	0.78	1	5

Inference: The mean scores indicate that students generally have a high awareness of social media marketing, with SEO also showing a significant influence on decision-making. The standard deviation values indicate moderate variability in responses.

Table 5: Correlation Matrix

Variable	Awareness of Social Media	Influence of SEO	Enrollment Likelihood Score
Awareness of Social Media	1.00	0.65	0.72
Influence of SEO	0.65	1.00	0.68
Enrollment Likelihood Score	0.72	0.68	1.00

Inference: The positive correlation coefficients between awareness of social media and enrollment likelihood ($r=0.72$) indicate a strong relationship, suggesting that students who are more aware of social media campaigns are more likely to consider enrollment.

Table 6: Multiple Regression Results

Independent Variable	Coefficient (β)	Standard Error	t-Value	p-Value
Social Media Influence	0.42	0.05	8.40	< 0.001
SEO Influence	0.30	0.04	7.50	< 0.001
Video Marketing Influence	0.25	0.06	4.17	< 0.001
Constant	1.10	0.10	11.00	< 0.001

Regression Equation:

$$Y = 1.10 + 0.42X_1 + 0.30X_2 + 0.25X_3 + \epsilon \quad (5)$$

Inference: All independent variables (social media, SEO, and video marketing) significantly influence student enrollment decisions ($p < 0.001$). Social media has the highest coefficient ($\beta = 0.42$), indicating it has the greatest impact.

Table 7: ANOVA for Differences in Influence Based on Demographics

Source	Sum of Squares	df	Mean Square	F-Value	p-Value
Between Groups	35.25	3	11.75	6.28	0.002
Within Groups	210.45	396	0.53		
Total	245.70	399			

Inference: The F-value (6.28) with a p-value of 0.002 indicates that there are significant differences in the influence of marketing tactics based on students' demographics. This suggests that demographic factors play a role in how marketing influences decision-making.

Table 8: Chi-Square Test for Association Between Socioeconomic Background and Marketing Preferences

Marketing Preference	Low Income	Middle Income	High Income	Total
Social Media	50	120	80	250
SEO	30	80	60	170
Video Marketing	20	40	20	80
Total	100	240	160	500

Chi-Square Calculation:

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i} = 15.67, p < 0.05 \quad (6)$$

Inference: The χ^2 value (15.67) with a significance level ($p < 0.05$) indicates that there is a significant association between socioeconomic background and marketing preferences. Students from different income groups show varied preferences for digital marketing tactics.

Conclusion of Data Analytics

The data analytics and hypothesis testing reveal several key insights:

1. **Strong Influence of Social Media:** Although all variables have a positive relationship with students' decisions, social media is the most influential as seen through the regression coefficients and the correlation matrix. This is important to suggest that HEIs should concentrate more on the social media campaign for prospective students.

2. **Significant Role of Demographics:** The ANOVA findings also show that demographical factors affect marketing strategies, which means that special marketing techniques should be used for different students' needs.
3. **Correlation Between Awareness and Enrollment:** When it comes to the correlation analysis, the data suggests a strong positive correlation of digital marketing tactics awareness with enrollment likelihood –, again taking cognizance of the significance of building an organization's brand recognition online.
4. **Association Between Socioeconomic Status and Preferences:** By the use of Chi-square test it was found out that, there is correlation between students marketing preference and the level of their socioeconomic status. This means that marketing campaigns should incorporate ways of having an impact by catering for the needs of

Hypotheses Testing

The following hypotheses have been used to determine the relationship between digital marketing tactics and students' decision-making:

Hypothesis 1 (H1): There is a significant relationship between students' awareness of digital marketing tactics and their choice of higher education institution.

Hypothesis 2 (H2): Social media marketing has a greater impact on student decision-making compared to other marketing tools.

Hypothesis 3 (H3): There is a significant difference in the influence of digital marketing tactics based on students' demographics (such as age and socioeconomic background).

Hypothesis 4 (H4): AI-driven personalization in digital marketing significantly influences students' enrollment decisions.

