

A Study of Demographic Factors and Digital Channels of Communication on Students

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Abstract

Digital media has been grown significantly and it is widely used all over the world now a days. The study aim to know the relation between demographic factors and digital channels of communication Stratified Sampling technique was used and data were collected from districts of Rajasthan with the help of offline and online survey through questionnaire. Data was analysed through various statistical techniques. The outcome of the study shows that there is association between channel of communication and demographic variables and it was found that age and fathers occupation.

1. Introduction

In today's world Internet is becoming a necessity of day to day life. On the other hand digital devices like tablet, smartphone, mobile are becoming very economical and digital platforms are free to access to explore as many as one can. Digital media has been grown significantly and it is widely used all over the world. In this study we are identifying that digital channel of communications are used in higher education student of india. Decision made by students related to admission are interrelated with demographic profile of students and channel of communication. Low gross enrolment ratio in higher education system in India is a major challenge. Government was also taken lot of initiative by introducing various schemes like RUSA, ICT, HEFA and ODL. Recently New Education policy is also framed in which one of the objective is to increase the gross enrolment ratio.

2. Literature Review

As per Martin's investigation advanced promoting engaged the world Alterations and the advanced teaching area is not at all exemption. Lacking enrolment development, schools and academies won't support. School and colleges have the test of keeping up pertinence amongst understudies who are progressively additional dependent on innovation as a message basis [4]. This exploration outcome is in agreement with Sherman in Conductor "Demonstrating the Worth of Advanced Marketing in Higher Education", she clarifies that advanced education is going through a change for some a long time. Both interior and outside challenges are looked by HEIs around the world. This test requires advanced education promoting to move from polished handouts to web-based media and the web to catch imminent understudies' consideration. Schools furthermore, colleges are getting more particular about spending and that's only the tip of the iceberg forceful in enlisting imminent understudies. Then again, expanding rivalry and rising costs have constrained understudies to turn out to be more particular in their school decision [7].

A striking examination distributed by Lorange moreover attests that a large portion of the colleges and schooling establishments currently report that they are utilizing advanced promoting in a few ability to draw in with understudies and arrive at possible candidates, and progressively, advanced education suppliers are announcing significant levels from their advanced showcasing efforts[3]. Khausik (2017) likewise recognizes that roughly 49.74% of the web site page sees come from cell phones. It is motivation behind why greatest instructive organizations are currently hoping to focus on the versatile crowd for their showcasing efforts. It is assessed that versatile memberships will hit 9.3 million before the finish of 2019, and the main helping of this populace will be understudies between the age's 18-25 years of age. Moreover, more than 66% of these understudies say that they like to get a multipurpose communication for any bring up-to-date or informs, which makes versatile promoting critical for the instructive business. To focus on this specific crowd, instructive establishments are presently investing an energy to make their content fascinating and in a without any problem available configuration [5].

3. Digital Marketing & Higher education Institutions

An article distributed by Williams (2017) clarifies that advanced advertiser should be very coordinated. However, change generates imagination, the objectives of showcasing stay steady. Association registers an promoter to transfer the right communication at diverse stages of the station, raise brand mindfulness and faithfulness, drive traffic and client commitment, and actualize strategies that lead to alterations and deals. In spite of the fact that Forbes gives key computerized advertising patterns to plan for in 2017- 2018 which are on the whole altering the calling, the reason for extended haul achievement is unaltered: Social advertisers should be resolved to adjust. Along with these cycles, associations should likewise know about how buyers' perspectives, qualities, and conviction sway their computerized showcasing efforts (Al Kailani and Kumar, 2011), this demonstrates that the double zones; commercial knowledge (BI) and client understanding (CI) should be united to help an organization's intelligent advertising (Stone and Woodcock,). As per Stone and Woodcock, presentations or substance for advanced showcasing be able to be intended to draw in by the buyer whenever and in any place, to educate, instructing, engaging or giving experiences for the brand. It isn't simply restricted to easy going data looking for amusement or recreation however has become a huge stage for taking pivotal vocation choices. Because of the new patterns in innovative headways, showcasing channels and shopper practices have seen a move which has affected the purchaser dynamic interaction when it comes to item buys. Purchasers' commitment with brands has changed, in this way associations need to adjust their advertising methodologies to contact them.

Advanced promoting in advanced education is considered significant especially since HEIs were compelled by the serious worldwide rivalry. As per Maringe , advanced teaching has been changed from the reliance of subsidizing by administration to the serious marketplaces. The change of higher training from reliance on administration subsidizing to the serious market demonstrates that colleges need to go after understudies in the armament markets. Consequently, it is significant for the colleges to comprehend approaches to pull in understudies and how to showcase themselves (Kusumawati,).

4. Objective

To examine the relation between demographic factors & use of Digital Channels of communication by students of India.

