

Analysis of Social Media Marketing and its  
Impact on Higher Education Students

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**Analysis of Social Media Marketing and its  
Impact on Higher Education Students**

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**Abstract**

The upgrading has highlighted the pattern of living on a fast speed and additionally this quickness has shaped a modification on our day-to-day actions and on the other hand Social Media Marketing at once created an occurrence for its augment. Haryana is one of the superior states of India and the Students of Higher Education add a lot towards its comprehension. The main objective of this study is to find the relationship between the critical factors and the impact of Social Media marketing on Higher Education Students with Age as a Dependent Variable besides Capabilities, Implications, User Friendly, Success Factors and Hindrance Factors respectively as its predictors. The study uses a survey analysis for 161 students of Higher Education across Haryana. The results depict there is an encouraging correlation between User Friendly and Success Factors, Implications and User Friendly and Success Factors and Implications respectively. Further, Durbin-Watson index is 1.90, which is suitable for Social Media Marketing Model.

**Keywords**— Social Media Marketing, Higher Education, Students, Haryana.

**1. Introduction**

Social media is the utmost new system of broadcasting and having several features and appearances. It has many services on same network like as interactive, texting, pictures sharing, audio and video sharing, fast publishing, linking with all over world, direct connecting. Social media refers to the means of interaction among people in which they create, share, exchange and comment among themselves in different networks. It is also inexpensive fast access to the world so it is very significant for all age of peoples. Its use is growing day by day with high amount in all over the world. Social media today consists of thousands of social media platforms, all helping the same but somewhat different purpose. Some social media platforms are more popular than others, but even the smaller ones get used by a portion of the population because each one caters to a very different type of person.

Social media marketing is the procedure of assembly site traffic and consideration through social Media sites. Social Media marketing programs usually made their hard work to make contents which motivate and inspire persons who read it to share it with their social network. A company information spreads from worker to worker and assume that it should be used by everyone.

Social media marketing is calculated by the way of word and its output is coming with media rather than paid media. Social Media has settled a stage that is simply reachable to any one with the help of internet contact.

The Social Media marketing is less costly rather than other marketing form. Making a building profile in the social media Platform is not costly. It also helps in building the product image of the business. It also establishes the business as an expert in the market field. The business became famous and familiar with Social Media Marketing in the way that it can be found everywhere by the clients and any client can access business social profile. Thus, attracting and interaction with the client become simple and easy. It also making easy for others to communicate with business firm, the business firm can give the answer of all queries and doubt promptly. (Rohit bansal, Rana Zehra massod and Varsha 2013)

Social media Marketing helps to increase awareness among brands in the youth. It also providing useful facilities to customers and also help in developing the business in promotional activities. It also creates awareness among brands to reduce the cost with less budget and information can spread quickly with the help of social media sites. Social networking sites offer a chance to communicate in a prompt and well-ordered manner. Even voice media, visual media and word media, any methods can be used to commute with other in seconds

Using of social media is not limited only to experts and manager but also it is been usually used in educational sector by the students. There are some people who can't even write their own name and they are only able to know him and public by their images have complete access to internet and always check their Smart phone's for status updates. It has been easier to make friends and link them from anyplace, anytime, mainly thanks to social networking sites. By using social networking, we are connected with the world. Each news, messages, updates can be reached and well versed updated within the seconds.

Department of Higher Education, Haryana recognizes the position of improvements which need to be taken overhaul teaching system in state. Accordingly, department is working on various creativities, which will not only improve overall education scenario in state but help in describing Haryana as education hub in North India. Some of the key initiatives in these directions are: Performance Rating Yardstick for Academic Audit Standards, Private university Information Systems, Choice base credit System, Foundation booklet on Life and business skills, Introduction to job-oriented courses, Entrepreneurship development club, new colleges for Women, Placement, and Examinations reforms

Equality rate of male and female play a significant role in understanding the impact of Higher education students. Impact of Social Media Marketing across both the gender i.e male and female is inclined towards the highest level of participation. In our study the students between age above 19 and below 25 are selected for knowing the impact of Social Media marketing.

