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THE ROLE OF MARKETING STRATEGIES ON LOCAL AND INTERNATIONAL STUDENTS' ENROLLMENT: A CASE OF FIVE PRIVATE UNIVERSITIES IN ISTANBUL CITY

MA THESIS BY

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APRIL 2023

University : **İstanbul Kültür University**
Institute : **Institute of Graduate Studies**
Department : **Business Administration**
Program : **Master of Business Administration**
Supervisor : **Asst. Prof. Dr. Kemal Özkan Yilmaz**
Degree Awarded and Date : **MA – April 2023**

ABSTRACT

THE ROLE OF MARKETING STRATEGIES ON LOCAL AND INTERNATIONAL STUDENTS' ENROLLMENT: A CASE OF FIVE PRIVATE UNIVERSITIES IN ISTANBUL CITY

MOHAMMAD PASOON PATMAN

Education has become a global service, and every country is attempting to give it to its population as a tool for socioeconomic growth. Educational institutes generate profitable focuses and find unique ways and preferences that satisfy the demands of students and parents as part of private sector involvement.

The purpose of this study is to examine how marketing tactics affect student enrollments at Istanbul's five private universities. The study assists the administration of the various colleges in identifying the most effective marketing plans to entice more students to the institution. Marketing strategies i.e. Word of Mouth, and Advertisements (Newspaper, University Website, and Facebook) are tested in relation to Student Enrolment.

Data were collected in hard form and as well as soft form through Google Form using simple random sampling from 5 private universities functioning in Istanbul, Turkey. 390 respondents answered the questionnaire. The research results showed a significant relationship between the constructs under investigation and showed a positive relationship among all variables.

Keywords: Word of Mouth, Newspaper Advertisement, Student Enrollment, Facebook Advertisement, and University Website Advertisement.

ÜNIVERSITE : İstanbul Kültür Üniversitesi
Enstitüsü : Lisansüstü Eğitim Enstitüsü
Dalı : İşletme
Programı : İşletme Yüksek Lisans
Tez Danışmanı : Dr. Öğr. Üyesi Kemal Özkan Yılmaz
Tez Türu ve Tarihi : Yüksek Lisans- Nisan 2023

ÖZET

YERLİ VE ULUSLARARASI ÖĞRENCİ KAYITLARINDA PAZARLAMA STRATEJİLERİNİN ROLÜ: İSTANBUL'DAKİ BEŞ ÖZEL ÜNİVERSİTE ÖRNEĞİ

MOHAMMAD PASOON PATMAN

Eğitim küresel bir hizmet haline geldi ve her ülke bunu kendi nüfusuna sosyoekonomik büyüme için bir araç olarak vermeye çalışıyor. Eğitim kurumları, kârlı odaklar oluşturur ve özel sektör katılımının bir parçası olarak öğrencilerin ve velilerin taleplerini karşılayan benzersiz yollar ve tercihler bulur.

Bu çalışmanın amacı, İstanbul'daki beş özel üniversitede pazarlama taktiklerinin öğrenci kayıtlarını nasıl etkilediğini incelemektir. Çalışma, çeşitli kolejlerin yönetimine, kuruma daha fazla öğrenci çekmek için en etkili pazarlama planlarını belirlemede yardımcı olur. Pazarlama stratejileri, yani Ağızdan Ağza ve Reklamlar (Gazete, Üniversite Web Sitesi ve Facebook), Öğrenci Kaydı ile ilgili olarak test edilir.

Veriler, Türkiye'de İstanbul'da faaliyet gösteren 5 özel üniversiteden basit tesadüfi örnekleme kullanılarak Google Formu aracılığıyla hem katı hem de yumuşak biçimde toplanmıştır. 390 kişi anketi yanıtladı. Araştırma sonuçları, araştırılan yapılar arasında anlamlı bir ilişki olduğunu ve tüm değişkenler arasında pozitif bir ilişki olduğunu göstermiştir.

Anahtar Kelimeler: Ağızdan Ağza, Gazete Reklamı, Öğrenci Kaydı, Facebook Reklamı ve Üniversite Web Sitesi Reklamı.

ACKNOWLEDGEMENT

I would like to thank my family for their outstanding support throughout my educational path. I would also like to thank my supervisor, Assist. Prof. Kemal Özkan Yılmaz for making this a meaningful learning process. His guidance and encouragement throughout the process of formulating my ideas was invaluable, Finally, I would like to thank all faculty members, staff and students of İstanbul Kültür University, Istanbul Aydin Univeristy, Istanbul Beykent University, Bahçesehir University, Istanbul Gelisim University and my friends for their co-operations, assistance, patience and helpfulness throughout writing this Thesis.

MOHAMMAD PASOON PATMAN

LIST OF ABBREVIATIONS

WOM	Word of Mouth
HEI	Higher Education Institution
NA	Newspaper Advertisement
UWA	University Website Advertisement
FA	Facebook Advertisement
SE	Student Enrolment

TABLE OF CONTENTS

LIST OF TABLES

LIST OF FIGURES

1 INTRODUCTION

1.1 Chapter Outline

This chapter includes the detailed information about the related topic for research having the background about the student enrolment and marketing strategies consists of word of mouth, and advertisements (Facebook, newspaper, and university website). After the discussion of the background, research problem is explained which is followed by the objectives of the research and its significance. Moreover, research questions are also mentioned after which hypotheses are considered to be checked followed by the methodology used in this study. Finally, the structure of entire thesis is also explained.

1.2 Research Background

Education has become a global service, and every country is attempting to give it to its population as a tool for socioeconomic growth. More educational institutions must coordinate more students to acquire literacy as the population grows. The government has introduced liberalisation in this letter to successfully implement government engagement in the private sector. Due to population expansion, programme quality, and general innovation in modern education systems, the number of educational institutions has expanded as a result of engagement in the private sector. Student competition agencies generate profitable focuses and find unique ways and preferences that satisfy the demands of students and parents as part of private sector involvement.

Many private colleges are emerging, and they must actively communicate in order to publicise their organisation and enhance the value and market share of their organisation to its enrolment value. Private universities are primarily established to serve students from middle- and upper-income families, thus their services, like those of other organisations, are always commercially profitable. Marketing is the process by which a business generates consumer interest in a product or service. It develops tactics for sales, business communication, and business development. This is an integrated approach that allows firms to build strong customer relationships while also creating value for their customers and themselves. This entails just selling things or services to customers via communication in order to sell products or services. In educational institutions, it refers to the practise of giving value and spontaneous university quality to students and future students in order to promote more enrolment.

The ability of a university to adapt its curriculum and enrol a large number of students which will expand due to the sustainability of the university income mechanism depends significantly on how they do these two things, according to Baker (2008). He maintains that marketing plans are made to boost sales and create long-lasting competitive advantage. The only way to understand marketing strategies that are used in educational institutions is as strategies and routes for companies to join their organisations in order to realise their full potential. By employing successful student recruitment strategies, educational institutions can boost enrolment and thus revenue. The use of websites and social networks, SMS campaigns, announcements, advanced academic courses, a lovely university setting, and many other things can directly give parents with information.

Private institutions view students as a significant source of revenue. University marketing is a crucial management tactic used by private institutions to expand the pool of prospective students. All educational levels in the systems in place today have altered as a result of the intense rivalry in the field of education (Watts, 2005). In a new, competitive context, this desire is exploited to increase enrolment at the institution and sustain an active educational service system. It's crucial to create an efficient marketing communication plan for the right student body and college stability (Muthoni, Gachambi & Kathuni, 2014). A university market is necessary given the current level of economic

integration of universities. Universities require effective tactics to attract more students because they are exposed to market rivalry.

Numerous studies have demonstrated the value of print media, newspapers, brochures, alumni, social media, and websites for disseminating information to prospective students. They also demonstrate the value of low-cost marketing communication strategies like billboards, posters, radio, newsletters, and magazines for luring students (Farayibi, 2017). University marketing strives to increase student enrolment, promote other services' activities, and bring students together to obtain a competitive advantage. Intentional marketing methods are used in university marketing, along with long-lasting relationships with students and parents (Fontaine, 2014).

