

Influence of Social Media Platforms on Higher Education Learners

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Abstract — In today's technological world, the Internet holds an essential position in students' lives. Students utilize the internet for various purposes, such as communication, studying, gaining knowledge, entertainment, etc. This research aims to explore the effects of social networks on students' physical and psychological well-being. It also investigate how social networks influence students' academic performance. Ultimately, it determined that excessive social network usage negatively affects students' physical and mental health. Social Networking Platforms positively influence their academic performance. The research also mentions that social media be taught as a subject or during a workshop/seminar to raise awareness about cybercrimes and the relevant policies (both security and privacy). Social media is a concept centred on a platform for individuals globally to discuss their concerns and viewpoints while sharing information. Social networking sites (SNS) essentially serve as tools that enable people to exchange information, ideas, images, videos, and much more through a designated network. Graduate students generally favour social networking websites for leisure purposes also. Additionally, this research study revealed that individuals may engage with social networking websites due to social influence. The study indicates that the majority of students access social networking websites because of their friends. Lastly, the research explored how young people have been compromised regarding their personal and affiliated information.

Keywords — Social Media, Networking, Entertainment, Students, Academic Performance.

1. Introduction

Social media has changed the communication environment for institutions of Higher Education by enhancing the teaching and learning experience. Nonetheless, there is still limited knowledge about whether Higher Education students' use of social media leads to greater satisfaction. Based on the literature on social media, risk, and technology acceptance, this paper explores Higher Education students' views on social media use (SMU) and how SMU affects their satisfaction. Imminent university students use different platforms while trying to choose their preferred colleges. In this way, they use the online social networks for their personal aspirations. Key consequences of these models indicate that the effectiveness of robust online social media marketing tools must be managed flexibly throughout every stage of the consumer decision-making process. College and university institutions in the nation participate in internet marketing efforts to reach a larger audience and to achieve a successful student enrollment campaign. This is because the social media platforms are more accessible and open than the traditional sites. Additionally, online platforms enable, assist, engagement, collaboration, and communication. The attractive and limitless potential of online social interactions to reach future students makes social media extremely beneficial for higher education institutions aiming to establish connections.

2. Research Objectives

- To evaluate the impact of social media networks on student admissions at Affiliated Universities in Chennai.

- To assess the impact of media sharing networks on student enrollment in Affiliated Universities in Chennai.
- To investigate the impact of blogging and publishing networks on student admissions in Affiliated Universities in Chennai.

3. Review of Literature

2.1 Social Media Marketing

Osewe (2013) investigated the effectiveness of online marketing on consumer behavior by conducting a case study of University of Nairobi Students. The study concentrated on University of Nairobi undergraduate programs. The research included one hundred participants who were chosen using a stratified sampling technique. Essential information relevant to the study was collected through questionnaires. Regression and Correlation analysis was employed to illustrate the relationships among the variables. The research discovered that the use of social media as a means of outreach and awareness creation was one of the most effective tools capable of reaching a broad and varied audience compared to television. It was found that utilizing the internet for advertising had a significant correlation with the choices made by consumers regarding their purchasing behavior.

2.2 Social Networks Involving

Bowen et al. (2012) conducted a study to determine strategies utilized in marketing to draw in more students and boost enrollment in Kenyan Universities. They employed the probability - simple random sampling

method to choose 126 participants, which included 98 undergraduates and 28 staff members from two universities. The results indicated that utilizing the institution's website for advertising, media outlets such as social media, verbal persuasion, organizing career fairs, and hosting open day events alongside alumni support were some of the marketing strategies implemented to attract prospective students and enhance enrollment numbers.

2.3 Media Sharing Networks

Omboi, et al (2011) assessed the influence of advertising, promotions, personal selling, and direct marketing on student enrollment in universities in Kenya. An explanatory research design was adopted while a probability simple random sampling method was employed to obtain 125 respondents from 25 private universities.

The framework used aimed to examine the relationship between student enrollment and influencers (advertising, promotions, personal selling, and direct marketing). The findings indicated print media as the most effective marketing tool to provide information to prospective students due to its extensive reach and reliability.

