

CHAPTER 2
CASE STUDY 1
MARKETING MODULE
ENHANCING VISIBILITY FOR SUSTAINABILITY

2.1 Preamble

The first applied research case is related to the marketing context. Marketing context in a university includes activities such as the marketing of the university as a tertiary educational institute among potential students, marketing of courses and programmes among the industry for potential collaborations, marketing and commercialisation of physical products from the university's research outcome and even the marketing of the university for financial funding and grants allocation. All these marketing activities are known to have its own problem issues that requires the University's management attention.

For this applied research case, the marketing of USIM as the university of choice to study among the international students was chosen as the topic of research as its understood that a high number of students' enrolment will benefit the university in terms of a higher revenue. Universities are educational institutions that specialize in giving students the knowledge and skills they need to become effective members of society. However, the choice of a university among prospective students does not only depend on the uniqueness of a university, whether in terms of its curriculum of study, facilities provided, infrastructure and advantages compared to other universities, but it also depends on the visibility of a university and the availability of its information on search engine resources, ideally that is most accessed by the potential students.

According to the Higher Education statistical report quoted from Education Malaysia (2018), as of February 2018, Malaysia has 123,000 international students from 163 countries pursuing various majors in Higher Education Institutions in Malaysia and the government has set a target to become the sixth largest global education hub by 2020. The continued growth of international student presence in Malaysia gives a positive contribution to the national economic aspect. It is undeniable, many international students are attracted to study in Malaysia due to several positive factors such as economic, political stability, affordable education costs and low costs of living. In this context, this is an opportunity for local universities to promote their advantages and strong points as the ideal choice of tertiary education institutions to potential international students to further their studies in Malaysia. By exerting effective marketing strategies, more international students will be attracted to further their studies in Malaysia, and this would materialize the country's goal to become one of the respected international education hubs in the region. However, the visibility of USIM as a unique Higher Education Institution among international students are low with some students not knowing of its existence at all, making it a logic reason for the low number of students interested to further their study at USIM. This can be seen from a small number of international student enrolments compared to the expected target. Hence, there is a need to examine the reasons and root causes responsible for this smaller number of international students' enrolment. Without effective marketing tools and techniques, it is difficult for the university to be known internationally. This case study will further explore what is the most effective marketing method and tools to highlight USIM internationally and in return can attract more international students to come and study at USIM. This is the focus of this first applied research case and will be deliberated further.

2.2 Introduction

Marketing is the process of understanding, building and maintaining relationships with customers and it acts as the key to an organisation's success, regardless of its size (Contreras & Ramos, 2016). There are several types and sub-types of marketing such as digital, online and offline marketing. When the global economy moving forward towards IR 4.0, the new normal has created a consistent doubt of marketing strategy, identity issue, the understanding of brand and trust issues.

The traditional methods of reaching people by using brochures and pamphlets to advertise and market products and services are inadequate and irrelevant due to the constant changes in the world. The transformation of marketing has affected all organisations such as Higher Education Institutions (HEIs). The conventional ways of promoting HEIs, such as traditional printed materials and broadcast media, are no longer relevant platforms among potential students. As an established university in Malaysia, USIM requires a big effort to promote their image and brand to the world. Many organisations use a combination of online and offline marketing methods. However, the selection of method is now turning more towards online marketing.

This is because consumers in this millennial era are spending more time online, and digital marketing offers different benefits in terms of speed, performance, and is more user friendly. To form an effective marketing strategy for organisations or companies, the early identification type of marketing is significant and effective to promote the HEI to the world.

Tertiary education for most people requires proper and lengthy planning from deciding which course to take and which institution to choose up to more personal matters such as accommodation and daily life arrangements. Such huge steps require accurate information from reliable sources. Traditional method of marketing executed

by HEIs such as using brochures, educational road shows, television and radio by giving all the information about HEIs. However, as the world has changed tremendously, the internet has become an important medium obtaining news, knowledge, interactions and much more. HEI is marketable based on its publication record of accomplishment, accommodation, services, research, academic achievements, innovations and others. Each of these platforms help students to obtain the right information about the course offered, management, academic scholars, and much more.

On the other hand, HEI incomes are mainly from the academic tuition fees and fund allocation by the government. This is true as USIM depends on its two main income sources to maintain its operation. One stream comes from the student fees and the other is from the government funding. The capability of USIM in attracting local and international students is assisting the university in generating revenue. Marketing in education is as important as in other business sector.

Education is a lucrative business and with the correct marketing strategy, HEI could self-sustained its operation from study fee collection. Hence, all universities are required to increase their students' enrolment, especially the international student enrolments. Getting international students to enrol at HEI however, is getting competitive among the universities and every university, including USIM needs to strategize its marketing plan in order to capture a bigger slice of the pie. An effective marketing strategy may increase the visibility of an institution, making its presence more attractive to the eye of the potential students.

According to Tan Sri Dr. Abdul Shukor Hj. Husin, the former Vice Chancellor of USIM, he believes that the university has the exclusive and unique academic programs to offer that differed from other Malaysian public universities which integrates the *naqli* (revealed knowledge) and *aqli* (acquired knowledge) in its academic programs which

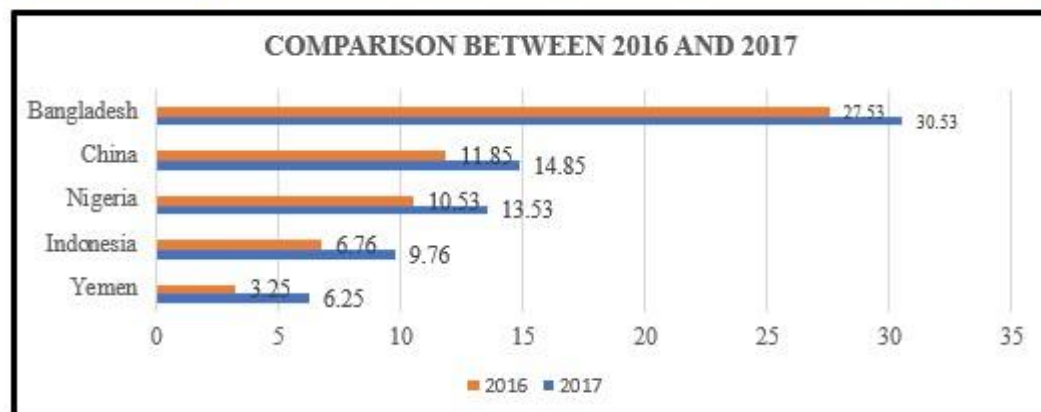
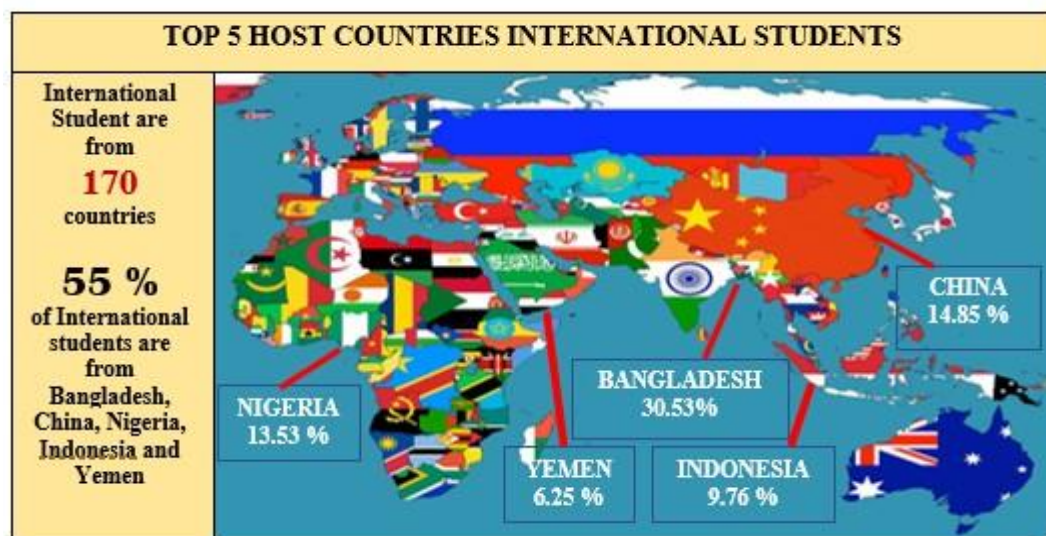
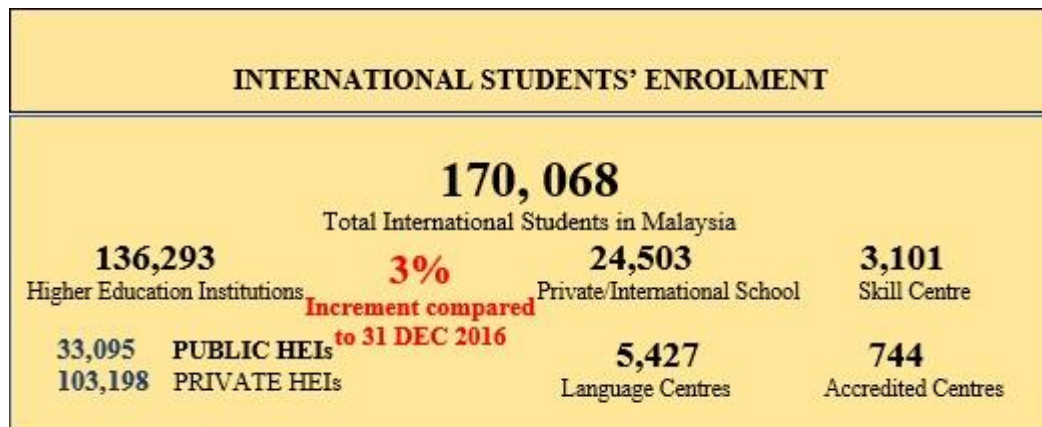
acts a basic fundamental of this university, gives an advantage to increase the presence and visibility of the university to be among the main choices of international student's applicant to enrol their studies and with the conducive Islamic environment (Source: *Berita Harian*, 18 May 2000).

2.2.1 Issues and Project Brief

Each year, all public universities in Malaysia are expected to receive enrolments from international student of at least 10% from the total number of local student enrolments. This target was put forward by the Government in hope to make Malaysia as one of the top destinations for higher education learning at an international level (Source: PSPTN, 2007). A continued growth in international students coming to Malaysia would give a positive economy impact to the country. A higher study fee for international students gives a stronger revenue to the University, allowing less dependency on the limited funds provided by the government.