Personal sales, advertising, promotions, direct sales, public relations, sponsorship, exhibits, packaging, the internet, facial expressions, and corporate image are only a few of the marketing tactics mentioned by Karinga (2012). His study divided marketing communication tactics into three categories: relationship marketing, internal marketing, and external marketing. According to Karinga (2012), print media, electronic media, highway signs, billboards, the Internet, colleges, exhibitions, and public events are all examples of external marketing methods. An internal stakeholder's needs are the main focus of a set of tasks or techniques called an internal marketing communication strategy (Braimah, 2016). Basically, the purpose of a marketing communication plan is to draw in prospective students and promote the university after fostering favourable perception and growth satisfaction. Internal marketing encompasses communication abilities, beliefs, respect, a caring attitude, attending to students' wants and expectations, delivering high-quality services, and establishing relationships with them. It also involves wealth goals, visions, and missions. Relationship marketing communication approach helps institutions build long-lasting connections with current, potential, and parent students (Petkov, 2010). Relationship marketing techniques cover a range of tactics, including going to campuses, hosting open houses, participating in charity events, holding public concerts, and keeping in touch with students. Building relationships with students and linking them to institutions requires the use of relationship marketing methods.

According to Jombo (2013), enrolling in classes is the first step in the university experience. This is the overall enrollment at a given university (Friedman, 2015). The ideas that colleges and new students draw determine the level of entrance. It draws many of students to universities, but the retention lowers the dropout rate at enough of them. The purpose of the current study is to determine the effectiveness of marketing techniques in luring both domestic and foreign students to five renowned universities in Istanbul City, namely Istanbul Kültür University, Istanbul Aydin University, Beykent University, Bahçeşehir University, and Istanbul Gelişim University.

1.3 Research Problem

The literacy rate in the nation is the primary indicator of development. Through an open tendering process, the Turkish government took involved in the research of private sector education. Private university enrollment is still quite low, notwithstanding this development. It is accountable for failing to implement sufficient marketing techniques to increase awareness and offer organisations in the target region which are in the middle of middle- and high-income groups quality service. Prior to ensuring that private universities meet quality standards, private universities make sure the quality of their programs, use contemporary university infrastructure, and attempt to maximize their efforts to achieve their acceptable goals and to guarantee the quality of their educational programs. Some folks have noticed that the issue is still very prevalent. The goal of the research is to better understand how university administrators use various marketing techniques to increase student enrolment. Additionally, research shows that word-of-mouth marketing and adverts in newspapers, on university websites, and on Facebook are efficient recruitment tools.

1.4 Research Objectives

The purpose of this study is to examine how marketing tactics affect student enrollments at Istanbul's five private universities. The study assists the administration of the various colleges in identifying the most effective marketing plans to entice more students to the institution. These are the study's research goals:

i. To investigate the enrollment rate of five private universities' local and international students affected by marketing strategies.
ii. To investigate which marketing channels are useful to recruit potential students into private universities of Istanbul City.

1.5 Research Significance

This research contributes in very useful way explained below:

i. Effects on the higher education sector's ability to boost student enrolment.
ii. Justify the contemporary advertising aspects that helped the respondents get into the various private institutions in Istanbul.
iii. Validate the relationships between factors and demographic characteristics that can support an increase in the number of students enrolling in higher education now and in the future.

1.6 Research Questions

Followings are the Research Questions for this study:

RQ1: Which marketing strategy is the most effective in recruitment of students in selected universities of Istanbul City?

RQ2: Is there any effect of marketing strategies such as word of mouth, and advertisements through Newspaper, University Website, and Facebook on students' enrollment in selected universities of Istanbul City?

1.7 Research Methodology

The research is descriptive and correlational in its conduct and the approach of this study is quantitative in nature as it is testing the previous theories of marketing strategies and student enrolments.

The population of this research consists of well-known five private universities in Istanbul City namely Istanbul Kültür University, Istanbul Aydın University, Beykent University, Bahçeşehir University, and Istanbul Gelişim University. Enrolled students of the universities were contacted as they were asked about marketing strategy formulated by the university that was preferred by them at the time of admissions. Simple random sampling technique was followed in the study. As total population for the study was 14,362 out of which 390 students were contacted by application of Solvin's formula for calculation of sample size.

Questionnaire was utilized by the researcher which was created in Google Forms and was electronically distributed among students of selected universities. The researcher took the permission from the authorities to conduct research on certain universities. Data gathered was analysed using SPSS software, descriptive statistics, reliability analysis, correlation and regression analysis were done.

1.8 Structure of the Thesis

The flow of chapters will be as follows:

- The first chapter includes all the information that have general information regarding the topic, also problem of the statement, the study objectives, the importance of the study, and methodology of research.
- All the conceptual definitions about the topic and all related theories are discussed in the second chapter of literature review.
- Third chapters include the methodology of the study how the data was collected by whom and from where. Then its techniques to analyse and interpret.

- Fourth chapter analyses the whole data and interpretation is done here through which hypotheses of the study is proven.
- The fifth chapter contains conclusion, and recommendations.

2 LITERATURE REVIEW

2.1 Introduction

The educational sector has been impacted by the intense competition that exists in the contemporary global marketplace. When it comes to education in Turkey nowadays, more than only the state-run schools that offer traditional education are dominant. Since the 1990s, traditional or extensive higher education has been offered by private universities or other private institutions. The expansion of goods and services offered by various parties has an impact on educational institutions, and both private and public institutions are using the power of marketing communications to attract more clients. Every institution in Turkey aspires to be the first option of the students who will pass national examination, despite the fact that there is a large exam for admission to higher education.

2.2 Word of Mouth

Paul Lazarsfeld and Elihu Katz first emphasised word-of-mouth marketing in 1995, but their definition of the term did not include formal consumer-to-consumer discussions of specific products (Kau & Loh, 2006). Rather than verbal face-to-face communication, Stokes and Lomax (2002) claim that word-of-mouth communication acts as a messenger and receiver about companies, products, or services.

While the American Communication Institute (AMA) defined word-of-mouth communication as the sharing of information between consumers (via various resources) regarding specific products and promotions, Ranaweera and Prabhu (2003) described such communication as an emotional dimension that influences consumers' decisions regarding various services and products.

When a person uses their tongue to express their opinions about a certain good, service, or company, their words spread information about the good, service, or company's qualities, such as its qualities of honesty or level of service. It is verbally communicated to the other person. Communication, which may be positive or even negative, conveys to the listener whatever the speaker feels about the goods or services. According to Haywood (1989), word-of-mouth is frequently created at formal business gatherings. This is a piece of information that is shared to explain how a product or service performs (Anderson, 1998). However, what must be remembered is that the receiver's level of perception regarding the good or service determines everything, therefore we may say that the recipient is more important than the communicator (Fred and Gary, 1999). It is an exchange of ideas between two or more persons who may be a salesperson, client, buyer, or another member of a reference group (Kim et al., 2001). Word of mouth is the most efficient way to draw in and keep clients, claim Duhan et al in 1997.

WOM is a unique activity that is impossible to directly control in an unconscious or spontaneous manner. WOM, as defined by Arndt (1967), is specifically a person-to-person communication through word of mouth when the information is provided to a person who is not a salesperson for the brand, product, or service. Free advertising, often known as word-of-mouth marketing (WOM), is the practice of identifying products or services without charging for the privilege (Buttle, 1998). Compared to clients from other marketing channels, word-of-mouth customers are more valuable over the long run.

The effectiveness of face-to-face or online WOM cannot be undervalued, according to Bhayani (2015). Many businesses invest money in developing marketing efforts based on favourable word-of-mouth, particularly media exposure related to the introduction of new products, the use of alternative brands, or even just watching TV. WOM is a crucial factor in the consumer's decision to choose or purchase a product. Every

institution needs to attract more prospective students in order to earn money, thus they must adapt their marketing strategies to be more successful. WOM was first intended to spread awareness, but it is currently being used more frequently to determine customer views, especially among students.

Because many businesses spend a lot of money to support them, customers are often expected to spread good word of mouth about them. This is because many businesses believe that customers who are drawn in by positive word of mouth have long-lasting relationships with them, whereas customers who are drawn in by paid advertisements have fewer lasting relationships than those who came through word of mouth (Villanueva et al., 2008). When compared to consumers who are influenced by word of mouth, those who are influenced by traditional or social media advertising are less drawn to a product or service (East et al., 2005). Because of this, it's crucial for institutions to use their present students to influence their prospective students (Phelps et al., 2004).

2.2.1 Active/Passive Word-of-Mouth Communication

The two components of word-of-mouth communication are active and passive communication. While passive word-of-mouth refers to consumers receiving information from friends, families, and coworkers before making a purchase, active word-of-mouth relates to sharing opinions on specific products and services, businesses, managers, etc. (Lampert and Rosenberg, 1975). Regarding the latter, passive word-of-mouth communication also serves as a sort of active communication since once people get the information, they spread it to other people (Christiansen and Tax, 2000). Consumers form their ideas about certain items directly or indirectly through one of these ways of communication, and they rely on the advice of individuals who are near to them. Furthermore, by basing their decisions on these ostensibly reliable comments, potential customers also save time (Silverman et al., 2006).

