

# Influence of Social Media Marketing on School Branding

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## Article Info

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## Abstract:

School plays a very vital role in every one's life as they lay the very basic foundation. The online presence sometimes can be misleading in terms of infrastructure, teachers and academics quality. Hence, this study aims to put forward the analysis which would be beneficial for both the parents and school owners.

Social media is an undoubtedly most promising medium which has been now used in education sector to earn goodwill and ensure good ROI. The study finds out the role of social media on parent's perception about schools nearby to them. The survey was conducted through the link of the questionnaire which was sent to 500 parents. However 200 respondents responded and filled the survey form. Sample has been drawn from Students of Wardha and Nagpur region. Descriptive analysis and regression analysis has been used for analysis. The study has revealed the fact that parents nowadays research and gather information about schools. They read reviews about facilities and activities of school. Hence it provides enough reason to schools for being very accurate before posting blogs, committing offers, announcing features. The study provides direction on how school social media can better handle their social media content to ensure commitment and increase the reach of their posts. Finally, Social media is an effective tool to win and retain loyalty if handled effectively and truthfully.

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## I. Introduction

Social media is an undoubtedly most promising medium to explore key consumer influencers, engaging them, and generating brand advocates. However, in order to build viral campaigns and foster online Word of mouth, trust must be established and afterwards strengthened in order to overcome any disinclination in near future from prospects. Marketing is a discipline which is based on experiments, information and observation and thus it brings modifications as per changing local and global environment. Since business environment is very dynamic and has seen paradigm shifts in last two decades, it also allows appropriate transformation to keep pace with such dynamism. The online marketing and

electronic equipments have brought drastic changes in the way marketing strategies are executed however the absolute aim remains same i.e. expansion of business, market share and moving towards becoming market leader.

Internet community or media platform is undoubtedly preferred by majority of the customers to gather information about product's specification and prices. The notable reason is social media provides information which is fast, effortless and inexpensive. Hence it is widely used by people to access information about products, brands, explore features and even to compare amid other available close brands. Nowadays youngsters are attracted towards buying the product by evaluating online portals. Marketers

have clearly understood the importance of online presence irrespective of the retail outlets. The marketers are bound to use social media to successfully position their products in the mind of consumers. Marketers also use it to provide timely offers, discounts and schemes to engage them. Since the platform provides two way communications it helps to understand the psychology of customers, their likes & dislikes and provide genuine feedback regarding area of improvement.

This study focuses on how social media in regard to face book can influence school selection decision. The study focuses on face book because of its features that supports various activities such as sharing videos, making brand or product page. Amid all the other social media tools study is confined to face book has it is widely used as it provides many features for promoting products, branding, informing customers unlike other tools.

Interestingly India topped the list of face book users in the world as it stood at number one position on planet with thirty crores (30 crores) users, leaving behind united sttes which is one second position with 21 crores of users. Across world the category popularity of face book is thirty five percent and hence it becomes necessary for all the organizations to use this platform for gaining more market share and reinforcing their brand equity which in long term will help to earn loyalty of customers. In today's era the content to be made available on online portal has to be attractive, captivating, accurate, genuine and better than the competition. The online platforms must be appealing, easy to explore i.e. user friendly (not very complex functionality) and provide holistic information. Organizations should figure out the most widely used online platform so as to reach and communicate with maximum prospects to have edge over others marketers. This strategy cannot be overlooked by marketers irrespective of their turnover.

**Research gap-** The previous study related to social media does not encompasses or cover, influence of face book on school branding. The studies done so far highlighted the issues related to organizations but not influence of virtual presence on school branding. School plays a very vital role in every one's life as they lay the very basic foundation. The online presence sometimes can be misleading in terms of infrastructure, teachers and academics quality. Hence, this study aims to put forward the analysis which would be beneficial for both the parents and school owners.

