A Study on Impact of Digital Marketing in E-Education with Special Reference to 'Grid' Bangalore

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ABSTRACT

Digital marketing are playing a prominent role in online education services as concerned. The digital marketing strategy need to be defined if customer satisfaction has to be maintained. The marketing via digital media is significant for delivery of educational services online.This paper studies the impact of Digital Marketing on IT Education with special reference to "GRID" Bangaluru and this is related to the social media influencing the decision of students in the place of Bangalore for e education and the results reveals that , 36% of the respondents are influenced by the Face book as the most prominent platform influencing decisions of target audience for creating awareness and visibility for effective reaching to the target audience.

INTRODUCTION

The growth of digital marketing in the education sector is totally transformed sector because the majority of people are using the e resources & targets to youth segment. It has a direct effect of the fact that educational industry should boost the make use of of the internet to accomplish added number of students & parents. In this regard, Digital Marketing is considered to be the best tailored by most of the educational sectors to reach more students community.

The best move toward to create awareness effectively is through social media platforms & online visibility. The social media marketing platform such as Google+, whatsapp, Facebook, LinkedIn and Twitter, and consist a large group of audience. They help to enhance followers and conversion rate. Numerous educational industries have executed social media marketing techniques to get more lead, employ an audience and thus enhance awareness.

The effectiveness of digital marketing tools are :
Virtuous Response: Online is the best medium and simplest way to interact with your targeted audience with less time. Online Marketing channels offer the reply to the audience feedback. Individuals read queries instantly via social media channels.

Cost Effective: Most of the Digital Marketing channels are reasonable contrasted with traditional promoting strategies. Online marketing strategies, for example, email marketing, social media marketing and much more requires next to small execution cost or investment. It implies educational industries can focus on a bigger audience at a low venture and achieve more benefits.

High Conversion Rates: E-mail and SMS are an important part of Digital Marketing that gets high response rates because of the way that they are close to people and educational industries can easily reach their targeted audience in an effective way.

Measurable Conclusions: With the assistance of Digital Marketing tracking tools you can track the performance campaign. It helps to track and measure the adequacy of your marketing campaign. Get important information or insights for your Digital Marketing technique. Hence, improve your education industry marketing objectives. Digital activities are compulsorily required to include when online education services are concerned. The digital marketing strategy need to be

defined if customer satisfaction has to be maintained. Digital activities are an increasingly important part of any marketing and sales strategy. The strong inclination of digital platforms for delivering courses online cannot be denied. The organization has to be focused on simple act of providing digital course and innovative strategies through which they interact with students and create learning environment. The marketing via digital media is significant for delivery of educational services online. We need to be updated in the area of online education services and for the same digital marketing strategies are critical.

LITERATURE REVIEW

Martin (2015) explains that in higher education, social media has the multitasking ability, carrying on conversation with multiple people at once, often across multiple platforms, and at times, using multiple devices. Noel (2009) evidenced by the results of the interviews obtained from the public university showing that the marketing teams from the university still did not fully understand the needs of prospective students or scholars, they only followed the development of technology without seeing the real strategies and tactics so that the outcomes obtained were not satisfactory.

Armstrong's (2014) concept who reveal that consumers pass through all five stages with every purchase but in more routine purchases, consumers often skip or reverse some of these stages. This argument also meets the conditions faced by students or prospective students when choosing a university.Waghmare (2012) has indicated that many countries in Asia are taking advantage of e-commerce through opening up, which is essential for promoting competition and diffusion of Internet technologies. (Day, 2011) has drawn the need for expertise of digital marketing skills across industry and the loss that can be done if this skill set is not present.

RESEARCH METHODOLOGY

Research Objectives: The objective of this paper is to understand the role of digital marketing in sharing knowledge and advancing in e-Learning for social media innovation marketing to build networks of educators and student for diverse region and to expand the opportunity for knowledge interchange and facilitate remote learning.

Scope of Study: The scope of this study is based on the quantitative analysis related students learning platform from the existing social media platform and their influencing decisions in to eLearning and academic papers within the scope of Bangalore region.

Objectives:
- ✓ To know the importance of IT education in digital marketing.
- ✓ To understand the impact of digital marketing in IT education with "GRID".
- ✓ To identify the student utilization towards IT education through digital marketing.
- ✓ To evaluate the student's perception towards the IT education through digital marketing.

Research Methods
For this study I have used descriptive method and questioner method. The collection of data is done through research methods that are primary data and secondary data, the data of primary is done through questioners and the personal interviews, secondary data is collected through journals, books. The sample size is 50 respondents with the particular region in Bangalore area. The data analysis is done using the graphs here I used pie chart for this study report.

