



Categoría: STEM (Science, Technology, Engineering and Mathematics)

ORIGINAL

Influence of online digital communication in the Decision-making Process amongst Engineering Students

Influencia de la comunicación digital online en el proceso de toma de decisiones entre estudiantes de ingeniería

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ABSTRACT

The research project reflects the impact of internet marketing on engineering learners' decision-making in the Ernakulam District. The goal of the study is to understand how educational organisations use the internet and to determine which online marketing tools and tactics work best for connecting with learners in engineering. The impact of online digital communication on engineering students' decision-making procedure when selecting educational programmes and institutions is also reflected in the study. Information from the sample of engineering students in the study region will be gathered using a survey-based research approach. The purpose of this research is to ascertain the manner in which the target group's decision-making procedure is impacted by digitalization. The study is probably going to help elevate the status of online digital communication in the education sector and offer guidance and knowledge to colleges and marketers that want to reach students in the engineering field.

Keywords: Online Marketing Strategies; Decision-Making Process; Online Digital Communication; Research Strategy.

RESUMEN

El proyecto de investigación refleja el impacto del marketing en Internet en la toma de decisiones de los estudiantes de ingeniería en el distrito de Ernakulam. El objetivo del estudio es comprender cómo las organizaciones educativas utilizan Internet y determinar qué herramientas y tácticas de marketing online funcionan mejor para conectarse con los estudiantes de ingeniería. El estudio también refleja el impacto de la comunicación digital en línea en el procedimiento de toma de decisiones de los estudiantes de ingeniería al seleccionar programas e instituciones educativas. La información de la muestra de estudiantes de ingeniería en la región de estudio se recopilará mediante un enfoque de investigación basado en encuestas. El objetivo de esta investigación es determinar cómo la digitalización afecta el procedimiento de toma de decisiones del grupo objetivo. El estudio probablemente ayudará a elevar el estado de la comunicación digital en línea en el sector educativo y ofrecerá orientación y conocimiento a las universidades y especialistas en marketing que quieran llegar a los estudiantes en el campo de la ingeniería.

Palabras clave: Estrategias de Marketing Online; Proceso de Toma de Decisiones; Comunicación Digital Online; Estrategia de Investigación.

INTRODUCTION

Online marketing has grown to be an essential device for companies and organisations across a range of industries in recent decades, helping them to connect with and impact their target market. The education sector is no different, as a large number of educational programmes and institutions use internet marketing techniques to draw in and hire learners. To uphold learners, according to the economic sector of the institutions so that financial health & economic status to be preserved.

There may be several challenges in attracting those graduates, even though there are noticeable universities and colleges are available in kerala (Ernakulam District). Where learners could be able to select programmes in engineering includes, instructors, plan of study, the place, the trust worthiness and the cost. Hence, decision making impact through the online marketing could be efficiently analyzed via the better comprehension of that issue.

Analysis of the engineering learner's decision making gets influenced by the online marketing will be considered as a learning objective. Through the better understanding of this impact, further it supports in recognizing the superior methods are available for implementation purposes. Moreover, it tends to illustrate the impact. Thus, the outcomes will provide beneficial data to both the learners as well as the marketers.

Online digital communication system

Online Digital Communication can be referred by the digital transmission of data, messages as well as info. It has several interaction formats that may be digitally enabled namely, text-based, audio-based, and video-based communication. Multiple methods, techniques as well as approaches are available in online marketing for the marketers in proving their goods & services ads. It can be utilized in multiple channels of online marketing like networking sites, email marketing, SE (Search Engine), and also facilitates in communication via advertising for the purpose of better communication with the target consumers.