## 2. Literature Review

**Ahmad (2011)** said that in his study it is showed in graduate students in which they were told to use Twitter and weekly post tweets in order to extend discussions of classroom. After that Students used Twitter account to connect with their content and with other students. In Addition, students having remarks about twitter is that twitter's useful personally and professionally. **Alwagait, Shazad and**

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**Alim (2014):** This research paper focus on the diverse aspect of social media that social media mostly in the morning and the evening time period. It has also seen that most of the young people use social media. **A. Gil, G. Lauren, H. Rhonda and T. S Andrew (2019)** describe in his article as the many ways social media touches individuals and businesses, the authors emphasis on where they trust the future of social media lies when considering marketing-related topics and issues. Sketch on academic research, discussions with industry leaders, and popular discourse, the authors identify nine themes, organized by predicted imminence, that they believe will meaningfully shape the future of social media through three lenses: consumer, industry, and public policy. **Bhargava and Rani (2015)**, have commented that, the influence of social websites can be better on the performance of the students, if there is a better look on the actual impact of social media. Authors have additional opined that, several social media sites are now a day's continually distracting young students from their informative profession. Through, under this study writers have observed that, young students are involved on social media sites which is a complete excess of time. **D. K. Yogesh, I. Elvira and K. Vikram (2020)** describe in his article Social and digital marketing offers important chances to organizations thoughtless costs, better brand consciousness and improved sales. However, important tasks exist from negative electronic word-of-mouth as well as disturbing and irritating online brand presence. This article takes to gather the joint insight from several leading specialists on issues relating to digital and social media marketing. **Georgios Zachos (2018):** The research paper emphasis on the part of social media on students' academic performance, as its social media aids to share data. Now days pupil's impression joyful and fulfilled while share data to the viewers or to their groups as social media helps to get new information to the students regarding their educations. Through the social media pupils get latest and quick information and share the information with their friends. **Heffner (2016)** assumed that the use of social media can be a good passage to deal with academic obstructions, especially if the students are in contact with another student that is having the similar problem. Social media guide students to get connected with other students, which can be very useful because it will permit them to discuss class materials via social media. **Jha, and Sinha (2016)** declared that student is more undoubtedly affected by social media. To some extent, it absolutely moves the lives of college students counting the grades. They added that social media is good-looking as it gives college students another world to make groups, also offers a good way to release burden. It was also noted that an approach is mandatory to balance the association between social media and academic study. Therefore, college students should think more about the matching of social media and academics. **According to Kolan and Dzadza[2018]**, The main quality of social media as a valuable help but also unsafe in some cases. Despite the benefit to the students, they can contact with each other with the help of social media site and sharing and exchanging some important information and material, they also contribution in group discussion, building some association and contacts. But social media sites also create some negative habit among the students which spoil their Academic career. **According to the study of Owusu-Acheaw& Larson [2015]**, it was discovered that the social media had pretentious the academic performance of their respondents negatively and further International Journal of Advanced Information Technology (IJAIT) Vol. 8, No.4/5, October 2018 29 confirmed that there is highly positive relationship between the benefit of social media and academic performance This research shows that majority of their defendants use social media sites to conversation rather than for academic purpose. **Sharma & Shukla (2016)** writer describe in his article that young people involve in social media

because of busy and tied schedule does not allow them to touch with others in the society. The use of social media allows them to stay in society where they can contact with other people by the way of advance technology, it also found that the academic performance of students is affected by social media sites. Students faces many new challenged which arising from their regular use of social media, which involved the need of join the group message directly, the experience is totally wrong with the use of social sites.

This study has been taken against the above backdrops to find the Impact of Social Media Marketing and the following five factor viz., Capabilities Factors, Implication Factors, User Friendly Factors, Success Factors and Hindrance Factors have been identified. These factors have an association with valued outlook which subject around the connect of Social Media Marketing.

### 3. Material and Methods

Objectives of the Study: The Present study has been undertaken with the following broad objectives.

- i) To identified the critical factor for development of Social Media Marketing Model with special reference to Higher Education Students.
- ii) To find the relationship between the Critical Factors and The Impact of Social Media Mmarketing on Higher Education Students.

The present study has been based on survey conducted in Haryana which is one of the developed states in India. Data has been collected through a self-structed questionnaire comprising five Likert Scale from the 161 students of Higher Education which constituted about 42% male and 58% female respectively (see table 1) and the same is depicted through Figure 1

Gender	Frequency	Percent
Male	68	42.2
Female	93	57.8
Total	161	100.0

Table 1

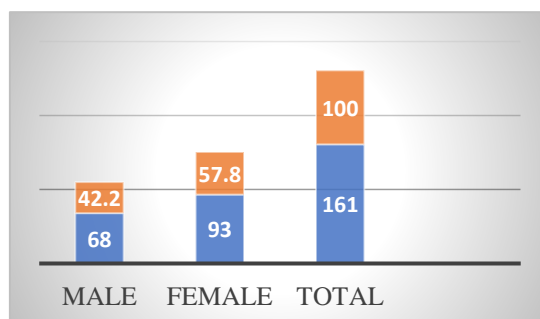


Figure 1

The survey was tested for reliability and over all reliability score (Cronbach Alpha) has been .98(See Table 2) which is reliable. The period of data collection was May, 2021 to June, 2021