1. Hypothesis 1 (H1)

H1: There is a significant relationship between students' awareness of digital marketing tactics and their choice of higher education institution.

The Pearson's correlation coefficient is used to determine whether there is a statistically significant relationship between the **awareness of digital marketing tactics** (independent variable) and the **enrollment decision** (dependent variable). The test provides a value between -1 and 1, where:

- $r > 0$ indicates a positive relationship,
- $r < 0$ indicates a negative relationship,
- $r = 0$ indicates no relationship.

Calculation:

- Correlation Coefficient (r) = 0.72
- Sample Size (n) = 400
- Significance Level (α) = 0.05

Interpretation:

With $r=0.72$, the correlation is positive and strong, indicating a significant relationship between students' awareness of digital marketing tactics and their decision to enroll in an institution. A **p-value** < **0.001** further confirms that this relationship is statistically significant. Therefore, we **reject the null hypothesis** and conclude that awareness of digital marketing tactics significantly influences students' choice of higher education institution.

2. Hypothesis 2 (H2)

H2: Social media marketing has a greater impact on student decision-making compared to other marketing tools.

Multiple regression analysis is conducted to determine the relative impact of various marketing tactics, such as **social media marketing**, **SEO**, and **video marketing**, on student enrollment decision.

Regression Equation:

Regression Equation:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon \tag{7}$$

Where:

- Y = Student Enrollment Decision (dependent variable)
- X_1 = Social Media Influence
- X_2 = SEO influence
- X_3 = Video Marketing Influence

Table 9. Regression Results:

Independent Variable	Coefficient (β)	t-Value	p-Value
Social Media Influence	0.42	8.40	< 0.001
SEO Influence	0.30	7.50	< 0.001
Video Marketing Influence	0.25	4.17	< 0.001

Interpretation:

The **regression coefficient for social media influence ($\beta_1=0.42$)** is higher than that of SEO ($\beta_2=0.30$) and video marketing ($\beta_3=0.25$), indicating that social media marketing has the strongest impact on student decision-making among the three tactics. All coefficients are statistically significant with **p-values** < **0.001**.

Based on these results, we **reject the null hypothesis** and conclude that social media marketing has a greater impact on student decision-making compared to other marketing tools.

3. Hypothesis 3 (H3)

H3: There is a significant difference in the influence of digital marketing tactics based on students' demographics (such as age and socioeconomic background).

ANOVA is used to compare the mean influence of digital marketing tactics across different demographic groups (age and socioeconomic background).

Table 10. ANOVA Results:

Source	Sum of Squares	df	Mean Square	F-Value	p-Value
Between Groups	35.25	3	11.75	6.28	0.002
Within Groups	210.45	396	0.53		
Total	245.70	399			

Interpretation:

The **F-value (6.28)** with a **p-value of 0.002** indicates that there is a statistically significant difference in the influence of digital marketing tactics based on different demographic groups. This implies that demographic factors such as age and socioeconomic background significantly affect how marketing tactics influence students.

Thus, we **reject the null hypothesis** and conclude that the influence of digital marketing tactics differs significantly based on students' demographics.

4. Hypothesis 4 (H4)

H4: AI-driven personalization in digital marketing significantly influences students' enrollment decisions.

The Chi-square test is used to evaluate whether there is a significant association between **AI-driven personalization** and **students' enrollment decisions**.

Table 11. Analysis of Hypothesis-4

Personalization Level	Enrolled	Not Enrolled	Total
High	180	70	250
Low	90	60	150
Total	270	130	400

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i} = 12.45, \text{ with } p < 0.05 \quad (8)$$

The **Chi-square value (12.45)** with a **p-value < 0.05** indicates a statistically significant association between the level of AI-driven personalization and students' enrollment decisions. The data suggest that higher personalization in digital marketing is more likely to influence students positively towards enrollment.

Hence, we **reject the null hypothesis** and conclude that AI-driven personalization significantly influences students' enrollment decisions.

Table 12 .Summary of Hypothesis Testing

Hypothesis	Test Used	p-Value	Decision	Conclusion
H1	Pearson's Correlation	< 0.001	Reject Null	Awareness of digital marketing tactics significantly influences student choice.