Fundamental mechanisms of an online digital communication system can be listed as follows:

1. Website: For every stage in online marketing, the website is the crucial factor in such methods. Also supports in facilitating communications as well as proving the customer's facts. Then, it also supports in advertising their products & services digitally.
2. SEO: Regularly updating content is necessary for the advancement of the webpage experience and its ratings on SE. Link-building, content optimisation, and keyword study are the tasks offered in this work. Thus the above mentioned may be able for the more evident and accessible webpages.
3. Social Media Marketing: For the purpose of creating brand awareness, linking consumers with the famous companies, and goods & services marketing, this method is beneficial as it has the following famous webpages, Facebook, Twitter, and Instagram (via organic and sponsored campaigns on social media).
4. Email Marketing: Messages related to the advertising as well as news were sent to a certain subscriber via this method. It also helps in client's maintenance as well as enhancing engineers and transactions by as genuine way.
5. Online Advertising: This advertising channels utilizes SE, social media, web pages and other platforms for maximal publishing achievement, but such Ads are placed strategically, emphasis on target peoples. It efficiently works in traffic and developing leads.
6. Blogging: This method provides the link and communication facilities by the reviews and feedbacks as it permits the users to post stories, publishing papers, and other written materials digitally.
7. Video Conferencing: This method facilitates better (face to face or direct) communication through video and audio channels in case of distant meetings, interviews, and collaborations. Few tools are available on this channels: Microsoft Teams, Google Meet, and Zoom.
8. Online Forums and Chat Rooms: This kind of webpages allows rooms for the user in participating discussions, exchanging ideas and also guide on specific domain interest.
9. Online Gaming: This method offers the communication facilities for the gamers while playing, interacting with one another via chats, audio, and sometimes video by the computer-generated worlds.

An online marketing system must have lots of planning and all components for the reliable and incorporated experience of consumers. The highest possible ROI (Return On Investment) also contains persistent evaluation, optimisation, and monitoring ROI.

Literature review

Rahim Munshi investigated in a 2018 study how prospective students' judgements throughout the college application process were influenced by social media. Major online marketing platforms like Facebook, Instagram, Twitter, and SEO were the primary objectives of the study. In order to collect information, the researcher surveyed 150 participants with a range of educational backgrounds, including HSC, undergraduate,

and graduate learners, using a non-probability convenience sample technique. The research's main objectives were to: (1) assess how various social media platforms affected students' decision-making about admissions to higher education; and (2) find any appreciable differences between groups depending on the manner in which they used social media and made admissions-related decisions. A standardised questionnaire with closed-ended questions was given by the researcher to students in order to assess the impact of social media on their admission behaviour. A number of conjectures were developed for the investigation. These theories investigated the possible connection among university Facebook and Instagram stories and the choices made by applicants for admission. The individuals' admission decisions and Facebook and Instagram posts are considered for the correlations determined by the chi-square technique in the statistical analysis. The above mentioned relations can be analysed by the Fisher's exact test, among SEO initiatives undertaken by the decision making via learners about admission. This will result in a significant Statistical correlation between the SEO and learner's decision. For the precise verification of such assumptions, ANOVA one-way research was carried out. The results states, when making admissions decisions, learners in social network activities has a greater understanding due to the influence of those sites. Thus, the influence of social media marketing in learner's decision about college admissions is clearly verified.⁽¹⁾

GER (Gross Enrollment Ratio) has a significant part in the nation's growth and it was emphasised by Indrajit Ghosal, Bikram Prasad, and Kulvinder Kaur in 2020 study. Its primary objective is to search and evaluate the parameters that influence enrolment of the learners in private institutions, mainly focussed in the classification of demography. Data's of the graduated as well as under-graduated learner's enrolment in private colleges can be gathered by the researchers with a descriptive analysis for conducting research. For the enhancement of the study, several methods can be utilized, such as, video, audio, and direct interviews, etc. Thus the connection among various factors, and data involves gender, age, course category, and area of residence, etc., can be analyzed by the researchers through variance analysis. It focusses the reason of such impacts based on factors. The outcome of the analysis has a great correlation among factors and online communication strategies. Thus the private colleges experts in marketing, and boosting the GER. Positive relationship between student enrolment in private colleges and online digital marketing communication can be clarified through this study.