2.2.2 Word-of-Mouth Communication Model

To analyse the decision-making process of prospective university students, Karaca's (2010) word-of-mouth communication model launches Kotler and Armstrong's (2004) consumer's buying model. The word-of-mouth communication model in this instance consists of five steps. The consumer (in this case, the learner) first recognises his or her needs. Second, he or she gathers data on how to meet these demands. The strategy used in this step can vary depending on a variety of factors, including prior experiences, particular views, and the opinions of friends, family, and salesmen. Third, the consumer assesses the information gathered. Fourth, depending on the evaluation, the customer chooses to purchase the best product. Following the completion of the purchasing process, the customer assesses the item or service in question and forms an opinion about it, which may be favourable or unfavourable (Severn, Belch and Belch, 1990).

Figure 2.1-1 Buyer Decision Process (Askew, n.d)

Michael (2003) emphasized the significance of having something unique in order to discuss the company and adopt the same stance. Products and services that perform well in facial marketing (word of mouth) appear to be prioritised and attractive. This calls for awareness of the services offered by private colleges. In their experiments, Kotler and Keller (2009) demonstrated how commercial marketing is a form of word-of-mouth. Three crucial aspects of word-of-mouth are as follows: First, word-of-mouth is credible because people respect and know what other people think. Second, word-of-mouth is a

close dialogue that can include personal information, opinions, and experiences. Finally, word-of-mouth is credible because people want it and frequently deserve it after a significant event or positive customer experience.

In a study, Yulista (2012) discovered that word-of-mouth has a stronger impact on incoming students. It was discovered that students always choose to enrol in a university if they have personally heard something encouraging about that particular University. Bhayani (2015) also discovered that current university students and those who have graduated from the institution have a significant influence on prospective students since people make decisions based on these factors.

According to Lehmann (2015), electronic word of mouth plays a significant role in the decision-making process while looking for universities online. The researcher compared the effects of conventional and electronic word of mouth and discovered that traditional word of mouth has a bigger impact on people's decisions.

By considering the studies mentioned above, H_1 is formed as given below:

H_1: There is a significant effect of Word of Mouth on local and international students' enrollment in university.

2.3 Advertisements

Advertisement is done to bring a good, service, or business to the public's attention. Everyone is aware that advertising is a significant source of information about a company, product, or service. Three different forms of advertising mediums—newspapers, university websites, and Facebook—will be the subject of the current study. Advertising definitions are widely available today. But it should be emphasised that over time, in accordance with time, available resources, and technology, both the concept and its application have changed. According to Starch (1923), advertising is "selling in print." The definition of starch is only applicable to print media. This is due to the fact that print media was the only type of media available at the time (Nan & Faber, 2004), and other kinds of media as we know them today did not exist. According to Richards and Curran

(2002), advertising is a form of mediated communication that is paid for and comes from a known source and is intended to convince the recipient to act now or in the future. They emphasise the persuasive function of advertising in the exchange of ideas. Advertising, according to Kotler and Keller (2009), is any type of compensated non-personal presentation and promotion of concepts, products, or services by a designated sponsor. Advertising is defined as a paid, non-personal communication through various media by business firms, non-profit organisations, and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a specific audience by Dunn et al. (1978), Richards and Curran (2002), and Kotler and Keller (2009). These authors viewed advertising from its functional perspectives. According to Morden (1991), advertising is used to build up knowledge about a product or service and to create a basic awareness of it in the minds of potential customers.

Advertising is the paid presentation and promotion of concepts, goods, or services, whether it appears in periodicals or newspapers, on television or radio, on billboards, on bus cards, in direct mail, during open houses or other events, at exhibits or conferences, or in other media. Technology improvements have compelled organisations to use social networking sites like MySpace, Twitter, and Facebook for viral marketing (Kashorda, 2002). Ivy (2001) argues that it's crucial for institutions to plan for efficient and long-lasting marketing communications in the study of Higher education institution image: a correspondence analysis approach. Universities need to establish and sustain a distinctive brand in the marketplace as competition for students' rises and funding levels fall. Higher education institutions are growing more aggressive in their marketing efforts to present a positive image to its audience, including potential students, employers, funders, and other stakeholders. University marketing communicators must choose an effective and dependable channel of communication, specify the desired response, prepare messages, choose source attributes, and gather feedback.

The primary objectives of advertising are typically to inform the target audience of the existence of a good, an idea, or a scientific concept on offer and to affect their awareness, attitude, and purchasing behaviour (Akanbi et al., 2011); (Ayanwale et al, 2005). Therefore, private tertiary institutions use advertising to inform potential clients

(the students) and their parents about the academic programmes they provide in the schools, as well as to persuade and remind them (Boone & Kurtz, 2001) of the benefits they would receive from attending the advertising institutions as opposed to other institutions providing the same or similar programmes. According to Hossler et al. (1990), advertising on television and radio has proven to be extremely beneficial in assisting institutions in enhancing their reputation and visibility, particularly in particular geographic areas. An analysis of current marketing initiatives by higher education institutions (HEI) and national agencies within the European Higher Education Area (EHEA) conducted by Jansen and Brenn-White (2011) for the German Academic Exchange Service (DAAD) revealed that the majority of institutions use multimedia advertisements through print media, direct mail, outdoor (posters, banners, and billboards), online advertisements, and email advertising to promote their institutions and the programmes they offer.

Additionally, Kennedy (2014) noted that the target parents of today are from a generation that actively uses social media. One may believe that sharing an argument on social media is simple. If done correctly, it can raise the worth of the target market and boost enrolment. Facebook, Instagram, WhatsApp, Twitter, YouTube, Messenger, and other social media platforms are among the best ones that educational institutions can allow. Avoiding the significance of the marketing plan that the educational institution should make the greatest first impression will assist draw in clients. Important programme broadcasts, high-caliber programming, gorgeous college campuses, plenty of modern teaching facilities, social networking, and college websites will all contribute to increasing audience and voter opportunities.

2.3.1 Newspaper Advertisement

Small households typically consist of people with high earnings who view magazine advertisements as dull, unappealing, pointless, and difficult to trust, according to Speck and Elliott (1997). Finding additional fascinating articles in magazines becomes difficult as a result of this. While older adults with high levels of education and income

see newspapers favourably, they do not enjoy the advertisements. They think it's uninteresting, pointless, and that there are much too many unneeded newspaper ads. It diverts their focus away from other newspapers' editorial content.

It is the responsibility of the advertiser in media advertising to have a comprehensive understanding of the market for their goods. There are times when the advertising budget is insufficient to support year-round advertising. The choice of the best newspaper as their chosen advertising medium is influenced by significant elements including price, access, frequency, and direct audience, in accordance with Bansal and Gupta (2014). Future research into online advertising as a potential ad placement strategy for businesses is possible. There will be a high demand for advertising in newspapers with large readerships.

Print media is widely used and information reaches individuals faster, claim Simola et al. (2013). As they may be printed anywhere and spread more quickly than traditional advertisements, these opportunities can provide significant rewards for influencing individuals. It is renowned for not only having a significant part in educating people but also for altering their perspectives and moulding their attitudes. In the previous two decades, the newspaper industry has undergone an unparalleled shift and is suffering losses (Llobet & Barroso, 2012). Selling real estate ads is a dilemma for one newspaper organisation. The annual value of real estate is $11 billion, and newspapers profit greatly from real estate advertising. Many businesses are shifting their advertising budgets away from newspaper advertising and toward online advertising as more and more people shop online. Colussi and Rocha (2020) assert that the recession has a greater impact on newspapers. The economic slump has a significant negative impact on magazines. Online media has thus become a well-liked platform for marketing and advertising.

Gray et al. (2003) used a convenience sample of 10,232 students from private colleges, high schools, universities, and polytechnics in Malaysia, Singapore, and Hong Kong to study marketing communication using a more comprehensive problem identification approach. The World Wide Web (WWW) and print media were seen to be the most important sources of university information in all three Asian markets, according to this study, which was mostly focused on branding. It looked at the media that students

used to learn about foreign colleges (Gray et al., 2003). However, the researchers admitted that students showed varying media choices, which may be attributed to variations in cultural values, levels of Westernization, and communications infrastructure in their native countries.