2.2.1.1 International Student Enrolment in Malaysia

Data collected from the Education Malaysia Office under the Ministry of Higher Education as illustrates in Figure 2.1 shows a high influx of international students entering Malaysia to pursue their studies. As of December 2017, there are about 170,068 students from 170 countries pursuing their studies in Malaysia as undergraduates, postgraduates and in secondary schools (international schools). It is found that 55% of these international students are from Bangladesh, China, Nigeria, Indonesia, and Yemen, and there has been a 3% increase in enrolment from year 2016 to the year 2017 (Education Malaysia, 2018).



Source: Education Malaysia, Ministry of Higher Education Malaysia (2018)

Figure 2.1: International Student Enrolment in Malaysia

2.2.2 Problem Identification

Based on Figure 2.1, the international students' enrolment in Malaysia has shown an increment from year to year.

2.2.2.1 International Students' Enrolment in USIM

Unfortunately, contradicting to this, USIM sees very low numbers of international student enrolments, this is especially true for the undergraduate level. This issue was highlighted in the Senate Meeting dated 6 December 2017. Reports presented in the meeting as shown in Table 2.1 has highlighted the failure of achieving the target of 10% for year 2017. The 10% requirement is the target and Key Performance Indicator (KPI) set by the Ministry of Higher Education to all public universities to achieve and it is in line with the country's vision to have more international students in our local universities (PSPTN, 2007). Therefore, the University's Senate has requested for an in-depth action to be taken in order to solve the issue and to achieve the set target.

2.3 Analysis of Issues

To obtain a clearer picture of the international students' enrolment in USIM, specifically for the undergraduate level, an investigation on the issue by analysing the statistical report from USIM's Division of Academic Management for the duration of four (4) years, from 2014 to 2017 has been carried out. These data are as shown in Table 2.1. As of February 2018, the report shows that the number of enrolments from international students received by USIM in these four (4) consecutive years are below the 10% expected target set by the University and by the Ministry of Higher Education for four (4) consecutive years. The data also shows a low number of applications received from international students as compared to the projected number of enrolments

that USIM should have receive from international students. In fact, based on the numbers, it was extremely low compared to the applications from locals who applied for admission to USIM as shown in (Appendix 5 to Appendix 7) based on the statistical report obtained from the Ministry of Higher Education.

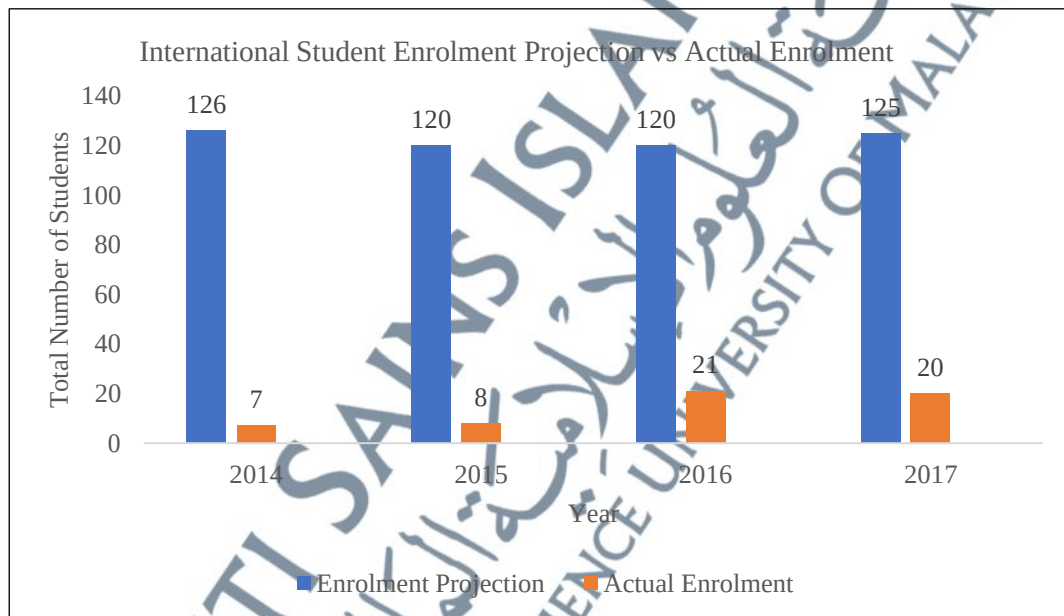
In 2014, the enrolment projection for international students is 126 which is 10% out of the total enrolment projection for undergraduate level for the year. However, the enrolled students were only 7 (5.5 %). In 2015 and 2016, the enrolments projection was the same with 120, but the enrolled students were only 8 (6.6 %) and 21 (17.5 %) respectively. For 2017, it was recorded a total of 125 international student's projection enrolment and only 20 (16%) enrolled.

USIM is getting smaller number of international students' enrolments and there is a need to identify the reasons and root causes for this smaller number of international students' enrolment. At the international level, many prospective students do not recognize USIM as a well reputed and established university in Malaysia. Perhaps, ineffective marketing strategy previously implemented showed USIM's identity and reputation as being weak and negligible. Traditional marketing strategies such as road shows and newspapers advertisements, brochures and flyer distributions tend to be less effective in attracting prospective students' attention.

Table 2.1: Enrolment Projections by the University for Acquiring International Students (Undergraduate)

Year	Application from Local Students	Enrolment Projections (Local Students)	Enrolled Students (Local)	Enrolment Projections (International Students)	Application from International Students	Enrolled Students (International)
2014	24,981	2,514	2,406 (86.5%)	126	16	7 (5.5%)
2015	31,185	2,406	2,492 (82.7%)	120	15	8 (6.6%)
2016	23,069	2,403	2,375 (82.9%)	120	29	21 (17.5%)
2017	24,867	2,512	2,502 (86.1%)	125	30	20 (16%)

Source: Division of Academic Management of USIM (2018)

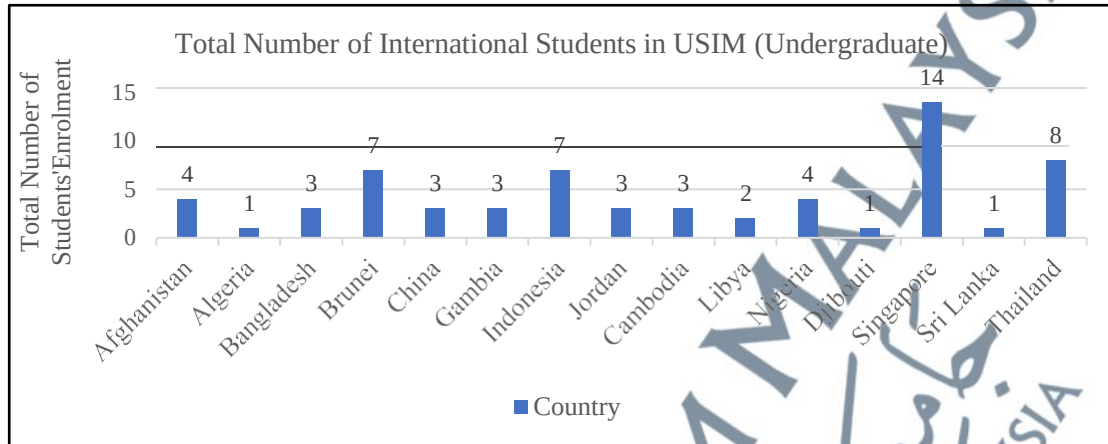


Source: Division of Academic Management of USIM (2017)

Figure 2.2: Projection Versus Actual International Students' Enrolment in USIM

In the past four years, the number of new countries sending their students to USIM has increased, however, the number of student retention from the same countries has declined and the total number of international students enrolled into USIM is less than a quarter of the enrolment projection as shown in Figure 2.2. It can be concluded that

the total number of international students is far behind from achieving the university's enrolment projections for four consecutive years.



Source: Division of Academic Management of USIM (2017)

Figure 2.3: Total Number of International Students from Respective Country Enrolled to USIM

Apart from that, the total number of international students' enrolment from 15 countries as shown in Figure 2.3 is highly varied and not of any consistent pattern. An increase in USIM enrolment can be created by having more interest among international students. This interest can be engaged by creating more awareness about USIM, by carrying out marketing promotions that will increase USIM's visibility to the international students. It is important to explore and examine the efficiency of the current marketing tools used and if there is a new marketing tool will be more effective in creating more interest and awareness of USIM among the potential international students. USIM will remain underdog unless relevant marketing tool and strategies are being engaged to increase its visibility. This case research may also serve as a precursor to other investigation, study pertaining the factors that may cause the declining of international students' enrolment for the undergraduate level.

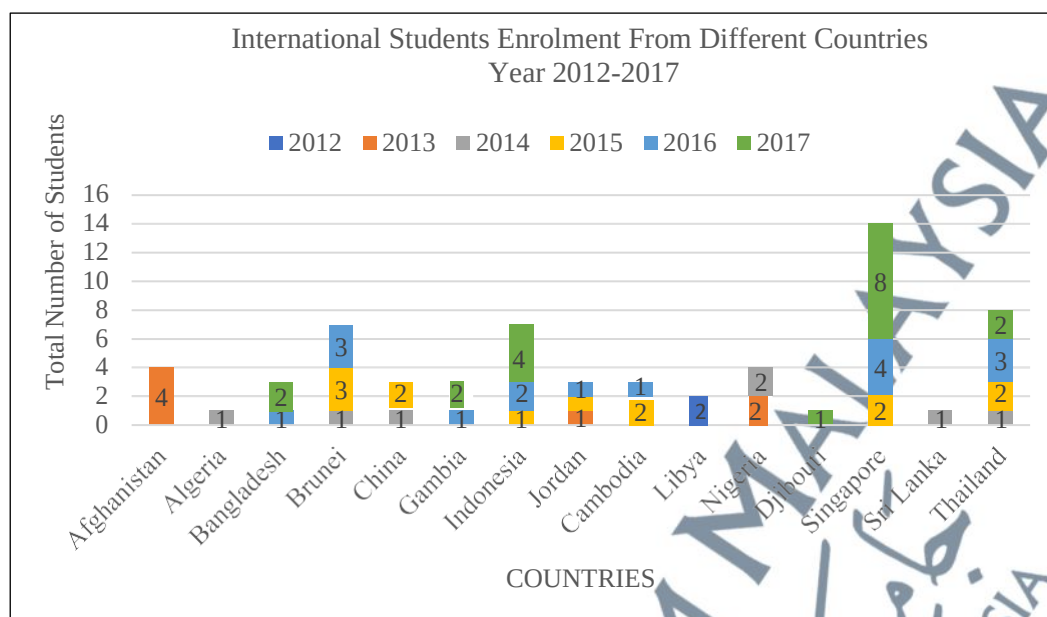
As the competition for international students becomes more intense, it is crucial for USIM to design strategies that effectively attract students to study on its campus.

