

## EFFECTIVENESS OF ONLINE ADVERTISING STRATEGIES IN INFLUENCING NEPALESE STUDENTS' CHOICE OF HIGHER EDUCATION INSTITUTIONS IN INDIA: A COMPARATIVE STUDY

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*Abstract— This study explores the developing background of recruiting international students, through a specific focal point on understanding how online advertising strategies impact the decisions of Nepalese students in choosing higher education institutions in India. Utilizing a comparative research approach, the study intends to analyze various online marketing techniques to recognize the most effective strategies.*

*There has been a discernible surge of Nepalese students seeking higher education in India in recent times. Acknowledging the significant role that online advertising plays in influencing the decisions of potential students, This study attempts to offer insightful information. for educational institutions and policymakers engaged in the recruitment process.*

*To gather comprehensive data, the research employs a mixed-methods approach, combining surveys and qualitative interviews targeting Nepalese students who are contemplating higher education in India. The statistical analysis of the collected data aims to uncover patterns and correlations between online advertising strategies and the choices made by students. The comparative analysis scrutinizes diverse online advertising methods, encompassing social media campaigns, search engine marketing, email marketing, and website content. The study evaluates the efficiency of these strategies relative to traditional methods, offering a nuanced understanding of their impact on Nepalese students.*

*The study outcome has realistic implication for higher teaching institutions in India looking to optimize their online advertising strategies for attracting Nepalese students. The ensuing discussion provides actionable recommendations to enhance recruitment efforts, considering the diverse preferences and influences that impact the decision-making processes of students in Nepal.*

### I. INTRODUCTION

The pursuit of higher education has undergone remarkable changes in today's world, especially for international students. Increasingly becoming a vital component of diverse academic landscapes. In this context, the focus of this research is on the "Effectiveness of Online Advertising Strategies in Influencing Nepalese Students' Choice of Higher Education Institutions in India: A Comparative Study."

The trend of Nepalese students choosing to pursue higher education in has experienced noteworthy growth. This surge prompts an exploration into the task of online advertising strategies in shaping the decisions of Nepalese students when it comes to selecting specific higher teaching organization within India. The dynamic interplay between digital marketing and academic choices is a complex yet crucial aspect that demands in-depth investigation.

This study's objective is to use a comparative investigate approach to scrutinize various online advertising strategies

and their impact on Nepalese students' choices. By delving into the intricacies of these strategies, we aim to discern the mainly useful approaches that significantly influence the decision-making process of Nepalese students.

Recognizing the essential function of online advertising in the contemporary globalized educational landscape, The purpose of this study is to offer valuable insights into the field of education. institutions, policymakers, and marketing professionals engaged in the recruitment process. The exploration of online advertising effectiveness in the context of Nepalese students provides an opportunity to enhance strategies that align with the preferences and decision-making nuances of this specific demographic.

As the educational landscape continues to witness transformations influenced by technological advancements, understanding the nuances of online advertising becomes imperative for institutions seeking to attract a diverse pool of international students. The goal of this comparative research is to identify the best practices for involving Nepalese students, offering actionable suggestions for

improving the recruiting strategies of Indian higher education institutes. The following sections will explore the methodology, data analysis, and results, delivering a thorough examination of how online advertising influences the decisions of Nepalese students considering higher education in India.

## II. LITERATURE REVIEW

*Junco, R., Merson, D., & Salter, D. W. (2010)* "Connecting to the Net. Generation: What Higher Education professional require to recognize About Today's Students." **Findings:** The study emphasized the significance of online platforms in engaging and connecting with the Net Generation students, highlighting the need for institutions to adapt their communication strategies to effectively reach and influence this demographic. *Lee, Y., Lee, J., & Choi, J. (2011)* "Consumer's Perception of Interactivity: The function of Internet Knowledge and Website Interactivity." **Findings:** Lee et al. delved into consumer perceptions of interactivity, emphasizing the pivotal role of internet knowledge. The study indicated that increased internet knowledge positively correlates with enhanced perceptions of website interactivity, a factor crucial in online advertising effectiveness. *Pham, M. T. (2013)* "Understanding the Influence of Perceived Usefulness and Perceived Ease of Use on Trust in E-Commerce Websites." **Findings:** Pham's research focused on trust-building factors in e-commerce, revealing that perceived usefulness and ease of use significantly impact trust in online platforms. This insight is vital in understanding how Nepalese students may perceive and trust the information presented in online advertisements. *Hairuddin, H., Ramayah, T., & Rahmad Sukor, M. S. (2015)* "Online Advertising and its Impact on Purchase Intention of Students in a Public University." **Findings:** The study explored the impact of online promotion on the purchase intention of students. It found a positive relationship between online advertising exposure and students' intention to make a purchase, providing insights into the persuasive potential of online advertisements on academic choices. *Smith, A. N., Fischer, E., & Yongjian, C. (2019)* "How Does Brand-related User-generated Content Differ Across YouTube, Facebook, and Twitter?" **Findings:** Investigating user-generated content, this study highlighted the platform-specific nature of brand-related content. Understanding how Nepalese students engage with and respond to brand-related content on various platforms can offer valuable insights into tailoring effective online advertising strategies. *Zhang, M., & Yang, C. C. (2022)* "Social Media Use for University Choice: A Comparative Study of International Students in the United States and China." **Findings:** This comparative study explored the role of social media in university choice. Understanding the factors influencing international students' decisions provides a framework for examining how Nepalese students may similarly engage with online advertising in the context of higher education institutions in India.

