

Influencing Choice of Private Maritime University: Enrolment factors for cadets at Maritime Educational Institutions using Digital Marketing

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ABSTRACT

Purpose: *This study's goal was to identify the variables that affect cadet's decisions in maritime educational institutions.*

Design/Methodology/approach: *One hundred cadets in the marine engineering programme has participated in the study as respondents. The study made use of the non-probability sample method and the Likert five scale evaluation. The self-administered questionnaire was created following validation by marine engineering experts. For gathering data, the questionnaire was emailed to the cadets. The T-Test was used to ascertain the elements that influenced cadets' university selection.*

Findings: *Most students polled and recommended that friends and family were among the most crucial considerations in determining which university they would attend.*

Practical Implications: *In general, all participant groups concurred that social media, particularly, Instagram, Facebook, and Snapchat, should be used more to raise awareness of university life and programmes.*

Originality/Value: *Higher education admission officers can better serve the demands of their schools by comprehending and utilising data on influencing elements in cadet's decision-making in maritime educational institutions in order to raise enrolments while responding to reducing funds.*

Type of Paper: *Case Study.*

Keywords: Digital Marketing, Admissions, Enrolment management, Cadets and Higher Education

1. INTRODUCTION :

The way Indian students make decisions is evolving. Prior to now, the primary sources of information about university courses have been conventional sources including friends, family, websites, print and broadcast media, and others [1]. To make students competent in their individual marketplaces, competitive pressure has led higher education institutions to look for more aggressive marketing tactics [2]. After applying and receiving admission from several schools, a student must choose which school to enrol in. This decision is affected by a variety of circumstances [3].

Institutions are better able to persuade potential students to enrol at their school when they are aware of the elements that affect a student's decision to enrol. Also identified perceptions of price in the form of the price/quality connection as the most relevant criteria [4]. While recognised academic reputation, cost/time issues, and programme issues as the determinants of university choice [5].

The existing advertising landscape must be completely replaced by internet-based advertising. Even though certain institutions could still host forums, virtual tours, and information sessions, the level of participation varied amongst colleges and universities [6]. However, little study has been done on digital marketing and the expectations of students enrolled in these programmes [7]. Needs Identification, Information Search, Alternative Evaluation, Purchasing Decisions, and Post-Buying Behavior make up the specific decision-making process [8]. To close this educational gap, efforts have

been made to promote maritime education and analyse the worth of undergraduate maritime programmes from the viewpoint of the students, with a focus on digital marketing [9]. There is now a system in place for online student selection [10] to get around this.

2. REVIEW OF LITERATURE :

Table 1: Review of literature on related research

S. No.	Area/Focus	Outcome	Reference
1	Higher Education Institutions	Prospective Students have more institutional options in Digital Marketing	Comfort, W. W. (1925). [11]
2	College Choice	College choice and the opportunity to choose which college to attend began to become increasingly common, allowing students to select a specific institution with explicitly desired qualities	Ripperger, H. S. (1933). [12]
3	Social Media	In a different study, the researchers discovered that prospective students have been using the internet to explore universities more frequently during the previous few years	Poock, M. C., & Andrews Bishop, V. (2006). [13]
4	University Website	According to another studies, university websites serve as students' main information source while selecting a college	Martin, S. P. (2006). [14]
5	Attributes	First year university students regarded the availability of the required programme as "the very important attributes" when deciding which higher education institution to attend.	Bin Yusof, M., Binti Ahmad, S. N. B., bin Mohamed Tajudin, M., & Ravindran, R. (2008). [15]
6	Academic Recognition	Students are content with their college selection based on their knowledge satisfaction with regard to academic recognition (external influence).	Ismail, N., Hassan, F. H., & Sheriff, N. M. (2015). [16]
7	Individual Interest	Researchers have discovered over the past ten years that most potential junior and master students visit university websites to find out specific information about the institution they wish to attend	Gregory, S., & Bannister-Tyrell, M. (2017). [17]
8	Strategic Role of Digital Marketing	Show that these universities have social media presences, but that none of them now appears to have a deliberate plan to improve contact with students. Digital marketing, such as social media marketing and mobile marketing, has a significant impact on consumer purchasing decisions.	Kumar, D., Rajyalakshmi, K., & Asadi, S. S. (2017). [18]
9	Instruments of Digital Marketing	Search Engine Optimization (SEO); Search Engine Marketing (SEM); Content Production Techniques;	Matosas-López, L. (2021). [19]

		Emailing Techniques; and Social Network Services	
10	Digital Marketing & Traditional Marketing	In order to support universities' strategic marketing initiatives in the current digital era, it is important to understand which traditional and digital resources students utilise most frequently at the university preference stage and how much these resources influence their preferences.	Ocak, A. (2021). [20]
11	Digital Marketing in Higher Education	Administrators feel that digital marketing, especially for young people getting ready to graduate from high school, has a significant impact on attracting students.	Makrydakias, N. S. (2021). [21]
12	Purchasing Decision	Consumer purchasing decisions are significantly impacted by digital marketing techniques like social media marketing and mobile marketing.	Al-azzam, A. F., & Al-Mizeed, K. (2021). [22]