A study conducted by the Dhiraj Kelly Sawlani and Donny Susilo in the year 2020, determines the way of marketing influences in institutions. Searching social media, websites, and SE marketing platforms and analyses its relationship with one another as well as determines the way it boost brands of institutions. To verify the data's reliability, the researchers utilized SPSS's multiple LR technique. Brand photographs with variation of 77 % qualified in social media, webpages and SE marketing, and the rest factors gets impacted by 23 %, and it can be determined by this study. Jakarta's Bunda Mulia University utilized 180 learners for this study. The participants were 84 women and 96 men, and 98 participant's utilizing other pages and facebook, twitter by 55 participants and 27 participants by Instagram. The study verifies the assumption of the superior brand awareness in Bunda Mulia University. Thus online marketing increases the brand of such institutions. Search Engine Optimisation (SEO) progressed the brand awareness in determining the webpages of such universities. Online marketing is crucial in progressing such brand images to those universities according to Dhiraj Kelly Sawlani and Donny Susilo study.⁽³⁾

Analysis performed by Omar Salem in 2020, here various tools and strategies are utilized to advertise their brands. Methodological review carried out by the analyzer in determining appropriate assessment in the higher education. The research focused on the tactics used by higher education institutions after conducting a thorough examination of the literature. Amidst the swift progress of technology, social media has become an effective tool and approach for businesses looking to sell themselves. The study emphasised the value of social media channels for interacting with both present and future learners. It was determined that social media platforms play a vital role in enhancing the rapport among academic institutions and their student body, hence fostering a favourable perception among prospective learners. Although the study recognised the value of social media, it also noted that, as a more conventional method, university websites would require greater influence. Nonetheless, it brought attention to a possible connection that exists between universities and digital networks. According to Omar Salem's research, online marketing is crucial in higher learning, particularly for promoting brands and creating a competitive edge. Even if media platforms had become increasingly effective, the research acknowledged the value of university websites and their possibilities for collaboration with networking sites.⁽⁴⁾

Top of Form

Bottom of Form

Vijaya Gondane and Manpreet Kaur Pawar's research project from 2021 had its primary objective determining the manner in which online marketing strategies impacted educational institutions in Nagpur, India. Inquiries about the implementation and approval of various online marketing strategies such as email marketing, content marketing, networking platforms, and SEO in the field of education were posed in the research survey. A convenient method of sampling was used in the research, with a representative sample of 267 participants. The

survey's findings indicated that networking sites was the most efficient online advertising strategy for Nagpur's universities, followed by e-mail advertising and SEO. The study also examined the online marketing strategies impact admission rates and the perceptions of potential learners. The general results of the research suggest that universities in Nagpur ought to put emphasis on developing successful online marketing tactics in order to raise their profile and attract additional pupils. The results emphasized the significance of utilizing websites, SEO, and email marketing to increase higher education's visibility and draw in more learners. Therefore, the study recommended that universities in Nagpur focus on adopting and refining online advertising tactics to successfully engage new learners and increase enrollment.⁽⁵⁾

Top of Form

Bottom of Form

Universities are not considered to be an obstacle for the online marketing advancements and these can be verified by Poonam Chaudary and Awesh Bharnya in 2022. Two educational institutions in India and the USA were used for data collection. The study's main objectives are to understand the use of social media platforms in and its increased awareness amongst the stakeholders of , and the type of content shared. In the research study, digital marketing performances are measured by website and social media metrics. The study also found answers for the preference of social media platforms, type of content, and frequency of posts shared by these four higher education Institutes in the website and social media metrics. They concluded that digital marketing has been instrumental in democratizing information, bringing masses on an unimaginable scale. The study outcomes promote the concept that social media platforms provide a best path for the communication. For achieving stakeholder interest, there is need for the updated online marketing, regular basis monitoring.⁽⁶⁾

Statement of the Problem

The engineers may have different opinions about the universities enrollments in Ernakulam District. Such decisions are influenced by various factors, such as plan of study, cost, place, and educators, reliability. The analysis of the advancements of the online marketing on decision making learners is vital.

