



# Ethical Digital Practices and its impact on Brand Promotions: A study with reference to Selected Private Universities

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## Abstract:

Globalization of education has necessitated the need for integration and application of similar education systems and knowledge across the borders throughout the world. The professional and technical education world over has been witnessing this phenomenon for a couple of decades now. Among the higher education institutions, in order to compete and survive in the highly competitive higher education sector, the existing players of higher education institutions are required to sharpen their quality edge, and the new and emerging players will have to mark their places in the market. The higher education institutions operate in an environment having a myriad of opportunities for the promotion of their brands. Higher education institutions have embraced digital technologies to enhance their educational offerings and reach a wider audience. However, with the increasing reliance on digital platforms, ethical considerations have become crucial in maintaining trust and integrity. This abstract examines the ethical digital practices employed by higher education institutions and the strategies they adopt for brand promotion. Ethical digital practices encompass a range of principles and guidelines aimed at ensuring the responsible use of technology in education. These practices include safeguarding student privacy, promoting accessibility and inclusivity, addressing cyber security concerns, and maintaining data integrity. In terms of brand promotion, higher education institutions utilize various strategies to communicate their values and attract students ethically. Social media platforms are extensively used for brand promotion, providing opportunities for engagement, sharing success stories, and showcasing the institution's commitment to ethical practices.

Overall, higher education institutions recognize the importance of ethical digital practices and brand promotion strategies in today's digital landscape. By embracing transparency, authenticity, and responsible use of technology, these institutions aim to build trust, attract prospective students, and maintain a positive reputation.

## Keywords:

Ethical Digital Practices, Security, Accessibility, Transparency, Authenticity, Consent, Digital literacy, Digital well-being, Content Marketing, Social Media Engagement, Online Advertising, Search Engine Optimization (SEO), Social Media Platforms

## 1.0 Introduction:

Digital marketing backed by Information and Communication Technology (ICT) has exerted significant impacts on the overall standard of living of the society by making it aware of the various products and services that could regularly be made use of and availed of. (Azam Hamidi and Maryam Safabakhsh, 2011).

The New International Economic Order (NIEO) has necessitated the developing and underdeveloped countries to narrow down their economic disparities. The business organizations in those countries were forced to think of innovation for very survival in the competitive business environment. They had two choices in becoming innovative; either by becoming radical or by becoming incremental. The radical business innovation promised them to become a market-driving organization with the provision of optimum utilization of technologies. The incremental innovation, on the other hand, assured them only market-driven status where the use of technologies was in the primitive stage or at a low pace. (Nirmala Kumar et al. 2000).

Marketing as a dynamic subject of study and a profession has a significant role in the business of any firm and the economic activities of any country. The role of marketing in the promotion of goods and services has ever been diversifying (Christine Domegan (2021). The structure of the market and the functions of marketing have been evolving moment-by-moment. The structural shift from the traditional 'marketplace' to the modern 'digital space' and the functional paradigm shift from door-to-door marketing to digital marketing are noteworthy to mention. Covid-19 pandemic has created such a condition of uncertainties and unprecedented paradigm shifts in structures and functions of marketing (Sachin Modgil et al. 2022). The firms operating in such business environments are expected to be techno-savvy, swift communicators, and dynamic adopters of information and communication technologies (Justin Cox & Donovan Woods, 2021), for taping the competitive advantage and business excellence in the process of moving ahead.

## 1.1 Background of the Study:

Digitalization has its robust footings and milestones in different evolutionary phases of the digital revolution. It was etymologically from the Latin term 'digitalis' the word 'digit' derived. During the mid-15C, the term was widely used to denote the process of counting the numbers

below 10 with fingers and toes. Moving on to the 1650's numerical sense, it was in 1938 that the computers were used for the processing of data as opposed to analog. It was in 1945, which had witnessed yet another milestone in the swift processing of evolutionary changes, till widespread recording and broadcasting of data and events started emerging in the 1960s.