5. Data Collection

Primary Data is collected with the help of research questionnaire. Multiple Choice & Five point Likert scale were used in the questionnaire. Physical and online modes were used for collecting data. Secondary Data is used for getting in dept. knowledge and understanding the concept of digital marketing communication. Secondary literature including journal, books, internet, newspaper and magazines.

Figure 1: Gender Distribution

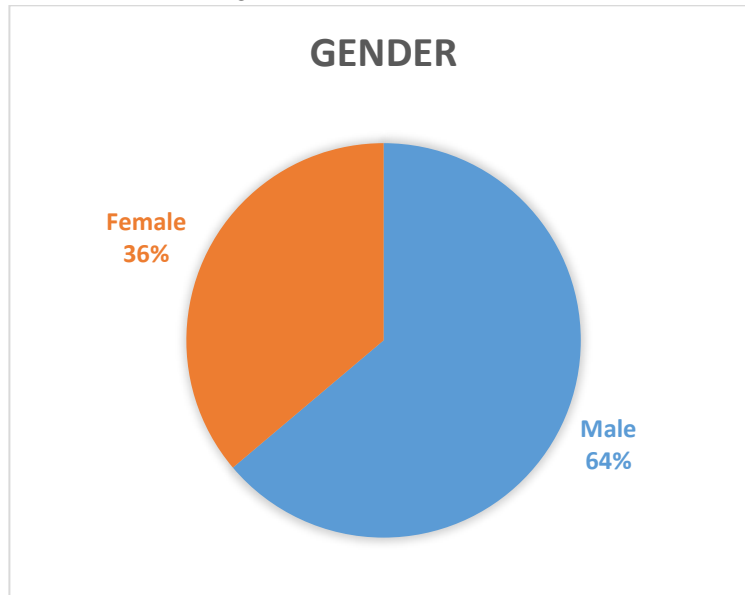


Figure 2: Father's Profession

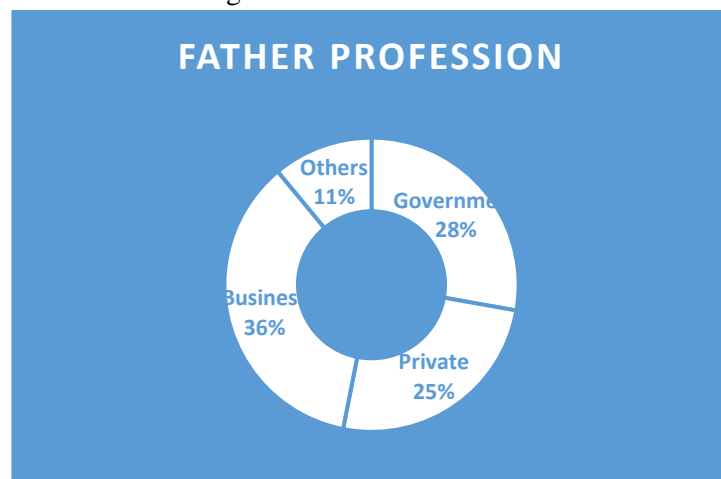
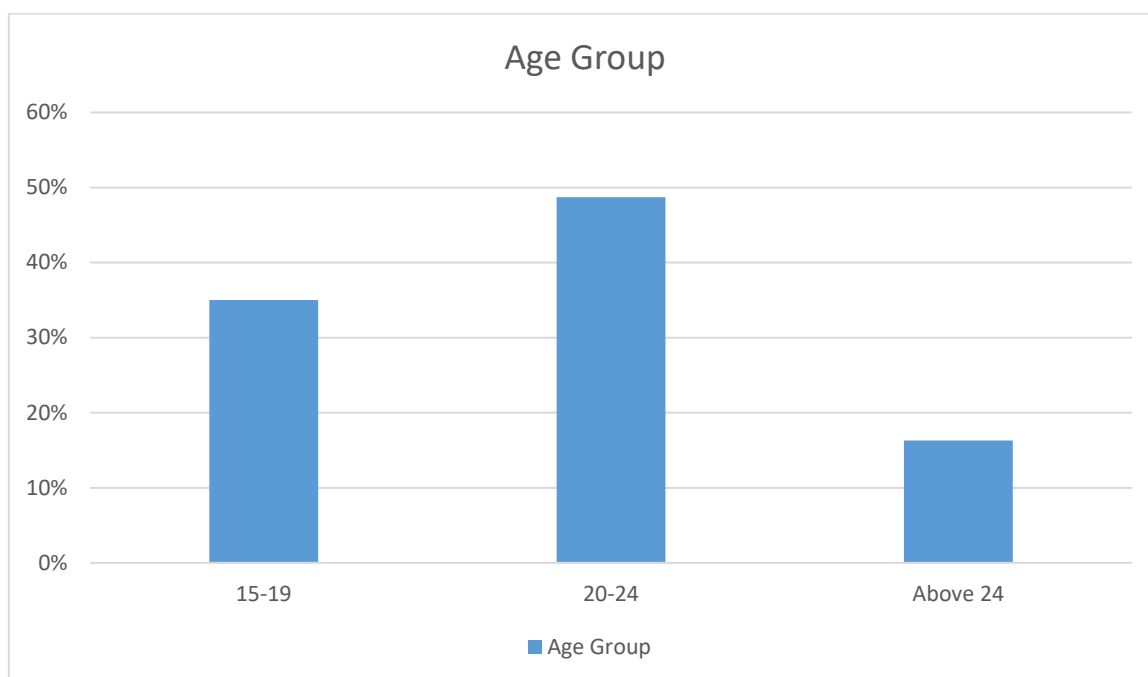


