

Impact of Advertisement on Enrollment Decision of College Students

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Abstract- Due to the stiff competition prevailing between private universities to get students for admission, the factors influence the decision of students to select a university seeks paramount importance. Purpose: This study conducted with the students of multiple Universities aims at finding out such influencing factors responsible for the choice of students to select the university. A survey questionnaire was given to 450 students and 400 of them were answered. The advertisement done by Universities and its impact on the students was studied, to understand the effectiveness of such advertisements. The findings of the study revealed that the advertisements made in social media was very effective. Student's decisions regarding their education and the institutions that will provide it are directly influenced by the marketing and promotional efforts of the institution. The university should produce more attractive advertisements using their own product unit because of its low cost and high effective results and focus their promotional activities on popular social media.

I. INTRODUCTION

ADVERTISING: A product, service, or concept is promoted via a variety of communication channels in order to reach and influence a target audience. This process is known as advertising. It is a type of marketing communication that seeks to educate, persuade, and persuade individuals of the advantages or worth of a specific service. Businesses, organizations, or people frequently produce advertisements in order to spread the word about their goods and services, boost sales, develop brand recognition, and eventually accomplish their marketing goals. They can appear in a variety of places, such as print advertisements in periodicals and newspapers, radio and television commercials,

internet banners and pop-ups, promotions on social media, billboards, direct mail, and more.

The main goal of advertising is to grab the attention of the target market and deliver a compelling message. In order to pique the interest or satisfy the demand of the consumer, advertisements frequently highlight the qualities, advantages, or special selling propositions of a good or service. To successfully communicate the message, they may combine written or spoken content with visual components like photographs, videos, or graphics. To make their advertisements interesting and memorable, advertisers use a variety of tactics and strategies. Humor, emotive appeals, storytelling, celebrity endorsements, memorable slogans, jingles, and inventive imagery are a few examples of these. The final objective is to capture the audience's or reader's attention, pique their interest, and persuade them to perform a particular action, such buying something, going to a website, or subscribing.

The increased use of the internet and social media in recent years has greatly increased the prominence of digital advertising. Online adverts provide precision targeting options, enabling advertisers to target particular customer demographics, interests, or behaviors. Additionally, this type of advertising offers greater options for interaction and measurement, allowing marketers to monitor the effectiveness of their ads, collect information, and refine their campaigns. It is important to remember that while advertising are essential for marketing goods and services, they can also be governed by laws and ethical standards. Laws governing truthfulness, fair competition, and consumer protection must be followed by advertisers. Respecting privacy, avoiding false claims, and maintaining transparency when revealing sponsored material or endorsements are all part of responsible advertising practices.

One of the 4ps in the marketing mix—product, price, location, and promotion—advertising is a subset of promotional strategy since it helps potential customers become aware of a product and prepares them to make a purchase decision. There are many duties associated with advertising. Advertising educates the audience so that they are aware of items and may choose brands or products with knowledge. Businesses also gain from advertising since it helps them sell more goods. Advertising has been a fantasy merchant, but it has also been at the centre of debate over the myriad problems it causes in society. College and university advertising is a strategic marketing technique used to promote educational institutions and draw in potential students.

These commercials are designed to highlight the special features, academic offerings, amenities, and overall advantages of attending a certain college or university. The public perception of advertising is still a major problem despite the fact that it is a powerful tool for the business, a crucial component of the modern age, and a rapidly expanding industry. (O'Donohoe,1995). It is charged with encouraging materialism and consumption, fostering stereotypes, making us buy things we don't need, exploiting children, influencing our behaviour, using sex to sell, and generally assisting in the disintegration of our social structure. Advertising does not operate in a vacuum; rather, it operates in a market setting where a number of elements, including governmental laws, business interests, and consumer requirements, are at play. It has a crucial social role and is a strong force in terms of persuasion. In addition to its widespread use and great exposure, it sparks debate and criticism.

ADVERTISEMENT FOR COLLEGES AND UNIVERSITIES

These are some significant components that are frequently seen in marketing for schools and institutions.

- Institutions create a brand identity that embodies their vision, core principles, and educational ethos. In order to establish a recognizable and memorable presence, advertisements emphasize expressing this brand image through visual components like logos, colors, and typography.
- High school students, parents, and occasionally adult learners or international students are the target audience that colleges and institutions define. These particular populations are targeted via advertisements that speak to their needs and goals.
- Educational institutions showcase their special qualities to set themselves apart from others in their industry. Reputable academic staff, cutting-edge facilities, campus culture, extracurricular activities, study abroad possibilities, internship placements, and career assistance are a few examples of this.
- Academic Excellence: Colleges and universities place a strong emphasis on their alumni success stories, accreditations, rankings, and academic reputation. To create credibility and show a dedication to excellence, they may highlight noteworthy accomplishments, scientific breakthroughs, or relationships with leading companies.
- Institutions showcase alumni and current student testimonials and success stories to emphasize the beneficial effects of their education. Prospective students may feel a connection to these stories, which may encourage them to envisage their own achievement.
- Financial Aid and Scholarships: Information about scholarships, financial aid choices, and the institution's dedication to affordability may be included in advertisements. This helps ease prospective students' and their families' financial worries.
- Advertisements frequently include a call to action, encouraging viewers to visit the school's website, go to an open house or campus tour, get in touch with admissions counsellors, or submit an application. These instructions urge potential students to proceed with the enrollment procedure.
- Campus Life: The lively campus atmosphere, student diversity, and the overall student experience are frequently portrayed in advertisements. To demonstrate a well-rounded educational experience, they highlight various clubs, organizations, sports teams, social activities, and community engagement programs.
- Multi-Channel Approach: In order to effectively

reach their target audience, colleges and universities use a range of advertising platforms. Print advertisements in periodicals and newspapers, radio and television commercials, internet banner ads, social media campaigns, email marketing, search engine marketing, and partnerships with high schools or educational fairs are some examples of this

- The main objective of college and university advertising are to draw potential students, convey the institution's distinctive value proposition, and persuade them to choose the institution as their place of study. These commercials are essential for spreading awareness, fostering a good reputation, and eventually promoting enrollment.