Marketing does function with an integrated approach of using both arts and science – the art in the sense of generation of demand and the scientific approach in measuring the market potential and performance of the firm in fulfilling the demand (Adriana Csikósová et al., 2014).

Marketing for services is more challenging than it does for products. Digital Marketing has become more complex and dynamic (Anne Vorre Hansen, 2019). Rapid changes in technology, its diversified usage, changing versions, and its advanced generations have created the need for its constant unprecedented up-gradation. The dependency on digital technology can't be stable until and unless the willingness and efficiency of the firm to embrace the changing structure, nature, and function of the technology (A. Reyes-Menendez et al. 2020). Education as a pure service is not an exception. The education sector, in its marketing endeavours as a whole, faces the challenge of the adoption of digital practices.

Education Marketing is one of the key segments in services marketing (O.O. Ogunnaike et al., 2018). This segment is characterized by its unique features of heterogeneity, intangibility, perishability, and inseparability (HIPI) when compared to the marketing of products. It has immense potential in serving as a Key Performance Indicator (KPI) and also as the prime contributor to the National Economy. (Tannin M Taufique Hossain et al., 2017). Institutions of higher education, especially emerging colleges and universities, vigorously do marketing for the mobilization of students. (Ylber Limani et al., 2019).

The primary challenge of digital marketing practices lies in choosing the right platform, suitable communication channels, marketers' skills in selecting and engaging the target audience, methods, design, and tools used in the mobilization of students, that are purely subjective and depend on many factors such as resources available and earmarked, ability to adapt, get along with the demanded technological advancements, willingness to change, manage the internal resistance to change, and risk-bearing capability of the institution (Peter S.H. Leeftang et al., 2013). The growth trajectory of the higher education market was valued in September 2019 by the Market and Market, in its issue of "Higher Education Market". It was projected that there will be a Compound Annual Growth rate of 21.1% from 2021 to 2028.

In order to reap the benefits of the adoption of digital marketing practices, higher education institutions need to ensure adherence to the democratization of information (the information disseminated is personalized, customized, targeted, digitized, and easily accessible) to the targeted consumers. The process of brand-building of education institutions could be achieved by leveraging trust and establishing robust social networks. (S. Flowers and M. Meyer (2020).

The analysis of both implicit and explicit factors at the micro-level is unavoidable to understand the influence of those factors in adopting digital marketing practices for higher education (M. Faruk et al., 2021). Since education is the mother of all other disciplines, the focus of governance, academic administration, and

teaching fraternity must be to strengthen its base from the grass-root level using appropriate strategies (Hashem Aghazadeh, 2015). The lacunae of the lapses and the gaps can be bridged even at the tertiary stage (higher education) of education. The ethical responsibility and accountability of higher education institutions have been to equip the learners with the required skill sets to face the unprecedented demand, expectations, and challenges of the future market (Sami Ahmed Haider et al., 2021). The global education market seeks to maintain the norms and standards of Industry 4.0 (I4.0), and all the players in the industry are required to ensure that benchmark (L.D. Williams, 2021).

Digital marketing has a pivotal role in bringing a multi-cultured and multilingual society together on its various platforms by reducing the wide gaps and disparities of the socio-economic milieu. In such a scenario, digital marketing tends to adhere to the benchmark in deciding the effective utilization of various digital platforms, practices such as Value-Based Marketing and Sales (VBMS), and tools to make the education services of higher education institutions such as universities, colleges, and institutions of national importance more affordable, learner-friendly, equipping the learners with career advancements (Moritz Classen et al., 2019).