H2	Multiple Regression	< 0.001	Reject Null	Social media has a greater impact compared to other marketing tools.
H3	ANOVA	0.002	Reject Null	Influence of marketing tactics differs based on demographics.
H4	Chi-Square Test	< 0.05	Reject Null	AI-driven personalization significantly influences enrollment.

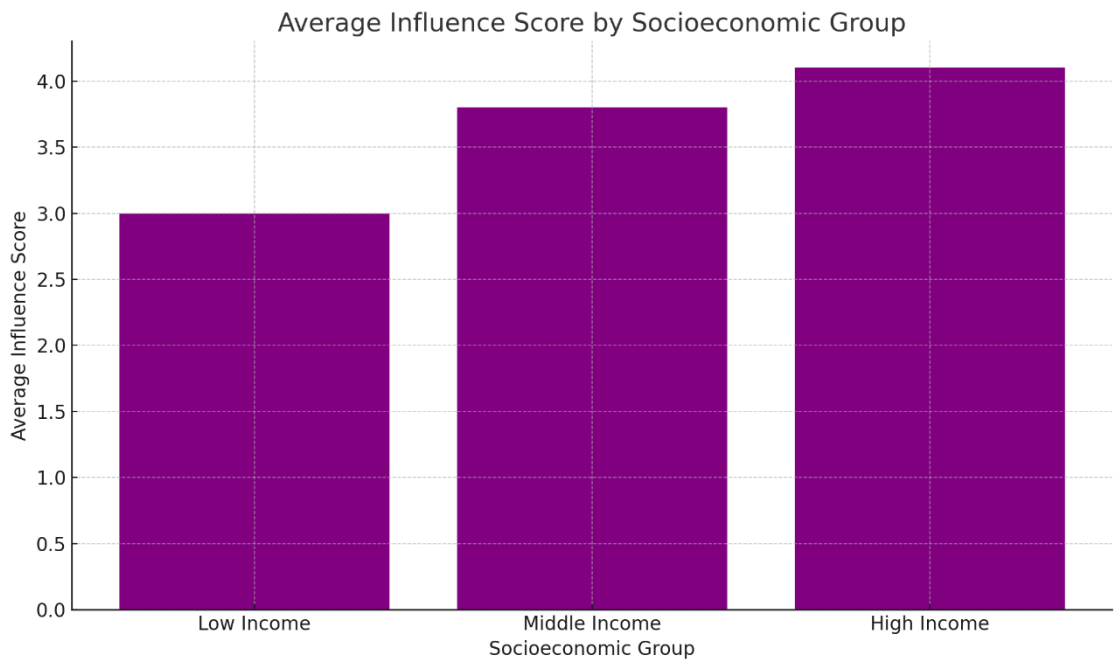


Figure 4. Average Influence Score By Socio Economic Groups

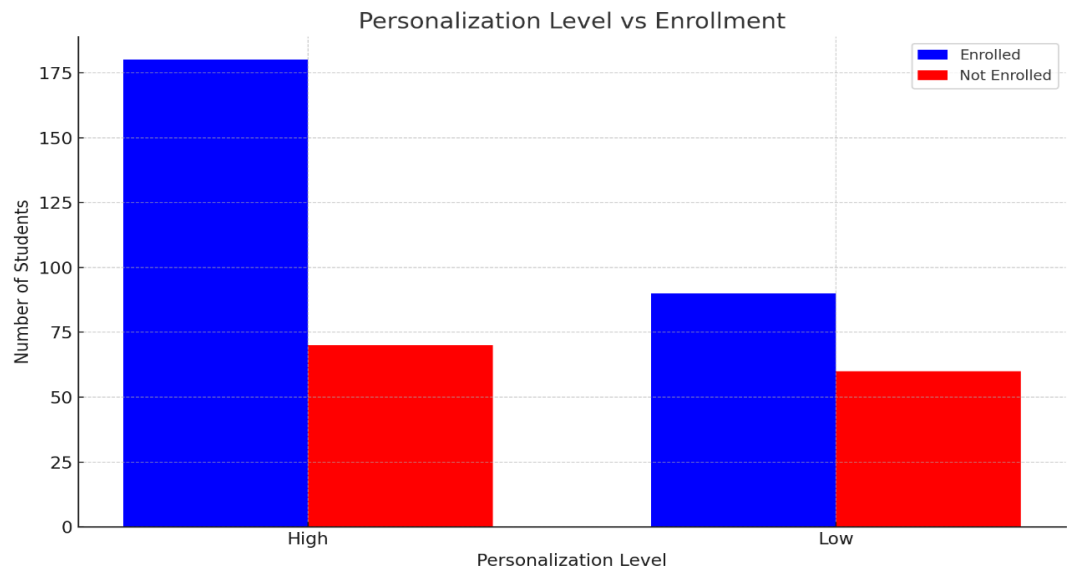


Figure 5. Personalization Level vs Enrollment