Newspapers, brochures, and alumni were ranked as the most successful marketing communication channels to inform prospective students in Messah's (2011) study of the list of students who registered to the institutions as a result of published print media in private colleges in Kenya. Omboi and Mutali (2011) investigated how newspaper advertising affected tertiary institution admissions decisions. The study's findings support the idea that because print media, television, radio, and billboards have an impact on students' perceptions of universities, students will be influenced by these media. The study's findings indicate that postsecondary institutions with aggressive advertising campaigns have greater enrolment rates. The study's findings allow us to draw the conclusion that all forms of media, including print, have an impact on student enrollment. The institution is more persuasive in trying to persuade a student to enrol in their system the more consistent the marketing is.

Referring to the above-mentioned discussion, H_2 is formulated below:

H_2: There is an influence of newspaper advertisement on enrolment of local and international students of universities.

2.3.2 Advertisement through University Website

The university may communicate with people, including potential students, present students, and other authorities, very effectively through the web interface. Onki and Zahari (2018) looked into the interface elements on a university website that displayed crucial information and encouraged student enrollment. Their research is stymied or motivated by recurrent usability issues with the university website and the challenge of communicating critical information to the target audience of prospective students. A thorough analysis of the literature allowed for the identification of the interface element

and crucial content on university websites. The student's choice was influenced by a number of elements, including cost, financial aid, reputation, ranking, accessibility to home, and available majors.

Universities and colleges mostly use websites to provide information. When a university or college uses a website as its primary promotional tool, there are some benefits, including introducing profiles and the history of higher education, facilitating communication, attracting new student candidates, becoming a tool for official publications about higher education, gaining brand recognition and professional impact, and looking for business partners and other organisations (Sevima, 2017). The user interface element must be taken into account in order to draw prospective students to the university website. A user interface is a means of communication between a person and a computer (Chin, et al., 1998). A student's decision-making process is influenced by a number of variables, including tuition, scholarships, reputation, ranking, accessibility, and available majors. The depiction of web pages also heavily relies on user interface elements (Palmer, et al., 2004).

According to Kotler and Fox (1985), depending on the reduction in student enrollment, adopting marketing methods might be a useful tool. Scholars claim that the institution narrowed the public with low enrollment rates, low operating budgets, and ambiguous images because it did not properly address the standards for publishing organisations. They provide advertising-friendly marketing strategies like college faces, college websites and social media, personalization, valuation, and infrastructure capabilities. Older people and future clients (parents, students, and stakeholders) believe their private college is the best option, and private institutions are essentially seeking for marketing methods.

Websites and social media are viewed as a useful tool for displaying modern advertising techniques and visual representations of international organisations. However, these international educational institutions really need this marketing approach. Websites for businesses must be attractive or clearly communicate their objectives, offerings, and essential features. Typically, a stranger to the college will visit its website. Private

universities ought to maintain a website and constantly engage in social media because of this.

Many prospective students accept a number of elements and influences that will affect their decision to enrol in a university. Prospective students will look at academic programmes at public and private universities as their top consideration when selecting a college (Clayton, 2013). The curriculum, academic support services, placement, and friends' opinions of the school are listed here. According to Clayton (2013), there is a certain degree of agreement in college choice that is trustworthy for research purposes. Three things—support for international/study abroad as part of the academic curriculum, the availability of scholarships and grants, and the proximity of the college to the student's residence—indicate high degrees of match. A college or university should have a solid reputation for its academic programmes, and it can control how easily accessible information on tuition, financial aid, and housing is (Clayton, 2013). So that there are no misunderstandings regarding students who enroll through the university website, which may not be helpful for the prospective student in making their final decision, the university should take into account all the information requested by the prospective student.

As mentioned above the discussion about advertisement through university website, $H_{2.1}$ is formulated below:

$H_{2.1}$: Advertisement through university website has impact on local and international students' enrollment in university.

2.3.3 Facebook Advertisement

Facebook is reportedly used every day by almost two billion people globally. To better understand their target clients, businesses are interested in sharing information, selling products, and communicating with both present and potential customers. It's important to comprehend the connection between Facebook advertising and its advantages.

A study was undertaken in 2012 by Bowen et al. to ascertain the marketing abilities of Kenyan students attending private colleges for admission and growth. Studies with a descriptive research design were used. 98 consecutive graduate students and 28 staff from two private institutions were chosen to gather data using simple random sample approaches, with the possibility of feasibility. Quantitative analysis information is gathered as a tool for empirical study. According to studies, advertising on advertising websites, advertising on various media outlets, Facebook and other social networks, face-to-face promotion, fair competition, campus openness, and marketing support technologies might encourage students to apply and improve admissions.

Online advertising is the greatest choice, according to some research by Hadadi and Almsafir (2014), because it uses a range of technologies and encourages individuals to use social media more than ever. The most widely used social network is still Facebook. Facebook usage is a common everyday activity for many people. Businesses utilise Facebook in a number of ways to reach and engage as many of their audiences as they can because they view Facebook users as prospective consumers. According to several studies, Facebook is a powerful marketing tool because networking and communication take place there already. Others believe it is difficult to determine and inconclusive how effective Facebook advertising are.

The impact of Facebook advertising on college students aged 26 and under was investigated by Margaretha & April (2015). Through the survey, a total of 182 replies were gathered. 71% of the students surveyed said they check Facebook every day, 72.5% said they use it mostly to stay in touch with friends and family, and 21.3% said they use it primarily to check site updates and news. Additionally, it has been discovered that students use Facebook on their phones a lot more frequently than they do on computers. 80% of students gave a rating of 3 or less on a scale of 1 (least) to 10 (most) when asked how much attention they give to Facebook advertising. Additionally, 97.3% of students never or rarely clicked on Facebook ads, and 93.7% never or seldom shared an ad with a Facebook friend. 10% of students did, however, print vouchers from the Facebook page. Additionally, students said that before making a purchase, they primarily relied on search engines, in-person store visits, or word of mouth. They employed social media as their

last tool. According to the study's findings, traditional college students are not well-served by Facebook advertising.

A 2014 nationwide study by the Harvard Institute of Politics indicated that 84% of millennial claimed to have Facebook profiles, up 5% from the 79% of millennial who claimed to have profiles in the fall 2013 survey. Businesses use Facebook to engage customers and attract their attention in an effort to boost sales and brand recognition. Marketing professionals can easily access Facebook as a tool. It enables businesses to communicate with a far larger audience and much more frequently than they could through meetings, emails, or phone conversations. This frequently lowers marketing expenses. In order to segment the market and develop targeting tactics, marketers can also use Facebook profiles to determine consumer preferences and likes. It can be challenging to assess the actual return on investment for businesses that employ Facebook advertising.

By considering the above-mentioned literature, $H_{2.2}$ is formulated below:

$H_{2.2}$: There is an influence of Facebook advertisement on local and international students' enrollment in university.

2.4 Theoretical Framework for Current Research

2.4.1 Harold Lasswell's communication model

The communication model explains that the "Who" is the source, the "Says what", the message, and the "To Whom" is the destination. According to Malan and L'Estrange (1991), communication entails a planned exchange of conscious communication between a sender and receiver through pre-established channels of communication in order to elicit a desired reaction and produce feedback. A university must examine its target market and publics in order to ascertain the communication needs of each group, the reaction it seeks from each group, and the right marketing communication instruments to utilise. A mix of marketing communication methods is more likely to be effective in producing the intended impact and response to boost student enrollment (Mok, 2000).

For different publics, different elements are used. In fact, some publics, like potential students, are so significant that several marketing initiatives are directed towards them. The universities use a variety of strategies to enlighten, reaffirm, and influence prospective students to choose their institution, including open days, international higher education exhibits, conferences, direct mail, and advertising. A good, contemporary enrollment management strategy for a university starts with effective student recruitment. According to MarcommWise (2006), marketing communication is a structured interaction between a company and its market. No matter the media employed, marketing communication includes all strategies, techniques, and actions involved in delivering the required marketing messages to target markets. Advertising, sales promotion, public relations, sales promotion and direct mail are all part of the marketing communication tool mix (2004). Parts of marketing communication offer advice and information, which are crucial elements to enhancing the value of a good or service.

The relationship between a business and its clients is defined in part by marketing communications. This highlights the strategic value of such communication as well as its lasting impact on consumers. Although communication models serve as prognostic guides, it's crucial to acknowledge the autonomy and unpredictability of consumers in the end. To make an informed purchasing decision, consumers require details on a product or service's attributes, cost, and accessibility. Customers may therefore believe they are purchasing a high-quality good or service if they are able to quickly and adequately obtain the information they need about the product. As a result, clients are more likely to choose the company's goods and services over those of rivals, which increases the value of the company's goods and services (Belch et al., 2008).