Determining the most effective online marketing tactics for the purpose of attracting engineering learners is considered to be the main objective. It analyses the impact of decision making learners by such online marketing in selecting the programmes. Also evaluating the online marketing strategies and functions.

Research Gap

The majority of study based on the online marketing is not addressed in the engineering field, as an alternative focussed on general higher education or specialised professions like law, business, or medical. So further investigation is vital to determine the online marketing communication impacts on the engineering students' decision-making in the Ernakulam district

There is a need for the best online marketing tactics, where engineering learners utilize those platforms for selecting their decisions regarding education.

This learning aims to seal the research gap by exploring the encouragement of online marketing in the decision-making practice of engineering students in the research area and identifying the most effective online marketing strategies and platforms for reaching this target audience. This learning pursues the thoughtful role of online marketing in the education industry and provides insights and recommendations for educational institutions and marketers targeting engineering students in the research area.

Objectives of the study

1. To know the demographic framework of engineering students in the online marketing platforms.
2. To identify students' decision-making process based on the influence of digital marketing communication in choosing an Engineering program or institution.
3. To assess the efficacy of digital marketing communication in shaping and influencing the decision-making process.

METHODOLOGY

A descriptive study was conducted based on a stratified random sampling method. The Engineering student responses from Ernakulam District were collected. Both primary and secondary data were utilized for the study. The study is conducted in Ernakulam District, Kerala, with a sample size of 148. Cronbach's Alpha reliability was used to validate the questionnaire, and factor analysis was also done. IBM SPSS Statistics 26,0 was used for further processing and analysis.

The Hypothesis of the Study

H0: There is no significant association between the gender of respondents and trust in the digital communication channel

H1: There is a significant association between the gender of respondents and trust in the digital communication channel

H2₀: There is no correlation between trust in online digital communication channels and joining through an online platform.

H2₁: There is a positive correlation between trust in online digital communication channels and joining through an online platform

H3₀: There is no significant difference between the effectiveness of digital marketing communication and decision-making factors.

H3₁: There is a significant difference between the effectiveness of digital marketing communication and decision-making factors

Data Analysis and Interpretation

Reliability Statistics	
Cronbach's Alpha	N of Items
0,871	23

Interpretation

the reliability alpha value is greater than 0,7, which indicates that the data is reliable for analysis.

Communalities	Initial	Extraction
	Join through an online platform	1,000
often engage with online marketing content	1,000	0,718
informative and relevant	1,000	0,717
effectively communicate the benefits and advantages	1,000	0,639
influenced by online contests or giveaways	1,000	0,589
discover new opportunities or resources	1,000	0,596
improved my overall understanding	1,000	0,544
engaged with a digital marketing campaign	1,000	0,726
positive impact on overall engagement	1,000	0,548

Extraction Method: Principal Component Analysis.

Communalities	Initial	Extraction
	rely on online digital communication channels	1,000
reviews and ratings are influential in decision making	1,000	0,662
Accessibility and user-friendliness	1,000	0,639
Social media presence influence in decision making	1,000	0,708
Alum reviews as an influencing factor	1,000	0,643
compare and contrast	1,000	0,606
Trusted information	1,000	0,604
social media makes decisions easy	1,000	0,767
based on chat boxes and virtual assistants	1,000	0,585

Extraction Method: Principal Component Analysis.

Interpretation

The study's factor identification interpretation is appropriate based on the reported values. Values greater than 0,5 indicate that each factor substantially impacts the outcome or phenomenon being studied. This result suggests that the researchers have successfully identified the relevant and influential factors contributing to the observed results. These factors will likely play a crucial role in shaping the studied outcome. Overall, the interpretation indicates that the identified factors are statistically significant and have substantial effects on the outcome, enhancing the credibility and validity of the study's results.