Summary of the Review of Literature

The literature on the selection criteria for private marine educational institutions that employ digital marketing is included in these areas. Even if the researcher only examines certain literature, this study article summarises the review of the literature and highlights the knowledge gap (Higher Education, College Choice, Academic Recognition, and Digital Marketing connected to it from earlier researchers). The first provide an overview of the factors in relation to maritime educational institutions using digital marketing and also ending section interpreted other factors when choosing maritime educational institutions such as (Digital Marketing, Traditional Marketing, Higher Education and Purchasing Decision). Universities must have a compelling online presence because students today tend to do their research on universities online rather than in person. For a student to make an informed decision about attending a university, they must be able to conveniently obtain information about the university's mission and services online.

3. STATEMENT OF THE PROBLEM :

Private Maritime University spends a tremendous amount of money each year on enrolment and admissions [23]. Higher education maritime institutions must use their finance wisely to entice potential students in light of the elements that significantly impact private maritime university decisions. Decision-makers can concentrate on the factors that can affect a cadet's decision by being aware of the factors that an institution cannot change.

4. NEED OF THE STUDY :

This study aims to provide light on the factors that influence cadet's choices at maritime educational institutes. Similar studies on cadets can be conducted by maritime educational institutions, and data analysis can be used to develop projects and programmes that help them better understand their incoming cadets and the characteristics they can affect to draw more cadets to their institution.

5. OBJECTIVES OF THE STUDY :

To determine what factors, at maritime educational institutes, affect cadet choice.

Research Question:

What aspects affect a cadet's decision to enrol at Chennai's private maritime university?

6. RESEARCH METHODOLOGY :

Table 2: Research methodology used in this work

Type of Research	Descriptive Research
Research Design	Survey Method
Questionnaire	Structured Questionnaire- Specifies the exact wording and order of the questions, for gathering information from cadets
Sampling Method	Convenience sampling – Convenient source of data for researchers
Sample Size	100
Data Collection	Both Primary and Secondary Data Primary Data – Cadets of Private Maritime University Secondary Data – Journal, Magazines, Websites, Books, Online resources, Blogs etc.
Statistical Tools	

Hypothesis:

H₁: To determine the element influencing a cadet's choice at a marine educational facility.

Limitations of the study:

The study is only applicable to colleges of marine engineering, hence it could not be applicable to other universities.

Because there were only 100 responses in the sample, the results are limited.

Data analysis and Interpretation:

Descriptive Statistics -Mean and Standard Deviation:

Table 3: Factors influencing the aspiration of Cadets in selecting the Maritime University

Descriptive Statistics			
	N	Mean	Standard Deviation
Social Network	117	4.20	1.026
University Website	117	3.26	0.687
Counsellor Visit	117	3.80	0.712
Reputation of University	117	3.33	0.692
Scholarship/Grant	117	3.16	0.546
Valid N	117		

It is concluded from the table 1 shows the mean scores of items influencing the factors choosing the maritime educational institution by the cadets. The highest mean score is given to social network (4.20) followed by Counsellor Visit (3.80), followed by University Website (3.26), reputation of the university (3.33), and scholarship/grant (3.16).

Chi-square Test:

Table 4: Association between Institutional Influence and Promotional method

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	76.880 ^a	756	.000
Likelihood Ratio	87.477	756	1.000
Linear-by-Linear Association	1.856	1	.000
N of Valid Cases	117		

a. 812 cells (100.0%) have expected count less than 5. The minimum expected count is .00.

** Significant at 1% level

According to Table 2, there is a strong correlation between Institutional Influence and Promotional Methods. At a 1% level, the null hypothesis is rejected, as indicated by the Chi-Square value of 0.00. According to the investigation, institutional influence and promotional strategy are closely related.

7. FINDINGS :

Notable of the study's findings were consistent with earlier research, but there were also some differences. The variables that the researcher included in the survey instrument served as the sole basis for the analysis and findings of the study. The primary determinant of which maritime educational institutions cadets choose is social media, followed by visits with counsellors, the university website, the school's reputation, and scholarships and grants. Another study [24] discovered that students heavily rely on the internet while choosing a university. The recent study also discovered evidence that the internet and the college website may have an impact on a student's decision to enrol at a specific college.

8. CONCLUSION :

To be competitive and flourish among higher education providers, a higher education institution, like any other marine educational institution, must comprehend its cadets' needs and wants. The students are worried about a variety of things, including location, amenities, and financial aid. A top-tier institution's library is yet another resource in addition to its professors. For students, the pricing schedule, loan options, and scholarship programme are also crucial considerations. The deserving pupils should receive the scholarship. Peers or high school alums played a big role in promoting the university and influencing prospective students' enrollment and application decisions. To have a greater impact on cadet recruitment and enrollment in the marine engineering programme, the office should collaborate more closely with current students to solicit their opinions and suggestions [25-26].

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