Universities are pushed to pursue a holistic marketing approach in order to effectively communicate with clients due to the nature of the education service business (the intangibility of the service), as well as the issues facing educational institutions. Tools for marketing communication are crucial in service settings because they help establish strong impressions and a sense of authority, assurance, and comfort. It's essential to assess each component of marketing communication's success and learn how to use it to produce the desired results (Duncan, 2002).

Through targeted communication, marketing communication's main objective is to change people's perceptions of value and behaviour. The importance of adjusting goals and strategies to evolving marketing and communication realities has been highlighted by marketing communication in Higher Education Institution. Only strategically oriented marketing communication can assist firms in moving forward in the rapidly evolving and fiercely competitive environment of the twenty-first century (Schultz and Kitchen, 2000).

Marketing departments must become involved in the lives of potential students as soon as they begin to consider HEIs. They must share components that potential students can use to find a programme and institution that offers it that is suited for them. It is crucial to stress the importance of using reliable sources and the advantages of getting information from current students, alumni, and counsellors who are available in institutions. Regardless of the program's popularity or prospectus, prospective students must be informed of how and why individual aptitude, interest, ability, and resources should be assessed before choosing it (Reid, 2005).

Personal communications and non-personal communications are two categories of marketing communication methods. Word of mouth is still the most common form of communication, however other media, like email, are expanding significantly. Personal communication tools are those that allow two or more individuals to connect with one another. Tools for non-personal communication are ones in which information is shared through a medium other than face-to-face interaction (Drucker, 1995). These include television, satellite, and cable television, as well as local and national newspapers and publications. A wide variety of cost-effective promotional solutions are available on radio. Billboards at the side of the road are one example of an environment where posters may be displayed. Important "takeaways" that might serve as reminders of products and contact information include leaflets and publicity. For many educational institutions, attracting international students is of utmost importance. International students who pay tuition have drawn attention from institutions as a way to increase revenue and diversify their student group (Hersey & Blanchard, 1993).

Therefore, Communication theory is the foundation of this study. According to this idea, in order to elicit the intended response and generate feedback, communication

entails a planned exchange of conscious communication between a sender and receiver through established channels of communication. According to Engel et al., it is a transactional process where meaning is communicated between two or more parties through the deliberate use of symbols (1994). According to this theory, the study suggests the conceptual framework below, which is based on a dependent variable called student enrollment. Word of mouth, and advertising (newspaper, website and Facebook) are all independent variables.

The purpose of this study is to ascertain how local and foreign students view the effectiveness of Facebook, newspaper, and university website advertisements for five of Istanbul City's renowned universities, as well as how frequently they rely on word-of-mouth for information before choosing a particular university. The result of this study aids the university in choosing which marketing approach to prioritise. For researchers and instructors at private universities, this study is especially helpful. Private institutions will contribute to the creation of cutting-edge marketing plans to draw in and retain students in this study. As part of the policy, information about marketing expertise will also be acquired for the private universities in Istanbul.

3 METHODOLOGY

By performing a structured survey that was given to a sample of local and foreign students currently enrolled in the chosen universities in Istanbul City, Turkey, the research uses the quantitative technique to data collection. One might make a compelling case that this method of study provides the necessary depth of perspectives from those who evaluate marketing tactics and are enrolled in universities.

3.1 Chapter Outline

The purpose of the study is to determine how marketing tactics that are used in colleges in Istanbul, Turkey, can influence students' decisions to enroll. This chapter explores the research methodology used to evaluate the proposed framework and the hypothesis that follows from it. It also provides in-depth examination of the study's population, sample, sampling strategy, survey, survey analysis, and key findings. The approach that was utilised to validate the suggested theoretical framework discussed in chapter two is investigated throughout the chapter's sections.

3.2 Research Methodology

3.2.1 Type of Research and Approach

Due to the quantitative nature of the study's methodology and the fact that it is testing existing assumptions about marketing tactics and enrollment rates, the research is descriptive and correlational in nature.

3.2.2 Population and Sample

Five renowned private institutions in Istanbul City—Istanbul Kültür University, Istanbul Aydın University, Beykent University, Bahçeşehir University, and Istanbul Gelişim University—make up the study's sample. When questioned about the marketing approach developed by the university that was favoured by them at the time of admissions, enrolled students of the universities were contacted.

3.2.2.1 Population

According to data provided in Foundation Higher Education Institutions (2021), total enrolled master students of Istanbul City namely Istanbul Kültür University, Istanbul Aydın University, Beykent University, Bahçeşehir University, and Istanbul Gelişim University are as given in Table 3.1-1 below:

Table 3.1-1 Total Enrolled Students in Istanbul Kültür University, Istanbul Aydın University, Beykent University, Bahçeşehir University, and Istanbul Gelişim University.

S. No.	University Name	Total Enrolled Students
1	Bahçeşehir University	5,410
2	Istanbul Aydın University	3,991
3	Istanbul Gelişim University	2,333
4	Beykent University	1,424
5	Istanbul Kültür University	1,204
	Total	**14,362**

Considering the above Table 3.1-1, total number of enrolled master students is 14,362 which makes a population for this study.

3.2.2.2 Sample Size

Due to the difficulty of studying large populations, sampling techniques are required in order to represent the community and generalise research findings to it. As a result, sampling is a method used by researchers to select a representative sample of study participants (Davey et al., 2010).

In this investigation, a straightforward random sample technique was used. Since there are 14,362 participants in the study as a whole, the population is slightly larger than expected and cannot be completely covered in the allotted period. As a result, sample size is computed using Solvin's formula, which is denoted by the following notation:

n = N / (1 + Ne2)

where,

n represents sample size, N represents population size, and e represents error tolerance

So, by considering confidence interval at 95% and by putting the values in the Solvin's Formula; we will get the sample size.

$n = 14{,}362 / (1 + 14{,}362 * 0.05^2)$

$n = 14{,}362 / (1 + 14{,}362 * 0.0025)$

$n = 14{,}362 / (1 + 35.905)$

n = 14,362 / 36.905

n = 389.16

or n = 390

Therefore, the sample size calculated for this study is 390.

3.2.3 Data Collection Technique

According to Davey et al. (2010), a questionnaire is a technique in which the target sample is asked a series of questions and then given the option of selecting the best response that best expresses their viewpoint within the context of the question. Three key considerations should be kept in mind while designing a successful questionnaire: content, measuring principles, and appearance. This is especially true when using the questionnaire as the primary method of data collecting (Davey et al., 2010).

First, the substance of the questionnaire should be simple to grasp, with straightforward questions that are relevant to the research and are asked in a logical order that makes sense when the entire questionnaire is answered. Using the proper scaling technique, verifying the questions' validity as a measure for the linked dimensions under study, and assessing the reliability of the questionnaire, the researcher should focus on the functional goodness of the questionnaire after ensuring that its content is sound. As a third step, the researcher should encourage respondents to fill out the questionnaire by keeping it brief, presenting it in an easy-to-understand visual manner, testing it on various devices, such as PCs and mobile devices, and adding any necessary helpful content that may increase the understanding of the research purpose and goals.

Questionnaire is used to collect the first round of data. The questionnaire is intended to be a tool for information gathering. The authorities granted the researcher access to study specific universities. In this study, pre-existing questionnaires were used.

There were three sections in the questionnaire. Three items total in Section A's demographic characteristics were included. Section B contained independent variables such as word-of-mouth, which had eight items derived from a questionnaire developed by Kutluk (2012), newspaper advertisements, which had five items from Awan et al. (2016), university websites, which had five items derived from Kim et al. (2014) and Cho et al.

(2003), and Facebook advertisements, which had six items derived from Aderemi (2015), for which he performed a pilot test as well which validates the instrument, making a total of 24 items for the independent variables. Student enrollment was the dependent variable in the final section C, which included 11 items from the Spearman et al scale (2016).

Additionally, a 5-point Likert scale, from Strongly Agree to Strongly Disagree, was used in the questionnaire. Strongly Agree scored 1, Agree scored 2, Neutral scored 3, Disagree scored 4, and Strongly Disagree scored 5.

