

Impact of Digital Communication for Academic Institutions

Laveena Chhajed[#], Nimisha Kothari[#] and Dr. SK Pandey^{*}

PGDM Student, Jaipuria Institute of Management, Jaipur, Rajasthan, India-302033

Faculty, Jaipuria Institute of Management, Jaipur, Rajasthan, India-302033

Abstract

Digital communication has taken over the dominant form of classroom study. Using digital communication each day will help to gain knowledge, understand concepts and learn new ways of seeing the things around them. The two key components of our study are digital learning and digital marketing. Digital communication empowers new types of learning, development and deployment in all types of educational environment. On the other hand it also provides exposure and fantastic branding. The research paper provides a model comprising of digital learning and digital marketing in an academic institute. It also studies the benefits of this model for the internal and external end users. Keeping in mind the end goal to yield productive results, these instruments must be taken care of appropriately.

Keywords: Digital Communication, Digital Learning, Digital Marketing, Learning models.

Introduction:-

Technological advances has profoundly changed the way consumers buy products and services. Around the globe, the number of Internet users is approximately 2.1 billion in 2014 and is expected to reach 2.5 billion by the end of 2017. The rapid growth of Internet users globally provides a bright prospect for e-marketers. This study is an attempt to investigate the usage or satisfaction of the academic institutions in terms of use of digital communication for learning and branding. In addition, the study also focused on the student's perspectives towards digital communication in terms of its usefulness, reliability, convenience and efficiency. The paper concludes on the resting factors that non users tend to adopt digital communication for learning and marketing.

Survey done on Digital Media (learning and marketing):

1. Interactive digital advertising vs. Virtual brand community: exploratory study of user motivation and social media marketing responses in Taiwan (HH Chi - Journal of Interactive Advertising, 2011 - Taylor & Francis)

2. Youth and digital media: A policy research agenda (K Montgomery - Journal of Adolescent Health, 2000 – Elsevier)
3. The use of digital technologies in the classroom: A teaching and learning perspective (C Buzzard, VL Crittenden, WF Crittenden- Marketing Education, 2011)

Population and Sample

The population for this investigation was drawn from all over Jaipur city. A total of 250 surveys were mailed to potential respondents for the survey. Of these surveys, 175 were completed and returned for a 70 percent response rate.

Data Collection and Analysis

For the purpose of this investigation, different data analysis tools like mean, mode, standard deviation and skewness was used to evaluate the relationships between variables. Components of digital communication were measured using a 5-point Liker’s scale with 5 = strongly agree and 1 = strongly disagree.

Table 1:-

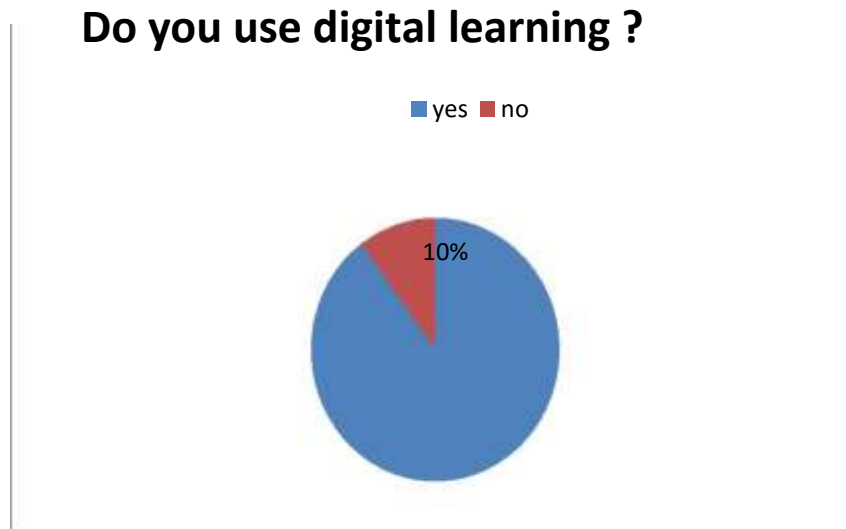
| WHY DIGITAL COMMUNICATION..?? | | | | | | |
|-------------------------------|-------------|-------------|----------------------------|---------------------------|----------------|----------|
| | Time saving | Convenient | Easy access to information | New technology experience | Cost effective | Learning |
| Mean | 3.74 | 4.05 | 4.01 | 3.93 | 3.88 | 3.91 |
| Median | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Mode | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 |
| Standard Deviation | 1.53 | 1.20 | 1.24 | 1.32 | 1.37 | 1.39 |

As per the **Table 1** the least criteria for opting digital communication is time saving with a mean of 3.74 out of 5, while the most important reason for opting the same would be the convenience

part with maximum mean of 4.05.