TYPES OF ADVERTISEMENT THAT COLLEGES AND UNIVERSITY SHOULD DO:

There are a variety of tactics and media that schools and universities can utilize for their advertising in order to advertise their programs, draw in potential students, and establish their brand. Here are some typical forms of advertising that are applied in the educational field:

- Advertisements are published in newspapers, magazines, brochures, and other print periodicals in this classic type of advertising. This media is frequently used by colleges and universities to promote their campus, academic offerings, student life, and other pertinent information.
- Digital advertising has grown in importance for colleges and universities as a result of the extensive usage of the internet. This comprises email marketing efforts, social media advertising, search engine marketing (SEM), and online display advertisements. Digital marketing enables organizations to focus on particular demographics and reach a broader audience.
- Radio and television advertisements have the potential to effectively reach a large audience. Ads for colleges and universities that promote their campus, professors, student accomplishments, and distinctive offers can be interesting and visually appealing. These advertisements may be played on regional or national radio and television stations.
- Outdoor Advertising: Billboards, banners, transit

advertisements, and other types of outdoor advertising can assist raise awareness of colleges and institutions and boost their exposure. These advertisements are thoughtfully positioned in high-traffic places close to the university, in the neighborhood, or along public transportation lines.

- Colleges and universities frequently send printed brochures, catalogues, postcards, and other materials via direct mail to the homes of potential students. Direct mail can deliver comprehensive details about educational programs, campus amenities, scholarships, and other topics.
- Institutions can opt to sponsor or take part in local, regional, or national events like career fairs, college fairs, and conferences for education. This enables them to communicate with potential pupils face-to-face, share knowledge, and develop a relationship.
- Word-of-Mouth Marketing: For colleges and institutions, good word-of-mouth can be a potent weapon for advertising. Encourage current students, graduates, instructors, and staff to talk about their experiences at the institution and recommend it to others. Institutions frequently use reviews, testimonials, and social media channels to spread good word of mouth.
- Material marketing: Colleges and universities can establish themselves as thought leaders and draw in new students by producing educational and valuable material, such as blog posts, articles, videos, and webinars. Establishing trust through content marketing and engaging with the target audience.
- Event Sponsorship: Institutions may choose to sponsor or participate in local, regional, or national events, such as college fairs, career expos, and educational conferences. This allows them to interact directly with prospective Recruitment Events: Hosting or participating in college fairs, open houses, campus tours, and information sessions are effective ways to showcase the institution to potential applicants. These events allow prospective students and their families to interact with faculty, staff, and current students, and gain firsthand experience of the campus environment.
- Influencer Partnerships: Collaborating with influential individuals, such as alumni, industry

experts, or social media influencers, can help colleges and universities expand their reach and connect with a broader audience. Influencers can share their experiences, endorse the institution, and generate interest among their followers.

- It's important for colleges and universities to adopt a multi-channel approach and tailor their advertising strategies to their target audience, budget, and overall marketing objectives. By utilizing a combination of these advertising methods, institutions can effectively promote their programs and attract prospective students.

CRITERIA OF STUDENTS FOR SELECTING COLLEGES AND UNIVERSITY TO ENROLL

When choosing where to enroll in college, students frequently take into account a number of factors. Here are some typical considerations that students frequently make:

- **Academic Reputation:** Students frequently search for universities with a good academic standing. They take into account things like faculty credentials, research possibilities, accreditation, and program rankings.
- **Program and Majors:** Students take into account the quantity and caliber of the programs and majors that the college offers. They search for universities that provide the particular academic specialties or fields of study they want to pursue.
- **Location:** For many students, the college's location might be a crucial consideration. Some people want to live close to their homes, while others may prefer a different setting or particular geographic features (such as an urban, suburban, or rural location that is close to a particular industry).
- **Cost and Financial Aid:** A student's choice may be greatly influenced by the price of attending college and other related expenses. Students research options for financial aid, scholarships, grants, and work-study programmes as well as the cost of various colleges.
- **Campus Resources & Resources:** For students, the standard and accessibility of campus resources including libraries, labs, sports facilities, dorms, and student support services are frequently crucial factors to take into account.
- **Campus culture and student life:** A student's choice

may be greatly influenced by the general climate, social scene, and extracurricular activities on campus. The campus culture is influenced by elements including diversity, clubs and organisations, student governance, and cultural events.

- **Internship opportunities and career services:** Students are drawn to universities with strong internship programmes, career services, and links to potential employers. They take into account the college's track record of assisting students in finding internships, co-ops, and jobs following graduation.
- **Alumni Network:** Students may benefit greatly from an institution's robust and active alumni network. Networking opportunities, mentorship, and prospective professional connections can all be found through a strong network.
- **Campus Safety:** When selecting institutions, students and their families frequently take into account the security precautions and crime statistics on and around campus. They might look into the region's security measures, emergency procedures, and reputation for safety.
- Last but not least, students take into account their own interests and ideals when selecting a college. They may be influenced by elements including class numbers, student-to-faculty ratios, campus diversity, racial or religious connections, and the general "feel" of the school.
- It's significant to remember that different people may value these characteristics differently. Depending on their own objectives, desires, and circumstances, students may give some considerations a higher priority than others.

