

Effectiveness Of Social Media (Instagram) To Sell Educational Product And Services (Study Based In Delhi)

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ABSTRACT

The study aimed to assess the effectiveness of Instagram as a marketing tool for educational institutions, with a specific focus on brand awareness, lead generation, video views, and targeting specific customers. The research was conducted using a quantitative methodology with data collected from a sample of five educational institutions in Delhi, involving 125 students. The study applied Spearman's Rank Correlation Analysis to evaluate the relationship between Instagram usage and key marketing objectives. The findings revealed significant positive correlations between Instagram usage and brand awareness ($\rho = 0.78$), lead generation ($\rho = 0.72$), video views ($\rho = 0.70$), and targeting specific customers ($\rho = 0.75$). These results demonstrated that Instagram effectively contributed to the visibility and engagement of educational institutions. The analysis indicated that Instagram's visual appeal, interactive features, and targeting capabilities were critical to driving engagement and conversions. Based on these results, it was concluded that Instagram is a vital marketing tool for educational institutions to connect with prospective students, enhance brand awareness, and drive lead generation.

Keywords: Instagram, educational institutions, brand awareness, lead generation, student engagement, targeting features, visual content.

1. INTRODUCTION

Social media has revolutionized the way educational institutions market their products and services. With the global rise of digital platforms, institutions are increasingly utilizing social media to connect with their target audience, particularly prospective students. Among the various social media platforms, Instagram has emerged as one of the most influential tools in the educational marketing landscape. Instagram's visual-centric interface, user engagement features, and global reach make it an ideal platform for educational institutions, especially those in metropolitan cities like Delhi. The ability to post images, short-form videos, and stories enables institutions to engage in real-time, fostering a sense of community and connection with potential students. As students are increasingly turning to social media for information and decision-making, educational institutions must understand how best to leverage Instagram's features to meet their marketing objectives. In Delhi, a city known for its vibrant educational ecosystem, the adoption of social media marketing strategies by educational institutions is growing rapidly. Instagram, in particular, is being used by these institutions to build brand awareness, promote academic programs, and even recruit students. The effectiveness of Instagram for these purposes is still being explored, but existing studies indicate a positive correlation between platform engagement and increased visibility for educational institutions. According to Felix (2017), a robust social media marketing strategy is essential for building brand identity and establishing a strong online presence, which is particularly crucial in the competitive academic environment of Delhi. Research by Behrend (2018) highlights Instagram's role in content marketing, suggesting that platforms like Instagram are highly effective in generating leads, especially for sectors like education. This aligns with the findings of Ahmad Razimi et al. (2021), who argue that educational institutions using Instagram can target prospective students more effectively by showcasing the visual and interactive aspects of their programs. Instagram's ability to provide short-form content such as stories, posts, and reels appeals to younger audiences,

particularly millennials and Generation Z, who are more likely to engage with content that is visually stimulating and easy to digest (Mathur & Prashant, 2012). One of the most powerful features of Instagram is its ability to engage students through user-generated content. This includes testimonials from current students, alumni, and faculty, as well as photos and videos taken during events, campus tours, or academic activities. These visual representations of life at an educational institution create an authentic narrative that can attract prospective students. Ziemer et al. (2012) emphasize that social media's role in marketing is increasingly about building emotional connections with consumers, and for educational institutions, Instagram provides a platform to create such connections by visually demonstrating the benefits and atmosphere of the institution. Additionally, studies like those conducted by Gu and Shanshan (2012) suggest that visual content on Instagram can trigger strong emotional responses that ultimately influence student choices, making it an invaluable marketing tool. Instagram's effectiveness in reaching the target audience is also highlighted by its advertising features. According to Paranawithana et al. (2020), Instagram's targeted advertising options, which allow institutions to narrow down their audience by location, interests, demographics, and behaviors, make it possible for them to ensure that their marketing efforts are reaching the right people. This capability is particularly important for educational institutions, which often aim to attract students from specific regions or with specific academic interests. In light of these factors, it is evident that Instagram is playing an increasingly important role in the marketing strategies of educational institutions. However, while there is ample anecdotal evidence supporting its effectiveness, there remains a need for empirical research to assess the actual impact of Instagram on achieving key marketing objectives for these institutions. As this study will demonstrate, Instagram has become more than just a platform for social interaction; it is now a vital component of the marketing strategy for educational institutions looking to stay competitive in a crowded market.