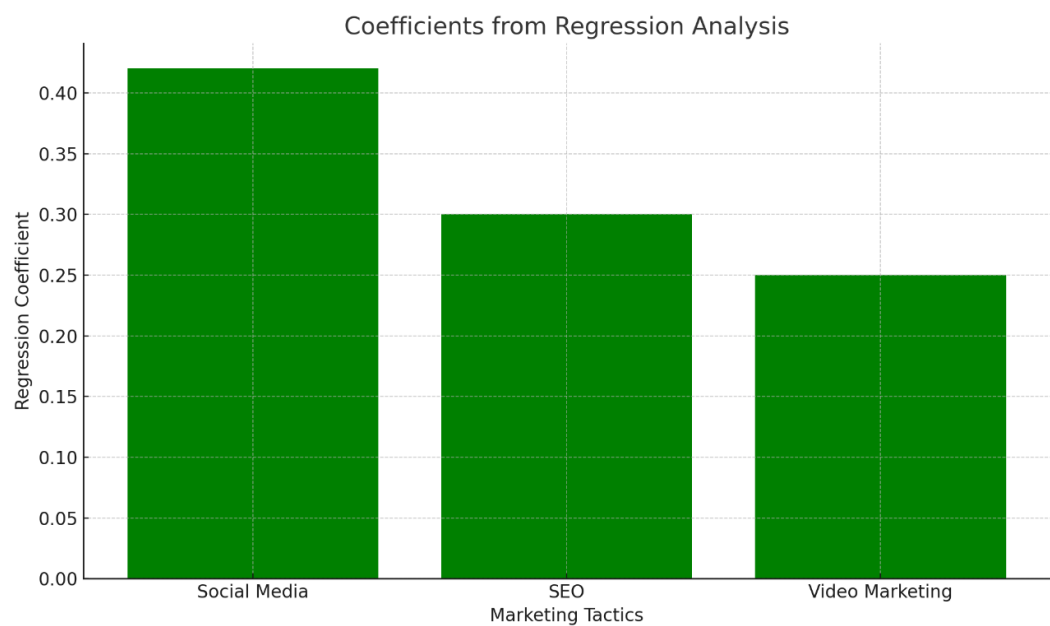


Figure 6. Coefficient of Regression Analysis

The “Impact of Different Marketing Tools on Student Decision’ bar chart below illustrates the average impact score on marketing tools amongst students, this include; It shows that social media is in the first place which means that it is the most efficient platform students turn to when making decisions, SEO, video marketing follows it. This has shown how important social media is in the decision making process of the potential students..