Table 4. Descriptive statistics

Description	Items	Percentage
Type of Institution	Government College	52
	Self-financing college	48
Age	17-20 Years	97,3
	Above 22	2,7
Gender	Male	59,5
	Female	40,5
Year of Admission	2021	69,6
	2022	30,4
Qualification	+2	75,7
	Poly technic	24,3

Interpretation

Based on the selected demographic variables analyzed in the study, it was found that a significant portion of the participants are affiliated with government colleges. The majority of respondents fall within the age range of 17-20. The gender distribution among the participants shows a higher proportion of males. Notably, the influence of online digital communication in the decision-making process was particularly pronounced among students admitted in 2021. Additionally, the respondents predominantly consisted of students from the plus two education system, as opposed to polytechnic students

Table 5. Joined through online platforms and trust on digital channels

Correlation Analysis				
			Join through an online platform	rely on online digital communication channels
Join through an online platform	Pearson Correlation		1	0,254**
	Sig. (2-tailed)			0,002
	N		148	148
rely on online digital communication channels	Pearson Correlation		0,254**	1
	Sig. (2-tailed)		0,002	
	N		148	148

H₀: There is no correlation between trust in online digital communication channels and joining through an online platform

Based on the information provided, there is a positive correlation between trust in online digital communication channels and joining through online platforms. The correlation coefficient (r-value) of 0,254 indicates a positive correlation between the two variables. A positive correlation means that as one variable (trust in online digital communication channels) increases, the other variable (joining through an online platform) also tends to increase.

Additionally, the significance value (p-value) less than 0,05 suggests that the correlation is statistically significant. Overall, a positive correlation exists between trust in online digital communication channels and joining through online platforms, and this correlation is statistically significant.

Table 6. Online engagement with marketing content and Social media presence of the institution in decision making

		Correlation		
		Often engage with online marketing content	Social media presence influence in decision making	
often engage with online marketing content	Pearson Correlation	1	0,133**	
	Sig. (2-tailed)		0,008	
	N	148	148	
Social media presence influence in decision making	Pearson Correlation	0,133**	1	
	Sig. (2-tailed)	0,008		
	N	148	148	

Interpretation

The findings indicate a positive correlation between the level of engagement with online marketing content and the social media presence of the institute. This positive correlation suggests that as the institute's social media presence increases, the level of engagement with its online marketing content also tends to increase.

This correlation is noteworthy as it suggests that the efficiency of the institute's online marketing initiatives is positively impacted by a robust social media being present. The institute's target audience is likely to pay it more focus and show greater interest when it keeps up an active and interesting social media presence. As a result, more visibility and interaction may result in more efficient decision-making procedures between prospective consumers or clients. It emphasises how crucial it is for the institute's marketing initiatives to continue to have an active and interesting social media strategy. Thus, the null hypothesis is disproved.

Table 7. Digital marketing effectively communicates the benefits of engineering and decision-making factors

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Significant difference in the effectiveness of digital marketing communication in influencing decision making based on reviews and ratings	Between Groups	13,970	4	3,492	5,593	0,000
	Within Groups	89,300	143	0,624		
	Total	103,270	147			
Significant difference in the effectiveness of digital marketing communication concerning accessibility and user-friendliness	Between Groups	14,815	4	3,704	5,539	0,000
	Within Groups	95,618	143	0,669		
	Total	110,432	147			
Significant difference in the effectiveness of digital marketing communication in influencing decision making based on social media presence.	Between Groups	13,159	4	3,290	5,044	0,001
	Within Groups	93,273	143	0,652		
	Total	106,432	147			
Significant difference in the effectiveness of digital marketing communication in influencing decision making based on alumni reviews	Between Groups	9,747	4	2,437	3,146	0,016
	Within Groups	110,760	143	0,775		
	Total	120,507	147			
Significant difference in the effectiveness of digital marketing communication regarding the ability to compare and contrast	Between Groups	6,909	4	1,727	2,332	0,049
	Within Groups	105,922	143	0,741		
	Total	112,831	147			
Significant difference in the effectiveness of digital marketing communication concerning providing trusted information	Between Groups	16,313	4	4,078	5,566	0,000
	Within Groups	104,768	143	0,733		
	Total	121,081	147			
Significant difference in the effectiveness of digital marketing communication in making decisions easy through social media.	Between Groups	10,026	4	2,506	3,624	0,008
	Within Groups	98,893	143	0,692		
	Total	108,919	147			
Significant difference in the effectiveness of digital marketing communication based on chat boxes and virtual assistants.	Between Groups	29,158	4	7,289	14,805	0,000
	Within Groups	70,410	143	0,492		
	Total	99,568	147			