Figure 3: Age Group



Hypothesis

H01: There is no association between demographic factors of students & use of Digital Channels of communication by students of India

Ha1: There is an association between demographic factors of students & use of Digital Channels of communication by students of India

Data Analysis

Data was analysed with the help of SPSS version 16. Data was characterised with the Support of tables, cross tables, pie charts and bar charts. Chi Square Test used in the study.

H02: There is no association between Age factors of students & use of Digital Channels of communication by students of India

Ha2: There is an association between Age factors of students & use of Digital Channels of communication by students of India

Table1: Chi Square Test between Age & Digital Channels of Communication

Age & Digital Channel	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.706 ^a	8	.000
Likelihood Ratio	17.371	8	.000
Linear-by-Linear Association	5.826	1	.000
Cramer's V	.225		.000
N of Valid Cases	885		

Chi Square examination outcomes are found related with the value of 16.706 with significance value of .000. It means that Null hypothesis is rejected and it is clear that there is an association

between Age of student and digital channel of communication. Cramer's V is applied to know the power of association and it was found that there is low strength of association.

H03: There is no association between Gender & use of Digital Channels of communication by students of India

Ha3: There is an association between Gender & use of Digital Channels of communication by students of India

Table2: Chi Square Test between Gender & Digital Channels of Communication

Gender & Digital Channel	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.747 ^a	4	.314
Likelihood Ratio	4.832	4	.305
Linear-by-Linear Association	4.637	1	.031
N of Valid Cases	885		

Chi Square examination outcomes are found independent with the value of 4.747 with significance value of .314. It means that Null hypothesis is accepted and it is clear that there is no relation between Gender of student and digital channel of communication. Cramer's V is applied to know the strength of association and it was found that there is low strength of association.

H04: There is no association between Geographical Location of students & use of Digital Channels of communication by students of India

Ha4: There is an association between Geographical Location of students & use of Digital Channels of communication by students of India

Table 3: Chi Square Test between Geographical Location & Digital Channels of Communication

Location & Digital Channel	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.416a	4	.170
Likelihood Ratio	6.381	4	.172
Linear-by-Linear Association	5.121	1	.024
N of Valid Cases	885		

Chi Square examination outcomes are found independent with the value of 6.416 with significance value of .170. It means that Null hypothesis is accepted and it is clear that there is no relation between Geographical location of student and digital channel of communication.

H05: There is no association between Fathers Profession of students & use of Digital Channels of communication by students of India

Ha5: There is a association between Fathers Profession of students & use of Digital Channels of communication by students of India

Table 4: Chi Square among Father's Profession & Digital Channels of Communication

Fathers Profession & Digital Channel	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.064a	12	.005
Likelihood Ratio	11.863	12	.008
Linear-by-Linear Association	2.260	1	.001
Cramer's V	.121		.005
N of Valid Cases	885		

Chi Square test results are found related with the value of 11.064 with significance value of .005. It means that Null hypothesis is rejected and it is clear that there is an association between father profession of student and digital channel of communication.

Finding

49% of the students remained in the age between 20 to 24 year and 35% of the students from the age cluster of 15-19 years. Only 16% of the respondents from the age group of above 24. Most of the students are from age group 20 to 24 so the students are doing their current higher education or just finished their courses respondents are from Jaipur. 20% of the respondents from engineering stream and to choose engineering. Next to Engineering the Management students are the major respondents. Medical and Science stream students are 11% and Arts, computer IT, Hotel Management are 7%, commerce and Design students are 6% and Architecture students are 5%. 36% of the respondent's father doing business and 28% working in government sector, 25 % working in private, and 11% doing other profession. The annual house hold income of the major (44%) respondents was below 4 lakh. 40% of the respondents annual income was 4 L to 8 L. very few respondents' house hold income was above 8 L.

Limitation

There is a scope that study can be applied to big cities like Delhi, Mumbai, and Bangalore.

Conclusion

It is concluded from the study that some of the demographic factors are associated and related with digital channel of communication except geographical location and gender. Age and Fathers Profession of student are related with channel of communication. But the association between them is low which is studied through cramer's v.

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