The major reasons for choosing private universities in exploring the practices of digital marketing adopted by them in this study are of two kinds: The first being the brand of private Universities is not so developed or in the race of developing their brand image as the government and traditional aided universities or institutions need not do any ardent marketing and promotional practices for admissions because of their already stabilized brand images in the market (W. Ma et al., (2021). The second reason is to find the answer to the question of why some universities, colleges, and institutions of higher learning, though started only a

couple of years before, say less than a decade, perform better than their counterparts, the ones having decades-old lineage, and also a few are at the verge of even extinction. The need of the hour for such educational institutions is to possess customized-designed digital platforms integrated with traditional word-of-mouth marketing managed by a pool of professionals of the marketing team having many years of exposure and advanced skills set to lead at the top in making this sector the global leader (Rubaiyat Hasan Khan, 2013).

## 2.0 Literature Review:

Afzal Basha (2019) investigated the growth potential of digital marketing. The findings show the anticipation of 80% of the total population who could be active through their smartphone backed by uninterrupted internet connectivity. The majority of social media users are students and working professionals. They spend maximum time on social media platforms. As far as the penetration of internet users is concerned, the year-on-year trend has shown that 96% of the respondents in the age group of 19 to 24 years have started pursuing their higher education by selecting courses and institutions under the influence of digital marketing. The

figures on the internet user-base have shown that it was 331.77million in 2017 and is expected to reach the projected growth of 511.89 million by 2022.

Clark Paul et al. (2019) investigated that internal branding by the middle-level managerial personnel in the institutions of higher education can lead to better brand positioning and retaining the brand image of the institution. It stressed the need for beginning marketing internally as “It should start from inside out” as quick-fix solutions to get the brand alive and to obtain brand supportive behavior. The need for the co-creation of brand value is emphasized by creating strengthening internal communication. With the branding for multi-campus universities with regional centers, it is imperative to intensify the link and deepen the alumni relations. The paper reinstates the need for brand attributes, roles, brand workshops, and brand toolkits. It further explored the need for an integrated internal process of marketing and communication to ensure the re-branding of the educational services on offer. It further highlighted the need for an internal re-branding committee involving all the stakeholders such as the faculty, the staff, the community, and the students.

Ganguly Soumik (2021) investigated the trend analysis of the response of students toward B-school applications and admissions. The data was collected from over 2200 business schools and universities through interviews, campaign designs, and consulting work. It was

investigated that each phase of industry growth has its features of development. It explored different phases of industrial growth. During Industry 1.0 (1999-2000), the growth rate of B-School was only 30%, with weak faculty strength and low national visibility. During industry 2.0 (2002-2005), the growth rate of B-School was around 55%, with strong industry alliance and web engagement. During Industry 3.0 (2006- 2010), the growth pendulum reached above 70%, with the presence of international campuses and international applications with strong corporate alliances. It is suggested certain vital practical ways to have excellent students-acquisition by way of understanding prevalent behavior, redefining and restarting the practices, bringing some mathematical formulas like algorithms, econometrics, and reasoning into the routine promotional practices for having a better recruitment demand generation (RDG).

Krishnamurthy A and Srimathi H (2019) investigated the ever-growing expectations of millennial students about online education as they are keen to explore its various aspects of it. It is examined that the scope of the inherent flexibility of digital channels along with the optimum utilization of analytics as a major part of proactively controlling wastage has accelerated the growth of digital marketing. The multi-stream private deemed to be universities in accelerating all sorts of digital marketing practices and budget allocations are contrary to the private affiliated institutions in its functioning. The findings have shown that the institution's website is the most preferred digital tool opted for by parents and students. It is explored that the mobile devices operated on uninterrupted internet connectivity help boost digital interactions such as initial inquiry, alerts, admission process, and course details. The need of the hour is to foster trusted relationships between

the institutions and the students and also credibility building.

Muthu T and Pavithra J (2020) investigated that more than 170 million people use social media platforms. Digital marketing will have the potential to change the traditional marketing landscape both in structural and functional ways. The study has explored that the more the customers adopt digital practices, the more will be their involvement and easiness to use. It has been investigated that the higher the qualification (level of education), the better will be the application of digital technology in one's life. It is examined that the marital status of the customer doesn't influence the buying behavior. However, age, income level, and social status have a significant impact on online buying behavior.