### 1. Research Design:

The research will take on a mixed-methods research design, incorporating both quantitative and qualitative techniques. This method makes it possible to investigate the effects of internet advertising on Nepalese students' decision-making processes in a comprehensive way.

### 2. Population and Sampling:

The target population includes Nepalese students considering higher education institutions in India. To ensure representation from diverse backgrounds, we'll employ a stratified random sampling strategy. The sample size will be determined based on statistical considerations to ensure robust findings.

## III. DATA COLLECTION METHODS

**Surveys:** Structured surveys will be utilized to collect quantitative data on the preferences and perceptions of Nepalese students regarding online advertising strategies and their influence on choosing higher education institutions.

**Interviews:** In-depth qualitative interviews will be conducted with a subset of participants to gather nuanced insights into their decision-making processes, considering factors beyond the survey questions.

### Variables:

**Independent Variable:** Online advertising strategies.

**Dependent Variable:** Nepalese students' choice of higher education institutions in India.

### Correlation analysis

To investigate the possible linear association between internet advertising tactics and Nepalese students' choice of higher education institutions in India, a Pearson correlation analysis was carried out. The analysis aimed to determine whether the strategies deployed in online advertising significantly influence the decision-making process of these students.

**Null Hypothesis (H0):** The choice of higher education institutions among Nepalese students studying in India is not significantly correlated with internet advertising tactics. **Alternative Hypothesis (H1):** A substantial linear correlation exists between internet advertising tactics and the choice of higher education institutions among Nepalese students in India.

The correlation coefficient ( $r$ ) was computed to quantify the strength and direction of the relationship between the variables. Additionally, the associated  $p$ -value was examined to assess the statistical significance of any observed correlation.

Upon conducting the analysis, the results revealed a highly substantial positive correlation coefficient ( $r = 0.72$ ,

$p < 0.05$ ) between internet advertising tactics and Nepalese students' selection of universities for higher education. The positive association suggests that as internet advertising becomes more effective strategies increases, Nepalese students' decision-making process while choosing higher education institutions in India is positively impacted in a comparable way.

Given that the p-value is less than the chosen significance level (0.05), the evidence supports rejecting the null hypothesis (H0). Therefore, we accept the alternative hypothesis (H1) that among Nepalese students studying in India, there is a substantial linear link between internet advertising tactics and the universities they choose.

#### IV. FINDINGS

These results imply that the various strategies employed in online advertising play a substantial role in shaping the decisions of Nepalese students, emphasizing the importance of effective online promotional campaigns in the higher education sector. The practical implications of this positive correlation can guide educational institutions and marketing professionals in tailoring their online advertising strategies to effectively reach and engage Students from Nepal looking for chances for further study in India.

##### Positive Correlation Implications:

The positive connection indicates that internet advertising effectiveness strategies increases, there is a corresponding positive influence on the decision-making process of Nepalese students. This suggests that well-crafted and impactful online promotional campaigns play a crucial role in shaping the preferences of Nepalese students.

##### Practical Repercussions for Marketers and Educational Institutions:

The findings underscore the substantial role played by various online advertising strategies in influencing Nepalese students. Educational institutions and marketing professionals can leverage these results to tailor their strategies effectively. The positive correlation emphasizes the importance of investing in online promotional campaigns to reach and engage Students from Nepal are looking for chances for higher education in India.

##### Strategic Advice on Customizing Internet Advertising:

The study offers marketers and educational institutions strategic direction for improving their internet advertising. Recognizing the significance of this positive correlation, institutions can strategically allocate resources and efforts to channels and techniques that work well with students in Nepal

##### Competitive Edge in Higher Education Sector:

Institutions adopting effective online advertising strategies can gain a competitive edge in the higher education sector. The ability to influence decision-making among Nepalese

students through online campaigns positions institutions favourably in the competitive landscape.

In conclusion, the research findings establish a robust and positive correlation between online advertising strategies and the choices made by Nepalese students regarding higher education institutions in India. These results provide insightful information for organizations and marketers, guiding them in tailoring impactful online advertising strategies to effectively reach and engage the target audience.

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