There has been an increase of enrolments for the previous four years, though this increment is not up to a satisfactory level. Data obtained from the Division of Academic Management of USIM as shown in Table 2.2., as of February 2018, a total of 64 international student enrolments in USIM from 15 different countries.

Table 2.2: International Students' Enrolment Based on Country (Undergraduate)

Country	Male	Female	Total
Afghanistan	3	1	4
Algeria	1	0	1
Bangladesh	2	1	3
Brunei	1	6	7
China	1	2	3
Gambia	3	0	3
Indonesia	3	4	7
Jordan	0	3	3
Cambodia	0	3	3
Libya	1	1	2
Nigeria	3	1	4
Djibouti	1	0	1
Singapore	1	13	14
Sri Lanka	0	1	1
Thailand	2	6	8
Total	22	42	64

Source: Division of Academic Management of USIM (2018)



Source: Division of Academic Management of USIM (2017)

Figure 2.4: International Students Enrolment from Different Countries from Year 2012-2017

As indicated in Figure 2.4, USIM has started to receive international students from year 2012 with two students originating from Libya. In 2013, USIM received new enrolments from countries such as Afghanistan, Nigeria and Jordan. Even more new enrolments were recorded in 2014 from Algeria, Brunei, China, Sri Lanka and Thailand with each country sending at least 1 student. However, the year 2014 has shown a halt in receiving any new students from Afghanistan and Nigeria. In fact, these two (2) countries have not sent any new student till 2017. In year 2015, Indonesia and Singapore enrolled their first 3 students each and along with Cambodia and Thailand. These four (4) countries have continued to send their students through the year 2016 and 2017 respectively, however a slight drop of the number of students enrolled was recorded in the year 2017. Brunei is another country that has not had any new enrolment in the year 2016 and 2017. In year 2017, USIM has received new enrolments from Bangladesh and Djibouti.

The growth of international student enrolment is due to the awareness and visibility of USIM among international students, as a result of various promotions and marketing activities such as educational road shows conducted abroad as per Table 2.3. Promotional strategy from USIM was aimed at the Middle East in 2011, 2013 and 2014. In 2015 to 2016, the educational promotion activities were aimed at Indonesia. In 2016 and 2017 to Singapore and from 2014 to 2016, it was to Thailand. However, the total number of international students' enrolment were not up to the satisfactory level.

Table 2.3: International Education Promotional and Marketing Activities by USIM

Promotional Activities Abroad	Year
Education Promotional Activities to Middle East	2011/ 2013/ 2014
Education Promotional Activities to Indonesia	2015/ 2016
Education Promotional Activities to Singapore	2016/ 2017
Education Promotional Activities to Thailand	2014/2015/2016

Source: Division of Academic Management

2.3.1 Reduction of Budget Allocation from the Government

A second issue was identified from the financial report obtained from the Bursar Department as shown in Table 2.4. For three (3) consecutive years (2016 to 2018), the University has spent more on the operational expenditure as compared to the allocated fund

2.3.2 Criticality of Issues

The evidence has been clearly shown as depicted in Table 2.1 on the enrolment projections by the university for acquiring international students for undergraduate level and the financial statement on budget allocation received from the government as shown in Table 2.4 serve the needs for USIM to move forward. According to Felix et al. (2017), a great marketing management is a process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges that

satisfy individual and organisation goals.

2.3.3 Case Research Objectives

The university is targeting the international market not only because of the Key Performance Indicator (KPI) set by the country and Ministry of Higher Education to all public universities to get more international students to study in our local universities, and to achieve the enrolment projections target and endorsed by the University's Senate but also as one of the university's alternative sources of income. From observation, the issue of low number of applications received and enrolments from international students requires a further investigation on USIM's marketing efforts at the international level.

Therefore, the objectives of this applied case research are:

- i. To examine the existing undergraduate international student enrolments at USIM.
- ii. To identify and analyse the key issue of the case, from the marketing perspective to increase USIM's visibility in getting international students for undergraduate level in USIM.
- iii. To recommend a course of action by investigating the preferred choice of source of information among the international students in obtaining information on USIM.

2.4 Literature Review

2.4.1 Introduction

This section presents the review from the past literature pertinent to the present case research on the concept of marketing, service marketing, increasing visibility, digital marketing and the roles of social media in marketing.

2.4.1.1 Marketing Concept

Marketing is defined as the way a company uses to satisfy customers' needs or desires (Bhat & Darzi, 2016). However, in the new marketing trend, it has focused on maximizing the value of the product or service to customers according to its preferences. It is due to the conventional and traditional marketing mix is found less incorporated with the development of online marketing. Marketing researchers have been trying to expand the marketing concept to the online aspect. The type of business practices and activities supported were added to online activities. The use of marketing via online platforms is gradually increasing. Therefore, online marketing combines with technology and the right marketing strategy to distribute product or service to customers efficiently.

2.4.1.2 Service Marketing

Service marketing is a business model that focuses on non-physical, intangible items. It is used to promote a company's benefits that cannot be seen, touched, or felt. According to Hole et al. (2018), the major goal of service marketing is to strengthen marketing capabilities while also improving production value and customer relationships. This might refer to the promotion of a product or the promotion of a service. These are benefits that are mostly driven by people, processes, and that a client cannot keep. Service marketing is used by industries such as hospitality, tourism, financial services, and professional services (Bhat & Darzi, 2016). Marketers promote a variety of entities, including commodities, services, events, and people. Service marketing refers to the marketing of services. Services are intangible in nature and do not imply ownership of something. Its creation could be linked to a physical product or not. External, internal, and inter-departmental excellence are required for service

marketing excellence. Pricing, distribution, and advertising of services to consumers are all covered by external marketing. Internal marketing entails educating and inspiring staff to provide excellent customer service. The ability of the employees to serve the client is described by interactive marketing.

The following are the major aspects that characterise service marketing:

1. Intangible- unlike physical things, which can be touched, felt, and seen, services are not tangible.
2. No ownership- services can only be experienced and it is not possessed.
3. Inseparability- service marketing is based on the concept of the moment of truth, which states that services are generated and used simultaneously.

2.4.1.3 Increasing Visibility

The existence of USIM may not be visible to a wider pool of international students. For this case research, the university's visibility refers to how well known is USIM to the public and most importantly to the prospective students. The image of USIM as one of the reputable universities in Malaysia, capable of offering excellent level of teaching and learning, uniqueness of academic programs offered, and exciting student life experience should be the first image that comes to mind when the name of USIM being mentioned to the prospective students. With a positive image of USIM, and backed up by relevant information on the university, the interest to enrol and study at USIM will increase.

The concept of visibility as stated from the past literature indicates that it is not just a literal meaning as immediate sensory experience but also a metaphorical one where the concept assumes a set of symbolic meanings normally related to the way particular events are communicated by media. In this sense that we can relate social

recognition to visibility (Mossberger, 2017) and explore the ways social agents demand media attention to become socially acknowledged. Shahrudin et al. (2019) argues visibility described as having a rippling effect on society and part of this effect comes not exclusively from the way's media set up empirical visibilities and influence visibility's contingent compositions, re-composition, and inter-compositions. In other words, the field of visibility is relational, strategic and processual (Bi et al., 2019; Jennings et al., 2018; Xu, 2017). In the marketing context, visibility is defined as the public presence of an individual or organisation in the media that is influential (Yang & Kent 2014). Meanwhile, Fombrun and van Riel (2004) describe presence in the media is one of the important factors of an institution's public reputation, hence the media visibility of institutions may affect the image and branding for the institution. Therefore, to increase the interest of the international students to enrol into USIM, it is crucial to get more engagement from the prospective students by increasing their awareness and the visibility of USIM among the potential international students. In developing and promoting the image of the university for a positive perception among international students, educational marketing strategies represent a factor of tremendous and real importance (Akareem & Hossain, 2016; Jones et al., 2019). The existing marketing strategies and channels are reviewed to raise the profile of the university among the international students. Kjellberg and Haider (2019) and Oliveira (2019) argued that the visibility of academic institutes is essential to get the required international enrolments.

According to Gesso (2021), in order to attract more international students to study in HEIs, the HEIs need to strategise an internationalisation strategy to promote international student recruitment and mobility as the central tools of contemporary universities operating in a global and competitive context. The universities need to increasingly give relevance to the internationalisation of education in their strategic

plans to attract overseas students and encourage incoming and outgoing student mobility. Lomer (2017) suggested in order to recruiting international student in higher education, it is crucial to critically examines governmental policy on international education policy analysis and concerning the travelling documentation needs for the students to study abroad.

2.4.1.4 Digital Marketing Era

The digital era is characterised as extensive use of new technologies and permanent connectivity through the Internet, all of which have led to significant changes in consumer behavior (Labrecque et al., 2013). Due to the accessibility infinite sources of information, users are increasingly well-informed. According to Reyes-Menedez et al. (2020), individuals today search out what they want to know for themselves, produce content and distribute it altruistically on social media, thereby encouraging anonymous users to communicate and collaborate. The electronic word-of-mouth (e-WoM) is another idea that is crucial for digital marketers (Saura et al., 2019). These new tendencies draw attention to the fact that the necessity to adapt traditional marketing communication techniques to a digital environment, because proper implementation of digital marketing strategies results in significant e-business benefits (Saura et al., 2017). Digital marketing is a type of marketing that allows customers and business partners to communicate with one another via the use of digital information and communication technologies and electronic devices to develop interaction networks (Sokolova, 2019). Digital marketing is a set of activities that offer engagement and management of relationships with the target audience through digital information and communication technologies and electronic devices. It is the practise of employing all parts of the traditional marketing organisation (Sokolova, 2019).

