

A STUDY ON ROLE OF ADVERTISEMENT ON AFRICAN STUDENTS IN SELECTING UNIVERSITIES IN INDIA

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Abstract—*The study significantly assesses factors that shape the African students towards the universities in India and therefore, the profound insights of advertisements influencing the student's decision in selecting the schools. Advertisement helps any organization to form awareness in their clients and other audiences in large. It accustomed to shape the negative perception of clients' audiences towards the organization or the brand and services deliver by the organization. The detail information about the realm during which the study is conducting and further on, the meaning and further idea about the advertisement also included under the final background of this study. Additionally, to the current the foremost in-depth information is included under this study regarding the role of advertisement. This research analyzes and attempts to identify the various reasons "why" "how" and "when" students select the universities. These are the main areas to understand whether the student's choice (select) the universities because of messages and ideas anticipated in advertisements or for other reasons. The study also has aim to identify the way that the education institutions (universities) used to attract students and the main role of advertisement to convince students to select the universities. These are the main points that prompted the researcher to do this research. Based on these, the researcher understands that there are many benefits to conducting a variety of research and that different research needs to be done at different times. In order for research to be passed on from generation to generation, all researchers must do their utmost to conduct successful and effective research using a variety of sources.*

Keywords—*Advertisement, Awareness, Complete Image, Complete Loyalty, Persuasion.*

INTRODUCTION

An **advertisement** (often shortened to **advert** or **ad**) is the promotion of a product, brand or service to a viewership in order to attract interest, engagement and sales. Advertisements are available several forms, from a copy to an interactive video, and have evolved to become an important feature of the app marketplace. Advertising plays a vital role for the producers and conjointly the sellers of the merchandise, because Advertising helps to increase sales: - Even the foremost effective product can't be sold-out on its own, unless of us fathom the merchandise. In today's sensitive and competitive market, a firm cannot maximize its profit, unless it multiplies its sales turnover. A daily and frequent advertising helps the producer to induce this objective. Advertising helps producers or the companies to understand their competitors and prepare consequently to satisfy up the extent of competition. Helps in maintain existing market and explore new market every forward attempting company eyes on future prospects, whereas, not losing its current position. A company's success is reflected by, but it maintains its current position and future enlargement.

Advertising helps the manufacturer, throughout this regard, to face competition effectively. If any company needs to introduce or launch a current product at intervals the market, advertising will build a ground for the merchandise. Advertising helps to make of us alert to the new product therefore the customers come and take a glance at the merchandise. Helps to manage value of products through advertising and manage its potential to value of the merchandise significantly in retail market. Greedy distributor usually charge higher value from the shopper. The manufacturer can facilitate them by printing the price on the packages. The demand for the merchandise keeps on coming with the help of advertising and demand and supply become a never-ending technique.

There square measure completely different roles of advertising in the promotion of the service delivered by the organization square measure as follows: Awareness, Information, Persuasion, Attitudes, Reminder, Complete Loyalty,

Complete Image, Counter Competitors' Claims, Enlargement of Markets and educating the purchasers.

STATEMENT OF THE PROBLEM

In today's competitive and volatile environment all marketers including Universities communicate with their target markets through advertising (Mittal, S. and Pachauri, K.K. 2013). According to Mittal, S. and Pachauri, K.K. (2013), the way of their communication, and the information contained in the advertising is not strong enough and pertinent enough to attract the attention of the students. Since the info is simply too weak or too impertinent. Advertising must be regular enough, so that it can be accepted and bring an effect on students' selection when judged against information previously processed and held in long — term storage (Schultz, E.D. and Tannenbaum, I. S. 1988). There are several advertisements in; TV, radio, newspapers and magazines, online, directories, outside and transit, junk mail, catalogs, and leaflets. But, the required question for a trafficker is “do of those promotional materials utterly influence the students to select the university?” If this ad cannot build any positive modification during a} very student's perspective towards the university the resources like money, time and efforts spent on the promotion becomes trashy. This research mainly seeks to identify level of role of advertisements has on the African student's decision to select (choice) the university or not. To motivate the African students, and get positive response from them, valuable market research should be conduct on the area of African students together basic data which includes their selection practice, who makes selection, which advertising type they need, what are their main criteria basically to select one university, etc.

LITERATURE REVIEW

This study indicates the review of literature related to the role of advertisement on African students in selecting universities in India. It identifies key concepts; go behind theoretical perspective, empirical studies and conceptual framework of the study.