2.4 Blogging and Publishing Networks

Uchendu et al. (2015) conducted a study on promoting systems for the admission of school children in private secondary schools in Nigeria. The research used primary data that was collected from forty-two (42) school administrators in 42 private high schools through a survey. The results of the study indicated that certain marketing strategies employed by secondary institutions support student enrollment in their programs.

Furthermore, the extent to which private secondary school administrators adopt marketing strategies to enhance student enrollment is significantly low in most of the schools surveyed. The Pearson Correlation analysis revealed a significant relationship between the adoption of marketing strategies and student enrollment.

2.5 Social Media Influence

Siddiqui S and Singh (2016) examined the advantages and disadvantages of social media. Students have the ability to form a group of their class on any social platform to communicate and express their thoughts. They are able to share valuable information through that particular platform. They can investigate future opportunities through the use of it. However, it also diverts students from their studies. Adolescents are not fully informed about the terms and policies of that social platform. As a result, they

misuse it by setting up fake accounts for entertainment and subsequently become addicted to it.

Table 1: Conceptual Framework

Independent Variables	Intervening Variables	Dependent Variable
Social Networks - Facebook, Quora Media Sharing Networks - Snapchat, YouTube Blogging and Publishing Networks - Pinterest, Reddit	- Government Policies - Political influence	Student Enrolment - Number of students - University's

4. Research Methodology

The focus of the study was on Deemed universities situated in Chennai. The study's population consisted of 210 respondents selected Deemed universities of Chennai. The target population for the study consists of Deemed universities. All deemed designated universities are located within Chennai. The researcher categorized the population into layers comprising academic, heads of departments, and student. The sample size consisted of 139 respondents. Data collection for this research included both primary and secondary data. The tools employed for data collection were questionnaires featuring both open-ended and closed-ended questions. Qualitative data was analyzed using content analysis, while quantitative data was refined for any inaccuracies, coded, and examined utilizing the Statistical Package for Social Sciences (SPSS).

4.1 Research Findings and Discussions

Table 2: Social Media Marketing Platforms

Social Media Marketing	Mean	Std. Deviation
Social Networks	3.80	.818
Media Sharing Networks	3.31	.861
Blogging and Publishing Networks	3.24	1.177
Other Networks	1.17	.378

Source: Field Data (2024)

The results in Table 4.1 shows that the respondents agreed that private universities use public networks to market their programs (mean score = 3.80), they also use Media Sharing Networks (mean score=3.31).

Table 3: Social Networks		
Social Networks	Mean	Std. Deviation
Influence of Facebook on student enrolment	4.00	1.000
Effects of Quora on student enrolment	1.58	.859

Source: Field Data (2024)

The results in Table 4.2 shows that the respondents agreed that Affiliated Universities use Facebook (mean score = 4.0), they also use Quora (mean score=1.58).

Table 4: Media sharing Networks		
Media Distribution Platforms	Mean	Std. Deviation
Impact of Snapchat on student enrollment	2.32	1.328
Impact of YouTube on student admissions	3.57	1.291

Source: Field Data (2024)

The results in Table 4.3 shows that the respondents agreed that affiliated colleges of Madras universities use Snapchat (mean score = 2.32), they also use YouTube (mean score=3.57).

Table 5: Blogging and Publishing Networks		
Blogging and Publishing Networks	Mean	Std. Deviation
Impact of Pinterest on Student Enrollment	2.25	1.083
Impact of Reddit on Student Enrollment	1.76	.927

Source: Field Data (2024)

The results in Table 4.4 shows that the respondents agreed that private universities use Pinterest (mean score = 2.25), they also use Reddit (mean score=1.76).