H0: Considering decision-making criteria and the efficacy of digital marketing communication, there is no apparent distinction.

Interpretation

The study's conclusions show a substantial discrepancy among digital marketing communication's efficiency and its impact on factors which impact decision-making. This indicates that the target audience's decision-making procedures are significantly impacted by the manner digital marketing communications are conveyed.

The research indicates that if digital marketing communication is implemented well, it can have a favourable impact on aspects that drive decision-making. Consumer attitudes, preferences, perceptions, intentions, and behaviours about the goods, services, or messages distributed via digital marketing platforms are some of those elements. According to the research findings, companies or organisations can use the power of successful digital marketing communication to influence decision-making elements in a way that will improve the outcomes of their messaging, products, or services. The efficiency of marketing strategies can be improved overall and a greater understanding of the mechanisms via which digital marketing effects decision-making can be attained with constant study and evaluation. Thus, the null hypothesis is disproved.

H0: The respondents' gender and their level of trust in the digital communication channel do not significantly correlate.

Table 8. Rely on online digital communication channels

		Crosstab					
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Gender	Male	1	7	46	33	1	88
	Female	6	5	26	19	4	60
Total		7	12	72	52	5	148

Table 9. Chi-square test

	Value	df	Asymptotic significance (2-sided)
Pearson Chi-Square	10,094 ^a	4	0,039
Likelihood Ratio	10,341	4	0,035
Linear-by-Linear Association	0,843	1	0,359
N of Valid Cases	148		

a. 5 cells (50,0 %) have an expected count of less than 5. The minimum expected count is 2,03.

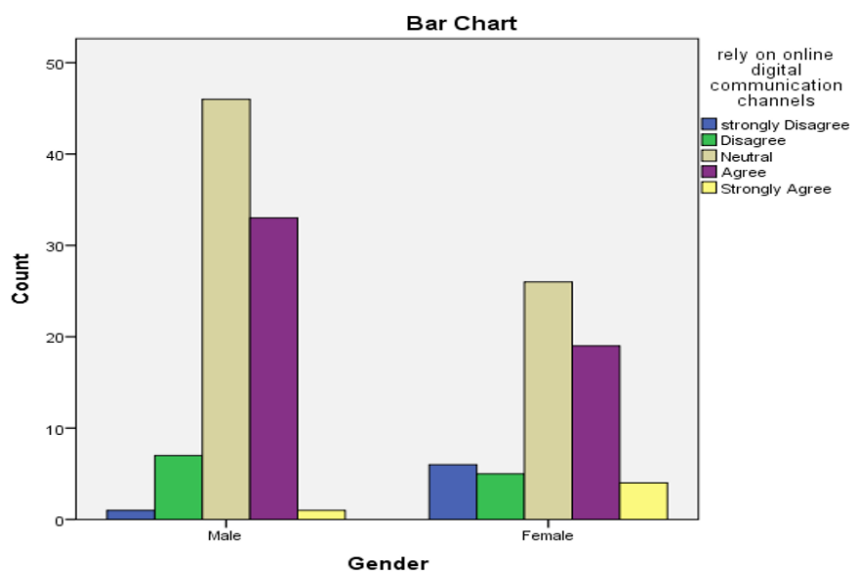


Figure 1. Rely on online digital communication channels correlation

Interpretation

The study's conclusions show a strong correlation between respondents' gender and the dependability of digital communication channels. This indicates that there are notable differences among male and female respondents' perceptions of the dependability of digital communication channels. The statistically important correlation indicates noteworthy distinctions between the perceptions of male and female persons about the reliability and credibility of data obtained via digital communication channels.