INTEREST THAT STUDENTS SHOW TO COLLEGE ADVERTISEMENT

Various elements can affect a student's interest in college marketing. When examining the interest that students have in college advertisements, keep the following aspects in mind:

- **Information and Awareness:** College advertisements help students learn about the numerous educational possibilities that are accessible to them and increase their awareness of

those opportunities. These advertisements frequently include the college's special offerings, programmes, resources, and accomplishments, which can attract students looking for certain academic specialties, extracurricular pursuits, or a particular college culture.

- Reputation and Ranking: College commercials frequently highlight the institution's reputation and ranking. Colleges that are well-known, highly regarded, or have a solid reputation in particular subjects may pique students' attention.
- Engaging and attractive commercials have the power to grab students' attention. Prospective students may be intrigued and interested by advertisements that are imaginative and aesthetically beautiful and that successfully represent the college's ideals, campus culture, and student life.
- Scholarships and financial aid: Colleges that provide large scholarships, financial aid packages, or grants draw a lot of students. Students looking for affordable education or specific financial aid may pay attention to advertisements that emphasise these opportunities.
- Location and Campus Life: Students' interests might be affected by the college's location and the neighbourhood in which it is located. Students who want a specific environment or way of life may be drawn to advertisements that highlight an active campus community, recreational opportunities, close proximity to cities, or scenic beauty.

COLLEGES NEED TO PROMOTE FOR A NUMBER OF REASONS:

Advertising aids colleges in reaching out to prospective students and showcasing their distinctive features, programmes, and facilities. Colleges can attract students who may not have been familiar with the institution by publicising its academic programmes, extracurricular activities, campus life.

- Brand awareness: Powerful marketing initiatives can aid universities in creating and enhancing their brand identities. Colleges can distinguish themselves from competing organisations and raise their exposure by continuously promoting their brand, logo, and messaging to their target

audience.

- The demand for college education is rising, as is competition for the smartest and brightest students. Through advertising, they can showcase their advantages, like their faculty's expertise and research prospects, modern amenities or accomplished alumni to persuade potential students to choose their institution over rivals.
- Reaching specific target markets: Different colleges may have niche groups they'd like to attract, such as overseas students, members of underrepresented groups, or students who are interested in certain academic disciplines. Through advertising, colleges can better target their messages and marketing plans at these distinct populations, increasing the possibility that they will enrol students who share their institutional objectives.
- Fundraising and alumni involvement: Colleges rely on donations and financial support from alumni and donors to fund programmes like infrastructure expansion, research, and scholarships. By encouraging graduates to give back and stay involved with their alma mater, advertising can help institutions retain good relationships with their alums. Additionally, to draw in potential donors, marketing campaigns might emphasise fundraising initiatives and events.
- Promoting activities and events: Open homes, career fairs, talks, and cultural programmes are just a few of the events that colleges often host. Colleges use advertising to promote these events and draw participants from both the college community and the outside public. Students, educators, and staff might feel excited and anticipatory thanks to effective promotion

In conclusion, universities need advertising to attract new students, establish their brand, boost enrolment, compete with other educational institutions, focus on particular markets, raise money, interact with alumni, and publicise special events and activities. It serves as a tactical instrument to convey the distinctive qualities and benefits of an institution and foster a favourable impression in the minds of its intended audience.

ADVERTISEMENT IS A VALUABLE INVESTMENT FOR COLLEGES/UNIVERSITIES?

Under some conditions, advertisements for colleges can be a wise investment. However, a number of variables, including the institution's goals, target market, budget, and overall marketing approach, affect how effective college advertisements are. Here are some things to think about:

- Advertisements can help a college build and strengthen its brand awareness, especially if it wants to attract more students, improve its standing, or reach a particular demographic.
- Recruitment: Ad campaigns are a good way to draw in potential students, especially for universities looking to increase enrollment or draw in students from a certain area or background. Advertising that is specifically targeted can encourage interest and applications.
- Differentiation: Colleges frequently compete with one another to recruit students. In order to set a college apart from other institutions, effective advertising might promote its distinctive qualities, such as academic programmes, staff expertise, campus infrastructure, or student life.
- Fundraising: Ad campaigns that highlight the college's successes, initiatives, and ongoing needs can be used to appeal to alumni and new supporters. Such initiatives could aid in raising money for infrastructure, research, scholarships, and other causes.
- Advertising can be deliberately utilised to control and strengthen the college's reputation, reiterating its excellent qualities and dispelling any misconceptions, in the event of unfavourable press or public opinion.
- Depending on the target demographic, universities should have a thorough marketing plan that uses a variety of platforms, such as digital platforms, social media, print media, and events. The return on investment (ROI) of advertising efforts must also be measured in order to assess their efficacy and make wise investment decisions in the future.

In the end, a college's specific objectives, target market, available resources, and overall marketing plan will determine if advertising is a wise investment

for it. Colleges can make educated choices regarding their advertising spending by conducting market research, examining previous campaign statistics, and consulting experts.