As per the Standard deviation all the components tend to have an approximate of 1.5 as the standard deviation, which refers to equal distribution of the frequency.

Chart 1:-



As per **Chart 1**, 90% of the people use digital communication for learning and only 10% people find it useless to use digital components for learning. This clearly shows that the sample population covered was the one click generation. If the sample size was increased, there were chances that the population percentage that use digital ways of learning could have come down.

Chart 2:-

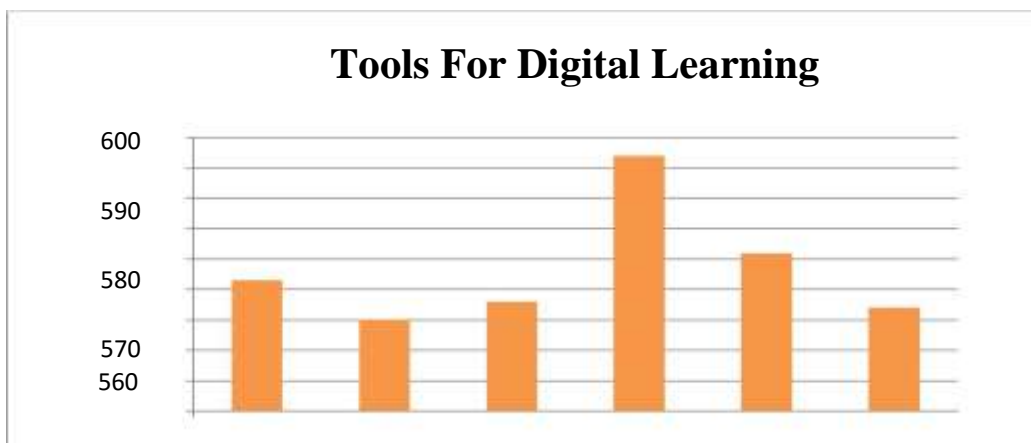


Chart 2 shows that the most widely used tool for digital learning is **You Tube** and the least used

tool is **twitter**. This interprets that people use video clippings more for learning.

Table 2:-

WHY DIGITAL MARKETING..??

| | Increased profits | Expand online market share | To save time and efforts | Affordable | Easy to track results | Increase no. of customers |
|--------------------|-------------------|----------------------------|--------------------------|------------|-----------------------|---------------------------|
| Mean | 4.86 | 3.88 | 3.86 | 3.90 | 3.67 | 3.92 |
| Median | 5.00 | 4.00 | 4.00 | 4.00 | 4.00 | 4.00 |
| Mode | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 | 5.00 |
| Standard Deviation | 0.34 | 1.39 | 1.32 | 1.28 | 1.50 | 1.40 |

As per the **Table 2**, the least criteria for opting digital marketing is easy tracking of results with a mean of 3.67 out of 5, while the most important reason for opting the same would be increase in profits of the business with maximum mean of 4.86.