## II. Research Problem Statement

To become and remain a market leader is very difficult and hence the responsibility of retaining your existing admissions is of paramount importance. Traditional marketing tools are not generating very substantial results and quantity of inhabitants using internet community is growing very rapidly. Therefore it becomes very necessary to look at what task does internet community plays in increasing loyalty of parents associated with school.

## III. Review of Literature

The author has clearly stated that since inception of the internet the business environment has been significantly affected wherein the marketers have got enough freedom and liberty to use the technology and accomplish various executions of various marketing strategies ranging from product launch to delivery of the product. The traditional pamphlets, hoardings are being replaced by online contents performing all the promotional activities very effectively. The study reveals the expectation of the consumers by understanding their online conversation which used to take place in person traditionally. Thus social media/network acts as a focal point to do the analysis of trends, competitor, customers (targeted, previous and current). The online media also provides important data for accurate strategy designing

such as market opportunity and market penetration and segmentation. It also provides genesis regarding particular perception towards brand.

Author “Neha Joshi” in her research aims to find out how the customer perceives a brand after going through the reviews of other users. The online reviews impact the opinions, feelings and belief of the customers. The thesis also highlights how social media platform is used to endorse or place any products by using specific people either having expert level of knowledge in concerning domain or who are social influencer. These influencers positively enhance the brand awareness by presenting themselves as potential buyer.

The study concludes that social media reviews influence the brand perception and hence must be taken into consideration while devising marketing strategies.

In 2018, R.Sakthivel & Dr.J.Parasuraman has proved in their study that social media platform can also be utilized for the progress of employees and hence its scope is not only restricted to customers. Human resource unit can improve its approach, new orientation programs, technical trainings, behavioural trainings, summit time table, encouraging statements at dedicated online space on Face book for employee development. HR section of the firm can take help of Face book or other social network to actually establish a link between interest area and appropriate skill set of staff to be used in case of new product launch or entire new establishment. Firms can use LinkedIn and similar social network to accomplish the aforesaid in a very cost effective way.

Author has drawn an inference that finalizing a marketing policy wherein social media is if excluded will not generate desired results or effective outcomes.

The study aims in the direction of identifying the impact of online media marketing in achieving the business objectives.

Brands differentiate any product, services or institution and make people feel it as best among others. In today's era no parent are compromising when it comes to child education.

There are occasions when there is clear understanding of schools quality in some regions. In such regions it becomes easy for parents to choose the school for their wards.

However area under the study has no as such schools which have a rating perceived among residents. The schools available in the area of study are at par but also use social media marketing techniques to strengthen their brands and prove them as best in the region. During the literature review it has been evident that parent do online search and go through the various activities published on school face book pages which in turn affects their decision making process.

In year 2012, Sylviane during the study intend to find the causes that influence the buyer reliability through social networking on Face book. The author has used regression analysis to find the relation between customer loyalty and social media usage. The results generated from the regression analysis have shown existence of association between customer loyalty and use of social media.

#### **IV. Objectives of the study**

1. To investigate factors influencing attitude towards social media marketing by using descriptive analysis.
2. To examine using regression whether social media helps organization to enhance parent's loyalty.

#### **Hypothesis**

H1: Trust in information, privacy of information and security of data is factors that directly affect the attitude of parents.

H2: Social media ensures increase of parent's loyalty towards school.

### Sampling technique:

The sampling technique used has been Convenience by the researcher in collecting data. The survey was conducted through the link of the questionnaire which was sent to 500 parents. However 200 respondents responded and filled the survey form.

**Sampling frame :** Sample has been drawn from Students of wardha and Nagpur region.

The study has considered face book amid all other social media tools as it is most widely used.

### Hypothesis Testing

Ho1: Trust in information, privacy of information and security of data are factors that do not affects the attitude of parents

H1: Trust in information, privacy of information and security of data are factors that directly affects the attitude of users.