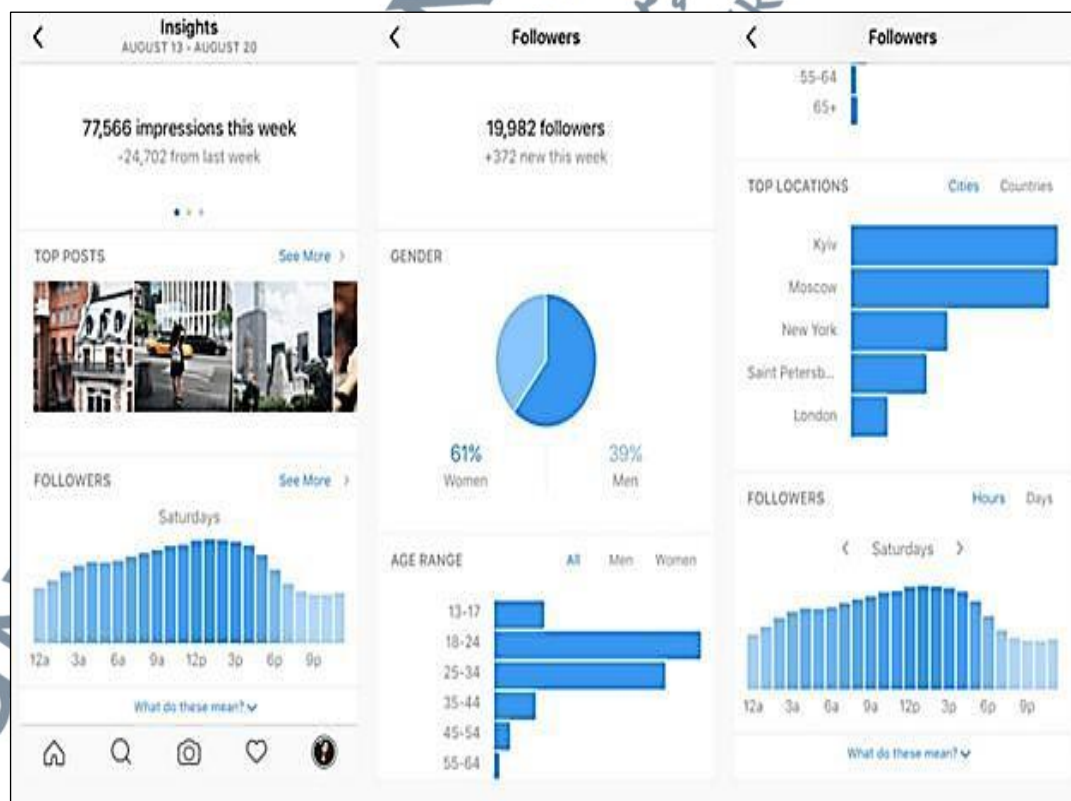
2.4.1.5 Roles of Social Media in Marketing

Social media are characterized as forms of electronic communication, such as social networking websites and micro blogs, through which online communities are formed to exchange information, ideas, personal messages and other content, such as videos. Social media are internet-based technologies designed to interact and share information in conjunction with multiple people (Bingham & Conner, 2015). The present generation of students entering universities is said to be digital natives in which a person who was born or raised during the digital technology age and is well acquainted with computers and the internet from an early age (Kirschner & De Bruyckere, 2017).

The social networking generation is known and it is due to their constant interactions in social networking (Rethlefsen, 2018). It is important to see this as a valuable platform with 4.021 billion internet users and 3.196 billion social media users (Kidd & McIntosh, 2016). According to Kidd and McIntosh, (2016) , 73% of adolescents online and 72% of young adults, who may well, be students, use social networking sites for a variety of purposes. Greenwood et al. (2016) also implied that international students use social media to help in the university decision-making process. Mochon et al.(2017) supported the statement and he stated that 46 per cent of potential students visited the Facebook page of a university and 69 per cent "liked" a college page. Communication and participation are encouraged through social media. Richins (2015) estimates that more than half (52 %) internet user's use two or more of their social media accounts such as Facebook, Twitter, Instagram, Pinterest to communicate with their relatives, friends or colleagues. Facebook, YouTube, WhatsApp, WeChat, Instagram, QQ, Tumblr, Twitter, LinkedIn, Pinterest, Baidu, Wikipedia, Snapchat, Weibo and Vine may be included in social media sites. Lam et al. (2019) with the survey requires students to identify the social media application by how much it is used in their region. For example, in Singapore, Instagram is a popular social

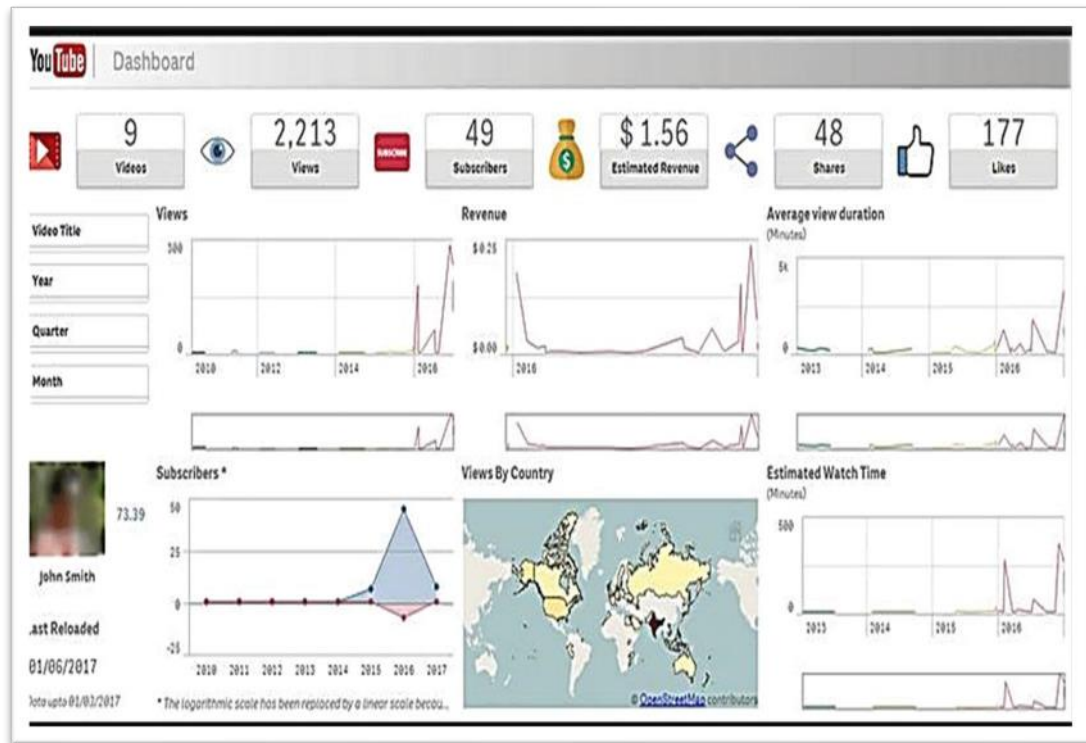
media application with 35% users, followed closely by YouTube with 31% users and Facebook with 17% users. Most applications in social media such as Instagram, YouTube and Facebook generate an insight that is specific to posting. This experience is crucial for the implementation of targeted content in the marketing of social media.

Social media marketing refers to traffic or attention on social media sites. Therefore, a social media marketer or manager manages social media marketing and daily operations, including create specific content problems in order to meet the company's target customers, develop, accurately and handle all published content. They also monitor, listen to and respond to users socially while encouraging the company's leadership and sales. An example of a report on Instagram and YouTube insights, as shown in Figure 2.5 and Figure 2.6 reveals, among others, how many people had seen the corresponding article, which posting was better than others, which genders and demographic are more interested, which time to post and many others information.



Source: Ayodeji and Kumar (2019)

Figure 2.5: Example of YouTube Insights Report



Source: Ayodeji and Kumar (2019)

Figure 2.6: Example of Instagram Insights Report

Based on these various research findings on previous studies, it is recommended that USIM actively engage in social media applications that can help to boost the branding of the university. The usage of social media is effectively exploited and developed. Therefore, a strong potential for universities to use social media to create a culture of involvement, interaction, sharing and collaboration to increase their visible exposure and encourage more student enrolment (Law et al., 2019).

2.5 Research Methods

2.5.1 Introduction

Research methodology concentrates on the specific process that involves identification, selection and analysing all the related information obtained from primary and secondary data. As indicated by Sekaran and Bougie (2016), research methodology

can be defined as the stages used to gather the sources and data for the motive in the research decisions. Apart from that, it enforces researcher to be critically evaluate the method chosen in achieving the objective of the study. This section offers detail explanation regarding research design, sampling and population, instrumentation, data collection and data analysis. These processes will assist in enhancing the reader understanding about the research.

In order to meet the objectives of this applied case research, the data obtained from primary and secondary resources. Primary data refers to the information obtained first-hand on the interest for the specific purposes of the case study. Secondary data refers to the information collected from the sources that already exist (Bougie, 2013). The primary data consists of questionnaires has been distributed among the international students in USIM from the undergraduate level.

On the other hand, the secondary data obtained from departments in USIM such as from USIM's annual report, financial report from Bursar Department, statistical reports on international students' enrolment from Division of Academic Management, data from International Office and other sources such as blueprints, reports and articles from Ministry of Higher Education such as students' admission data, Malaysia Education Blueprint (Higher Education), newspapers and articles.

2.5.2 Research Design

Research design can be described as the structure of procedures to paste together the variety of research's components for handling the efficient research problem (Abutabenjeh & Jaradat, 2018). As stated by Creswell and Clark (2011), research design is an important aspect that refers to specific plan in manoeuvring the research. The process encompasses of problem statement determination, analysing research questions,

methodology, result analysis and writing justification and explanation. This case research chooses descriptive research as the research design for this study. Descriptive research can be defined as one of the research methods that explains the attribute of the population, phenomena or situations of the research as well the study (Samar, 2017). The form of descriptive analysis as the instrument has been utilised.

2.5.3 Research Population

Research population is an important approach in conducting research. The determination of population before starting the research will help the researcher in directing the research align with the outlined objective. Purposive sampling will be used to collect the data in completing this applied research. According to Sekaran and Bougie (2016), total population sampling is a type of purposive sampling technique that involves examining the entire that have a particular set of characteristics. Purposive sampling is a form of non-random sampling that requires certain criteria in selecting the sample. The sampling involves identifying and selecting individuals or groups of individuals that are especially knowledgeable about or experienced with a phenomenon of interest (Creswell & Clark, 2011). Therefore, this study is conducted towards international students from undergraduate level that enrolled in USIM.

2.5.4 Sample Size

Based on the statistical report from USIM's Division of Academic Management (2018), as of February 2018, there is a total of 64 international students enrolled for the undergraduate programs. Thus, from that population number of international students for the undergraduate level, a sample size could be calculated and determined by that number in order to conduct a survey.

For this case research, the population size has been determined by using the sample size formula based on desired accuracy with confidence level of 95% by Gill et al. (2010) in (Taherdoost, 2017). The description of minimum amount of sample size subset from population displayed as in Table 2.5.