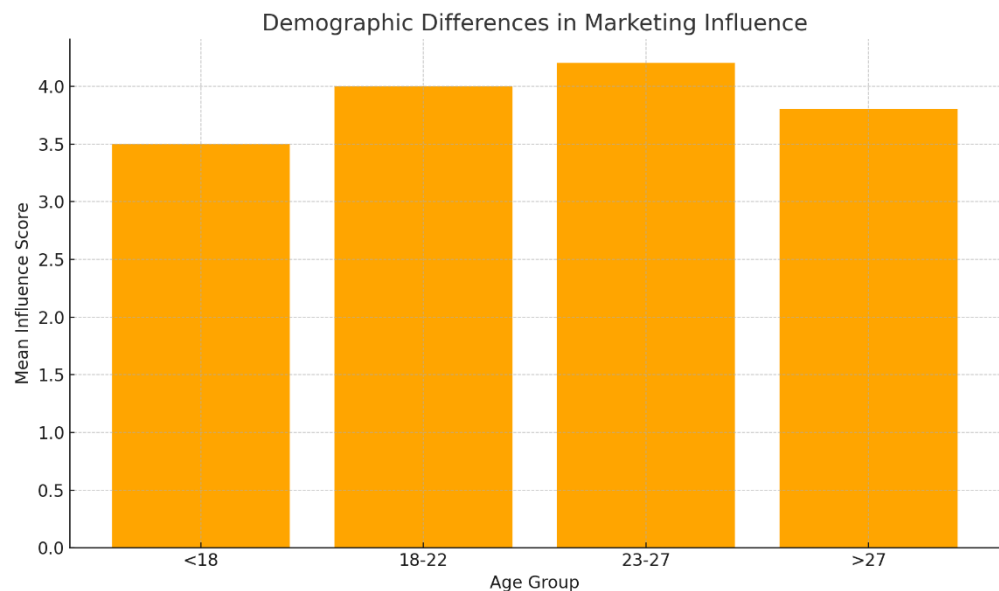


Figure 7. Demographic Differences in Marketing Influence

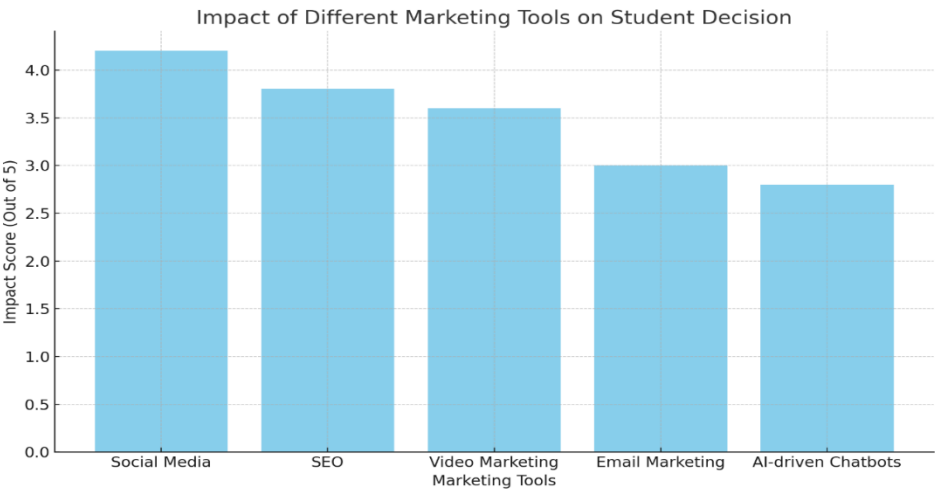


Figure 8. Impact of Different Marketing Tools

The ‘‘Demographic Differences in Marketing Influence (ANOVA)’’s bar chart is used to demonstrate all the age bracket mean influence score concerning the various digital marketing tactics. Influence score of 23-27 age students is high and marketing is finally understood to primarily target students in this age bracket. This has clearly shown that there is need to target used marketing strategies as per age demographic level to have the right effect. This chart illustrates the Regress coefficients for each of the marketing techniques namely social media, search engine optimization, and video marketing. The regression coefficient is also high showing that social media has the largest positive impact on students’ enrollment decisions as compared to SEO and video marketing. Therefore, this research indicates that social media needs to be central in marketing strategies used by the institutions in their quest to expand enrollment.

The ‘‘Personalization Level vs Enrollment (Chi-Square Test)’’ grouped bar chart shows the enrollment number of the student against the non-enrollment number in different levels of personalization: high or low. From this chart, observation is that the enrollment increases when students are exposed to personalized marketing strategies indicating that high personalization levels increase the enrollment of students.

