

Impact Of Digital Marketing Communication On Students' Higher Education Decision-Making Process In Lucknow City

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Abstract

Digital marketing is the result of globalization according to the demand for advanced goods and supply in the digital world. In other words, the digital world is synonyms for an inter-connected world whereby consumers can easily access the facility of the digital market according to their desires and wishes in the interconnected, globalized world. It is also found that students are an important part of digital marketing communication because they find themselves in an interconnected world whereby, they are involved in the decision-making process about their careers. In these consequences, the present paper examines the impact of digital marketing communication on students' higher education decision-making process in Lucknow city. The methodology of the paper is based on the analysis of primary data, which was collected by conducting fieldwork in Lucknow city. The findings of the study show that there is a cordial impact of digital marketing communication on students' higher education decision making process in Lucknow city. It is also found that the role of digital marketing communication positively influences the attitudes of students regarding to their decision-making process about higher education.

Keywords: Digital Market; Communication; Students; Higher education; Decision making process.

1. Introduction

The digital market can be defined as such kinds of the market where consumers are digitally associated with a globalized market in the context of demand for goods and services according to their wishes and abilities whereby wishes and abilities are associated with their economic capability. In these context, the role of digital communication can be more important after the pandemic of COVID-19 because the crisis of the pandemic of COVID-19 gave a platform for digital marketing across the globe. Consumers can easily access the services of digital marketing according to their decision-making process because the decision of a consumer is determined by the wishes and ability of the consumer. In the context of the impact of the digital market on higher education, it is observed that students got an environment of opportunity to manage the digital market association with their higher education because it is found that students find themselves in a better working environment in the era of digital marketing because they are living in the interconnected world. The interconnected world may be defined as such a kind of digital world whereby they access the online process of admission in higher education institutions as well as can access the facility of online libraries and classes. It is observed that the importance of higher education is being enhanced by the digital marketing of higher education. Digital marketing of education emerges as the major source of a digital platform of education whereby students can easily access the world-class facility in the interconnected digital world. The decision-making process about the impact of digital marketing communication on the higher education of students; it has been found that the decision-making process is an important part of the impact of digital marketing on the higher education of students because students have lots of option to access the better quality of facility of higher education. The decision-making

process is the result of determinants of wishes and ability of students because a student takes decision about their careers according to their demand for goods and services in a globalized world. The role of the decision-making process is the result of the saturation stage of the satisfaction level of students about their careers in higher education. As well as it is also found that students are more interested in career oriented higher education according to the demand of the digital market. The career-oriented education is based on the enhancement of professional education like MBA and technical education like B.Tech, M.Tech and MBA because professional education is major tool for career enhancement of students in higher education. Additionally, it is also observed that the decision-making process of students regarding to higher education is being influenced by the level of higher educational institutions because students give importance to reputed higher educational institutions. In the context of the decision-making process, choice, and satisfaction level the important part of the decision-making process because the choice is the core of decision-making process because students decide on choice based on their skills and resources. Therefore, it can be concluded that there are cordial linkages between the impact of digital marketing communication on the higher educational decision-making process of students.

Digital marketing is the result of the process of globalization because the base of globalization is the result of interconnected world therefore, we can assume that we can easily take the facility of globalization in an interconnected world (Wind & Mahajan 2002). Digital marketing may be defined as process of digital of term and conditions of markets because markets can be easily accessed by consumers through digital form because consumers assume the cost and benefit analysis of goods and services according to their choice. The choice is an important part of the cost and benefit analysis of decision-making process (Bala & Verma,2018, pp.321-339). It is observed that digital marketing created a digital generation whereby people are more advanced and affluent compared to the non-digital generation. Based on this statement, it can be realized that the digital world is the result of a process of globalization in the modern interconnected world (Desai,2019, pp. 196-200). The decision-making process of students about higher education is the result their attitudes and psychological behaviour regarding to the access to a better quality of education on the choice of the rational decision-making process because a student takes decisions based on the satisfaction level under the perspective to economic rationalism of decision process (Kusumawati,2019, pp.1-11).

Based on the above prescribed description of the impact of digital marketing on the higher education of students, it can be realized that the impact of digital marketing is associated with higher education because it is the demand of the digital world. The process of the digital world is the result of globalization because process of globalization minimizes the geographical and social distances between global markets whereby people can easily access the process of cost and benefit analysis of available goods and services according to their demand in a globalized world. Therefore, it can be concluded that it is the result of digital marketing is based on the process of globalization.