Table 2.5: Sample size based on Desired Accuracy with Confidence Level of 95%

	Variance of the population P=50%		
	Confidence level=95% Margin of error		
Population Size	5	3	1
50	44	48	50
75	63	70	74
100	79	91	99
150	108	132	148
200	132	168	196

Source: (Taherdoost, 2017)

Based on the Table for sample size of respondents as displayed in Table 2.5, the size of population respondents for between 50-75 people, the ideal sample size is in the range of 44 to 63 respondents. However, since the number of respondents was reachable and accessible, it is better to include all international undergraduate students which refers to 64 respondents equals to 100% (total population) of the international students' population for the focus group of this study.

2.5.5 Research Instrument

Selection of instrumentation is important that drives a desire result aligned with the objective of this study. According to Creswell (2012), the instrumentation selection is important process that resembles the reality aspects that turns into specific numbers and values that can be interpreted accordingly. The researcher had to review past

researchers that had already done the research in order to construct the questionnaire. Therefore, research instrumentation (questionnaires) has been adopted from previous study conducted by (Spearman et al., 2016) on 'Factors Influencing Student Enrolment and Choice of University' and (Bukhari et al., 2018) under the research on 'Modelling the Information-Seeking Behaviour of International Students in Their Use of Social Media in Malaysia'. The justification of these instrumentations' selection is due to several reasons such as:

- i. The questionnaire constructed is depicted the definite idea that has been discovered previously.
- ii. The questionnaire constructed is fit with the objective of this research.

According to the justification listed, the instrumentation chosen is appropriately applied in the study since it has not bind with any specific related industries. The questionnaire practically used a specific language that can be understood by individual. Further action has been taken to coordinate the entire instrument chosen into one design of questionnaire. The questionnaire developed incorporated with different segments that could ease the process of data collection the next process. In Section A, it is to explore respondents' demographic specifically the gender, age, and home country.

Meanwhile for Section B, is the area pertaining the platform of choosing university that consists of 16 questions. This study chooses specific 5 Point-Likert Scales that represents 1-Strongly Disagree, 2-Disagree, 3- Neutral, 4-Agree and 5-Strongly Agree. Likert scales are employed as it has the advantage that the respondent does not expect a simple yes or no answer from the respondent, but rather allow for degrees of opinion, and even no opinion at all (Joshi et al., 2015). It is a psychometric scale usually included in research that deployed in questionnaire (Martín et al., 2018).

Therefore, quantitative data is obtained, which means that the data can be analysed with relative ease. In addition, the Five Point-Likert scales is employed in this study is to ensure that the response rate and response quality increased and it is relatively easier for respondents to understand (Joshi et al., 2015). Besides that, the agreement term uses in the questionnaires as it allows respondents to answer more precisely, and it provides with more nuanced survey responses to analyse (Joshi et al., 2015) and it is commonly used to ask participants to rate a set of attitude statements using scales with common categories and in attitude measurement (Van der Linden, 2016).

The questionnaire is constructed is in English language. According to “The Role of English in Present Day Higher Education,” (Al-Khalil, 2017) , English language has become an important language in many sectors such as in banking, education, manufacturing, and services.

2.5.6 Validity

Validity refers to the degree to which the instruments can quantify the differences between individuals on the construct, one seeks to measure. According to Taherdoost (2016), validity can be defined as the scale to measure the correctness of the research. In this case research, content validity was determined by an in-depth literature review and the usage of validated survey instruments from previous research. It was conducted to guarantee that the instruments covered the concepts intended for this study. Next, the instruments were examined and approved by the Panels of Supervisors for Marketing Module Committee of Faculty of Economics and Muamalat, USIM in order to ensure the content and face validity.

Their comments were provided below:

- i. Language: Panels have suggested that the language used in the questionnaire should be proofread in a way to capture respondent's understanding.
- ii. Font: In the beginning, the researcher used Arial font and 11 points for questionnaire instruments that resulted in excess in pages and psychologically, it will affect the respondent's mood of answering the questionnaire. Thus, the panels have recommended that the font should be changed to Times New Roman and 12 points for questionnaire instrument to ease the respondent to answer. According to (Aggarwal & Vaidyanathan, 2016; Li et al., 2017), Times New Roman with 12 points in size will help the respondents' eyes to relax while reading all questions.
- iii. All the title of the questionnaires must be in English to avoid misunderstanding either to the researcher or respondents.
- iv. Set of questionnaires must be with the serial number to help the researcher to analyse information better and avoid any repetitions of the same respondent.

Once the instruments have been validated, the necessary amendment to the instrument was made based on the recommendation given by the Panels of Supervisors for Marketing Module Committee. The corrections to the instrument are important to avoid any issues and misunderstanding about the questionnaire in the fieldwork. Next, is to conduct a pilot study prior to the fieldwork.

2.5.7 Pilot Study

Before the process of collecting data took place, a pilot study has been carried out.

A pilot study refers to the mini version of a full-scale study or a trial run conduct in

planning of the whole study. It is also known as a ‘feasibility’ of the study. Gay et al. (2011) stated that pilot study is conducted to ensure the researchers are able to interpret valuable data. The measuring instruments used to collect those data must be both valid and reliable. In addition, it also serves as a platform to verify appropriate instrument in collecting data for the actual study.

A pilot study is an approach that has been implemented in this case research by utilising a questionnaires instrument. Generally, ten (10) respondents among the international students were involved in the pilot study. Although it was a small quantity, it has the same preferences in the actual study (Eldridge et al., 2016). According to Eldridge et al. (2016), a small number of respondents (around 10 to 30 people) is needed in a pilot study. The systematic practice of a pilot study was useful to help the researcher to understand the process of conducting a survey well (Becker et al., 2017; Heaton et al., 2016; Johnston et al., 2017; Pedder et al., 2016).

Further, all information obtained from the pilot study is analysed using the IBM SPSS 23 to identify the reliability of the questionnaire. Data obtained by using internal consistency reliability of coefficient alpha or also known as Cronbach's Alpha co-efficiency. Cronbach (1961) stated, when the values of Alpha Cronbach are more than 0.70 it means that the questionnaire is accepted and reliable. Furthermore, a pilot study may lead to additional look at the consistent quality of the instrument. Cronbach's Alpha was additionally performed to test the consistent quality and consistency of the more significant part of the measurements, which will be gained from an exploratory element examination. An outcome of 0.70 or more was acknowledged as a cut-off point (Muijs, 2004). See Table 2.6.

The result of the pilot test provided helpful information on the questionnaire design, wording, and measurement scales. Thus, it gives a clear picture to the researcher to plan and execute on fieldwork based on the time obtained.

Table 2.6: Reliability Analysis of the Dimension

Variable	Cronbach's Alpha	N of Items
Platform of Choosing University	0.882	16

The validity and reliability test were necessary to ensure that the instrument used were fully examined and consistent with the allocated time (Lee & Seomun, 2016). Validity is a vital venture at the present examination, paying little mind to whether the exploration is qualitative or quantitative (Creswell & Clark, 2007).

Creswell (2008) stated that reliability of the question guarantees a quality when the scores from an instrument are steady and reliable. Meanwhile, Lee and Seomun (2016) characterized dependability as the consistency of the scores obtained and how predictable they are, for every participant involved in the research.

2.5.8 Data Collection

This section discussed about the method used to gather information from the respondents in order to meet the objectives. Therefore, the questionnaires have been used to complete the survey in USIM.

The goal of using questionnaires is to collect information about the same variables or characteristics from some cases where the result is a data matrix or a structured or rectangular set of data. As such, it begins with determining a set of questionnaires that comprised of demographic and platform of choosing university.

In conducting the data collection of marketing case research, the survey was conducted on 1st February 2018. The established questionnaires are distributed among international undergraduate students. Since there were about 64 international students, the researcher took an initiative to approach them individually. The reason why this kind of approach was used mainly to ensure that the questions asked in the questionnaire are well understood and if there any issues in understanding the questionnaire, the researcher would explain it directly. For each respondent, the time taken for answer all the questions was about 5-10 minutes. Once completed, the researcher glanced through all the questions to avoid any missing or unanswered questions. In order to complete 64 respondents, it took a week to be completed. Hence, after all the information was obtained, it drove the researcher to screen and evaluate before data analysis can be commenced.

2.6 Data Analysis

2.6.1 Introduction

Students from 15 different countries that constitute the total number of undergraduate international students in USIM have been chosen for the study. This involves the description of statistics. Descriptive statistics is used to measure or summarized the available data present in graph, chart or tables. Mostly, it implicates the means and standard deviation. Furthermore, this subtopic also prescribed the demographic data, which includes the gender, age and country. It will be essential for arranging and displaying the data.

Information data analysis was divided into descriptive statistics. The information data was coded into and analysed with the IBM SPSS 23. The information data obtained are analysed by using descriptive statistic.

In achieving the research objectives, the case research used percentage, frequency, mean and standard deviation as representative of the descriptive data analysis. According to Kim et al. (2017), in conducting a descriptive analysis, the information that has been obtained need to be in a set of data. Meanwhile, according to (Devlieger et al., 2016), mean used to analyse each score in the distribution. The standard deviation was conducted to measure the data dispersion (Boley et al., 2017). Since this case research was conducted to discover the most effective marketing tool in attracting more potential international students, it is important to have the findings for the Management of USIM to take a necessary action in boosting the marketing strategy to the maximum.

2.6.2 Findings Derived from the Survey

Descriptive analysis was utilised to establish a summary of research data received. The descriptive analysis for the study is to investigate the preferred choice of source of information by the students in obtaining information on USIM and will be explained by the number of the respondent (N), mean, standard deviation and the number of items. This section was to identify respondent's demographic profiles who are the participants in this study.

2.6.2.1 Demographic Profile of Respondents

Table 2.7 shows the demographic profile of respondents collected from the survey. Subjects' characteristics and background information such as gender, age and country were collected from total sample of (N=64) students that participated in this survey. The gender shows, female has the highest percentage with 65.6% (N=42) while male respondents are 34.4% (N=22).

For the age range, the age range between 18 to 20 is 78.1% (N=50). The age range between 21 to 23 years old and age range between 24 to 26 years old were the same with 9.4% (N=6) respectively while respondents more than 26 years old is 3.1% (N=2) only. Lastly, for the respondent's country of origin, Asia countries have recorded the highest number of percentages which is 76.6% (N=49) followed by African countries which 15.6% (N=10) and Middle East countries was 7.8% (N=5).