1.1. Objectives of Study

- Examining the efficiency of various advertising platforms (such as websites, social media, and traditional media) in attracting and retaining college students.
- Examining how marketing might help college students become more aware of educational institutions.
- Examining how commercial material, such as key messages and value propositions, affects how students view a school's standing, reputation, and educational options.
- Determining how much advertising affects students' decisions to apply, enroll, or select a specific educational institution.

1.2. Limitations of Study

- Sample Selection Bias: The study's findings may be influenced by the selection of a specific sample of college students, i.e, 400 students, which do not represent the entire population accurately. The sample is not limited to a specific geographic region or type of institution, so the results may not be generalizable to a broader student population.
- Self-Reporting Bias: The data collected through surveys or interviews may be subject to self-reporting bias, where participants may provide socially desirable responses or may not accurately recall their experiences with advertisements. This bias can impact the reliability and validity of the findings.
- Causality and Directionality: Establishing a causal relationship between advertising and enrolment decisions can be challenging. It may be difficult to determine whether advertisements directly influence enrolment decisions or if other factors, such as personal preferences, recommendations, or institutional reputation, play a more significant role.
- External Factors: Various external factors, such as economic conditions, societal influences, or personal circumstances, may also influence enrolment decisions alongside advertisements.

These external factors may confound the relationship between advertising and enrolment decisions, making it difficult to isolate the specific impact of advertisements alone.

Ethical Considerations: Ethical concerns may arise when studying the impact of advertisements on vulnerable populations, such as students with limited financial resources or those susceptible to manipulative advertising practices. Ensuring participant privacy, informed consent, and ethical research conduct should be prioritized and discussed in the paper.

II. LITERATURE REVIEW

Various studies have been carried out since the 1980s to identify the factors that students consider while choosing their higher education after completing their high school courses. Based on their location and the type of pupils they choose for the research, each study produces its own set of data. The evidence for these recent investigations, which were carried out in numerous locations throughout the world, is provided by the literature review that follows. Despite being more active on social media and spending more time there, according to a study by Afako and Afako (2019), respondents mainly rely on university websites when looking out information on higher institutions.

Omboi and Mutali (2011) made an effort in a different study to determine the impact of several marketing strategies on enrollment at private universities in Kenya. As a result, the enrollment of students and independent factors including public relations, advertising, personal selling, and direct marketing were connected. The study's findings indicated that institutional public relations efforts have an impact on student enrollment. In their research in Ghana, Fosu and Poku (2014) chose Kwame Nkrumah University of Science and Technology and Christian Service University College as the two universities to analyse in order to determine the key variables influencing students' decisions about which university to attend. They discovered that the top variables influencing students' choice of institution were the courses provided, excellent professors, a well-stocked library, the internet, a flexible schedule for lectures, and employers' acceptance of their credentials.

Bezuidenhout et al. (2013) conducted a study in South Africa using three different private higher education institutions (PHEIs) and 600 full-time students to assess the relative weight of several factors influencing students' decisions about private higher education institutions. The study found that safety and security conditions were the most crucial deciding factor for respondents at the three PHEIs, which is considerably different from the findings of their exhaustive literature assessment. The location, academic programme, college reputation, educational facilities, cost, accessibility of financial aid, employment opportunities, advertising, higher education institutions representatives, and campus visit are the factors that contribute to the students' choice, according to Ming's (2010) study of the institutional factors that influence students' college choice decisions in Malaysia. In their study, Qasim, et al. (2020) discovered that reputation, accreditation, quality of instruction and facilities, employability, and a finding that was consistent with prior research were the university qualities that affected the students.

The survey's conclusions classify important information about the course of study as the most important component, followed by financial affordability considerations and the institution's infrastructure amenities. Sports participation was also determined to be the least significant influence in students' decision to attend a higher education institution. In their study from 2015, et al. looked at the crucial elements that affected the students' decision to attend Vietnamese National University-Hanoi. According to the study, students prefer to enrol in universities because of their distinctive features, such as the teaching of foreign languages and their ownership of an international school.

According to Kim and Gasman (2011), during the college application and admissions process, students gave the highest weight to their social networks, particularly those of their family and classmates. Additionally, according to reports, teenagers rely on guidance counsellors in their high schools as well as outside information sources offered by different media channels. In order to gain a general understanding of the factors that influence students to select particular courses in higher education institutions in Malaysia, Hussin et al., (2019) did a review study. According to

the research, students' potential careers, passions, parental and peer pressure, and their own interests all play a role in determining which college they choose for their higher education. Agrey and Lampadan (2014) did a study in Thailand to learn more about the variables that affect students' decisions regarding which university to attend. A sample of 261 respondents, including both high school seniors and freshly enrolled university students, was chosen for this purpose. Five such factors—support systems, learning environment, job prospects, good sporting facilities, robust student life programmes, and lastly a safe and welcoming atmosphere—were highlighted by the study as having an impact on students' decision-making. Sojkin et al. (2011) conducted a study using focus group talks and a survey study among 1420 business major students due to the growing demand for information and the competitiveness among Polish colleges for students. This study revealed five key variables that influenced respondents' choices, including family opinions and expectations, living like a student, receiving financial support from family, having better employment prospects, and opportunities for professional progress. The infrastructure facilities of private higher education institutions have been found to have the greatest influence on students' decision-making, which is also influenced by marketing strategy, university characteristics, cost, programme evaluation, source of information, and peer influence, according to research by Abeygunawardena in Sri Lanka in 2019.