2. Review of Literature

This section of the review of literature is categorized into the following two parts:

- i. Understanding of Digital Marketing Communication
- ii. Impact of Digital Marketing Communication on Student Higher Education in the context of Decision-Making Process.

It is observed that digital marketing communication is associated with decision making process of higher education because student get lots of information about education market through online digital platform. This online digital platform plays a crucial role in the decision-making process of student regarding to their participation in higher educational institutions.

➤ Understanding of Digital Marketing Communication

Digital marketing communication work as two communications because the company enhance its brand through digital marketing. It is observed that digital communication is based on the interconnected world whereby we get lots of information about the production of goods and services as well as brand related information about

the company (Cizmeci & Ercan ,2015). In these consequences, it can be realized that digital communication is the result of interchange of information between consumers and producer because producer gives the information about brand values about their goods and services to their customers. It is also found that role of information technology is so crucial in the interexchange of information. It is observed that digital communication influences the psychological behavior of consumers because digital communication gives a lot of economic and non-economic information to their consumers according to their wishes and abilities (Yamin,2017, pp.117-122). Digital marketing communication enhances the loyalty of customers because customer takes a decision about products based on their economic rationalism because matters of economic rationalism are associated with pre-determined wishes and abilities of customers. These pre-determined wishes and abilities are associated with the loyalty of the customers in digital market communication across the globe (Meriavo,2008). The field of information technology is so crucial in digital market communication because it provide a broad way information about communication and technology in the field of digital market communication. It is observed that companies adopt the role of information technology regarding enhancing their productions as well as creating an environment of loyalty among their customers because the environment of loyalty among customers enhances the brand values of the company (Yoga et.al 2019, pp.95-104).

Based on the above-prescribed review of literature about the understanding digital market communication, it can be emphasized that digital market communication works according to the following indicators:

- i. Understanding of digital market communication can be explained by two-way communication between producer and customer in the perspective of interchange of communication about goods and services in the field of digital global market. It can be also mentioned that role of information technology is core of the digital market communication because digital market communication provides information to their customers in broader sense.
- ii. Secondly, it can be realized that perception and attitude of customers is so important in the entire process of digital market communication because our wishes and abilities determine the boundary of cultural landscape. The boundary of cultural landscape represents our values, norms, and cultural belief within social region. As well as role digital market communication create an environment of digital region in the context of information technology because information technology creates an environment of mental region in the periphery of digital communication. Here, mental region may be defined as such kinds of region, those is the result of psychological behavior of customers within digital region.
- iii. Thirdly, process of decision-making process is so important in take a decision about available goods and services in digital market. It is observed that a customer take decision about production based on their satisfaction focused on logical interpretation about available goods and services in the digital market. The entire process of making digital market processing can be defined as the presentation of psychological behavior of customers based on their attitudes and approach to economic rationalism. Of decision-making process. Additionally, there are need to deep review about impact of digital marketing communication on student higher education in the context of decision-making process. Therefore, next review of literature discusses about importance of nexus of digital making process and impact of digital market communication on higher education on students in India.

➤ **Impact of Digital Marketing Communication on Student Higher Education in the context of Decision-Making Process.**

It is also observed that impact of digital market communication on the student higher education in the context of the decision-making process because it can observe that crisis of pandemic of COVID-19 is being taken as an opportunity to give digital based higher education to the student. The pandemic of COVID-19 creates an environment of psychological panic conditions with lots of opportunities for the digital market in the digitalized world. It can also be emphasized that the role of information technology is so crucial in the field of digital

communication which are cordially associated with decision making process of students about their higher education in the context of digital market communication.

The entire process of decision-making process is the result of digital market communication in the era of the pandemic of COVID-19. It is also observed that digital market communication paved the way for the process of digitalization of educational institutes across the globe. It can be realized that role of information technology is so crucial in the field of the decision-making process of students because students have the right to access a better quality of education in a safe and secure educational environment in the digital world (Biswa,2020, pp. 33-51). Here, important questions are raised about the mechanism of use of information technology in the digital world. It is observed that the use of social media is so important in the decision-making process about higher education of students because social media provide a platform in the mechanism of digital marketing. It is observed that student share their wishes, and ability through social media because use of social media is important part of the decision-making process of students about their participation in higher education (Alexa et.al,2012). It is also observed that digital market communication creates a cultural landscape in the digital world because students can easily access the information about cost and benefit analysis about their decision-making process of higher education. It can be explained that cost benefit analysis determines the decision-making process of students about their participation in higher education. It can be also realized that use of social media provides a broader platform about decision making process about digital market communication (Kincl et al.2013, pp.49-65). It is observed that digital market communication enhances the brand of the educational institution because educational institutions can cover millions of students through digital communication because digital communication is an important platform for presenting about brand values of institutions of higher education (Momen et.al,2019).