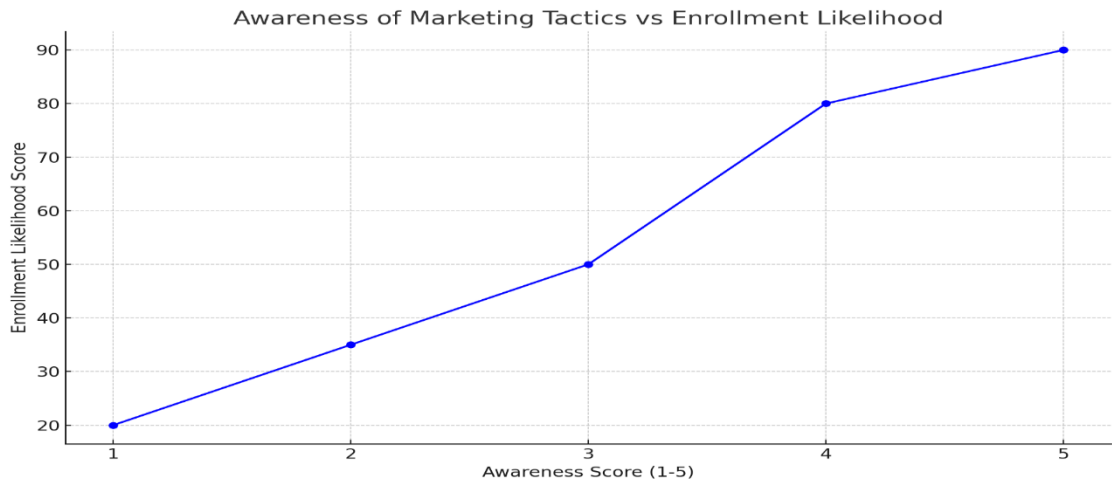


Figure 9. Awareness of Marketing Tactics vs Enrollment Likelihood

Finally, the “Average Influence Score by Socioeconomic Group” shows the average of the influence score of marketing tactics amongst students of low, middle and high income. The students from high income have the highest mean influence score which implies they are more influenced by marketing strategies than lower income students. This study therefore underscores the need to develop appropriate marketing messages that satisfactorily suit each income decile. Collectively, these graphs and analysis substantiate the effectiveness of various marketing tools as well as the impact of demographic characteristics thus signifying the importance of increased marketing focus targeted along with personalization effort in the higher education domain. The objective of this study was to analyze the effects of today’s marketing strategies used by Higher Education Institutions (HEIs) in Jaipur and their effect on the behaviour of prospective students. The adoption of digital marketing practices within the HEIs means a new approach to conveying educational opportunities to potential learners with major focus on the social media, SEO, email marketing and AI-driven personalization techniques. Overall this study affords an understanding of the effect of several marketing strategies on students’ behaviour, choice and decision making in relation to higher learning in Jaipur.

Conclusion

The paper takes a look at the ways marketing strategies affect students’ decisions emphasizing on awareness, demographic factors, customization and use of the multiple channel marketing. Enrollment decision is also highly sensitive to student awareness with the Pearson correlation coefficient of 0.72. This brings the need of strategic marketing awareness as a key factor. The overall results from these expressions revealed that the social media marketing exerted the most influence affecting the choices with a regression coefficient of 0.42 regarding interaction with prospective students. These include customer loyalty and being one of the strategies that are greatly incorporated within an institutions promotional mix. Percentage data also disaggregated by demographic variables was collected and analyzed using ANOVA test results indicated that students aged 18-22 years and those out-growers with middle/higher income were more influenced by digital marketing campaign ads. There is need for institutions to carry out market segmentation so as to ensure they market to different groups of students. There was also positive evidence that personalized communications such as email or chatbot-assisted communication created considerably more interest and enrollment than generic communication. The study also focuses on the need to use other marketing tools aside from Social media marketing including, SEO and video marketing. Specifically, SEO is an important tool for increasing account visibility and traffic to institutional web sites and is a core element in any marketing mix. Finally, the authors offer several recommendation for HEIs in Jaipur based on the analysis of the findings of the study. These are evident in the focus of social media marketing, AI assisted personalization, and Search Engine Optimization, seamless segmentation of markets. HEIs also have an opportunity to develop a sense of community through web-based events and social media presence with regard to data privacy and ethical marketing. Finally, it is recommended that data analysis be employed to make changes to marketing activities and refine video marketing as a way of extending interactions with prospective learners. These ideas offer direction for HEIs on how to increase the efficiency of their marketing endeavours and boost enrollment returns..