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**Forni Forni Ferreira Decio and Romanini Vinicius Anderson (2021)** highlighted the issues in the Conference of the Parties (COP 26, as part of the UN Climate Change Conference) pertain to the climate change hosted by the United Kingdom to be held in Glasgow, from 31st of October to 12th of November '21, in partnership with Italy. Here the researchers have stressed the need to reinstate the demarketing of a Bio-Economic Question on Sustainability. The concepts of Efficiency x Efficacy x Effectiveness have close proximity to Brand Activism proposed by Philip Kotler and Sarkar, as the vulnerability of even a valuable brand; if it pauses threats to the ecology and risks to the general social wellbeing cannot be accepted. It was investigated that demarketing is to be initiated immediately in such situations branding which pauses threats and destruction to the general welfare of the society. Marketing of any form, of any structure, and of any function needs to have close proximity to three elements. They are environmental, social, and governance (ESG). The paper investigates the need for de-marketing by creating and retaining a sustainable space for zero poverty, equality, water quality, diversity, and smart cities. The need of the hour is to have good processes and communication. It is necessary to have conscious production practices and consumption patterns with transparency and ethical processes, to alleviate any negative impacts and threats.

Itzhak Mashiah (2021) examined the relationships of mutual give and take that WhatsApp has generated between the journalists and the general public due to its prime feature of instant messaging (IM). The researcher intended to investigate the role of WhatsApp as an alternative community for communication among industry professionals. The relationship that exists in communication between the journalists and the

public is termed as 'Friendemy', which denotes the mutual relationship of friendship and enmity. The friendship is expected to create by mutual interests and increased accessibility in bringing both the parties together. The enmity is expected to create due to the noise of distraction and the harmful effect of WhatsApp communications that can harm work-life balance. The researcher has made use of dialogic theory and adopted triple research methods such as the walkthrough method, for which 34 samples of instant messaging were tested, 261 samples of media users were used as part of a descriptive survey of media users, and semi-structured interviews with 6 numbers of communication job holders were conducted. The searcher has investigated that WhatsApp

nourishes a new type of voluntary professional dialogical community.

X Lu et al (2022) examined the effect of the cognitive, affective, and emotional responses to misinformation on the users of WhatsApp. Being an instant messaging mobile application used by more than 2 million people the world over, WhatsApp is widely used by almost all smartphone users. The study also aimed to study the users' trends of forwarding to and sharing such messages with relatives, friends, and even strangers. The researchers have conducted an online survey experiment of 725 representative samples from the users of WhatsApp in the UK. Participants were recruited by Qualtrics, a professional survey recruitment platform. This study got the formal approval of the ethical committee of one of the research universities in the United Kingdom well in advance of the beginning of the research. The findings have shown that WhatsApp users, with their prudence and discernments, prefer to share such misinformation with their relatives, close friends, and strangers with hopes (positive response) and anxiety or confusion (negative response as a defensive mechanism for getting away from untoward incidents of such unpleasant situation occurred or misinformation).

### **3.0 Statement of the Problem:**

The promotion of educational services in the digital era has been witnessing radical up-gradation and dynamic shifts in information and communication technology (ICT). (Konopik et al., 2022). It is by volatile market conditions under cutthroat competition. The volatility has necessitated higher education institutions to redesign their traditional market structures, realign their roles, and refine their functions. The present research focus on the various ethical digital marketing practices adopted by higher education institutions which helps in achieving overall business performance by leveraging their competitive advantages over the competitors.

### 3.1 Objectives of the Study:

- To explore the factors, which influence the ethical digital practices, adopted at higher education institutions.
- To examine the importance of various ethical digital practices used by the higher education institutions and its impact on brand promotions.