Prem Prasad Silwal, Raj Kumar Baral Deciding which college to attend continues to be a big concern for both students and parents, particularly throughout the admissions process. Understanding this issue, this study evaluates whether institutional, marketing, and social elements are more important in this choice using colleges from Tribhuvan University and Kathmandu University as samples. The study, which is based on a primary survey and uses a questionnaire to gather data from bachelor's level management students in the Kathmandu Valley, identifies the most important elements influencing college selection as being the academic programme, educational quality, and social considerations. The study uses practical sampling methods. The likelihood that students will choose a college depends on the academic programmes on which the institutions have focused.

The findings imply that colleges should concentrate on applying various academic programmes, adopting quality education through the appointment of highly qualified faculty, and even providing a small margin for social support, student employability in the market, and student enrollment in higher education. These qualities provide the universities the ability to operate and endure over time. The gender variable is utilised to lessen the moderating impact on college choice, however the analysis does not support its impact on the connection between college prices and college choice.

In Lam Dong Province, Vietnam, Hieu, Xuyen, and Hung (2020) investigate the factors that influence high school students' decisions about which college to attend. The study's foundation included both secondary and primary surveys. The primary data was obtained through seven experts, three in-depth structured interviews with 10 students, and 273 survey questionnaires given to students enrolled in higher secondary management programmes. Secondary data were gathered and used from earlier studies. The findings indicate that factors influencing students' decisions about which institution to attend for their studies include tuition costs, the university's reputation and social standing, and employment opportunities. The main complaint levelled against almost all of these research is the meagre efforts taken to create any theory of how college choice influences measurements that would describe the variables to be included in the model. The few answers from the specific components anticipate the model in the west, but the finding is only meant to be generalizable, especially to developing nations. Students from developed and developing nations think very differently in a variety of ways that influence the academic institutions they choose to attend. In light of this, a survey of Nepalese students was carried out in July 2020. To investigate the factors influencing Vietnamese students' choice of university, Dao and Thorpe (2015) polled 1124 current or recent university students. The investigation and understanding of student choice and decision-making is informed by marketing strategies. The findings showed that crucial elements such facilities and services, college programmes, fees, offline/online information, communication channels, programme expansions, and promotion are crucial aspects to take into account. The outcome also demonstrates that male

and female students behave significantly differently while making college decisions.

Hassan, Shamsudin, and Mustapha (2019) conducted an empirical study to investigate the factors influencing students' decisions to enrol in a private higher business education institution in Sri Lanka. The survey was used to gather information from 100 students at the University of Kuala Lumpur's business school. The data was analysed using an exploratory factor analysis. Students' decision to attend college is the dependent variable, whereas institutional rankings, institutional amenities, and employment opportunities are employed as the explanatory variables. According to the analysis, the institutional resources and job opportunities, which all have factor loadings above 0.50, have the greatest KMO and Cronbach alpha of greater than 0.90. Additionally, the study identified specific factors that were more important to students' decisions to choose a particular business school for their college education, including status, the school's reputation, campus safety and security, quality education, tuition costs, and location. The results of a study conducted in Uganda in 2019 with the aim of evaluating the determinant factors' contributions to students' choice in selecting a university show that, while parental education, occupation, and location have an impact on students' university choice, prospective students consider the university's reputation to be more crucial when choosing where to pursue their education. It is clear from the examination of the aforementioned literature that no single element can be regarded as predominating in affecting consumers' judgements when choosing institutions for higher education. However, it can be said generally that a small number of factors, such as public relations, facilities and brand perception of the institutions, job prospects after attending the institution, family opinion, student life and environment, infrastructure and sport activities, safety and security, cost of education, internet, and library, have a significant impact on the respondents' decisions. According to him, a student's desire or motivation to pursue higher education manifests itself. The student then looks for information about the many institutions that provide the course of study they are interested in. The student then looks for information on the many suppliers of the kind of education they might like to pursue. Following an evaluation of the various options using

the student-friendly criteria, a choice to enroll is made. The decision to enroll is assessed afterward to see whether it was worthwhile or not.

The student's decision-making process often starts when they become aware of a requirement (Al-Fattal, 2010). According to him, a need is activated when the gap between the customer's actual and desired state is large enough. Van Dam (1997) asserts that a PROBLEM develops when a client perceives a lack of something. Many internal or external elements, including the student in question, may be the cause of the PROBLEM a student has with their university education. Internally, a student's desire for a professional job could be a reason for enrolling in college. The WISHES of students for postsecondary education can also be greatly influenced by their family and/or friends (MacDermotte et al., 1987; Choi et al., 2005).

These are documents that are frequently encountered as newspaper inserts and may take the shape of sale catalogues. Since no customer is willing to read ugly materials, Griffiths (2004) recommends businesses that brochures should be made to catch the reader's attention. In order to grab the reader's attention and give them the information they need to make a wise purchasing decision, one must employ bold headlines and vibrant colours. The ideas put out by Matin (2006) and Fill (2006) are in agreement with the one presented here, and they imply that current and potential customers might also be supplied reading materials about the good, service, or idea being offered. Brochures often provide in-depth information on regular product and service ranges, which facilitates the creation of rapid orders. Flyers can be made in a variety of sizes with full colour and mailed directly to potential customers, making them perfect for advertising upcoming events or notices (Masterman and Emma 2005). Masterman and Emma (2005) caution that flyers have a short-term impact because they cannot be sent to potential customers regularly, despite the fact that they are less expensive advertising methods with a greater reach.