Type of research	Descriptive research method
Elements of sample	B.E students, software engineers
Area of study	Bangalore
Sampling universe	Online education
Sampling size	50
Sampling technique	Random sampling (probability sampling technique)
Primary data	Structured questionnaires, interview
Secondary data	Articles, internet, journals

ANALYSIS AND INTERPRETATION

Table 1: Digital media tools influencing decision making for E Education

INFLUENCED	Frequency	Percentage
Face book	18	36%
Discussion forums	6	12%
Review sites	10	20%
Blogs	16	32%

Graph 01: Showing Digital media tools influencing decision making for E Education
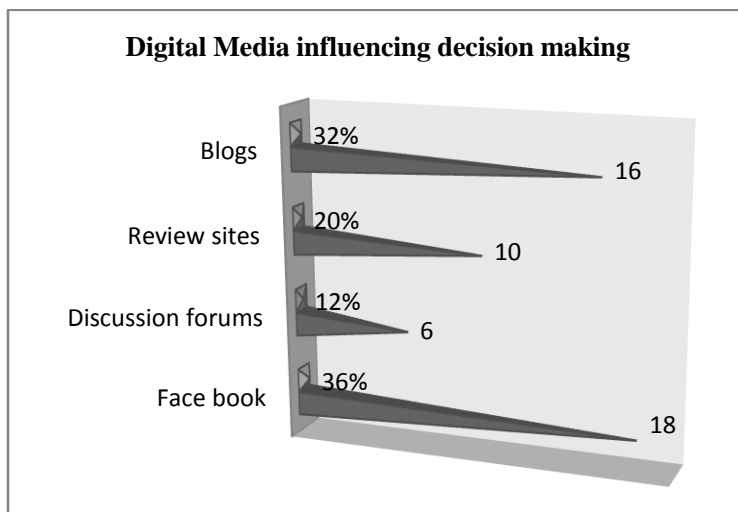

Interpretation: From the above chart we can come to a conclusion that 36% of the respondents are influenced by the Face book and the 32% of the respondents are influenced by the Blogs and 20% are influenced by the review site.

Table 02:Is digital marketing is use full in IT education

USE FULL	Frequency	Percentage %
Yes	31	62%
NO	19	38%

**Graph 02: Showing howdigital marketing is use full in IT education**
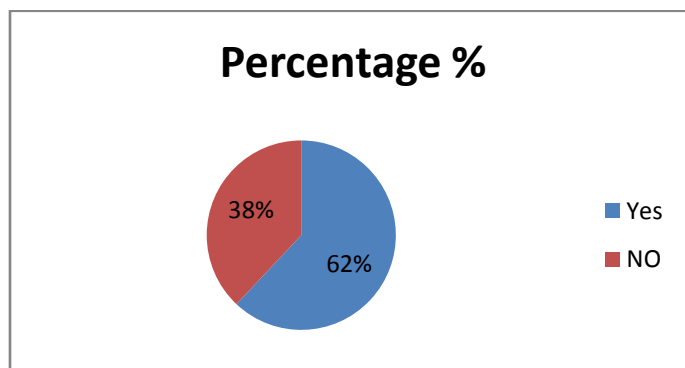
Interpretation: The above chart says that 62% of the respondents believe the use full in IT education, the 38% of respondents do not believe in use full in IT education.

Table 03: Which programming course you prefer to learn in digital marketing

LEARNING	Frequency	Percentage
JAVA	14	28%
PHP	7	14%
EMDEDDED	17	34%
C++	12	24%
	50	100%

**Graph 03: Showingprogramming course you prefer to learn in digital marketing**
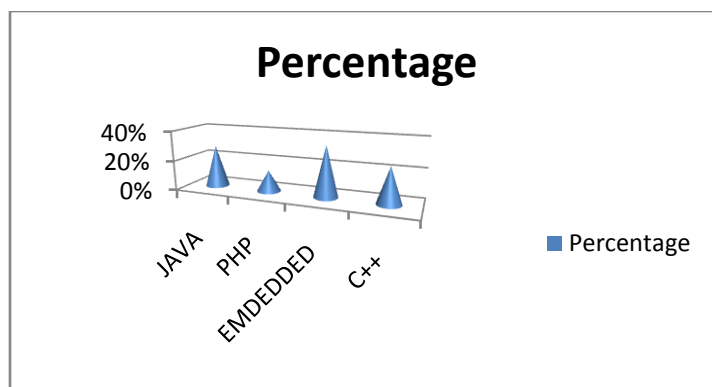
Interpretation:

From the above chart we come to a conclusion that 28% use java programming language, the 34% use the embedded programming language and the 24% use C++ programming language for the digital marketing course.