### 3.2 Methodology of Research:

A predesigned close-ended questionnaire was employed for collecting the primary data through the survey method. The questionnaire was on various digital marketing practices that were prevalent in higher educational institutions. The questionnaire was meant for the students of undergraduate, postgraduate, and Ph.D. courses in the selected private universities located in Bengaluru city. for obtaining their valuable inputs, views, and perceptions on the effective digital marketing practices adopted by the higher education institutions.

### Sampling Design:

Probability sampling technique and simple random sampling method has been adopted for Collecting the data from various higher education institutions.

### Sampling Size:

The sample of 200 has been collected from students of undergraduate, postgraduate and PhD courses of various higher education institutions.

### Tools used:

Tools used for data analysis is Chi-Square Analysis.

### 4.0 Data Analysis and Interpretation:

The demographic factors influencing the adopted digital marketing practices were measured by the selected 10 variables of digital marketing practices – online advertising, e-mail marketing, the practices from delivery of quality services to self-assessment of performance, yielding the benefits out of students' usage of digital device (smartphone) for promotion etc. It is important to note that higher education institutions are functioning in the age of digital explosion marked by cut-throat competition for promotion of their brands. In the race of such competitive market situations, institutions are keen to adopt the best out of the available resources for the optimum utilization of them. Institutions can make use of such practices to keep them ahead, especially during the unprecedented and unprepared situations like the Covid19 pandemic, the world was transformed



to a virtual-village – where the huge infrastructure with human resource of the institutions was restored to a small mobile screen or tablet. The responses were measured by the Likert five-point scale technique.

Descriptive Statistics and the Chi-Square Analysis among the Dependent and Independent variables

**Income Level of the Students(Consumers) and Various Digital Marketing Practices Adopted by the Private Universities**

The sample respondents were distributed as per the income level of the students and the digital media strategy used by the private universities is shown with detailed analysis below.

In order to find out the association between the demographic factor income level and its influence on the various (core) digital marketing practices adopted by the private universities, a hypothesis was formulated and analyzed with the help of Chi-square Test. The result of the Chi-Square Test is exhibited in the table below:

**H<sub>N</sub>**: There is no significant association between the factors influencing the various digital marketing practices adopted by the higher education institutions with the independent variable income level of the respondent.

**Table 4.42**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Income Level of Family * DPRCSQ	750	100.0%	0	0.0%	750	100.0%

**Table 4.43**

**Cross Tabulation**

		Income Level of Family * Digital Marketing Practices Crosstabulation																								
		DPRCSQ																								
		2.25	2.38	2.50	2.63	2.75	2.88	3.00	3.13	3.25	3.38	3.50	3.63	3.75	3.88	4.00	4.13	4.25	4.38	4.50	4.63	4.75	4.88	5.00	Total	
Income Level of Family	AAY	Count	0	0	0	0	0	0	0	0	1	1	1	1	1	3	1	1	2	0	1	0	0	0	13	
		% of Total	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	.1%	.1%	.1%	.1%	.1%	.4%	.1%	.1%	.3%	0.0%	.1%	0.0%	0.0%	0.0%	1.7%	
	BPL	Count	0	1	1	0	0	1	3	1	2	2	2	7	9	8	15	20	13	10	7	4	6	2	1	115
		% of Total	0.0%	.1%	.1%	0.0%	0.0%	.1%	.4%	.1%	.3%	.3%	.3%	.9%	1.2%	1.1%	2.0%	2.7%	1.7%	1.3%	.9%	.5%	.8%	.3%	.1%	15.3%
	APL	Count	1	2	1	1	1	3	4	8	11	15	15	34	53	78	70	99	78	58	43	31	11	4	1	622
		% of Total	.1%	.3%	.1%	.1%	.1%	.4%	.5%	1.1%	1.5%	2.0%	2.0%	4.5%	7.1%	10.4%	9.3%	13.2%	10.4%	7.7%	5.7%	4.1%	1.5%	.5%	.1%	82.9%
Total	Count	1	3	2	1	1	4	7	9	13	18	18	42	63	87	88	120	92	70	50	36	17	6	2	750	
	% of Total	.1%	.4%	.3%	.1%	.1%	.5%	.9%	1.2%	1.7%	2.4%	2.4%	5.6%	8.4%	11.6%	11.7%	16.0%	12.3%	9.3%	6.7%	4.8%	2.3%	.8%	.3%	100.0%	