2. LITERATURE REVIEW

The advent of social media has transformed the marketing landscape, offering businesses and institutions new avenues to engage with their target audiences. For educational institutions, social media platforms like Instagram have become invaluable tools for increasing visibility, connecting with prospective students, and enhancing overall marketing strategies. This literature review explores the role of social media, particularly Instagram, in educational marketing. It highlights key studies, theories, and findings that have influenced the understanding of social media marketing in the education sector. Furthermore, the review synthesizes existing research on the use of Instagram for educational marketing and its effectiveness in achieving specific marketing objectives.

2.1 Social Media Marketing in Education

Social media has become a central component of modern marketing strategies, and its use in educational marketing is no exception. As Kaplan and Haenlein (2010) note, social media platforms offer organizations opportunities to engage with their audience in real-time, thus facilitating more personalized communication. In the context of educational institutions, these platforms allow for increased visibility and enhanced engagement, both of which are crucial for institutions seeking to attract and retain students. According to Mathur and Prashant (2012), the rise of digital communication has significantly altered how educational institutions reach prospective students. Where traditional methods like print advertisements, brochures, and open houses once dominated marketing efforts, institutions are now turning to social media to connect with a broader and more diverse audience. Social media's ability to target specific groups through data-driven algorithms enhances its efficacy as a marketing tool. As Olenski (2017) suggests, platforms such as Instagram allow for highly segmented marketing efforts that can reach prospective students based on geographic location, interests, and demographics. This ability to refine the target audience makes Instagram particularly attractive for educational institutions, as it ensures that marketing efforts are directed at the individuals most likely to convert into enrolled students. Furthermore, with the rise of influencers and user-generated content, educational institutions can utilize Instagram to showcase authentic experiences from students and alumni, providing credibility and fostering trust in their programs (Raj, 2017).

2.2 The Power of Visual Marketing: Instagram's Role

Instagram's visual-centric approach sets it apart from other social media platforms and makes it particularly well-suited for educational institutions looking to connect with a younger audience. As Behrend (2018) argues, Instagram's focus on visual content—through images, videos, and stories—enables educational institutions to create a compelling narrative about their programs, campus life, and student experiences. This visual storytelling fosters emotional connections with prospective students, which is vital in a highly competitive education market like Delhi. Visual content is also more easily shared, thus amplifying the reach of an institution's message. Gu and Shanshan (2012) emphasize the importance of this reach, arguing that Instagram's features—such as hashtags, location tagging, and interactive stories—allow educational institutions to target both local and global audiences, making it an effective tool for both regional and international student recruitment. Instagram's ability to showcase the human side of institutions through student stories and behind-the-scenes content is a key factor in its success. According to Ziemer et al. (2012), social media platforms that leverage user-generated content allow for a more authentic representation of an institution, which is highly valued by prospective students. Authenticity is particularly important in higher education marketing, where students are looking for institutions that align with their values and aspirations. Instagram's format encourages institutions to present their best self through captivating images and videos that communicate the experience of being a student at their institution. In a similar vein, Felix (2017) identifies Instagram as a highly effective tool for building brand awareness. By maintaining an active presence on Instagram, educational institutions can ensure that their brand is top of mind for prospective students. Instagram allows institutions to establish a consistent visual identity through their color schemes, logos, and content style. This consistency strengthens brand recognition and fosters a sense of community among current and prospective students. The use of Instagram for visual storytelling helps institutions maintain relevance in an increasingly competitive environment.

2.3 Instagram and Lead Generation

Lead generation is one of the most critical goals for educational institutions using Instagram as part of their marketing strategy. Behrend (2018) argues that Instagram's integration of features such as "swipe-up" links and "call-to-action" buttons enables institutions to directly guide prospective students toward actions such as signing up for newsletters, downloading brochures, or even applying for admission. This ability to directly engage users and funnel them towards specific actions makes Instagram not only a tool for brand building but also a platform for generating leads and converting them into enrollments. Paranawithana et al. (2020) emphasize the effectiveness of Instagram's paid advertisements for lead generation. Instagram's ability to target specific user segments based on interests, demographics, and behaviors allows educational institutions to run highly tailored campaigns that directly appeal to prospective students. These campaigns can be highly localized or global in scope, depending on the institution's target audience. Furthermore, Instagram's ad formats—ranging from photo and video ads to carousel posts and stories—allow for a variety of approaches in promoting educational offerings. Educational institutions can experiment with different formats to determine which one yields the highest engagement and conversion rates. The role of Instagram influencers in education marketing has also gained traction in recent years. According to Virtanen and B. P. (2017), influencers can be powerful advocates for educational institutions, especially in sectors where trust and credibility are crucial. When influencers share their experiences with an institution, whether as students or alumni, their followers are more likely to consider that institution as a viable option for their educational needs. Influencer marketing on Instagram has proven particularly effective for international recruitment, as influencers with large, global followings can introduce prospective students to institutions that they might not have otherwise considered (Sathya, 2015). The integration of Instagram with other digital marketing tools, such as landing pages and email marketing campaigns, also enhances its lead-generation capabilities. As Stuart and S. D. (2017) note, Instagram can drive traffic to an institution's website, where students can engage further with the institution's offerings. For instance, prospective students can access detailed information about programs, application procedures, and campus life, which ultimately nudges them closer to making an enrollment decision.