Trust in information	
Mean	4.01375
Standard Error	0.04815
Median	4
Mode	4
Standard Deviation	0.680949
Sample Variance	0.463692
Kurtosis	0.239668
Skewness	-0.58893
	3
Minimum	2
Maximum	5
Sum	802.75
Count	200
Confidence Level(95.0%)	0.09495

Table NO 1

Concern for privacy	
Mean	4.055
Standard Error	0.046557
Median	4
Mode	4
Standard Deviation	0.658421
Sample Variance	0.433518
Kurtosis	0.702879
Skewness	-0.72997
Range	3
Minimum	2
Maximum	5
Sum	811
Count	200

Table no 2

Security	
Mean	3.8875
Standard Error	0.062349
Median	4
Mode	4
Standard Deviation	0.881749
Sample Variance	0.777481
Kurtosis	1.670193
Skewness	-1.20293
Range	4
Minimum	1
Maximum	5
Sum	777.5
Count	200
Confidence Level(95.0%)	0.12295

Table no 3

Table no 1, Table no2 and Table no 3 clearly shows that Trust in information, privacy of information and security of data are factors that directly affects the attitude of users and hence alternate hypothesis has been accepted as the mean value 4.01. 4.05 and 3.885 gives conclusive evidence for this.

**Ho2: Social media doesn't increase parent's loyalty.**

**H2: Social media ensures increase of parent's loyalty.**

To test the second hypothesis, regression analysis has been used. The researcher has applied this to find the relation between customer loyalty and usage of face book.

SUMMARY OUTPUT								
Regression Statistics	V.							

Multiple R	0.724857814							
R Square	0.525418851							
Adjusted R Square	0.523021976							
Standard Error	0.531078089							
Observations	200							
ANOVA								
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	61.82685056	61.82685	219.21	7.00816E-34			
Residual	198	55.84469944	0.282044					
Total	199	117.67155						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	0.3642061	0.139704036	2.606983	0.00983	0.088707306	0.639704895	0.088707306	0.639704895
X Variable 1	0.804154954	0.054313722	14.80574	7.01E-34	0.697047348	0.911262561	0.697047348	0.911262561

The above table clearly shows that the prediction is around 52 percent by adjusted R Square= 0.824. The P value of F statistic is much below than 0.05 hence the model is statistically significant and null hypothesis is rejected as the value X Variable shows a value =0.804154954 which means there is positive relation between usage of social media and customer loyalty.

**Findings:** The data analysis infers that there is positive relation between usage of social media and customer loyalty. The mean value 4.01, 4.05 and 3.885 proves that Trust in information, privacy of information and security of data are factors that directly affects the attitude of users. Parents feel good to see achievement of school through implementation of various activities aims for holistic development of students. However

actual changes in their wards matter else content of post is considered as mere exaggeration.

## VI. Implication of Study

The study has revealed the fact that parents nowadays research and gather information about schools. They read reviews about facilities and activities of school. Hence it provides enough reason to schools for being very accurate before posting blogs, committing offers, announcing features. The online word of mouth matters and counts a lot. Readers are also affected by negative comments. Hence the administrators must keep strict eye and approach regarding online content and take appropriate actions to sort/resolve the issue which generates negative reaction from the concern person. CBSE, ICSE has laid down various rules and regulations but the actual outcome of education entirely depends on how



those protocols are executed. The guidelines are implemented for compliance or for achieving excellence is the main differentiator among quality of education. Hence the school needs to focus on outcome of their entire academic calendar activities including both curricular and extracurricular to ensure overall (Mental, Physical, Emotional,) development of students and then communicating the same over social media. The pre-primary schools have freedom and are not bound by any guidelines of boards such as CBSE, ICSE. However the imprints that fall on tiny tots from 2 to 6 years are very crucial. Therefore the study is of immense importance as it has dealt with a very sensitive subject. The study provides direction on how school social media can better handle their social media content to ensure commitment and increase the reach of their posts. Finally, Social media is an effective tool to win and retain loyalty if handled effectively and truthfully.

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