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<b>Reliability Statistics</b>	
Cronbach's Alpha	No of Items
.982	50

Table 2

Descriptive Analysis of the factor viz. Capabilities, Implication, User Friendly, Success and Hindrance comprising of 10 variables each have been conducted. Correlation is also carried to find the relationship between the critical factors and the impact of Social Media marketing on Higher Education Students.

Regression Technique is with age as dependent variable has been used to understand the Impact of Social Media Marketing by Higher Education Students and Importantly find the significant predictor of the Social Media Marketing Model.

#### 4. Result and Discussion

Gender		C1	C2	C3	C4	C5	C6	C7	C8	C9	C10
Male	Mean	3.57	3.42	3.55	3.20	3.51	3.41	3.39	3.38	3.64	3.42
	N	68.00	68.00	68.00	68.00	68.00	68.00	68.00	68.00	68.00	68.00
	S.D.	1.23	1.22	1.32	1.22	1.22	1.08	1.19	1.17	1.31	1.04
Female	Mean	3.58	3.58	3.54	3.50	3.74	3.61	3.50	3.47	3.48	3.31
	N	93.00	93.00	93.00	93.00	93.00	93.00	93.00	93.00	93.00	93.00
	S.D.	1.14	1.30	1.23	1.19	1.16	1.14	1.23	1.18	1.24	1.15
Total	Mean	3.57	3.51	3.55	3.38	3.65	3.53	3.46	3.43	3.55	3.36
	N	161.00	161.00	161.00	161.00	161.00	161.00	161.00	161.00	161.00	161.00
	S.D.	1.18	1.27	1.27	1.21	1.20	1.12	1.21	1.18	1.27	1.10

Table 3

Capabilities Factors has 10 variable viz., outcome is valuable (C1), Information Availability is fruitful (C2), Capacities are dynamic (C3), Needs are fulfilled (C4), It helps in Brand comparison (C5), Gives assistance for understanding various product features(C6), Trends are matching with wants (C7), Satisfaction is achieved in information search (C8), Decision Making is Purchasing of goods is helpful

(C9) and purpose of buying the product is beneficial (C10) and the same have been depicted through the gender basis i.e. male and female respectively towards an encouraging impact on the Higher Education student through the Social Media Marketing.

As per the Table No 3 Overall result highlight that highest rating has been given to it helps in Brand comparisons followed by outcome is valuable and Decision making in purchasing of goods is helpful. These indicates that they are considered particular and have a support for Social Media Marketing

Gender		I1	I2	I3	I4	I5	I6	I7	I8	I9	I10
Male	Mean	3.44	3.19	3.44	3.44	3.5	3.54	3.55	3.61	3.5	3.57
	N	68	68	68	68	68	68	68	68	68	68
	S.D.	1.28	1.12	1.08	1.17	1.08	1.13	1.15	1.22	1.15	1.16
Female	Mean	3.47	3.39	3.41	3.33	3.46	3.63	3.56	3.53	3.51	3.43
	N	93	93	93	93	93	93	93	93	93	93
	S.D.	1.2	1.07	1.03	1.2	1.23	1.24	1.17	1.25	1.11	1.2
Total	Mean	3.45	3.31	3.42	3.37	3.47	3.59	3.56	3.57	3.5	3.49
	N	161	161	161	161	161	161	161	161	161	161
	S.D.	1.23	1.09	1.05	1.19	1.17	1.19	1.16	1.23	1.12	1.18

Table 4

Implications Factors has 10 variable viz., it is a learning experience (I1), Needs are balanced (I2), Spontaneous Comparisons are done (I3), Navigation is useful for decision making (I4), Its occurrence is very helpful (I5), Encouragement is very helpful (I6), Technical skills are enhanced (I7), It motivates buying behaviour (I8), Diversification of product is easily viewed (I9) and judgmental approach is generated (I10) and the same have been depicted through the gender basis i.e. male and female respectively towards an encouraging impact on the Higher Education student through the Social Media Marketing.