Based on the analysis of the above prescribed review of literature, it can be summarized according to the following ways:

- i. It is found that digital market communication works a broader sense in the digitization of institutes of higher education because the management authority of the institutions of higher education takes the cost-benefit analysis of their decision-making process regarding to give a better quality of education to students.
- ii. Secondly, in the era of digital market communication, students find lots of opportunity to prove themselves in the digital market of education based on the cost benefit analysis of decision-making process of their participation in higher educational institutions.
- iii. Thirdly, it is observed that entire process of decision-making mechanism is the result of cost-benefit analysis about production and marketing of goods and services in the digital market.
- iv. The process of the decision-making process is being determined by the managing authority of institutions of higher education as well as their consumers at students, whereby managing authority of institutions of higher education take decision based on minimum input and maximum output with digital branding of their institutions. On the other hands, students also take decision about career-oriented education based on the cost benefit analysis of their wishes and abilities regarding to participate in the institutions of higher education.
- v. Fifthly, it can be realized that both producers and customers are economic persons because both take decision based on their economic rationalism because they consider better educational environment as their rights. It is observed that students find themselves in safe zone whereby managing authority of institutions of higher education also ensured their better performance regarding to provide better environment of higher education in the digital market of education. As well as importance of digital education is so crucial in the era of pandemic of COVID-19.

3. Methodology: Research Questions, Objectives and Strategy for Collection of Data

Based on above prescribed review of literature, major research gap is that there are few literatures are discussing about impact of digital marketing communication on students' higher education decision-making process in Uttar Pradesh. Therefore, the study tries to find out impact of digital marketing communication on students' higher education decision-making process in Lucknow city of Uttar Pradesh. The major research statement is based on the analysis of nexus of impact of digital market communication and decision-making process of student of higher education in the context of digitalization of the education.

3.1 Research Questions

- i. What is the impact of digitalization on the higher education of students?
- ii. How does the decision-making process of students influence from the digital market communication?
- iii. What is the nexus between digital market communication and decision-making process in the higher education of students?
- iv. What is the social implication of nexus of digital market communication and decision-making process in the higher education of students?
- v. What are the emerging challenges in the digital market communication in the context of decision-making process in the higher education of students?

3.2 Objectives

There are following objectives based on above research questions:

- i. To identify the impact of digital market communication on the higher education of students.
- ii. To examine the nexus of digital market communication and decision-making process in the higher education of the students.
- iii. To give the suggested prescribed recommended policies about impact of digital market communication.

3.3 Hypothesis

There are following two hypotheses

1. Hypothesis 1 = There is significant impact of digital marketing communication on student of higher education.
2. Hypothesis 2= There is significant differences between the Age groups and digital marketing communication of higher education student.

3.4 Strategy for Collection of Primary Data

The primary data is collected by conducted a field visit in selected higher education institutes in Lucknow city. The total number of selected sample number of student is 259 in the age group of 15-18 years (n=72), 19-23 years (n=110) and above 23 years(n=77). The primary data is collected by structured schedule in the selected higher education institutions in Lucknow. Additionally, qualitative data is also collected to measure the decision-making process of student about impact of digital market communication on higher education of students. Both qualitative and quantitative data is analyzed by mixed method approach for better interpretation of the result according to the objectives.

3.5 Technique for Analysis of Primary Data

The primary data was analyzed by descriptive statistics, regression model and ANOVA model while process of decision making about the impact of digital market communication on higher education of students is measured by qualitative technique (Table 1)

Table 1: Analytical Framework of Result

Content	Technique	Description
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Demographic profile of students	Descriptive Statistics	Age groups of sample students
Impact of digital marketing communication on the student of higher education.	Regression Model	It shows impact of digital market communication on students of higher education.
Significant difference between the Age groups and digital marketing communication of higher education student.	ANOVA Model	It shows the significant difference between the Age groups and digital marketing communication of higher education student.
Decision Making Process of Students of Higher Education about impact digital market communication	Qualitative approach	It shows the process of decision-making process of students of higher education about impact of digital market communication

Above table shows that both qualitative and quantitative data is used for analysis of result according to the nature and objectives of the study whereby quantitative data is justified by statistics while qualitative data is justified by narratives and case studies about process of decision making about impact of digital market communication on higher education of students.

4. Result and Analysis

a. Demographic profile of Sample of Students

Table shows that 70.1 per cent of the selected students are in the age groups between 15 and 23 years while rest are above than 23 years (Table 2).