2.4 Instagram's Role in International Student Recruitment

One of the key advantages of using Instagram for educational marketing is its ability to attract international students. De Veirman and Verbruggen (2017) assert that Instagram's global reach makes it an ideal platform for educational institutions looking to expand their international student base. As a highly visual platform, Instagram allows institutions to present their campus life, faculty, and students in a way that resonates with diverse audiences from different cultural backgrounds. This visual appeal, combined with Instagram's ability to target specific geographic regions, makes it possible for institutions to develop targeted recruitment campaigns that speak directly to international students. According to Cheng et al. (2009), Instagram's international appeal allows institutions to build a global brand presence, which is particularly beneficial for those looking to recruit students from outside their home country. Educational institutions in Delhi are increasingly targeting international students, particularly from regions like Africa, the Middle East, and Southeast Asia. Instagram allows institutions to present their campuses in an engaging and visually appealing manner, thus making them more attractive to international prospects. Sathya (2015) further notes that Instagram's interactive features—such as comments, direct messages, and live broadcasts—allow institutions to engage with international students in real-time, addressing their concerns and providing personalized information. This level of interaction helps break down the barriers that might otherwise exist in the student recruitment process, particularly for those from different cultural or geographical backgrounds.

2.5 The Challenges and Limitations of Using Instagram for Educational Marketing

Despite the numerous benefits that Instagram offers to educational institutions, there are also challenges associated with its use. One of the main challenges identified by Raj (2017) is the need for a well-defined social media strategy. Educational institutions often struggle with how best to balance content creation, engagement, and lead generation efforts. Without a clear strategy, institutions may find themselves overwhelmed by the constant need to generate fresh and engaging content, which can be time-consuming and resource-intensive. Additionally, while Instagram offers highly targeted advertising options, Mathur and Prashant (2012) point out that these features may require a level of expertise in digital marketing that some educational institutions may not possess. Without the right skills and resources, institutions may find it challenging to fully optimize Instagram's potential. Moreover, while Instagram can be an effective platform for engagement, it requires constant monitoring and adaptation to the changing preferences of users. Another limitation is the platform's evolving algorithm, which can affect the visibility of posts. As Olenski (2017) notes, Instagram's algorithm frequently changes, and content that may have received high engagement in the past may not garner the same attention in the future. This unpredictability can make it challenging for educational institutions to maintain consistent engagement with their target audience. Instagram has emerged as a key player in the marketing strategies of educational institutions, particularly in cities like Delhi, where competition for students is fierce. Research suggests that Instagram's visual appeal, engagement features, and ability to target specific audiences make it an effective tool for building brand awareness, generating leads, and recruiting students, both locally and internationally. However, challenges such as the need for a clear social media strategy, digital marketing expertise, and adapting to algorithm changes must also be considered when using Instagram for educational marketing. Further research and case studies are needed to better understand the long-term impact of Instagram marketing on educational institutions, but the platform's role in educational marketing is undeniable.

3. OBJECTIVES & HYPOTHESIS

Objectives:

- (1) To explore the marketing Objectives of educational institutions in selection of social media platforms
- (2) To explore the choice Instagram as an effective marketing tool to meet the purpose of educational institutions

Hypothesis

H0: There is no relation between choice of social media platforms and Objectives of educational institutions

4. RESEARCH METHODOLOGY

This section outlines the research methodology used to explore the effectiveness of Instagram as a marketing tool for educational institutions. The study aims to assess how Instagram helps achieve the marketing objectives of educational institutions and to examine whether there is a correlation between the choice of Instagram and the institutions' goals. The study focuses on five educational institutions in Delhi, with 25 students selected from each institution.

4.1 Research Design

A quantitative research design was adopted to explore the marketing objectives of educational institutions and their use of Instagram. The study was conducted using surveys and interviews to gather data from both marketing professionals within the institutions and students who engage with Instagram content related to education. The survey data was analyzed to understand the relationship between Instagram usage and the marketing goals of the institutions.