Table 4.44

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.562 <sup>a</sup>	44	.965
Likelihood Ratio	26.276	44	.984
Linear-by-Linear Association	.009	1	.924
N of Valid Cases	750		

a. 45 cells (65.2%) have expected count less than 5. The minimum expected count is .02.

It is observed from the above analysis that there is no significant association between the independent variable level of income and the various digital marketing practices adopted by the higher education institutions for their brand promotion. Therefore, all the predictor variables like online advertising, e-mail marketing, the practices ranging from delivery of quality services to self-assessment of performance, yielding the benefits out of students' usage of digital device (smartphone) for promotion etc. do neither have any association nor have any influence on the independent variable level of income. It shows that the Higher /Education institutions can opt any digital practices irrespective of the income level of the students as digital practices have universal application and not having significant income constraints. The question of income specific digital practices is not at all relevant even in the case of digital devices and hence the null hypothesis ( $H_N$ : *There is no significant association between the factors influencing the various digital marketing practices adopted by the higher education institutions with the independent variable income level of the respondent*) is supportive and has been accepted.

#### Course opted by the Students (Consumers) and various digital marketing practices adopted by the Private Universities:

The sample respondents were distributed as per the course of study of the students and the various digital marketing practices adopted by the private universities is shown with detailed analysis below.

In order to find out the association between the demographic factor course of study of the students and its influence on the various (core) digital marketing practices adopted by the private universities, a hypothesis was formulated and analyzed with the help of Chi-square Test. The result of the Chi-Square Test is exhibited in the table below:

**H<sub>0</sub>:** There is no significant association between the factors influencing the various digital marketing practices adopted by the higher education institutions with the independent variable course of study of the respondent.

**Table 4.45**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Course Pursuing * Digital Marketing Practices	750	100.0%	0	0.0%	750	100.0%

**Table 4.46**

**Cross Tabulation**

		Course Pursuing * Digital Marketing Practices Crosstabulation																								
		DPRCSQ																								
		2.25	2.38	2.50	2.63	2.75	2.88	3.00	3.13	3.25	3.38	3.50	3.63	3.75	3.88	4.00	4.13	4.25	4.38	4.50	4.63	4.75	4.88	5.00	Total	
Course Pursuing	UG	Count	0	1	2	0	0	1	4	3	6	6	8	19	36	40	46	57	45	29	14	20	6	2	1	346
		% of Total	0.0%	.1%	.3%	0.0%	0.0%	.1%	.5%	.4%	.8%	.8%	1.1%	2.5%	4.8%	5.3%	6.1%	7.6%	6.0%	3.9%	1.9%	2.7%	.8%	.3%	.1%	46.1%
	PG	Count	0	1	0	1	0	2	3	3	6	4	8	17	20	39	25	42	35	32	25	10	8	3	1	285
		% of Total	0.0%	.1%	0.0%	.1%	0.0%	.3%	.4%	.4%	.8%	.5%	1.1%	2.3%	2.7%	5.2%	3.3%	5.6%	4.7%	4.3%	3.3%	1.3%	1.1%	.4%	.1%	38.0%
	PHD	Count	1	1	0	0	1	1	0	3	1	8	2	6	7	8	17	21	12	9	11	6	3	1	0	119
		% of Total	.1%	.1%	0.0%	0.0%	.1%	.1%	0.0%	.4%	.1%	1.1%	.3%	.8%	.9%	1.1%	2.3%	2.8%	1.6%	1.2%	1.5%	.8%	.4%	.1%	0.0%	15.9%
Total		Count	1	3	2	1	1	4	7	9	13	18	18	42	63	87	88	120	92	70	50	36	17	6	2	750
		% of Total	.1%	.4%	.3%	.1%	.1%	.5%	.9%	1.2%	1.7%	2.4%	2.4%	5.6%	8.4%	11.6%	11.7%	16.0%	12.3%	9.3%	6.7%	4.8%	2.3%	.8%	.3%	100.0%