Advertisement is expressed in different ways by different entities according to their understanding. The main ones can be listed as follows: - Advertisement is an efficient method to pressure the mentality of audiences and offer audiences' disclosure towards a given products or services. (According to Katke, 2007) Modern, (1991) advertisement is used to ascertain a basic awareness of the merchandise or service within the mind of the potential customer and to create up information regarding it. Advertising plays a vital role in the business demonstration and could be a helpful instrument to draw in and influence customers. Rens, (1996 outline advertisement as communication method, selling method, associate in nursing economic and human process, a public relations method or information and persuasion method. Dunn et al., (1987) viewed advertising from its practical views; thence they outline it as a paid, non-personal communication through varied media by business companies, non-profit organization. Advertising may be a selling communication that employing associate brazenly sponsored a non-personal message to push or sell a product, a service and a plan. Nowadays, advertising has become one among the crucial business activities within the competitive globalized business surroundings. Advertising is the core concept that is bestowed in non-personal ways in which to form purchase intention. Advertisers try to unfold most information regarding product and services in the target market. Quality is that the aim of effective advertising Laurie et al. (2011). Effective ad shapes the perspective and eventually ends up in purchase intention Shimp, (2003). Advertisers use totally different techniques to effectively convey business ads to form purchase call. Advertisers hope that their ads can modification the shopping for behavior of target market and shoppers can purchase their products or services. To create their cause even simpler and pleaser, advertisers inspect varied factors which can influence customers' selection decision. According to Belch et al. (2012) advertising is the known and most generally mentioned type of promotion, most likely thanks at its generality.

OBJECTIVES OF THE STUDY

- ✓ To analyze the role of advertisement on the African student's selection of universities
- ✓ To examine the type of advertisements that can affect the African student's selection for universities.

DATA ANALYSIS

In this study primary and secondary data collected through questionnaire and by referring various related materials from different websites. The source of primary data is questionnaire and the secondary sources for gathered data are different books and other written materials, website, etc.

In order to bring clarity to study, Fifty (50) close-ended questionnaires were distribute to fifty (50) students from nine (9) universities from different parts of India. All the total of fifty (50) questionnaires was distributed to the respondents at Nine (9) universities in India collected and there was no disqualified questionnaire. Therefore, fifty (50) questionnaires served as data for analysis to present the findings and draw conclusion.

In this study, each qualitative and quantitative information gathering techniques were applied and analyzed supported acceptable quantitative and qualitative analysis methodologies. Quantitative information that was collected by a form was analyzed an exploitation the odds and also the result was given within the variety of a table and totally different charts. The information or data through qualitative instruments (close ended questions, observation, and different secondary sources like books, websites, etc) were analyzed qualitatively. Finally, the 2 information results were triangulated to enhance one another. This present and portray the real picture of the role of advertisement in terms of advertisement with respect to African students' university selection. This study was carried out by qualitative and quantitative techniques; because, of mixed research method will convenient for social and business district research which would be used to cover basic description of the study.

FINDING AND DISCUSSION

From the findings of this study that aimed at examining the role of advertisement on African student's selection of University in India. It was guided by specific objectives and research questions. Based on the findings of the study, it was revealed that Majority of the respondents described advertisements they were exposed to as attractive, interesting and informative. This forms the awareness stage and grabs the attention of the students to choice the University. Most African students are likely to choose a particular University over others if they find the advertisement exciting and informative enough. In the theoretical framework, the steps indicated by the AIDA model identifies that when a person is attracted and aware of the University service's features, it can create interest leading to desire and action (Select of the university). The data collected from the students indicates that most of the students agreed that the advertisement has irreplaceable role for their own choice of Universities. From the info collected majority of the full respondents believe advertising messages. However, they do not always select the University solely based on advertisements. This can be linked to the agreement made among two countries and other convincing factors from various individuals like friends, families, relatives, etc. The" used offers the impression that the scholars can become glad about a University service while not being often exposed to its publicity. As the data collected from the students indicates the most prominent and important advertising medium to divert the attention of students to select Universities, to motivate them and the successfulness of the Universities is Social media advertising. Therefore the media selection decision must be related to target audience, type of University services, nature of message, campaign objectives, etc. On the other hand the service which delivering to the students and the promises made in advertisements is moderately linked. This shows that some service improvement needed from the University side. Because of this the student's satisfaction level was in moderate level. According to the data the Indian Universities are Popular in most of African countries. This popularity was built by advertisement. In conclusion, advertisement role African students' University selection at large, in that the assembly of many different factors together influence students selection, but alone a factor may not be strong enough in affecting Students choice. Finally advertisement plays a vital role by creating awareness, motivating the students, diverting the student's attention to select the University, maintaining the Universities success, creating various Joy for the individuals, etc.

CONCLUSION

This particular research was conducted to find out the role of advertisements on the African students selection of Universities in India. Study reveals that in addition to advertising there are other important variables which can influence the selection decision of African students like the information given by family, peers, friends, colleagues and also the direction given by senior students who were studied in Indian Universities, the country to country agreement, etc. This shows that additional factors that can influence or change the selection decision of African students.

The social media advertising are widely acceptable by most of the African students which are targeting above the line through these medium. Their ads contain enough information to attract the students as well as create the awareness in the mind of the students, because most of the students are youngster and they used this means of advertising in a frequent manner. The hypothesis was supposed to check the relationship between the advertisement and the African student's awareness, advertisement and student's selection, advertisement and student's perception and advertisement and student's decision making. Results showed that there is relationship present between these mentioned parameters with advertising, advertisement can divert the attention of students and at that time the students forced to change their selection decision. Perception drive from the employment of the merchandise primarily and alternative choices embody recommendation of the peers, friends, colleagues etc. Although the results shown that advertisement played a vital role by coating the awareness among African students, creating positive perception towards the Universities, maintaining the Universities success, influencing to change the wrong section decision of the students, etc. In this regard the social media advertising were took a lion share of the role.

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