Chart 3:-

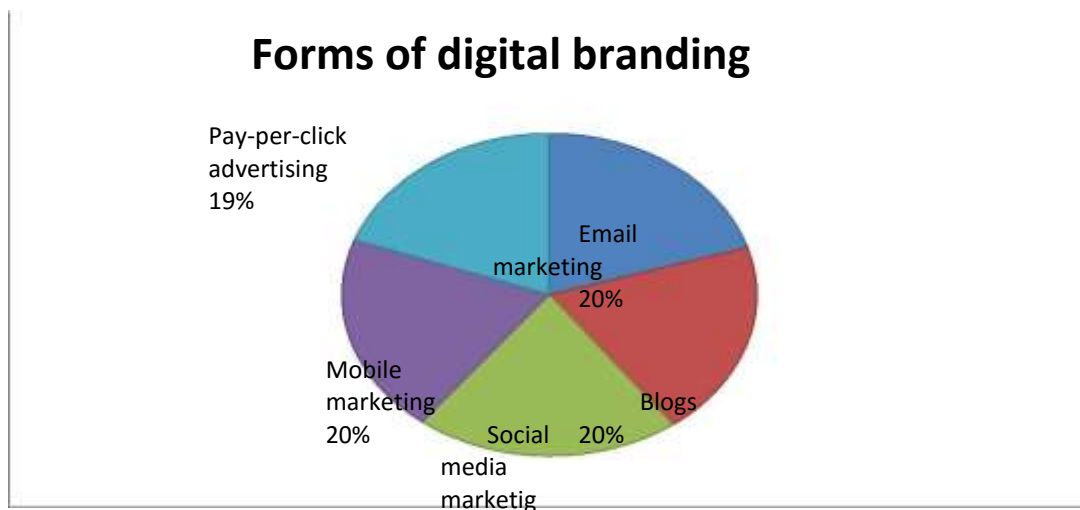
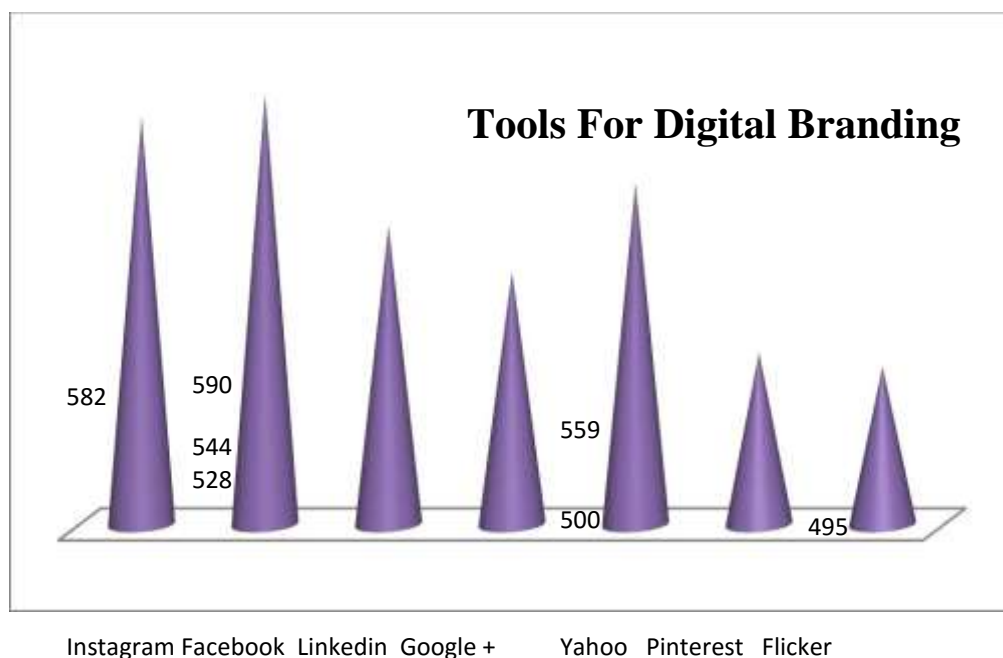


Chart 3 shows that the most commonly used form of digital branding is social media marketing which is used by 21% people. Though there is a little difference in all the forms but still most preferred one is social media. The best competitors using social media marketing are ola and uber which are the taxi aggregators.

Chart 4:-



As per **chart 4**, **facebook** is the most commonly used tool for digital marketing/branding. **Flickr** is least used because most of the population is not aware about this application.

Instagram is also used frequently by today's generation because of its unique features and conveniences.

Results and conclusions:-

New technology can be an asset for students. When students adopt smartphones and laptops in order to use them for learning, it can positively influence other areas of their personality. Mixed media (audio and visuals) can help in understanding a concept in an effective manner. However, it is affordable to keep up with the ever-changing technology and digitalization an help people who can think and create better.

Digital marketing Drives Sales and ROI and is very essential in reaching a mass audience in just one click. It drives Interaction with the mass population and also leads to lifting up of brands. Digital advertising is proving its worth to brand marketers every day by creating new desire and demand, increasing engagement and loyalty of the consumers. Digital marketing really

does work for brand marketers. However smart marketers, agencies, and publishers make use of digital communication on daily basis.