**Table 4.47**

**Chi-Square Tests**

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55.145 <sup>a</sup>	44	.121
Likelihood Ratio	52.136	44	.187
Linear-by-Linear Association	.005	1	.942
N of Valid Cases	750		

It is observed from the above analysis that there is no significant association between the independent variable course of study of the respondents and the various digital marketing practices adopted by the higher education institutions for their brand promotion. Therefore, all the predictor variables like online

advertising, e-mail marketing, the practices ranging from delivery of quality services to self-assessment of performance, yielding the benefits out of students' usage of digital device (smartphone) for promotion etc. do neither have any association nor have any influence on the independent variable course of study of the respondents. It shows that the Higher Education institutions can opt any digital practices irrespective of the course of study of the students as digital practices have universal application and not having significant constraints on course of study. The question of the course of study of the respondents on specific digital practices is not at all relevant even in the case of digital devices and hence the null hypothesis ( $H_N$ : *There is no significant association between the factors influencing the various digital marketing practices adopted by the higher education institutions with the independent variable course of study of the respondent*) is supportive and has been accepted.

## 5.0 Results and Discussion:

It has been identified from the analysis that the higher education institutions like private universities rely mostly on various digital communication channels as part of their marketing efforts for brand promotion. The digital channels of marketing communication such as various online platforms like Facebook, YouTube, Instagram, LinkedIn, Twitter, etc., (both audio and video) websites of the universities with virtual tours, email, and SMS as these channels have the potential to cater the needs and expectations of all kinds of customers viz. local or indigenous, and global or international, alike. The universities adopt various methods of engaging their own dedicated digital marketing team or hiring the experts in promotion of their brands through digital channels, assigning this responsibility to their own IT Departments. Meanwhile, online channels like social media could be handled by the respective employees of various departments of both non-teaching and teaching faculties.

It was further observed that hoardings used by the university at different locations near the university and the display of digital advertising at public places like bus stations, railway stations, airports, malls, theaters, hotels, etc., help in making their brand familiarized among indigenous customers and viewers. It is observed that telecasting of advertisements and their broadcasting are meant for the local public and mostly for the influencers to the students. The parents, immediate family members, and close

relatives can influence the beneficiaries (the students) in their choice-making of the brand. The non-digital media (conventional print media) such as newspapers, magazines, journals, and periodicals have significant roles in popularizing the brands of the universities intermittently by targeting local and indigenous customers. It has been observed that the importance of conventional print media like newspapers, and popular weekly, fortnightly, and monthly magazines are still in demand. These media

help in knowing various burning issues, classifieds, and details about various competitive examinations for career advancements

## 6.0 Conclusion:

In the digital era, dynamic digital practices make a mark and difference. Education services need more attention from institutions' part and a high rate of consistent involvement from government agencies and concerned statutory bodies. Higher Education institutions in the private sector are in the race for business enhancements and earning profit. In this process of cutthroat competition, dependence on digital practices by using various digital platforms and channels has become inevitable.

Marketing in the digital landscape seeks diversified skills and knowledge. Optimum utilization of information and communication technology is paramount important, wherein market research, environment scanning, and analysis have become significant. The digital presence of the institutions of higher education in brand promotion and academic activities determines its growth and popularity. It is important on the part of the higher education institutions to ensure the consistent use of the digital platforms for communication with updated event, data, information. Since, websites play significant roles in the promotion of the brands of such institutions, their structures (look and feel) including patterns and color, content including catchy captions and rich content are utmost important.

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