When creating methods for communicating and transmitting data via digital channels, it is crucial to take gender-specific preferences and perceptions into account. This is demonstrated by the strong correlation found among the respondents' gender and the dependability of digital communication channels. Understanding these differences can help improve the effectiveness of communication and engagement with diverse audiences. Hence null hypothesis is rejected.

Findings and Suggestions*Findings*

1. The study revealed that engineering students of various age groups and educational backgrounds are actively present on online marketing platforms.
2. Most engineering students using online marketing platforms are between 17 and 20.
3. The representation of male and female engineering students is balanced on these channels.
4. Learners from several fields of engineering, such as mechanical, electrical, civil, and computer science, are drawn to the online marketing platforms.
5. Engineering learners' decision making can be considerably impacted via online marketing communication is reported in the study.
6. Online marketing communication can be influenced by those learners in deciding universities & programmes.
7. Online marketing approaches has a greater effect on decision-making as compared to other advertising.
8. Interactive and engaging content, such as videos, virtual tours, and webinars, are particularly effective in capturing the attention and interest of engineering students.
9. The results indicate that digital marketing communication shows a significant role in inducing the decision-making process of engineering students.
10. Online resources are a major source of data for learners in engineering concerning engineering schools and programmes.
11. Students' opinions of engineering programmes and universities are significantly influenced by the informational quality, legitimacy, and relevance of digital marketing communications.
12. When making decisions, learners in engineering should take into account evaluations, rankings, and testimonies from other experts or learners.

Suggestions

Enhancing the Reach and Engagement:

- Online marketing platforms search for reaching larger clients for the purpose of learner's attraction in the field of engineering with various environments as well as age related.
- Utilizing social media and cooperating engineers for the advancements of the SEO

Improving Content Quality and Credibility:

- Engineering universities or programmes must verifies the reliability of the information delivered.
- Actually the learner evaluations, achievement, and case studies can improve the validity of online marketing communications with a condition of reliability and finally impacts on decision-making of learners.

Personalization and Targeting:

- Digital marketing initiatives must to be customised to the unique requirements and preferences of engineering learners.
- The utilisation of data analytics and targeting algorithms can facilitate the delivery of tailored information, thereby enhancing the efficacy of marketing communications.

Incorporating Interactive and Engaging Content:

- Generating materials that is quite interesting for the learners in engineering universities or programmes
- Employing the communicating quizzes, webinars, live Q&A sessions, and computer-generated visits to make the experience more engaging and educational.

Continuous Evaluation and Adaptation:

- It is essential for engineering programs and institutions to assess the efficacy of their digital marketing tactics continually.
- Regular monitoring of student feedback, tracking conversion rates, and analyzing engagement metrics can provide valuable insights for adapting and improving marketing campaigns.

CONCLUSIONS

The study provides skills to envisage how digital marketing strategies are formulated and perceived by students. It is further identified that engineering students give preference to digital marketing communication. The most important practice of digital marketing is that it can connect with users with the advancement of technology. If the students are unsatisfied with digital marketing, they may switch to other educational institutes. Virtual marketing may succeed more if it reflects user's need as a top priority. Educational institutions should create innovative students experience and specific strategies for media in order to identify the best path for digital marketing performance. It is also revealed that identifying needs, building long-term relations and engagement, and transparent communication have great implications for digital marketing communication in higher education. To conclude, digital marketing communication plays an important role in decision-making for engineering students.

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CONFLICT OF INTEREST

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