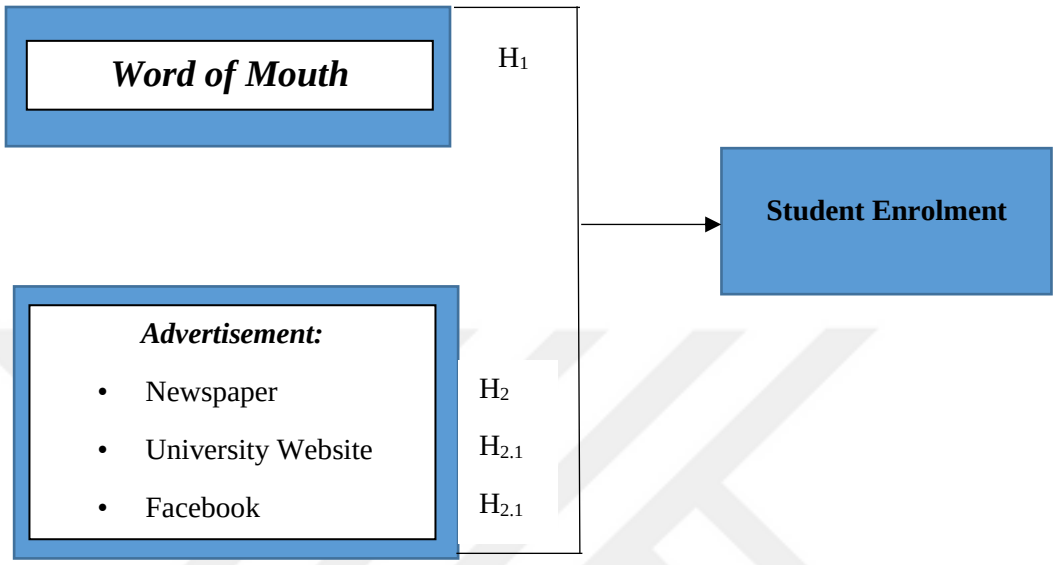
3.2.3.1 Electronic Questionnaire

With around 5.3 billion users at the beginning of 2023, it is clear that internet usage has been rising steadily throughout the world, particularly in recent years. This increased use of the internet has contributed to an increase in the use of digital sites, which is the subject of this study. In addition, the widespread use of the internet makes it simpler to contact sample respondents thanks to the affordability of mobile devices. Due to the widespread use of mobile and the internet in general, as well as in Turkey, which served as our case study, it is now simpler for users to access the internet and complete research surveys, which led researchers to opt for the online method of data collection. An online version of the questionnaire was created using one of the well-known survey online tools, Google Forms, which is a web-based platform used for designing expert surveys and is extensively used by large organisations, after creating and validating a paper questionnaire for the purpose of this research.

3.3 Conceptual Model

In this study, the conceptual model is drawn by the researcher as it gives a representation of how to carry out the work.

Figure 3.1-1 Role of marketing strategies



i.e. Word of Mouth, and Advertisements (Newspaper, University Website and Facebook) on Student Enrolment.

In Figure 3.1-1, the role of different marketing strategies i.e. Word of Mouth, and Advertisements (Newspaper, University Website and Facebook) are taken as independent variables and student enrolment as dependent variable. In this conceptual model the main purpose is to check the relationship between marketing strategies with student enrolment.

3.4 Hypotheses

H_1: There is a significant effect of Word of Mouth on local and international students' enrollment in university

H_2: There is a significant influence of Newspaper advertisement on enrolment of local and international students in university

$H_{2.1}$: Advertisement through university website has significant impact on local and international students' enrollment in university

$H_{2.2}$: There is a significant influence of Facebook advertisement on local and international students' enrollment in university

3.5 Data Analysis Method

390 respondents from various demographic groups filled out the questionnaire over the course of its 2-month opening period. Before assigning values to the responses, all of the variables were clearly described in the variable view before the survey results were turned into an SPSS (v20.0.0) data sheet. The data was then subjected to a thorough examination using SPSS (v20.0.0) statistical tools, and findings were produced.

4 IMPLEMENTATION AND RESULTS

4.1 Demographic Variables

4.1.1 Gender

In this study, gender is taken as a demographic variable which splits the respondents in between two groups i.e. male and female.

Table 4.1-1 Gender

Gender	**Frequency**	**Percent**
Male	160	41
Female	230	59
Total	**390**	**100**

As can be seen in table 4.1-1 above, there were 390 responses in total. Of these, 160 were men (41% of the total), and 230 were women (59%). As a result, it is obvious that women made up the majority.

4.1.2 Age

Age is also another demographic variable which gives insight towards the grouping of respondents based on age factor as every age group's thought processes are based on their past environment, their surroundings, and experiences they hold.

Table 4.1-2 Age

Age Groups	Frequency	Percent
18-22	141	36.2
23-27	193	49.5
28-32	32	8.2
Above 32	24	6.2
Total	**390**	**100**

The distribution of respondents based on age characteristics is shown in Table 4.1-2 above. The 390 respondents were divided into four categories: 18–22, 23–27, 28–32, and Above 32. In each group, there is a four-year gap. There were 141 responders in the 18–22 age range, or 36.2% of the total. A total of 193 respondents, or 49.5%, identified as being in the age range of 23 to 27. Additionally, the age range of 28 to 32 has 32 responses, representing 8.2% of the total population. Additionally, the age group over 32 had 24 responses, representing 6.2% of the total population. Thus, it can be seen that the majority of respondents were in the mature and young age group of 23 to 27 and were enrolled in university-level higher degree programmes.

4.1.3 University

Another demographic variable used for this study is the University. As participants belong to the mentioned universities given in following Table 4.1-3.

Table 4.1-3 University

Bank Name	Frequency	Percent
Istanbul Kültür University	98	25.1
Istanbul Aydin University	147	37.7
Beykent University	60	15.4
Bahçeşehir University	53	13.6
Istanbul Gelişim University	32	8.2
Total	**390**	**100**

There are a total of five universities in Istanbul: Istanbul Kültür University, Istanbul Aydin University, Beykent University, Bahçeşehir University, and Istanbul Gelişim University, as shown in table 4.1-3 above. Every university displays the response rate from its campuses. 25.1% of the 98 responders from Istanbul Kültür University responded. 147 respondents from Istanbul Aydin University provided a response rate of 37.7%. From 60 responders, Beykent University provided a response rate of 15.4%. Istanbul Gelişim University has 32 respondents with an 8.2% response rate, whereas Bahçeşehir University has 53 respondents with a 13.6% response rate. The majority of survey participants attend Istanbul Aydin University.

4.1.4 Better Sources of Information for Enrolment Decisions

The sources of information that are preferred by the respondents at the time of admission are very important to know the decision making of the respondents for the admission in desired university.

Table 4.1-4 Better Sources of Information for Enrolment Decisions

Source	Frequency	Percent
Word of Mouth	185	47.4
Newspaper Advertisement	168	43.1
University Website	33	8.5
Facebook Advertisement	4	1.0
Total	**390**	**100**

There are a total of five sources of information, as shown in table 4.1-4 above. 47.4% of the 185 responders make admission decisions based on word of mouth. 168 respondents with response rate of 43.1% are making decisions based on Newspaper Advertisement. University website advertisement and Facebook advertisements has less impressiveness from respondents with rate of 8.5% and 1% respectively.

4.2 Reliability Test

It is very important to know the reliability of the variables used for the study. Therefore reliability for the variables used in this study is also tested.

Table 4.2-1 Reliability Statistics

S. No	Variables	Cronbach's Alpha
1	Word of Mouth	.728
2	Newspaper Advertisement	.675
3	University Website Advertisement	.463
4	Facebook Advertisement	.678
5	Student Enrolment	.775

In order to ensure that the equipment used to collect data are dependable, reliability tests are carried out. It is crucial to determine whether an instrument is trustworthy enough to be used for data collecting. The values from this study's use of Cronbach's Alpha to test the instrument's dependability are explained below.

There are a total of 5 variables that are evaluated for reliability. As according to Joseph and Rosemary (2003), the standard value of Cronbach's Alpha is .7 and the value of Cronbach's Alpha should be larger than .7, the word-of-mouth items in this study are dependable according to the Cronbach's Alpha value of .728 which is higher than .7. Newspaper advertisements in this study had a Cronbach's Alpha score of .675, which is less than .7 and indicates that they are less dependable. The university website advertisement in this study has a Cronbach's Alpha score of .463, which is less than .7 and indicates that the items are unreliable. Similar to this, Facebook advertisement's Cronbach's Alpha value is .678, which is likewise less than .7, indicating that its items are less dependable. Student Enrolment has a Cronbach's Alpha score of .775, which is likewise higher than .7, indicating that its items are more dependable.

4.3 Correlation Analysis:

Correlation analysis is used to measure the relationship or association between the variables and to find out the strength of such association.