Table 2.7: Demographic Profile of Respondents

Description		Frequency	Percentages (%)
Gender	Female	42	65.6%
	Male	22	34.4%
Age	18-20	50	78.1%
	21-23	6	9.4%
	24-26	6	9.4%
	More than 26	2	3.1%
Country	Asia Countries	49	76.6%
	African Countries	10	15.6%
	Middle East Countries	5	7.8%

2.6.2.2 To Investigate the Preferred Choice of Source of Information by the Students in Obtaining Information on USIM

Based on the findings, most of the respondents chose social media as their preferred medium to obtain information about the university with 14 respondents answered Agree and 35 respondents answered Strongly Agree. For both answers, the cumulative percentage are 21.9% for Agree and 54.7% for Strongly Agree. Overall, total mean is 4.31 (SD=.833). Next, the respondents also tend to search information on the website of the university with majority of the respondents answered Agree with 16 respondents (25%) and Strongly Agree with 34 respondents (53.1%) with the total mean is 4.25 (SD=.976).

Furthermore, it is noticed that respondents less preferred to find any information about the university from the newspaper advertisement with Strongly Disagree (N=9, %=14.1), Disagree (N=7, %=10.9), Neutral (N=18, %=28.1), Agree (N=7, %=10.9) and Strongly Agree (N=23, %= 35.9). Collectively, the total mean is 3.44 (SD=1.435) while the least preferred medium as source of information is advertisements that respondents received via a cell phone with Strongly Disagree (N=3, %=4.7), Disagree (N=24, %=37.5), Neutral (N=23, %=35.9), Agree (N=2, %=3.1) and Strongly Agree (N=12, %= 18.8). The mean result is 3.42 (SD=1.139).

Table 2.8: Preferred Source of Information in Choosing University

	Descriptive Statistic				
	N	Minimum	Maximum	Mean	Std. Deviation
Information found in social media	64	3	5	4.31	.833
Searching information in university website	64	1	5	4.25	.976
The university advertisements on billboards	64	1	5	4.20	1.011
Reading the university's brochures	64	3	5	4.10	.756
Publications distributed at schools	64	2	5	4.06	.941
The school's visit to a university	64	1	5	4.05	1.147
A teacher at school	64	2	5	4.03	1.234
Reading information on other websites	64	2	5	3.91	1.019
The university advertisements in magazines	64	1	5	3.80	1.299
A close friend	64	1	5	3.75	1.405
Talking to other people about universities	64	1	5	3.72	1.253
A visit to the university's open day	64	1	5	3.64	1.587
Parents/guardians	64	1	5	3.53	1.553
The university advertisements on radio	64	1	5	3.27	1.483
Advertisements in newspapers	64	1	5	3.44	1.435
Advertisements received via a cell phone	64	1	5	3.42	1.139
Valid N (listwise)	64				

Item	N	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Information found in social media	64			N=15 (23.4%)	N=14 (21.9%)	N=35 (54.7%)
Searching information in university website	64	N=2 (3.1%)		N=12 (18.8%)	N=16 (25.0%)	N=34 (53.1%)
The university advertisements on billboards	64	N=2 (2.0%)		N=15 (23.4%)	N=13 (20.3%)	N=34 (53.1%)
Reading the university's brochures	64			N=12 (18.8%)	N=24 (37.5%)	N=28 (43.8%)
Publications distributed at schools	64		N=9 (14.0%)	N=14 (21.9%)	N=13 (20.3%)	N=28 (43.8%)
The school's visit to a university	64	N=3 (4.7%)	N=2 (1.0%)	N=16 (25.0%)	N=11 (17.2%)	N=32 (50.0%)
A teacher at school	64		N=11 (17.2%)	N=22 (34.4%)	N=1 (1.6%)	N=30 (46.9%)
Reading information on other websites	64		N=8 (12.5%)	N=12 (18.8%)	N=22 (34.4%)	N=22 (34.4%)
The university advertisements in magazines	64	N=3 (4.7%)	N=8 (12.5%)	N=19 (29.7%)	N=3 (4.7%)	N=31 (48.4%)
A close friend	64	N=7 (10.9%)	N=3 (4.7%)	N=19 (29.7%)	N=2 (3.1%)	N=33 (51.6%)
Talking to other people about universities	64	N=6 (9.4%)	N=2 (3.1%)	N=19 (29.7%)	N=14 (21.9%)	N=23 (35.9%)
A visit to the university's open day	64	N=12 (18.8%)	N=4 (6.3%)	N=11 (17.2%)	N=5 (7.8%)	N=32 (50.0%)
Parents/guardians	64	N=13 (20.3%)	N=4 (6.3%)	N=8 (12.5%)	N=14 (21.9%)	N=25 (39.1%)
The university advertisements on radio	64	N=12 (18.8%)	N=6 (9.4%)	N=20 (31.3%)	N=5 (7.8%)	N=21 (32.8%)
Advertisements in newspapers	64	N=9 (14.1%)	N=7 (10.9%)	N=18 (28.1%)	N=7 (10.9%)	N=23 (35.9%)
Advertisements received via a cell phone	64	N=3 (4.7%)	N=24 (37.5%)	N=23 (35.9%)	N=2 (3.1%)	N=12 (18.8%)

2.7 Discussion on the Findings

Based on the finding's outcome in Table 2.8, most of the respondents chose social media as their preferred medium to obtain information about the university with the

cumulative percentage of 21.9% for Agree and 54.7% for Strongly Agree. It explicitly explained that the social media platform been chosen by the current international students of USIM as their preferred choice of information channel as social media has become an essential part in their daily lives. Hence, the implementation of social media as a new marketing tool for USIM is important in order to increase USIM's visibility towards potential international students. The usage of social media such as Facebook, Instagram or Twitter can help international students to access the information on USIM.

These platforms of social media can give a significant impact in attracting potential students from abroad in enrolling themselves in USIM. Therefore, it helps the enrolment of the students for the university to grow and sustain to the level of Ivy League university.

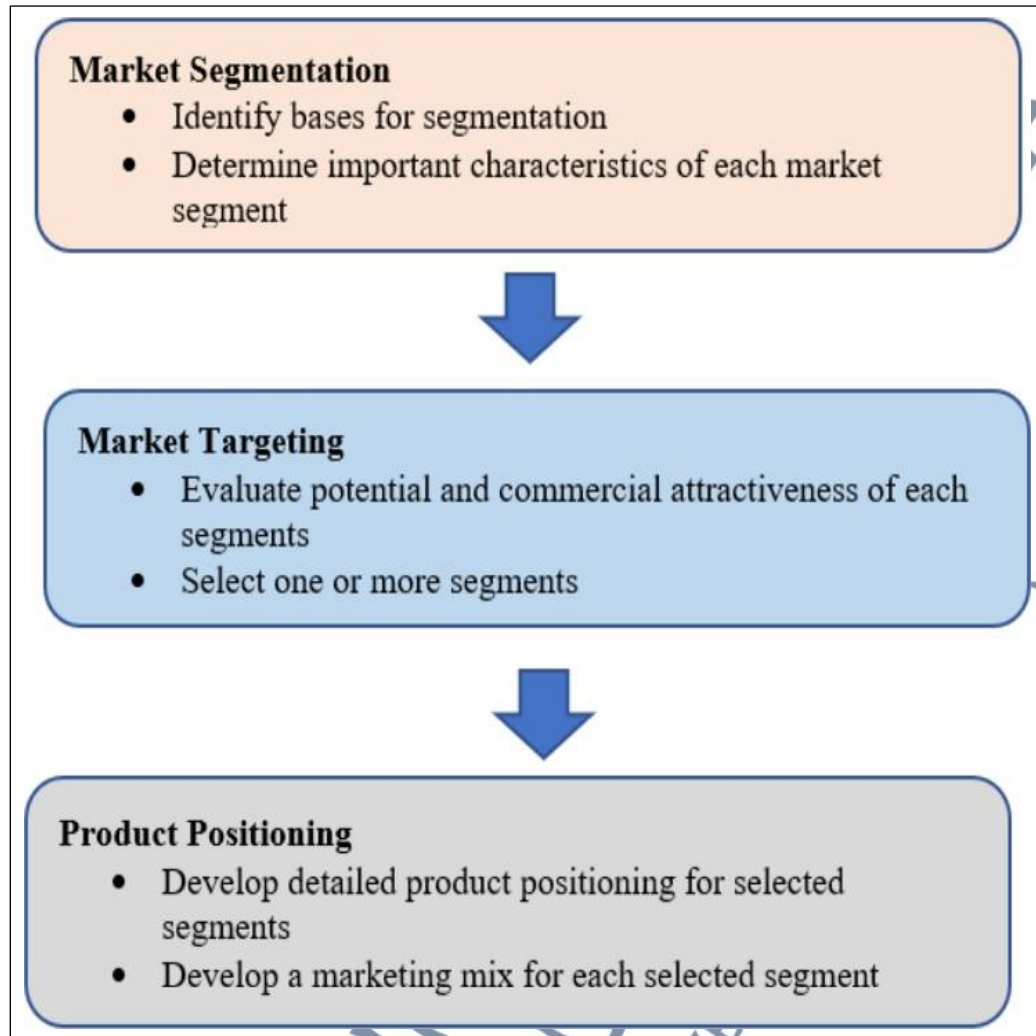
It is recommended that USIM actively engage in social media applications that can help to boost the branding of the university. The usage of social media is effectively proven. Therefore, a strong potential for universities to use social media to create a culture of involvement, interaction, sharing and collaboration to increase their visible exposure and encourage more student enrolment.

2.8 Models and Formulae Used

There are various marketing tools and models across the marketing discipline which are designed to help organisations to develop their action plan to achieve their goals. However, for this case research, the Segmentation, Targeting and Positioning (STP) Model and the 7Ps Marketing Mix Model are seen as the most appropriate models to be used due to its principles to overcome the existing scenario by comprehensively identifying and analysing the capability of organisation to accomplish the desired outcome.