Table 2: Demographic Profile of Selected Students

Age Group of Students	Numbers	Per Cent
15-18 Years	72	27.7
19-23 Years	110	42.4
Above 23 Years	77	29.9
Total	259	100.0

Source: Field Survey 2022

b. Impact of Digital Marketing Communication on Student of Higher Education.

Hypothesis

1. **H₀**: There is no significant impact of digital marketing communication on the student of higher education.
2. **H₁**: There is significant impact of digital marketing communication on student of higher education.

R-value is associated with the value of 0.68, and it is simple correlation, and it shows high degree of correlation. The R square show the total variation in the dependent variables and impact of digital market communication on student of higher education, it is explained by the independent variables (Table 3).

Table 3: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.688 ^a	.473	.471	3.24518
a. Predictors: (Constant), Student higher education				

Source: Field Survey 2022

The table shows the ANOVA table 2, which indicate the mechanism of regression fits the data based on predict dependent variables. This table shows that regression model predicts well defined to dependent variables. The value of the regression model in .000 which is less than 0.05 and it shows that regression model is statistically significant about prediction of outcome variables (Table 4).

Table 4: Regression Model

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2429.147	1	2429.147	230.662	.000 ^b
	Residual	2706.521	257	10.531		
	Total	5135.668	258			
a. Dependent Variable: Digital marketing communication						
b. Predictors: (Constant), Student higher education						

Source: Field Survey 2022

The Coefficients table gives us the important information about prediction of the effect of digital marketing communication on student of higher education, as well as determine whether digital marketing communication on student of higher education is statistically significant to the model and “student of higher education” are contribute statistically significantly to the model (Table 5).

Table:5 Coefficients Table

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.926	.713		4.103	.000
	Student higher education	.737	.049	.688	15.188	.000
a. Dependent Variable: Digital marketing communication						

Source: Field Survey 2022

The coefficient value predicts the equation of model-

Digital marketing communication = 2.926 + 0.737 * Student of higher education

c. Significant Difference between the Age Groups Aad Digital Marketing Communication of Higher Education Student.

Hypothesis

H₀: There is not any statistically significant differences between the Age groups and digital marketing communication of higher education student.

H₁: There is a statistically significant difference between the Age groups and digital marketing communication of higher education student.

This table gives us important information about descriptive statistics comprising to mean value of standard deviation and 95 % confidence intervals for the dependent variables for each separate age group included to 15-18 years, 19-22 years and above 23 years and when all the groups are combined as total. These descriptions are important for us regarding to description of data (Table 6).

Table 6: Descriptive Statistics

Descriptive								
Digital marketing communication								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
15 - 18 year	72	14.5139	5.17848	.61029	13.2970	15.7308	5.00	25.00
19 - 23 year	110	12.9818	4.06593	.38767	12.2135	13.7502	5.00	23.00
Above 23 years	77	12.6623	4.10587	.46791	11.7304	13.5943	5.00	21.00
Total	259	13.3127	4.46158	.27723	12.7668	13.8587	5.00	25.00

Source: Field Survey 2022

This table shows the result of analysis of ANOVA, and it indicate that there is statistically significance differences between group means. The significant values is 0.023 which is less than 0.05. Therefore, we say that there is a significant statistically differences in the mean of length of time to complete the spreadsheet problem between the age group and the digital marketing communication of higher education student (Table 7).

Table 7: ANOVA Model

ANOVA					
Digital marketing communication					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	148.497	2	74.249	3.811	.023
Within Groups	4987.171	256	19.481		
Total	5135.668	258			

Source: Field Survey 2022

d. Decision Making Process of Students of Higher Education about impact digital market communication

It is observed that decision making process of students of higher education is based on the cost-benefit analysis of impact of digital market communication. It can be emphasized that student take decision based on the economic rationalisms because they prefer to the career-oriented education of higher studies because they desire to achieve better working conditions with better opportunist of jobs in the global job market. Hence, it is also found that most students have a positive approach about their education because they are interested about their

participation in the digitalization of the market. Here, it is important to clarify that students were getting modern education through the online process of education because they were technically attached to each other whereby they used to share their emotions and feeling about the impact of digital market communication on higher education. It is also observed that they expressed that they were interested in participation in the campus interview selection because the student of higher education like B.Tech and MBA was a major key for getting jobs in the era of digital market communication. It is also found that they told their parents borrowed from Banks for their higher education, therefore they were more dedicated to their career with getting higher education. These students used to take decision based on the collaboration with their parents, teachers, and students because they had dream to achieve higher education with better jobs in India and abroad therefore, they used to take decision based on the cost benefit analysis. The mechanism of cost benefit analysis is based on the micro theory of development economics. However, matter of process of decision making is based on the sociological aspects because it is observed that student keep a humancentric approach due to member of society. They consider themselves as unit of society because they have desire to provide their services to society. In these contexts, it may be concluded that digital market communication plays a crucial role on the impact of higher education of students because students get a digital platform to share their emotion, feeling and desire regarding to higher education with their career-oriented education because environment of better education is rights of students in the era of pandemic of COVID-19. It is observed that pandemic of COVID-19 gave a digital platform to institutions of higher education to providing a safe, secure, and better environment of education to students of higher education with aspect of social values of human rights of students.