Table 4.3-1 Correlation Analysis:

	WOM	NA	UWA	FA	SE
Word of Mouth	1				
Newspaper Advertisement	.941**	1			
University Website Advertisement	.951**	.828**	1		
Facebook Advertisement	.974**	.872**	.909**	1	
Student Enrolment	.986**	.964**	.924**	.940**	1

** Correlation is significant at the 0.01 level (2-tailed).

The correlation between the variables is displayed in table 4.3-1 above. The association between newspaper advertisements and word-of-mouth is 94% favourable, as indicated by the r value of 0.941 from the Pearson correlation. The association between newspaper advertisements and word-of-mouth is highly significant, as indicated by the P value of 0.000 for these two variables. Here, N is the total number of respondents, or 390, which is consistent across all variables in the table.

University Website Advertising and Word of Mouth have a 0.951 Pearson correlation coefficient, which indicates a 95% positive association between the two factors. The association between university website advertising and word-of-mouth is very significant, as indicated by the P value of 0.000 for both variables.

The university website advertisement and newspaper advertisement have r value of 0.828, indicating an 83% positive Pearson correlation between them. There is a highly significant correlation between university website advertising and newspaper advertising, as indicated by the P value of 0.000 for both variables.

The Pearson correlation coefficient between a Facebook advertisement and word-of-mouth is 0.974, indicating a 97% positive link between the two factors. There is a

significant correlation between Facebook advertisement and word-of-mouth, as indicated by the P value of 0.000 for these two variables.

The Pearson correlation between Facebook advertisements and newspaper advertisements has a r value of 0.872, indicating an 87% favourable association between the two variables. The P value of the association between the Facebook advertisement and the newspaper advertisement is 0.000, indicating that it is extremely significant.

The Pearson correlation coefficient between university website advertisements and Facebook advertisements is 0.909, indicating a 91% positive association between the two variables. The association between Facebook advertisement and university website advertisement is very significant, as indicated by the P value of 0.000 for both variables.

Student enrollment and word-of-mouth have a 98% positive Pearson correlation coefficient (r = 0.986), indicating a link between the two factors. The association between student enrollment and word-of-mouth is very significant, as indicated by the P value of 0.000 for these two variables.

The Pearson correlation coefficient between student enrollment and newspaper advertisements is 0.964, indicating a 96% positive link between the two variables. The association between student enrollment and newspaper advertisements is very significant, as indicated by the P value of 0.000 for these two variables.

Student enrollment and university website advertisements have a r value of 0.924, which indicates a 92% positive association between the two variables. The association between student enrollment and university website advertisements is very significant, as indicated by the P value of 0.000 for these two variables.

The Pearson correlation coefficient between student enrollment and Facebook advertisements is 0.940, indicating a 94% positive link between the two variables. The association between student enrollment and Facebook advertisements is very significant, as indicated by the P value of 0.000 for these two variables.

4.4 Regression Analysis:

4.4.1 Relationship between Word of Mouth and Student Enrolment:

H_1: There is a significant effect of Word of Mouth on local and international students' enrollment in university

To check the relationship between Word of Mouth and Student Enrolment, data is analyzed and results are shown in Table 4.5.1.

Table 4.4-1 Relationship between Word of Mouth and Student Enrolment

Predictor	Student Enrolment				
	R^2	**β**	**t**	**F**	**Sig.**
Word of Mouth	0.972	0.986	116.271	13519.043	0.00

According to Table 4.4-1, the value of R^2 is 0.972, which indicates that word-of-mouth recruitment accounts for 97% of student enrollment. The word-of-mouth coefficient is 0.986, meaning that for every unit change in word-of-mouth, 98 units change in student enrollment.

Word-of-mouth has a t value of 116.271 > 2, which is both highly significant and perfectly fit. Word of mouth has a significance level of 0.00 < 0.05, indicating that the data is significant and generally supported. Therefore, all of the findings are in favour of Hypothesis H_1.

4.4.2 Relationship between Newspaper Advertisement and Student Enrolment:

H_2: There is an influence of newspaper advertisement on enrolment of local and international students of university.

To check the relationship between Newspaper Advertisement and Student Enrolment, data is analyzed and results are shown in Table 4.4-2.

Table 4.4-2 Relationship between Newspaper Advertisement and Student Enrolment

Predictor	Student Enrolment				
	R^2	**B**	**t**	**F**	**Sig.**
Newspaper Advertisement	0.930	0.964	71.791	5153.899	0.00

According to Table 4.4-2, the value of R^2 is 0.930, meaning that newspaper advertisements contribute 93% to student enrollment. The newspaper advertisement's value is 0.964, indicating that for every unit change in the newspaper advertisement, 96 units will change in the number of students enrolled.

The t value of the newspaper ad is 71.791 > 2, which is meaningful and appropriate. The newspaper advertisement's significance level is 0.00 < 0.05, indicating that the data overall is significant and supported. Therefore, all of the findings are in favour of Hypothesis H_2.

4.4.3 Relationship between University Website Advertisement and Student Enrolment:

$H_{2.1}$: Advertisement through university website has impact on local and international students' enrollment in university

To check the relationship between University Website Advertisement and Student Enrolment, data is analyzed and results are shown in Table 4.4-3.

Table 4.4-3 Relationship between University Website Advertisement and Student Enrolment

Predictor	Student Enrolment				
	R^2	**B**	**T**	**F**	**Sig.**
University Website Advertisement	0.854	0.924	47.592	2264.983	0.00

According to Table 4.4-3, the value of R^2 is 0.854, meaning that university websites' advertising contributes 85% to student enrollment. The value of the university website advertisement is 0.924, indicating that 92 units will change in student enrollment for every unit change in the university website advertisement.

The newspaper advertisement's t value, which is 47.592 > 2, is substantial and fits. The university website advertisement's significance level is 0.00 < 0.05, which indicates that the total data is acceptable as significant. Thus, all the findings are in favour of Hypothesis $H_{2.1}$.

4.4.4 Relationship between Facebook Advertisement and Student Enrolment:

$H_{2.2}$: There is an influence of Facebook advertisement on local and international students' enrollment in university.

To check the relationship between Facebook Advertisement and Student Enrolment, data is analyzed and results are shown in Table 4.4-4.

Table 4.4-4 Relationship between Facebook Advertisement and Student Enrolment

Predictor	Student Enrolment				
	R^2	**B**	**T**	**F**	**Sig.**
Facebook Advertisement	0.884	0.940	54.337	2952.502	0.00

According to Table 4.4-4., the value of R^2 is 0.884, meaning that Facebook advertisements contribute 88% to student enrollment. The value of the Facebook advertisement is 0.940, indicating that for every unit change in the advertisement, 94 units change in the number of students enrolled.

Facebook advertisement's t value is 54.337 > 2, which is substantial and appropriate. Facebook advertisement's significance level is 0.00 < 0.05, indicating that the total data is valid and significant. Therefore, all of the findings are in favour of Hypothesis $H_{2.2}$.

5 CONCLUSION

5.1 Chapter Outline

The study's summary and conclusion are provided in this chapter, which aids university management teams in developing stronger marketing plans to entice students to enroll in their institutions. The study included suggestions for topics that future, related studies might explore.

5.2 Research Overview

The purpose of this study was to look into the connection between marketing tactics and student enrollment. The study also looked into the connection between student enrolment and word-of-mouth. In addition, the research investigated how student enrollment is impacted by newspaper, university, and Facebook marketing. This involved five universities that were operating in Istanbul, Turkey.

A theoretical framework was created after examining comparable earlier works. It suggested a model that explains how the constructs in the study area are related to one another. Through the researcher's personal network and posting it on social media sites, a survey was created and distributed online to a group of students at particular universities.

There were three components to the survey questions. The information gathered in the first section, which was centered on the respondents' demographics, included the respondents' gender, age, and the name of the university they are now enrolled in. In the second section of the survey, four independent variables—word of mouth, newspaper advertisements, college website advertisements, and Facebook advertisements—were included, each of which was centered on one of the study's components.

SPSS (v20.0.0) software was used to verify, test, and analyse the data. After that, a straightforward linear regression analysis was used to look at the link between the suggested constructs. The findings confirmed the hypothesis and revealed a statistically significant positive link between each pair of model variables.

5.3 Conclusion

Private institutions must comprehend student expectations and transform them into initiatives that will draw and keep students. The demand for available prospective students will rise, making it even more crucial for institutions to guarantee that students finish the programmes they begin. This study supports the findings of Gatfield and Graham (1999), Athiyaman (1997), Nguyen & LeBlanc (2001), who came to the conclusion that an institution's actual quality is frequently less significant than its prestige, or reputation for quality. This is because prospective students and scholars are actually guided by an institution's perceived strategies when deciding whether to enroll there.