Table 04:How many numbers of graduates who utilize the digital marketing to learn programming language?

Graduates	Frequency	Percentage
MCA	17	34%
BE	19	38%
M.Tech	14	28%

Graph04: Showingnumbers of graduates who utilize the digital marketing to learn programming language
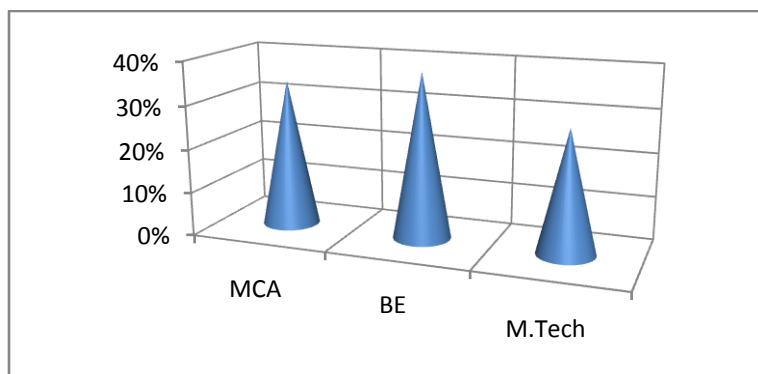
The analyzed survey helps in knowing the graduates intrest in digital marketing the MCA utilize 34% and the BE graduates38% and where as the M.Tech holds 28% in learning digital marketing.

FINDINGS & SUGGESTIONS

From the analysis i found that 40% from BE and 24% from M.Tech the digital marketing helps this category of students.

- ✓ The analyzed data helps us to know that Embedded is 38% and Java is 36% these programming language helps the candidate to make their in the IT sector.
- ✓ This analysis helps to find that 60% of the candidates believe that digital marketing helps to get their placements and where as 40% is not sure.
- ✓ The above analysis gives the findings of the candidates that 58% prefer digital marketing and 42% don't prefer digital marketing.
- ✓ As per the analysis i got to know that 30% are highly satisfied and 24% of the candidates are satisfied and where as 16% are highly dissatisfied.
- ✓ The data interpretation helps to find that 70% of the candidates are satisfied and the 30% are not satisfied. .
- ✓ This finding helps to know that 62% are believed that IT education is use full and the 38% are not believed.
- ✓ The analysis helps to know that 36% of the candidates are influenced by the face book and the 32% are influenced by blogs and the 20% are influenced by the review sites .

SUGGESTIONS

These suggestions are written on the basis of the data analysis and also from the findings how this is impacted on the digital marketing education.

- ✓ The BE and M.Tech candidates should prefer the digital marketing for their career in the IT education.
- ✓ The candidate should have the more knowledge on the programming language like Embedded and java to make their career in IT sector
- ✓ There are many candidate like unemployed and fresher's I suggest them to take their admission on the basis of intuition ranking and intuition website.
- ✓ If we see the analysis we can easily estimate that some percent of people believe in concept of digital marketing and some may not believe, we suggest them to believe the concept of the digital marketing.
- ✓ The analyzed data gives the information based on that I suggest the candidates to prefer the online education in digital marketing.
- ✓ The suggestion is given to the candidates that digital marketing helps them to get their placements in the IT sector.
- ✓ The suggestions I give to the candidates of engineering graduates is that to prefer the digital marketing for their career in IT sector.
- ✓ The analysis gives the results of candidates based on their interest I suggest them that digital marketing helps to get more knowledge about the software.
- ✓ As per the analysis I suggest them to utilize the digital marketing for their career growth in the field if IT sector.
- ✓ The analysis gives the report that some percent of people agree to digital marketing were I suggest to the rest of other candidates to use the digital marketing in effective manner.
- ✓ I suggest them that digital marketing is very use full for the candidates to build their career in the field of IT sector.
- ✓ The analysis helped me to suggest the candidate that social media helps them to know reviews in face book and other related blogs.

CONCLUSION

This is a project were the research is mainly focused on the unemployed and fresher's there is no job for this candidate as they lack in their technical skills. This study is done on how digital marketing is help full in reaching this candidate and providing the education which is required them to get placed in the IT industry. The digital marketing is a smart way to reach the candidate and also providing them a better training for the candidate to make them perfect in their area of interest. This digital marketing education helps them to get placements in the software companies and also helps them to make their career in the IT sector.

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