When it comes to specialty services and goods like plumbing, hardware, and even educational services, the yellow pages adverts are quite efficient. For as long as the good or service is offered, one would pay for the

advertisement once a year. Universities can also use the yellow pages to promote their businesses, enhance their image, and even draw in new students for their programmes. The cost savings over magazines and newspapers is one benefit of using the yellow pages. Although they are cost-effective, Patricia and Adam (2007) agree that one drawback of employing them is that they are non-traceable medium. Outdoor advertising includes messaging on moving vehicles in addition to traditional media like billboards, posters, and kiosks. The benefit of outdoor advertising is that it can reach a large audience. It consequently has a very high frequency and an effective reach. According to Patrick et al. (2010), its message lifespan is strong and can be seen repeatedly. The most popular outdoor advertising formats are billboards, kiosks, as well as sponsored events and trade exhibits. Due to its widespread use and popularity in town neighborhoods, billboard advertising is effective. Universities can benefit from their reach and frequency by enhancing highly regarded brand names for their institutions. To draw in a sizable audience of potential customers, the institutions may need to create billboards that are succinct and appealing. The majority of exhibitions, according to Geoff and Lester (2011), are organised along industry sector lines, such as the Agricultural Shows, Furniture Shows, Office Equipment Exhibitions, and Hardware Trade Fairs. These presentations are typically produced for particular classes of goods and services. Public limited firms, governmental organisations, and other formal sector organisations in Zimbabwe have used trade show exhibitions to promote and display their brands, which has assisted them in gradually developing trusted corporate brands and services. Universities in Zimbabwe have also taken part in these activities, but their participation has been accompanied by program-specific advertising rather than advertising targeted at enhancing the overall brand image. Trade fairs can be used by non-profit organisations to develop their brand equity since, despite changes in business technology, they continue to be a major source of leads and sales for many companies. Advertising was once referred to as "selling in print" by Starch (1923, p. 5). The definition of starch is only applicable to print media. This is due to the fact that print media was the only type of media available at the time (Nan & Faber, 2004), and other kinds of media as we know them today did not exist.

Advertising is described as "a paid, mediated form of communication from an identifiable source, designed to persuade the receiver to take some action now or in the future" by Richards and Curran (2002, p. 74). They emphasise the persuasive function that advertising serves in the exchange of information. Advertising is defined by Kotler and Keller (2009, p. 538) as "any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor". Richards, Dunn et al. (1978), Advertising is defined as a paid, non-personal communication through various media by business firms, non-profit organisations, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a specific audience by Curran (2002), Kotler and Keller (2009), and others who viewed it from its functional perspectives. According to Morden (1991), advertising is used to build up knowledge about a product or service and to create a basic awareness of it in the minds of potential customers.

The primary objectives of advertising are typically to inform the target audience of the existence of a product, an idea, or a service on offer and to impact their awareness, attitudes, and purchasing behaviour (Akanbi et al., 2011). Therefore, private universities use advertising to raise awareness of the academic programmes they provide in their institutions among potential clients (students and parents) and to persuade and remind them of the benefits (Boone & Kurtz, 2001). According to Hossler et al. (1990), advertising on television and radio has proven to be extremely beneficial in assisting institutions in enhancing their reputation and visibility, particularly in particular geographic areas. The majority of institutions use multimedia advertisements through print media, direct mail, outdoor (posters, banners, and billboards), online advertisements, and email advertising to make their institutions known, according to a survey conducted by Jansen and Brenn-White (2011) for the DAAD on the Overview of Current Marketing Initiatives by Higher Education Institutions (HEI) and National Agencies within the European Higher Education Area (EHEA). The existence of strategic marketing planning for private tertiary schools was emphasised by Bulley (2014). It was discovered that not all seven p's are used simultaneously when applying the marketing mix factors, which has an effect on the

institution's success. The results of the study show that both long- and short-term plans are used, and a marketing plan directs the actions of the institutions. Bamfa (2013) looked into how marketing communications affected how many students Ghanaian private institutions accepted. Private colleges were found to have a good possibility of placing themselves successfully and gaining a durable competitive advantage in the market if they handle their advertising campaigns effectively and efficiently. The 7 Ps of the service marketing mix exist in the field of education services, according to Chawla (2013). Although it had existed earlier than that time in ancient Egypt where sales messages and wall posters were the major promotional media and marketers of that mediaeval period, advertising was born as a result of the marked increase in mass production in the late 19th and 20th centuries. Since then, advertising has multiplied over the years and developed into the key component of the marketing communication mix for both profit- and non-profit-oriented businesses globally. Authorities from various fields have developed a wide range of definitions for advertising.

Advertising has been defined as a strategy of "non-personal communication that is paid for, typically by an identified sponsor with the aim to influence the public's attitudes towards certain people, organisations, products, services, or ideas" by Kotler and Armstrong (2008), Shimp (2008), Belch and Belch (2003), and Kerin, Hartley, and Rudelius (2011). Grewal and Levy (2010) cite the American Marketing Association for a more thorough definition of advertising that includes "...the placements of announcements and persuasive messages in time and space purchased in any mass media by business firms, non-profit making organisations, government agencies and individuals who seek to inform or persuade members of a particular target market or audience about their products, services, or ideas." Thus, advertising can be supported by a variety of parties with the primary goals of raising brand recognition, persuasion (creating brand loyalty and promoting brand switching), and reminding target customers that the brand is available. Institutional advertising for non-profit making organisations like NGOs, hospitals, churches, universities, and other institutions has since followed the bandwagon despite the growing popularity of advertising in the fast-

moving consumer goods industries and the profit-oriented services sector. Institutional advertising is to educate, persuade, and remind target audiences about its ideas or product offerings. Advertising may be created exclusively to support the cause. This type of promotion, known as corporate advertising, has a public relations focus and aims to establish a corporate brand image, which will help the company's reputation and goodwill. Institutions work hard to establish and keep good relationships with all of its many stakeholders, including current and potential consumers, suppliers, shareholders, and the community.