Table 6: Social media Marketing Networks and Student enrolment

Student Enrolment in Affiliated Universities	Mean	S.D
Social media marketing enables online technical support	3.81	1.018
Social media marketing enables quick response of inquiries	3.60	.956
Social media marketing reduces cost of Communication	4.01	1.072
Social media marketing enables availability of online service	3.99	.815
Social media marketing enables improves price information	3.93	.758
Social media marketing enables improved service delivery	3.31	1.189
Social media marketing enhances effectiveness	4.24	.722

Social media marketing is the preferred media	3.16	1.145
Social media marketing enables increases enrolment	3.92	.866
Social media marketing reduces overall cost	2.09	1.055

Source: Field Data (2024)

The results in Table 4.5 show that the respondents noted that Social media marketing enables improved Product information (mean score = 4.30), Social media marketing enhances effectiveness (mean score = 4.24), Social media marketing reduces cost of Communication (mean score = 4.01), Social media marketing enables availability of online Service (mean score = 3.99), Social media marketing enables improved price Information (mean score = 3.93), Social media marketing enables increased enrolment (mean score = 3.92), Social media marketing enables improved service delivery (mean score = 3.31), and Social media marketing reduces overall Cost (mean score = 2.09).

Table 7: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	6.286	3	2.095	27.108	.001 ^b
Residual	8.038	104	.077		
Total	14.324	107			

- a. Dependent Variable: Social Media Marketing and student enrolment in private universities
b. Predictors: (Constant), Blogging and Publishing Networks, Media Sharing Networks, Social Networks.

The ANOVA shows whether there is a statistically significant difference between the variables means. The results in Table 4.6 shows an F- calculated value (F= 27.108) which is significant ($p=0.001<0.05$). Therefore, there is a statistically significant difference. This therefore means that the regression model is significant and there the results can be relied upon.

Table 8: Relationship between social networks and student enrolment in Affiliated colleges Universities

Unstandardized Coefficients	Standardized Coefficients				
	B	Std. Error	Beta	t	Sig.
1 (Constant)	1.878	.131		14.314	.000
Social Networks	3.00	.064	-.007	-.047	.963
Media Sharing Networks	2.2	.055	-.051	-.397	.692
Blogging and Publishing Networks	1.96	.031	-.626	-6.225	.000

Source: Field Data (2024)

- a. Dependent Variable: Social Media Marketing and student enrolment in Affiliated Universities.

Table 4.7 show that there is a positive and statistically insignificant relationship between social networks and student enrolment in Affiliated colleges Universities shown by $\beta = 3.00$ and $p = .963 > 0.05$. There is also a positive and statistically insignificant relationship between Media Sharing Networks and student enrolment in Affiliated colleges Universities shown ($\beta = 2.2$, $p = 0.962$). The results further shows that there is a positive and significant association between Blogging and Publishing Networks and student enrolment in Affiliated colleges Universities as indicated by ($\beta = 1.96$, $p = 0.000$).

5. Conclusion

The research indicated that Affiliated Universities commonly utilized social media marketing platforms to affect student enrolment. The study concludes that these institutions utilize social networks, namely Facebook and Quora, both of which positively impacted student enrolment. The Universities also engaged with media sharing networks like Snapchat and YouTube, both of which had an effect on student enrolment. Moreover, the Universities employed blogging and publishing networks, such as Pinterest and Reddit, to impact student enrolment. The research concludes that using social media marketing enables online technical support, facilitates quick responses to inquiries, lowers communication costs, and ensures the availability of online services. Social media marketing enhances information related to pricing and improves product information. It also fosters better service delivery, thereby increasing effectiveness. Thus, it emerged as the preferred method of communication and contributed to higher enrolment rates in Affiliated colleges Universities in Madras. Furthermore, it resulted in decreased marketing costs for Affiliated colleges Universities in Madras.

6. Acclamations

The study observed a favorable influence of social media marketing on student enrolment in Affiliated Universities in Madras and, therefore, recommends that the Universities allocate more resources to social media marketing because of its increasing popularity among the younger demographic. Additionally, the literature examined during the research revealed a rising awareness and recognized significance of social media marketing. The research advocates for additional studies on policies regarding the utilization of Affiliated information for marketing reasons, the application of other systematic marketing strategies reaching larger target populations, and increased investment in social media marketing to harness the complete potential these tools provide. This research

should also concentrate on identifying which social media platforms are the most effective and understanding the reasons behind their effectiveness, thereby facilitating improved targeting of already limited resources. Furthermore, this will enhance not only the effectiveness of advertising on social media platforms but also has the capacity to revolutionize how higher education institutions promote their programs.

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