2.8.1 Segmentation, Targeting and Positioning (STP) Model

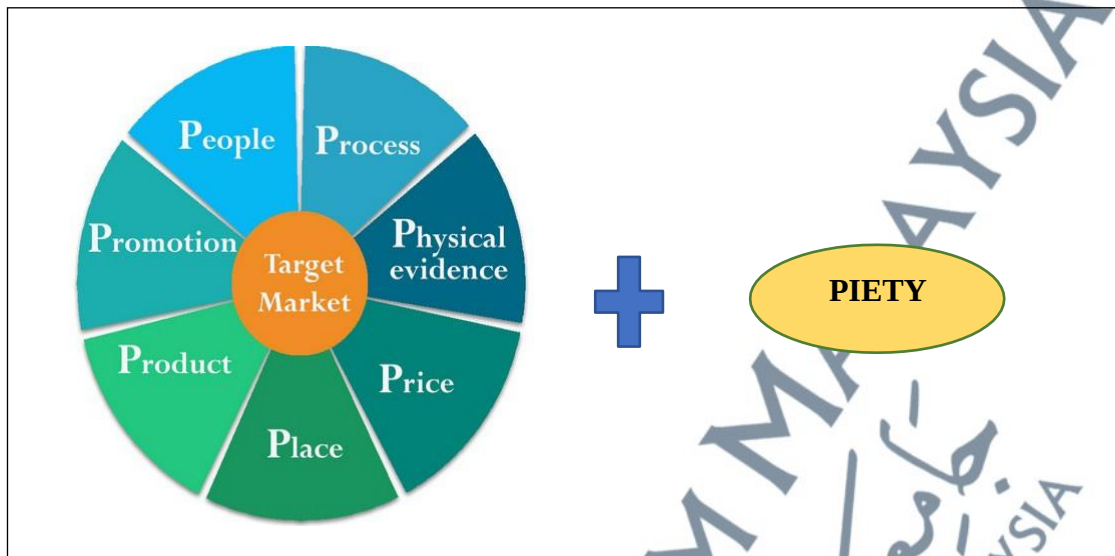
Segmentation, Targeting and Positioning (STP) in contemporary marketing is a common strategic approach. It is one of the most employed communications frameworks in practice. The STP model as shown in Figure 2.7 is valuable for creating marketing communications plans as it helps marketers to plan, develop strategies and communicate personalized and relevant messages to different audiences. The model is an audience-focused rather than product-focused approach to marketing communications which helps deliver more relevant messages to commercially appealing audiences. Through segmentation, organisation can identify niches with specific needs, mature markets to find new customers, deliver more focused and effective marketing messages. By implementing and executing on segmentation market and effective marketing message, the university may identify niches with specific needs, mature markets to get new customers. In the context of this case research are the prospective students.



Source: Hanlon (2019)

Figure 2.7: Segmentation, Targeting and Positioning (STP) Model

2.8.2 Service Marketing Mix 7Ps Model



Source: Booms and Bitner (1981) and Developed for the Current Study

Figure 2.8: Marketing Mix Model

Service marketing is a business model that focuses on non-physical, intangible items. It is used to promote a company's benefits that cannot be seen, touched, or felt. The major goal of service marketing is to strengthen marketing capabilities while also improving production value and customer relationships. In early 1960s', the 4Ps in service marketing mix model was developed by McCarthy. The 4Ps comprised of Product, Place, Price and People. According to the model, these four elements are the basis and essential for marketers when developing a marketing strategy and producing marketing plan. As the evolution of marketing has given rise over the period of time, the 7Ps service marketing mix model as shown in Figure 2.8 was developed by Booms and Bitner in 1981. In order to recognise the importance of human factor in marketing, they added 'People' to the list of existing components and added 'Process' and 'Physical evidence' to represent the fact that unlike physical products as evidence, are experienced as a process at the time of purchase. It is a term for explaining the different

various dishonest methods such as *riba*, gambling and other wicked methods that appear to be legal, but Allah knows that, in reality, those involved seek to deal in interest.

2.9 Potential Impact and Recommend Solution to the Organisation

2.9.1 Impact of social media

In compliance with this model, USIM should establish a targeted social media posting that highlight both issues to draw more attention to the targeted audiences. Instagram posting showing activities related to these two issues should be uploaded to ensure a constant engagement. Frequent Facebook posts on alumni activities could further increase visibility and promote the creation of testimonial stories through viral perspectives. YouTube video sharing in the international USIM campus life or in the activities of other international students can also draw the attention of potential students.

As more students use social networks such as Instagram, Facebook, YouTube and others and rely on them for credible decisions, support from these media is becoming increasingly important. Un Nissa and Mishra (2016) acknowledge this by stating that social media platforms such as Facebook is more suitable than other advertisement routes as they store data on all their users to ensure that marketing reaches the target audience of the marketer. In addition, the wider audiences (Du Plessis, 2018) as well as the platform to promote goods, services, information and ideas (Fernández et al., 2019; Rodny-Gumede, 2017) were often less costly than printing and TV marketing.

2.9.2 7Ps of Marketing Mix

Product: USIM offers 32 unique undergraduate programmes to choose from, and all of them integrate the *Naqli* and *Aqli* knowledge. In fact, USIM adopts a balanced approach between the physical and spiritual aspects, not only in the academic

programmes offered but is widely practiced throughout the university including the administration and management levels. Moreover, USIM offers a unique model for the Islamic higher education, setting it apart from other Islamic universities worldwide. The integration of religious sciences together with the social and physical sciences, in all its programs provides a comprehensive understanding of current global problems and offers a fresh alternative in solving them.

Price: The tuition fees imposed to the international students are at a competitive rate and it is considered cheap comparing with other local universities and universities abroad. This element is significant when it comes to attracting the international students as they are comparing USIM with other universities as well. The university also provides scholarships through the crowd funding (*Waqf*) fund to eligible international students. The price element is vital, as it is the most flexible element of the marketing mix. Thus, it should be clear that, in Islam considering 'buyers' concerns are not less important than considering sellers' concern. In Islam, Allah is the Pricer. Prophet Muhammad (PBUH) said in Hadith:

"Allah is the Pricer; Allah provides the wealth and withholds it, and I hope to meet Allah when there are no complaints that I have been unjust to money or blood".

Place: The location of the university is approximately 30 kilometres to the Kuala Lumpur International Airport (KLIA) and USIM is the only local university situated closest to the airport. Hypothetically, USIM is 'the closest university to home'. The strategic location of the university is one of the strengths to promote the university to international students who are reluctant to travel far from their home.

Promotion: It refers to the medium which promotions and advertisements are being carried out. This is extremely important after setting up the organisations as its growth purely depends on promotional element. "An image is worth a thousand word"

means the powerful role of great photos and beautiful images gets greater attention from the consumer. For example, a social media posting, a selfie photo during the registration day, showing a group of international students from a variety of countries, all smiling and happy to be at their new “home” would certainly attract more interest among other prospects, as compared to paragraph of writings describing the scenario. In fact, it speaks better than words and is a psychological approach to the minds of the potential students. Marketing of any products and services are not intended deceiving or misleading. In Islam, sellers and buyers are accountable to Allah. Both parties should be fair and honest when dealing in marketing activities. “In the promotion of any products, there should be no hiding any defect in the products. Indeed, any forms and shapes of false assertions, overpraising products, and attributing qualities to them, which they do not possess, unfounded accusations and false testimony are condemned”. It has been emphasized in the Holy Quran, *Surah Al Ahzab* 33: verse 58.

(وَالَّذِينَ يُؤْذُونَ الْمُؤْمِنِينَ وَالْمُؤْمِنَاتِ بَدْعًا فَتَعْلَمَ مَا كَفَرُوا لَهُمْ عَذَابٌ أَلِيمٌ)
 وَالَّذِينَ يُؤْذُونَ الْمُؤْمِنِينَ وَالْمُؤْمِنَاتِ بَدْعًا فَتَعْلَمَ مَا كَفَرُوا لَهُمْ عَذَابٌ أَلِيمٌ

‘And those who harm believing men and believing women for [something] other than what they have earned have certainly born upon themselves a slander and manifest sin’.

(Al- Qur’an. Al-Ahzab 33:58)

Tafsir Ibn Kathir has interpreted the message behind the verse; “Allah warns and threatens those who annoy Him by going against His commands and doing that which He has forbidden, and who persist in doing so, and those who annoy His Messenger by accusing him of having faults or shortcomings” (*Tafsir Ibn Kathir*). It is not permissible to over praise a product or service or exaggerate about them. Swearing in the name of Allah in order to promote products and persuade buyers to purchase the goods is not just allowed but deprive God’s blessings.

People: The way how people, and this context are the staff of the university who act as the frontliner of the university should always show the best hospitality, professional advice, and excellent customer service towards the stakeholders by giving the best services to them. This is the intangible element which could not be seen but it can be felt in the mind and heart of the people. It is also including the representative from the university to promote the university throughout the domestic and international market.

Process: This is the most crucial part whereby, the process on handling the admission process, issues pertaining student pass, visa and immigration matters for the prospective students from their home country till their arrival to USIM should be arranged and conducted in a very professional ways as the students are consider as the ambassador's, representing their respective countries.

Physical Evidence: Upon entering the main gate of USIM, a building with its blue dome as a significant landmark is clearly visible upon entering the campus. The uniqueness of the building and other facilities provided for the stakeholders clearly can be witnessed once the prospective students reach to USIM and will be a memorable, shareable, and even remarkable. In addition, the physical evidence in marketing mix context could also be translated to the visibility of an institution via the electronic platform. This could mean the design and layout of the institution's website.

2.9.3 Segmentation, Targeting and Positioning (STP) Model

For this case research, the Segmentation, Targeting and Positioning (STP) Model was used as the significant model as it gives a better perspective on how to deliver the study in achieving the objectives and its application has been proven to be effective in increasing USIM's presence and visibility among the targeted group of international

students. The Segmentation, Targeting and Positioning (STP) model has helped to identify the relevant segment market and target group of international students for this case research. By implementing and executing on segmentation market and effective marketing message, the university may identify niches with specific needs and mature markets for potential new students. Favourable conditions such as the same ethnic, cultural aspect and positive feedbacks received from the administrators on their academic achievement performance, have made Singapore as an ideal market to be segmentized and targeted for this case research. Being the country with the most international students currently studying in USIM, allows for a more relevant and significant feedback for analysis as compared to the other 14 countries. USIM has the opportunity to positioning its brand image among the Singaporeans. The visibility of USIM among the international students from Singapore in the selected market for this case research has shown to increase as being proven by the increment of undergraduate student enrolment from Singapore for the past five years. To fully engage and utilize social media sites as USIM's marketing tool, identifying and knowing which specific social media application is being commonly used in the targeted market, in this case study, Singapore is another key factor in guaranteeing that online marketing will be successful.

There were only three (3) students from Singapore that enrolled in USIM in year 2015, another eight (8) students enrolled in year 2016 and four (4) students enrolled in year 2017. Social media has been utilised and it has been identified as one of the effective ways to reach this millennial audience. With the usage of social media platforms as the marketing tool, the number of Singapore students increased to eleven (11) students in the academic session intake for year 2018/2019 and in the academic

session intake for year 2019/2020, another seven (7) students enrolled into the undergraduate programs in USIM.