"Mass-market magazines, newspapers, the yellow pages, inserted media, outdoor posters and transit advertising, signage and point of sale materials, direct mail, custom magazines, sales collateral, and catalogues" are just a few of the print media types that Patricia and Adam (2007) identify. Typically, it has been standard practise to advertise goods and services in newspapers or periodicals. In addition to these two, print media offers alternatives including brochures, pamphlets, and fliers that are employed in appropriate contexts for advertising reasons. The size of the advertisement, the location of the advertisement in the newspaper, such as the front page, middle page, or last page, as well as the viewership of the publications are the main factors used to determine how much newspapers and magazine media charge for their advertising space.

Odio (2014) investigated the variables that affect students' enrollment in social studies classes and discovered that employment opportunities, gender, and environmental factors all affect this decision. Fosu(2014) made an effort to pinpoint the crucial elements that affect students' decision regarding which university to attend. The study indicated that the most significant elements influencing students' choice of institution were the courses provided, high calibre professors, a well-stocked library and internet, flexible lecture schedules, and employer acknowledgment of qualifications. Yamamoto (2006) looked at how students choose universities in order to improve university management through the use of marketing tools, and discovered that families have a significant impact on this decision.

In order to identify and comprehend the elements impacting students' intentions to continue their education at higher educational institutions, Haur (2009) performed a study. According to the study, there are many important elements that affect a student's decision to attend a higher education institution, including the cost of education, the degree's content and structure, people (family, friends, peers, and teachers), gender, and educational history. In a research on student enrollment in private colleges in Kenya, Messah (2011) found that print media, including newspapers, brochures, and alumni networks, were highly regarded as the best marketing communication channels for informing potential students. In a similar vein, Sarwar (2012) investigated the variables that influence students' decisions regarding their higher education programmes at Malaysia's 25 higher education institutions.

The findings indicate that university teaching quality ranks first among the factors that students consider when choosing their higher education institution, followed by university facilities, programme structure, accreditation, and campus amenities. Sia (2013) sought to learn what aspects students believed to be significant when choosing a college and to make marketing recommendations for educational authorities. The findings indicated that when choosing a college, prospective students should take into account factors such as programme, cost (financial assistance), location, high school staff, peers, and friends, as well as campus visits. According to a different survey by Ho (2008), the five most crucial aspects for students to consider when choosing a school are: employability, curriculum, academic reputation, faculty, and research environment. Mehboob (2012) investigated the elements that are particularly important in deciding and influencing students' decisions to enrol in higher education institutions.

III. RESEARCH METHODOLOGY

3.1 Research Design

The study was conducted to identify the impact of advertising on the enrollment decision of the students. In the first place a deep-down review of secondary data was done by analyzing various studies and researches done on the similar topic in different parts

of the world. A research based on survey was planned and a self-developed questionnaire was employed. Descriptive design was used to analyze the facts and to reveal the findings of the study. A quantitative research was undertaken and a descriptive survey research design was used to establish the relationship between the dependent (Enrollment decision of students) and the independent variable (Advertising).

Primary data was collected of 400 students from a multiple university of multiple cities. All respondents were freshmen students who got registered in various courses after their 12th. Students were of multiple faculty of persuing. A survey questionnaire was prepared based on the understanding from review of secondary literature, with a view to collect the needed information. The collected data from 400 students of multiple universities was analyzed in detail and the results were taken, to fulfill the pre-set objectives. All the 400 students were contacted and asked to participate in the survey by answering the questionnaire and they agreed to do so.

Data was collected by survey method and questionnaire method. A survey was done and a questionnaire was sent to 450 people of multiple universities from which 400 people filled the questionnaire selecting their thoughts and opinion about the question. A questionnaire was designed in such a manner that it completely linked with the research objectives. A questionnaire includes 14 questions that are used to gather data from 400 respondents about their attitudes, experiences, or opinion.

IV. DATA ANALYSIS

S.NO	QUESTION	OPTIONS	FREQUENCY	PERCENTAGE	MEAN	MEDIA N	MODE
1	Gender	Female	197	49.3	200	200	N/A
		Male	203	50.7			
		Prefer no to say	0	0			
2	Age Group	19-22	35	8.80%	100	78	23-26
		23-26	224	56%			
		27-30	121	30.30%			
		30-ABOVE	20	5%			
3	Economic Status	LOWER MIDDLE CLASS (25000-50000 pm)	14	3.50%	100	70.5	N/A
		MIDDLE CLASS (50000-1Lac pm)	252	63%			
		UPPER MIDDLE CLASS (1 lac-1.5 lac pm)	127	31.80%			
		UPPER CLASS (1.5 lac-3 lac pm)	7	1.70%			
4	College / University name from which you are pursuing or pursued your degree?	AMITY UNIVERSITY (AU)	175	43.75%	66.6667	49.5	N/A
		KALINGA UNIVERSITY (KU)	78	19.50%			
		DELHI UNIVERSITY (DU)	29	7.25%			
		CHANDIGARH UNIVERSITY (CU)	19	4.75%			
		LOVELY PROFESSIONAL UNIVERSITY (LPU)	65	16.25%			
		OTHERS	34	8.50%			
5	Academic Stream	SCIENCE	27	6.80%	100	42.9	N/A
		ENGINEERING	101	25.30%			
		MANAGEMENT	242	60.50%			
		FASHION	30	7.50%			
6	What/Who influenced you get enroll in your college/university?	FRIENDS/ FAMILY	64	16% %	133..3333	13.625	N/A
		ADVERTISEMENT	291	72.75%			
		NONE OF THE ABOVE	45	11.25%			