5. Conclusion and Recommended Policies

It can be concluded that impact of digital market communication may be defined as major tools for providing a better environment of education to students in the era of pandemic of COVID-19. It is also found that decision making process of students is cordially associated with their participation in the higher education because these students expect to better career-oriented education. The mechanism of career-oriented education is determined by decision making process of students because they take decision based on both economic and non-economic phenomena. Both economic and non-economic phenomena can be explained by economic rationalism whereby phenomena of economic rationalism are based on the cost-benefit analysis of individual economics which knows as microeconomics. It is observed that process of mechanism of cost-benefit analysis is based on the decision-making process of process, determinants, and consequences of impact of digital market communication on higher education of students. It is also observed entire process of decision- making process is the result of horizontal and vertical axis of decision -making process whereby both horizontal and vertical axis determine the impact of digital market communication on higher education of students. It is also observed that pandemic of COVID-19 is considered as both challenges and opportunities in the area of higher education whereby digital market communication influences the mechanism of decision making process of students because it is found that most of the students taken challenges by the pandemic of COVID-19 as an opportunity because pandemic of COVID-19 produce lots of socio and economic challenges in the field of education but institution of higher education adopts the policy of providing better services of higher education in the era of the pandemic of COVID-19. On the other hand, students take to the crisis as opportunity based on the cost-benefit analysis of higher education because they desire to work in a secure and safe working environment in the era of a pandemic. In this study, it is also observed that the impact of digital market communication is so relevant in the entire process of decision-making process about the cost-benefit analysis of higher education. It can be realized that it is the result of ongoing crisis of pandemic. Therefore, it can be summarized that there was a significant impact of digital market communication on students of higher education in the context of decision-making process based on the regression model. It is also observed all the students were young and they were involved in higher education like B. Tech and MBA through online digital platforms whereby the entire process of decision-making process of higher education. The online digital market communication provides an environment of globalization whereby student can easily take decision about process, determinants and consequences of higher education

based on the evaluation about their career-oriented education. Now, it can be finalized that mechanism of digital market communication is based on the micro aspect of individual economics whereby both managing authority and students take decision based on profit and loss, but both create a safe, secure environment of higher education based on process, determinants, and consequences of decision-making process.

5.1 Recommended Policies

- i. There is needed to give a strategy-based agenda to digital market communication on the impact of higher education of students because such types of strategy may be helpful for the evaluation of mechanism of decision-making process of cost- benefit analysis of higher education.
- ii. Secondly, it is needed to give student and career-oriented education through online digital market communication because online digital market communication is the demand of crisis of pandemic of COVID-19. Therefore, managing authority of institutions of higher education should provide a proper mechanism for decision-making process for students in the context of the impact of digital market communication on higher education of students.
- iii. Thirdly, the government should start a proper mechanism to monitor impact of digital market communication on higher education of students because it is associated with issues of human rights of both students and managing authority to work in the better working environment in the era of pandemic.
- iv. Fourthly, process of decision-making process is the result of process, determinant, and consequences of cost-benefit analysis of impact of digital market communication in the context impact on higher education of students. In these contexts, it is very important duty of government to take a welfare and human centric approach to ensure the way of secure environment of the decision-making process about impact of digital market communication on the higher education of students.
- v. Fifthly, it is important to rethinking and re-define about impact of role of digital market communication because it is observed that role of digital market communication may be so important in the era of pandemic of COVID-19. It is observed that environment of higher education of students is largely affected by pandemic of COVID-19 but decision-making process about impact of digital market communication should be balanced according to the current situation of pandemic.
- vi. At last, it can be realized that impact of digital market communication may be more widespread and well defined in the context of its impact on higher education as well as decision making process of both managing authority of institutions of higher education and students, those are involved in the higher education. It is demand of time that it should be focused on human centric agenda because we cannot imagine the concept of digital market communication in the area of higher education because a safe and secure educational environment is the rights of students.

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