As per the Table No 4 Overall result highlight that highest rating has been given to Encouragement is very helpful followed by it motivates buying behaviour and technical skill are enhanced. These indicates that they are considered particular and have a support for Social Media Marketing

Gender		UF1	UF2	UF3	UF4	UF5	UF6	UF7	UF8	UF9	UF10
Male	Mean	3.6	3.61	3.48	3.48	3.54	3.33	3.41	3.35	3.23	3.19
	N	68	68	68	68	68	68	68	68	68	68
	Std. Deviation	1.23	1.36	1.04	1.08	1.25	1.1	1.093	1.12	1.09	1.32
Female	Mean	3.33	3.39	3.24	3.45	3.63	3.52	3.2	3.35	3.52	3.53
	N	93	93	93	93	93	93	93	93	93	93

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	Std. Deviation	1.23	1.16	1.06	1.11	1.17	1.14	1.25	1.14	1.33	1.32
Total	Mean	3.44	3.49	3.34	3.46	3.59	3.44	3.29	3.35	3.4	3.39
	N	161	161	161	161	161	161	161	161	161	161
	Std. Deviation	1.23	1.25	1.06	1.1	1.2	1.12	1.19	1.13	1.24	1.33

Table 5

User Friendly Factors has 10 variable viz., It is easily accessible (UF1), It is easily understandable (UF2), It easily helps in various Brand Evaluations (UF3), Effectiveness is considerable (UF4), User friendly support is significant (UF5), It is having an appealing visual appearance (UF6), Specification of the products are easily measurable (UF7), Interface helps easily in indicating various product information (UF8), Relevant information is provided at the right time (UF9) and customer care is supportive (UF10) and the same have been depicted through the gender basis i.e. male and female respectively towards an encouraging impact on the Higher Education student through the Social Media Marketing.

As per the Table No 5 Overall result highlight that highest rating has been given to User friendly support is significant followed it is easily understandable and Effectiveness is considerable. These indicates that they are considered particular and have a support for Social Media Marketing.

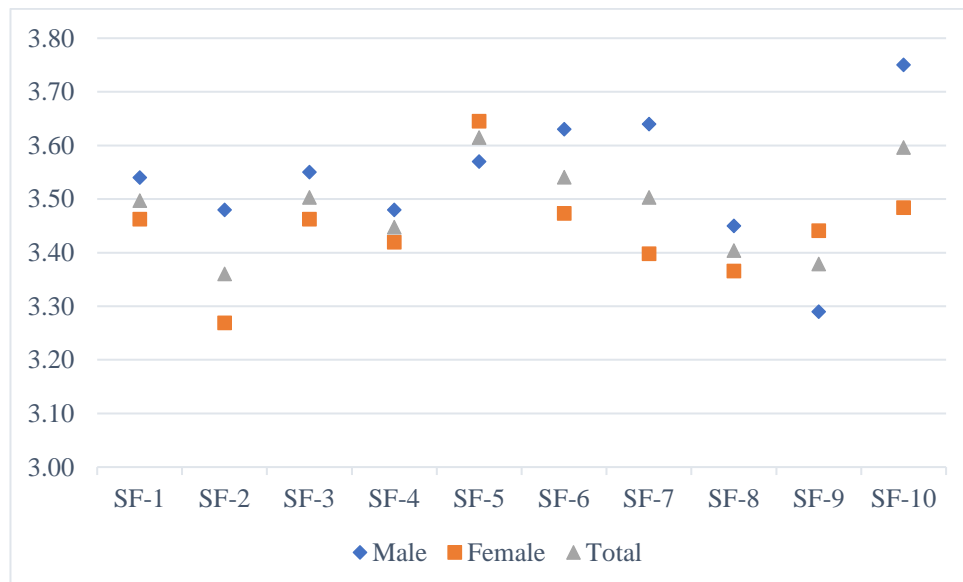


Figure 2

SuccessFactors has 10 variable viz., Product information is easily accessible (SF1), Security is maintained (SF2), It saves the time(SF3), Standard of living is improved(SF4), It has a global

existence(SF5), Facility for Brand comparison is easily obtainable (SF6), Easy sharing of various product information (SF7), Understanding of product features is simple (SF8) , Regular feedback is taken (SF9) and Various marketing offers are available(SF10)and the same have been depicted through the gender basis i.e. male and female respectively towards an encouraging impact on the Higher Education student through the Social Media Marketing.