2.10 Conclusion

In the millennia era and the arrival of Industrial Revolution 4.0, from the marketing perspective, it has been proven from the analysis that by using the new media, particularly the social media as one of the marketing tools can have a significant impact on international students' decision in choosing a university. This was supported by Greenwood et al., (2016) which claimed that international students use social media to help in the university decision-making process.

The application of new marketing tool such as social media platform is showing a much faster effect. To stay competitive, USIM will need to revamp its marketing strategies, coincide with the younger generation interest and lifestyle. Social media is one of the digital marketing strategies known to have a major impact in the daily life of the generation Z. Putra (2016) describe Generation Z as those who born in year 1995 or later. By manipulating this digital platform, the effect of marketing will be a leap-fold increase from its ancestor platform. This case research has been structured to recognize the behaviour of the current international students and prospective students in their choice of information source and in acquiring further information about USIM. USIM needs to follow a systematic approach and a well plan strategy that has been implemented in attracting potential students. With all these social networking capabilities, indeed, social media sites are great platforms for USIM to share its positive studying experience with prospect students and USIM can further make use of the information stored on those social media sites to attempt other targeted user, for example in other country with their brand. Social media should be regarded as an

integral part of an organisation's integrated marketing strategy and should not be taken lightly. From this case research, the social media platform has been chosen by the current international students of USIM as their preferred choice of information channel.

Having the capability of sharing any information at light speed and at massive coverage, indeed, social media sites are a great platform for USIM to enhance its presence and visibility in the international education market by sharing their current international students positive studying experience with prospect students and USIM can further make use of the information stored on these social media sites to improve other targeted user experience with their brand to another country. Korkut (2016) stated that social media should be regarded as an essential part of an organisation's integrated marketing strategy and should not be taken lightly. Furthermore, the study also reveals that by using social media as the marketing tool may have a massive impact on selecting a university for international students. While research and studies have shown that it may also be affected by specific causes including internal and external factors such as self-esteem, socio economic conditions, globalization, the need to obtain proper work opportunities, family influences, social and environmental factors, and non-traditional media through which ads to guarantee that they meet their target populations (Domeville & Manlinyiro, 2015).

For the best approach, social media platform such as Instagram, Facebook, and YouTube have been identified as the main social media platform. The easiest way to achieve the maximum effect of utilizing these three social media platforms are by engaging a dedicated online customer service marketer, whose job is to publish daily on a regular basis and most significantly to suite and offer instant input on all reviews and give immediate feedbacks to all received comments and enquiries obtain. Frequent public opinion interactions and student involvement in social media posts highlight the

need for USIM to participate regularly in social networking platforms and the interactive brand communities that they build. On top of that, it is about time for USIM to set up a dedicated entity that focus and aggressively market USIM's academic programme at the international level since as of March 2018, there is no assigned and dedicated department in USIM is responsible to carry out the marketing and promotional activities for the university.

In fact, this case research will be beneficial to the university as its findings and proposed solution would allow the university to use a marketing tool that is more relevant to the millennial generation. A more digitalised marketing approach, including engaging and sharing information through the social media platforms are seen to be more successful in attracting their interest. As a rule of thumb, an increase in number of student enrolment would increase the university's revenue and helps to strengthen its financial stability.

As all universities compete to convince more prospect international students for enrolments, new and underdog university such as USIM needs to play the same game but with a different marketing strategy that is more favourable to the younger generation to gain better impact in terms of creating more presence awareness and engaging more interest among the potential students. The conventional way of sharing information such as road tours and exhibition may no longer be attractive to the students and the results of these marketing activities takes a longer time to show its effectiveness. Likewise, in other public universities in Malaysia like UTM, UM, USM have successfully taken advantage of comparatively using social media to share information, being used as one of the information sharing platform and use as a promotional tool. However, it has not been proven if this platform has any significant impact in attracting enrolments from international students. This is due to most of the universities having a significant budget

allocation for carrying out promotional event activities abroad. Some universities even hired international recruitment agents and set up a special office in specific countries for the purpose of directly engaging promotional activities.

In sum, the case research has managed to meet the all the objectives. From the findings and analysis, it was found, the visibility of USIM among the international students has not been projected through appropriate marketing tools which is substantial in approaching the millennials.

As a conclusion, the new marketing tool, which is the social media, provides a better source for information sharing in terms of its effectiveness in reaching towards the targeted students. Social media are the students preferred channel in sourcing information, due to its wider and almost borderless coverage scope, making it a better solution for USIM for its marketing effectiveness and cost efficiency. The technology-based platform can be adopted to meet USIM's requirements to enhance its presence and visibility among the larger global education market. By increasing USIM's international presence, this could be an effective way to attract more potential international students to enrol into USIM academic programs. The details outcome, overall benefit gained and contribution of this case research towards the organisation will be presented in Chapter 7 respectively.

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Appendix 9: Result Findings: Marketing Case research (CASE 1)

Reliability

Platform of Choosing University

Cronbach's Alpha	N of Items
.882	16

Frequency

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	22	34.4	34.4	34.4
	Female	42	65.6	65.6	100.0
	Total	64	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 20 Years Old	50	78.1	78.1	78.1
	21 - 23 Years Old	6	9.4	9.4	87.5
	24 -26 Years Old	6	9.4	9.4	96.9
	>26 Years Old	2	3.1	3.1	100.0
	Total	64	100.0	100.0	

Country

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Asia	49	76.6	76.6	76.6
	African	10	15.6	15.6	92.2
	Middle East	5	7.8	7.8	100.0
	Total	64	100.0	100.0	

Information found in social media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	15	23.4	23.4	23.4
	Agree	14	21.9	21.9	45.3
	Strongly Agree	35	54.7	54.7	100.0
	Total	64	100.0	100.0	

Searching information in university's website

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	3.1	3.1	3.1
	Neutral	12	18.8	18.8	21.9
	Agree	16	25.0	25.0	46.9
	Strongly Agree	34	53.1	53.1	100.0
	Total	64	100.0	100.0	

The university advertisements on billboards

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	2	3.1	3.1	3.1
Neutral	15	23.4	23.4	26.6
Agree	13	20.3	20.3	46.9
Strongly Agree	34	53.1	53.1	100.0
Total	64	100.0	100.0	

A visit to the university's open day

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	12	18.8	18.8	18.8
Disagree	4	6.3	6.3	25.0
Neutral	11	17.2	17.2	42.2
Agree	5	7.8	7.8	50.0
Strongly Agree	32	50.0	50.0	100.0
Total	64	100.0	100.0	

The university advertisements in magazines

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	4.7	4.7	4.7
Disagree	8	12.5	12.5	17.2
Neutral	19	29.7	29.7	46.9
Agree	3	4.7	4.7	51.6
Strongly Agree	31	48.4	48.4	100.0
Total	64	100.0	100.0	

Talking to other people about universities

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	9.4	9.4	9.4
Disagree	2	3.1	3.1	12.5
Neutral	19	29.7	29.7	42.2
Agree	14	21.9	21.9	64.1
Strongly Agree	23	35.9	35.9	100.0
Total	64	100.0	100.0	

Reading information on other websites

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	8	12.5	12.5	12.5
Neutral	12	18.8	18.8	31.3
Agree	22	34.4	34.4	65.6
Strongly Agree	22	34.4	34.4	100.0
Total	64	100.0	100.0	

The school's visit to a university

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	4.7	4.7	4.7
Disagree	2	3.1	3.1	7.8
Neutral	16	25.0	25.0	32.8
Agree	11	17.2	17.2	50.0
Strongly Agree	32	50.0	50.0	100.0
Total	64	100.0	100.0	

Parents/guardians

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	13	20.3	20.3	20.3
Disagree	4	6.3	6.3	26.6
Neutral	8	12.5	12.5	39.1
Agree	14	21.9	21.9	60.9
Strongly Agree	25	39.1	39.1	100.0
Total	64	100.0	100.0	

A close friend

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	7	10.9	10.9	10.9
Disagree	3	4.7	4.7	15.6
Neutral	19	29.7	29.7	45.3
Agree	2	3.1	3.1	48.4
Strongly Agree	33	51.6	51.6	100.0
Total	64	100.0	100.0	

Reading the university's brochures

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Neutral	12	18.8	18.8	18.8
Agree	24	37.5	37.5	56.3
Strongly Agree	28	43.8	43.8	100.0
Total	64	100.0	100.0	

Publications distributed at schools

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Disagree	9	14.0	14.0	14.0
Neutral	14	21.9	21.9	39.1
Agree	13	20.3	20.3	63.0
Strongly Agree	28	43.8	43.8	100.0
Total	64	100.0	100.0	

The university advertisements on radio

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	18.8	18.8	18.8
	Disagree	6	9.4	9.4	28.1
	Neutral	20	31.3	31.3	59.4
	Agree	5	7.8	7.8	67.2
	Strongly Agree	21	32.8	32.8	100.0
	Total	64	100.0	100.0	

A teacher at school

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	11	17.2	17.2	17.2
	Neutral	14	21.9	21.9	39.1
	Agree	1	1.6	1.6	40.6
	Strongly Agree	38	59.4	59.4	100.0
	Total	64	100.0	100.0	

Advertisements in newspapers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	14.1	14.1	14.1
	Disagree	7	10.9	10.9	25.0
	Neutral	18	28.1	28.1	53.1
	Agree	7	10.9	10.9	64.1
	Strongly Agree	23	35.9	35.9	100.0
	Total	64	100.0	100.0	

Advertisements received via a cell phone

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	4.7	4.7	4.7
	Disagree	24	37.5	37.5	42.2
	Neutral	23	35.9	35.9	78.1
	Agree	2	3.1	3.1	81.3
	Strongly Agree	12	18.8	18.8	100.0
	Total	64	100.0	100.0	

Descriptive

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Information found in social media	64	3	5	4.31	.833
Searching information in university website	64	1	5	4.25	.976
The university advertisements on billboards	64	1	5	4.20	1.011
Reading the university's brochures	64	3	5	4.10	.756
Publications distributed at schools	64	2	5	4.06	.941
The school's visit to a university	64	1	5	4.05	1.147
A teacher at school	64	2	5	4.03	1.234
Reading information on other websites	64	2	5	3.91	1.019
The university advertisements in magazines	64	1	5	3.80	1.299
A close friend	64	1	5	3.75	1.405
Talking to other people about universities	64	1	5	3.72	1.253
A visit to the university's open day	64	1	5	3.64	1.587
Parents/guardians	64	1	5	3.53	1.553
The university advertisements on radio	64	1	5	3.27	1.483
Advertisements in newspapers	64	1	5	3.44	1.435
Advertisements received via a cell phone	64	1	5	3.42	1.139
Valid N (listwise)	64				