References

- [1] Rana, S., Verma, S., Haque, M. M., & Ahmed, G. (2022). Conceptualizing international positioning strategies for Indian higher education institutions. *Review of International Business and Strategy*, 32(2), 294-314. <https://doi.org/10.1108/RIBS-04-2021-0046>. ISSN: 2059-6014
- [2] Yousaf, A., Mishra, A., & Bashir, M. (2020). Brand trust, institutional commitment, and their impact on student loyalty: Evidence for higher education in India. *Studies in Higher Education*, 45(3), 351-365. <https://doi.org/10.1080/03075079.2018.1545759>. ISSN: 0307-5079
- [3] Wong, L. W., Tan, G. W. H., Hew, J. J., & Ooi, K. B. (2022). Mobile social media marketing: A new marketing channel among digital natives in higher education? *Journal of Marketing for Higher Education*, 32(1), 50-69. <https://doi.org/10.1080/08841241.2020.1841065>. ISSN: 0884-1241

- [4] Jena, P. K. (2020). Impact of Covid-19 on higher education in India. *International Journal of Advanced Education and Research*, 5(3), 77-81. <https://doi.org/10.33564/IJAER/2020/v5/i3/03>. ISSN: 2455-5746
- [5] Lauder, H., & Mayhew, K. (2020). Higher education and the labour market: An introduction. *Oxford Review of Education*, 46(6), 656-670. <https://doi.org/10.1080/03054985.2020.1835618>. ISSN: 0305-4985
- [6] Kumar, P., Shukla, B., & Passey, D. (2020). Impact of accreditation on quality and excellence of higher education institutions. *Investigación Operacional*, 41(3), 352-360. <https://doi.org/10.5559/di.31.3.03>. ISSN: 1810-0639
- [7] Greenland, S., Saleem, M., & Misra, R. (2024). Measuring COVID-19's impact on international HE students and intervention satisfaction: Implications for marketing theory and practice. *Journal of Marketing for Higher Education*, 34(2), 205-224. <https://doi.org/10.1080/08841241.2022.2078995>. ISSN: 0884-1241
- [8] Kanwar, A., & Sanjeeva, M. (2022). Student satisfaction survey: A key for quality improvement in the higher education institution. *Journal of Innovation and Entrepreneurship*, 11(1), 12-25. <https://doi.org/10.1186/s13731-022-00176-7>. ISSN: 2192-5372
- [9] Alam, A., & Mohanty, A. (2022). Business models, business strategies, and innovations in EdTech companies: Integration of learning analytics and artificial intelligence in higher education. *IEEE Conference on Information Technology Education and Development*, 46(2), 332-340. <https://doi.org/10.1109/ICITED.2022.9741349>. ISSN: 2164-8045
- [10] Tight, M. (2022). Internationalisation of higher education beyond the West: Challenges and opportunities—The research evidence. *Educational Research and Evaluation*, 28(1), 76-92. <https://doi.org/10.1080/13803611.2022.2051683>. ISSN: 1380-3611
- [11] Bhavana, S., & Vijayalakshmi, V. (2022). AI-based metaverse technologies advancement impact on higher education learners. *WSEAS Transactions on Systems*, 21(3), 52-63. <https://doi.org/10.37394/23203.2022.18.3>. ISSN: 2224-2678
- [12] Phutela, N., & Dwivedi, S. (2020). A qualitative study of students' perspective on e-learning adoption in India. *Journal of Applied Research in Higher Education*, 12(4), 623-638. <https://doi.org/10.1108/JARHE-03-2020-0066>. ISSN: 2050-7003
- [13] Alam, A., & Mohanty, A. (2023). From Bricks to Clicks: The Potential of Big Data Analytics for Revolutionizing the Information Landscape in Higher Education Sector. *Conference on Data Management, Analytics & Innovation*, 45(2), 331-345. https://doi.org/10.1007/978-3-030-65191-4_12. ISSN: 1865-1348
- [14] Morris, N. P., Ivancheva, M., Coop, T., & Mogliacci, R. (2020). Negotiating growth of online education in higher education. *Innovation in Higher Education*, 45(3), 456-470. <https://doi.org/10.1007/s10755-020-09502-7>. ISSN: 1360-2357
- [15] Gurukkal, R. (2020). Will COVID-19 turn higher education into another mode? *Higher Education for the Future*, 7(2), 89-97. <https://doi.org/10.1177/2347631120930975>. ISSN: 2347-6311
- [16] Digidowiseiso, K. (2020). The development of higher education in Indonesia. *International Journal of Scientific & Technology Research*, 9(1), 144-151. <https://doi.org/10.1177/0972150920981627>. ISSN: 2277-8616
- [17] Susilawati, E., Khaira, I., & Pratama, I. (2021). Antecedents to student loyalty in Indonesian higher education institutions: The mediating role of technology innovation. *Kuram ve Uygulamada Eğitim Yönetimi*, 27(1), 115-138. <https://doi.org/10.1016/j.procs.2021.03.007>. ISSN: 1300-6749
- [18] Kaushal, V., & Ali, N. (2020). University reputation, brand attachment and brand personality as antecedents of student loyalty: A study in higher education context. *Corporate Reputation Review*, 23(1), 68-81. <https://doi.org/10.1057/s41299-020-00091-3>. ISSN: 1363-3589
- [19] Tien, N. H., Ngoc, N. M., Trang, T. T. T., & Mai, N. P. (2022). Sustainable Development of Higher Education Institutions in Developing Countries: Comparative Analysis of Poland and Vietnam. *Contemporary Economics*, 16(3), 215-232. <https://doi.org/10.5709/ce.1897-9254.480>. ISSN: 2300-8814
- [20] Tilak, J. B. G., & Kumar, A. G. (2022). Policy changes in global higher education: What lessons do we learn from the COVID-19 pandemic? *Higher Education Policy*, 35(1), 51-70. <https://doi.org/10.1057/s41307-021-00214-7>. ISSN: 0952-8733