The process of stating where their characteristics stand in relation to comparisons and other rankings has already started. The public perception of a university and its customer satisfaction index are crucial factors in increasing student enrollment since satisfied and happy customers promote the institution and persuade others to enroll there. The study found that word-of-mouth is one of the most important recruitment strategies. WOM is a significant form of communication that consumers take into account when making decisions.

The study's primary objective was to determine whether advertising affected students' decisions to enroll in private higher schools. The findings suggest that advertising had an impact on many students' enrollment decisions in addition to providing information to potential students. Therefore, in order to reach more potential clients and get more students to enroll, advertising schools must reinforce their messages and broaden their advertising media.

5.4 Recommendations

In order to obtain a competitive edge and a sizable market share, this study advises university top managements to incorporate a higher market orientation into their strategic planning and frequently review marketing communication tools to measure their success These tools and recommendations are summarized below::

- Administrators of higher education institutions and decision-makers need to assess how well they are focusing on the needs of their clients. Are they meeting the demands of children (and, in most cases, their parents and sponsors) with the existing strategies? What needs to be improved if they want to provide the next generation a better education?
- Universities should empower their most important stakeholders, including students, alumni, and staff, to serve as major advocates for their institutions since a strong reputation and high academic standards draw in prospective students. Leading public relations and student recruitment campaigns shouldn't be the only responsibility of the student recruitment and public relations departments. Student recruitment efforts should engage academic staff wherever possible, as well as students, alumni, and business professionals, as well as career counsellors, academic advisers, and other university staff members.
- Universities should think about adopting modern marketing strategies that use social networks with a wider audience, such as Facebook, my space, and twitter. The majority of prospective students are members of Generation Y, who are technologically proficient and have access to mobile devices. Universities need to

change their culture from print to the online in order to reach these students in the way they choose to communicate because conventional methods of communication are too slow for this generation.

- The study found that possibilities for students to make friends and participate in extracurricular activities play a significant role in their decision about which institution to attend. Therefore, colleges could promote social, or charity events created for them, such as sporting carnivals, exhibits, blood donation campaigns, open days, etc., when aiming to draw students to enroll.
- In order to attract students, college operators must take into account the teaching standards, the institution's reputation, and the campus environment in order to meet the wants of the patrons. All the resources necessary for prospective students to research, evaluate, and select the colleges and institutions they wish to enroll in must be made available to them.
- Lack of transparency in admission requirements, unstated fees, a lack of details about the program and potential career opportunities, and incomplete or inaccurate information about accreditation, validation, and recognition by other universities and potential employers are some of the factors that frequently put students and parents through hardships. Frequent changes to academic policy, curriculum, and assessment procedures also have ramifications to student growth.
- Additionally, inadequate learning tools, inadequate infrastructure, and staff members who lack the necessary skills and expertise frequently demotivate pupils. Academic administrators must be committed to creating dynamic marketing departments that contribute to the improvement of management procedures and close the gap between the market and HEIs.

5.5 Implications

This study makes a significant contribution by conceptualizing word-of-mouth and student enrollment rates, which are heavily influenced by it. This study delineated three aspects of advertisements namely University website advertisement, Newspaper

advertisement and Facebook advertisement, and demonstrated the correlation between these variables and student enrollment. To provide students with the experience they want, administration can use it as a guide when introducing new strategies. Previous studies suggested that various advertising tactics are there and each have their own purpose and means of achieving goals (Hall & Maclay, 1991; Franzen, 1998; Van den Putte, 2002).

Bronner and Neijans (2006) proposed that, because various media platforms stimulate various linkages between users' experiences and their attitudes toward advertisements, marketers should think about selecting the sort of medium whose context complements their advertising approach.

5.6 Limitations

The study, like all others, cannot assert that it is without any constraints. There were a few restrictions, and these restrictions could be used as topics for more study. First of all, just five private institutions were the subject of the investigation. Second, research was done on the limited marketing communication instrument known as advertising. This study's main goal was to evaluate the efficacy of word-of-mouth marketing and three different forms of advertising, including Facebook, newspapers, and university websites, among college students in Istanbul, Turkey. Additionally, the researcher had a tough time reaching the students at the specified five colleges in the period allotted for data collection—390 replies were needed for the study.

5.7 Future Research Suggestions

Future studies might have a broader focus that includes additional private institutions. Future research may focus on a range of additional communication channels. Additionally, the results can be confirmed by doing the identical survey on other higher

education institutions in other private universities. The study's conclusions are presented from the perspective of students at private universities. To learn the opinion of the workforce regarding the efficiency of marketing communication tools, another study can be carried out. Other significant private universities in other nations may also perform more research.

The administration could use this information to better understand the needs of their students and how their cultural background affects enrollment choices. A study of this nature would produce marketing tactics that are both effective and efficient. Utilizing the multichannel communication concept, as indicated in the introduction chapter of this thesis, would improve the relationship-building process as well as increase student enrollment intentions and attitudes toward advertisers' credibility.

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APPENDIX A
QUESTIONNAIRE

The Role of Marketing Strategies on Local and International Students' Enrolment: A case of Five Private Universities in Istanbul City

This questionnaire is designed purely for Research Work. All data collected will be kept confidential. It is requested to read each question carefully and fill it according to the following instructions. Rate each question in best of your knowledge and understanding.

Section A: Demographic Information:

1. Gender:
   a) Male ☐
   b) Female ☐

2. University Name:
   a) Istanbul Kültür University ☐
   b) Istanbul Aydin University ☐
   c) Beykent University ☐
   d) Bahçeşehir University ☐
   e) Istanbul Gelişim University ☐

3. Age:
   a) 18 – 22 Years ☐
   b) 23 – 27 Years ☐
   c) 28 – 32 Years ☐
   d) Above 32 Years ☐

Section B: Independent Variables:

S. No.	Questions/Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Word of Mouth						
1.	Word-of-mouth communication is important for my enrolment decision.					
2.	I ask for advice from the people around me before choosing a university.					
3.	The advice of students, who have enrolled with the same university before, is important for me.					
4.	For my university enrolment choices, I take advice from those whom I trust.					
5.	For my university enrolment choices, my friends' advice is important for me.					
6.	I choose the university that my family advices.					
7.	I advise the university whose service I get satisfied with to the people around me.					
8.	If I am not satisfied with my enrolment, I warn the people around me about choosing that university.					
Newspaper Advertisement						
9.	Does newspaper advertisement necessary to attract the students?					
10.	Do You think that newspaper ads have vast coverage than anything else?					
11.	Does newspaper advertisement a source of pleasure & entertainment?					

12.	Does newspaper advertisement poorly displayed, that's why not attractive?					
13.	Does newspaper advertisement always an influence & dominate You?					
University Website Advertisement						
14.	I feel that website advertising is believable.					
15.	I feel website advertising is of up to date and relevant information is there.					
16.	When I browse Internet, I like information on websites to be well organized.					
17.	University website is very appealing.					
18.	How far the design of the advertisement was effective towards admission decision?					
Facebook Advertisement						
19.	Facebook creates a bond between the student and university.					
20.	Facebook allows me to know more about the current trends and preferences in the market about university.					
21.	I give advice and tips to people I know based on things I've read through Facebook.					
22.	Facebook helps me make good enrolment decisions.					
23.	I always pay attention to ads on Facebook.					
24.	I never really pay attention to friends' recommended ads.					

Section C: Dependent Variable:

Note: Word-of-mouth is all kinds of informal communication including all conversations with your family, friends, teachers or people, as well as all conversations (comments, reviews, discussions) you get from online environments.

1. Which of the following sources of information are more important to you when considering your choice of University?
    a) Word of Mouth ☐
    b) Newspaper Advertisement ☐
    c) University Website Advertisement ☐
    d) Facebook Advertisement ☐

S. No.	Questions/Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Student Enrolment						
2.	My family played a large role in my choice of university.					
3.	I chose my current university because I had friends who are attending.					
4.	The location of the university is an important factor to me.					
5.	Tuition/fees played a large role in my choice of university.					
6.	Specializations/Courses offered are a major reason why I chose my university.					
7.	The social status of my university means a lot to me.					
8.	Campus Size/Infrastructure is very important to me.					
9.	It is important for my university to have modern technology available to me.					
10.	The amount of social events/activities that take place is an important factor of my university experience.					

11.	The possibility of gaining a scholarship influenced my choice of university.					

Thanks for your cooperation!