As per the Figure No 2 Overall result highlight that highest rating has been given to it has Global Existence is significant followed Various marketing offers are available and Facility for Brand Comparison is easily obtainable. These indicates that they are considered particular and have a support for Social Media Marketing

Gender		HF1	HF2	HF3	HF4	HF5	HF6	HF7	HF8	HF9	HF10
Male	Mean	3.35	3.38	3.24	3.71	3.35	3.28	3.22	3.46	3.34	3.68
Female	Mean	3.03	3.16	3.22	3.46	3.11	2.87	3.16	3.00	2.94	3.26
Total	Mean	3.17	3.25	3.22	3.57	3.21	3.04	3.19	3.19	3.11	3.43

Table 6

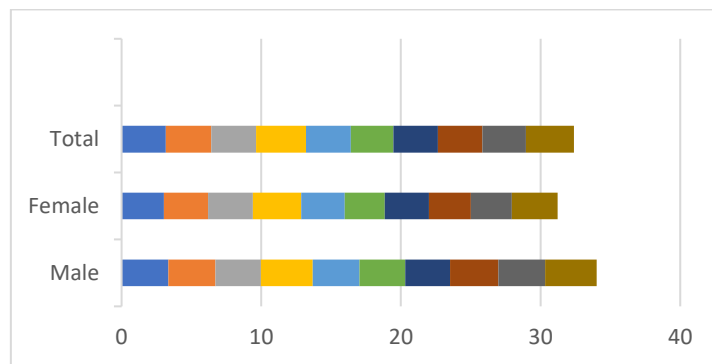


Figure 3

Hindrance Factors has 10 variable viz., It has Privacy issue, Misleading of information, Internet issues are troubling, Addiction for usage is increasing, Technical snag is frequent, Mostly complaints are not responded, it is the time consumption process, Several delivery issues, Transaction issues are disturbing and Over competition is confusing depicted through the gender basis i.e. male and female respectively towards an encouraging impact on the Higher Education student through the Social Media Marketing.

As per the Table 6, Overall result highlight that highest rating has been given to Addition for usage is increasing followed Over competitions is confusing and misleading of information. These indicates that they are considered particular and have a support for Social Media Marketing and the same is depicted through Figure No 3

Correlations					
	Capabilities Factors	Implications Factors	User Friendly Factors	Success Factor	Hindrance Factor



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Capabilities Factors	Pearson Correlation	1	.79	.78	.69	.38
Implications Factors	Pearson Correlation	.79	1	.80	.79	.47
User Friendly Factors	Pearson Correlation	.78	.80	1	.81	.46
Success Factors	Pearson Correlation	.69	.79	.81	1	.55
Hindrance Factors	Pearson Correlation	.38	.47	.46	.55	1

Table 6

Further Table 6 reveals that there is a good relationship between User Friendly and Success Factor, Implication and User Friendly and Success Factor and implication. It depicts an excellent connection which indicate that these are a forward planner for the implementation of Social Media Marketing Model

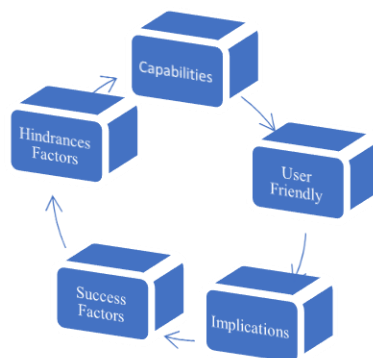
<b>Model Summary<sup>b</sup></b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.17 <sup>a</sup>	.03	.00	.49	1.896
a. Predictors: (Constant), Hindrance, Capabilities, Success, Implications, User Friendly					
b. Dependent Variable: Age					

Table 7

Regression technique with age group as dependent variable has been used to find the important predictor Hindrance Factor, Capabilities, Success factor, Implication and User Friendly. As per table 7 the regression model results indicate the value of correlation is .177, coefficient of determination is .031, further Durbin-Watson is 1.896 which is suitable for Social Media Marketing and indicates the support towards the impact of social media marketing on Higher Education Students.

## 5. Conclusion

The results of the present study highlight that Social Media Marketing Model is very cheering. It can be concluded that the state of mind of students of Higher Education has a proclivity towards the variety of predilections. The best possible efforts are put in by students to carry on with their actions to endure in the present-day conditions. Social Media marketing at once created a happening in transforming the way of life for one and all in adopting the current conditions.



**Figure 4-Framework for Factors affecting Social Media Marketing**

Further, as per Figure 4, it is evident that interconnect of Capabilities, Implications, User Friendly, Success Factors and Hindrance Factors with Social Media Marketing and additionally among Age as dependent variable has been used to find the important predictors of the Social Media Marketing Model. Future research can be focused on the validation of the suggested Social Media Marketing Model through the case studies.

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