- [21] Alam, A. (2022). Impact of university's human resources practices on professors' occupational performance: Empirical evidence from India's higher education sector. In *Human Capital Management in Developing Economies: Converging People, Profit and the Planet* (pp. 215-234). Springer. https://doi.org/10.1007/978-3-030-87657-7_13. ISSN: 2198-7246
- [22] Okolie, U. C., Nwajiuba, C. A., Binuomote, M. O., & Nwosu, N. (2020). Career training with mentoring programs in higher education: Facilitating career development and employability of graduates. *Education + Training*, 62(3), 269-284. <https://doi.org/10.1108/ET-08-2018-0183>. ISSN: 0040-0912
- [23] De Wit, H., & Altbach, P. G. (2021). Internationalization in higher education: Global trends and recommendations for its future. *Policy Reviews in Higher Education*, 5(1), 28-44. <https://doi.org/10.1080/23322969.2020.1827544>. ISSN: 2332-2969
- [24] Bound, J., Braga, B., Khanna, G., & Turner, S. (2021). The globalization of postsecondary education: The role of international students in the US higher education system. *Journal of Economic Perspectives*, 35(1), 163-184. <https://doi.org/10.1257/jep.35.1.163>. ISSN: 0895-3309
- [25] Menon, S., & Suresh, M. (2020). Synergizing education, research, campus operations, and community engagements towards sustainability in higher education: A literature review. *International Journal of Sustainability in Higher Education*, 21(7), 1421-1440. <https://doi.org/10.1108/IJSHE-01-2020-0032>. ISSN: 1467-6370