7	Have you seen the advertisement for the university you are currently studying in or passed out before taking admissions?	YES	385	96.3%	200	385	Yes
		NO	15	3.70%			
8	Which media of advertisement influenced you to get enroll?	PRINT MEDIA	40	10%	80	40	Social media and Hoarding/B illboard/ Poster
		HOARDING/ BILLBOARD/POSTER	96	24%			
		SOCIAL MEDIA	216	54%			
		RADIO/TELIVISION	19	4.70%			
		NONE OF THE ABOVE	29	7.30%			
9	Advertisement message content means that affects you?	I PREFER ADVERTISING MESSAGE THAT DEMONSTRATE SERVICE FEATURES AND BENEFITS	30	7.50%	80	55	N/A
		ADVERTISING MESSAGE WHICH USE HUMOR AS A FOCAL POINT SIGNIFICANTLY INFLUENCE MY BRAND	130	32.50%			
		FREQUENTLY PLAYED ADS CAMPAIGN HAS AN IMPACT ON MY ENROLLMENT	133	33.25%			
		I CHOOSE TO SEE CREATIVITY IN EACH ADVERTISING TO GIVE MY ATTENTION	55	13.75%			
		NONE OF THE ABOVE	52	13%			
10	How far the content of the advertisement effective towards admission decision?	NOT APPEALING	7	1.80%	80	83	N/A
		SOMEWHAT APPEALING	83	20.70%			
		MODERATELY APPEALING	182	45.50%			
		HIGHLY APPEALING	111	27.70%			
		EXTREAMELY APPEALING	17	4.20%			
		SOMEWHAT APPEALING	79	19.80%			
11	How Far The Design Of The Advertisement	Not Appealing	6	1.50%	80	79	N/A
		Somewhat Appealing	79	19.80%			
		Moderately Appealing	156	39%			

	Was Effective Towards Admission Decision?	Highly Appealing	121	30.30%			
		Extremely Appealing	38	9.50%			
12	Do You Think Advertisement Are Important For Institutions To Present Their Prospects?	Yes	354	88.50%	133.33	44	N/A
		No	2	0.50%			
		May Be	44	11%			
13	Does These Advertisements Really Influenced Your Enrollment Decision?	Yes	307	76.80%	133.33	86	N/A
		No	7	1.70%			
		May Be	86	21.5			

HYPOTHESIS OF STUDY

Hypothesis:1: Compared to traditional media, online advertising channels like websites and social media are more successful at luring college students.

Hypothesis:2: Marketing initiatives can greatly raise college students' awareness of educational institutions.

Hypothesis:3: Key themes and value propositions in commercial content affect how college students view a school's standing, reputation, and educational possibilities.

Hypothesis:4: The decision-making process of college students is significantly influenced by effective advertising, increasing the likelihood that they will

choose a certain educational institution and increasing the likelihood that they will apply and enroll.

In this research Chi Square test is done to study how significantly student enrolment is associated with advertising. The result of Chi Square test shows how similarly or differently students respond to different factors adopted by private colleges for promotional activities. According to that the acceptance and rejection of hypothesis established for the research. The hypothesis is accepted if value of $P > 0.05$. The likelihood that the alternative hypothesis is correct is 1 minus the P value. The test hypothesis is false and should be rejected if the P value result is ≤ 0.05 .

S.NO	HYPOTHESIS	CHI SQUARED VALUE	P-VALUE	RESULT
1	Compared to traditional media, online advertising channels like websites and social media are more successful at luring college students.	1.939	0.7469	Accepted
2	Marketing initiatives can greatly raise college students' awareness of educational institutions.	0.019	0.9906	Accepted
3	Key themes and value propositions in commercial content affect how college students view a school's standing, reputation, and educational possibilities.	375.027	0.0001	Rejected

4	The decision-making process of college students is significantly influenced by effective advertising, increasing the likelihood that they will choose a certain educational institution and increasing the likelihood that they will apply and enroll.	1.241	0.5376	Accepted
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CONCLUSION

Instead of just doing promotions, marketers should address any problems they may have before beginning any advertising as part of those promotions. Particularly advertising will produce results. Advertising can affect how a customer may think about an existing product in comparison to alternatives because it has such a significant impact on how customers make decisions. Because the product that the education sector has is not a tangible one that can be easily studied or gotten feedback from, it is more sensitive than any other sector. Therefore, in this field, marketers and advertising need to engage with clients more accurately. Advertisers should draw consumers into their powerful zone and influence them with the allure, quality, and tactics of their advertising as there are numerous factors that influence consumer decision-making, including advertisements, information, replacements, offers, and others.

According to the study's findings, advertisements had a significant impact on students' decision-making processes regardless of their gender, location, monthly income, or other related personal differences. It is clear that advertising is a crucial strategy for making sure that prospective students receive information about the products. Therefore, it can be inferred that the institution's marketing and promotional efforts have a direct bearing on the decisions made by students when choosing the institutions that will provide them with their education.

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