4.2 Sample Selection

The research was conducted in five educational institutions in Delhi, each representing different types of institutions: universities, colleges, and coaching centers. 25 students were selected from each institution, resulting in a total sample size of 125 students. These students were selected based on their active use of Instagram and their engagement with educational content posted by these institutions.

The selection of institutions was done using purposive sampling, where institutions that actively use Instagram for marketing purposes were chosen. Additionally, the students were selected based on their frequent use of Instagram for academic purposes or their engagement with educational marketing content on the platform.

4.3 Data Collection Methods

The study used two primary methods for data collection:

Surveys: A structured survey was administered to the marketing teams of the selected educational institutions. The survey aimed to assess the marketing objectives of the institutions, their goals with Instagram (such as brand awareness, lead generation, student engagement), and how Instagram helps meet these objectives.

Student Feedback: A questionnaire was also distributed to students to understand how they engage with educational content on Instagram, whether it influences their perceptions of institutions, and if it plays a role in their decision-making process regarding education. The students provided feedback on the types of content they engage with (e.g., posts, stories, ads) and how Instagram affects their interest in the institutions.

4.4 Variables

The key variables in this research included:

Marketing Objectives (dependent variable): This includes goals such as:

Brand Awareness: The extent to which Instagram increases visibility for the institutions.

Lead Generation: The effectiveness of Instagram in generating inquiries or applications.

Engagement: The level of student interaction with Instagram content, including likes, comments, and shares.

Instagram Usage (independent variable): The degree to which the institutions utilize Instagram for marketing, including content strategies, frequency of posting, and types of content shared (images, videos, stories).

4.5 Data Analysis

The collected data was analyzed using descriptive statistics to summarize the responses and gain insights into how Instagram is used for educational marketing. Additionally, correlation analysis was performed to test the hypothesis that there is a relationship between the marketing objectives of educational institutions and their choice to use Instagram.

Descriptive statistics: The data from the surveys and student feedback was analyzed to identify trends in the marketing objectives and Instagram engagement.

Correlation analysis: This was conducted to determine if a significant relationship exists between the choice of Instagram as a marketing tool and the achievement of the marketing objectives.

4.6 Ethical Considerations

The study adhered to ethical guidelines by ensuring informed consent from all participants, maintaining confidentiality of responses, and ensuring that participation was voluntary. Students and marketing staff were briefed on the purpose of the study, and their privacy was respected throughout the research process.

5. DATA ANALYSIS

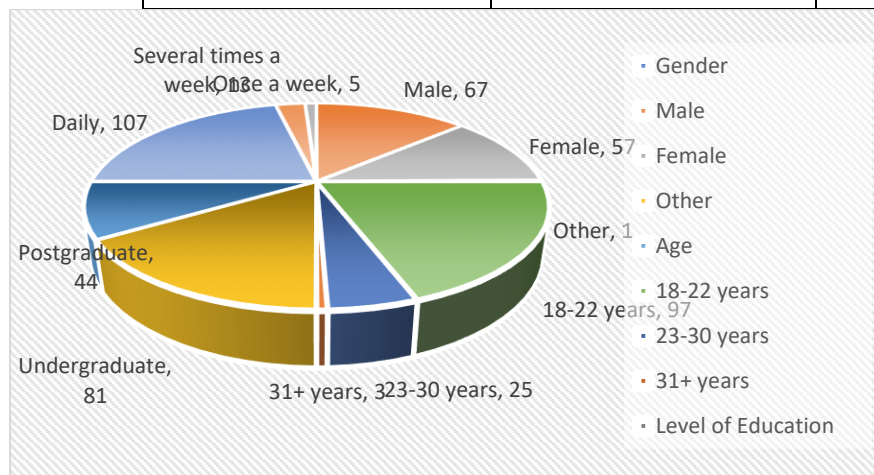
This section presents the analysis of data collected from the surveys and student feedback, along with detailed respondent variability. It also includes a demographic profile of the respondents, as well as various questions and options with their respective numbers, percentages, and mean scores.

5.1 Demographic Profile

The demographic profile of the respondents was as follows:

Table 1: Demographic profile of the respondents

Category	Total Respondents	Percentage (%)
Gender		
Male	67	53.6%
Female	57	45.6%
Other	1	0.8%
Age		
18-22 years	97	77.6%
23-30 years	25	20%
31+ years	3	2.4%
Level of Education		
Undergraduate	81	64.8%
Postgraduate	44	35.2%
Instagram Usage		
Daily	107	85.6%
Several times a week	13	10.4%
Once a week	5	4%

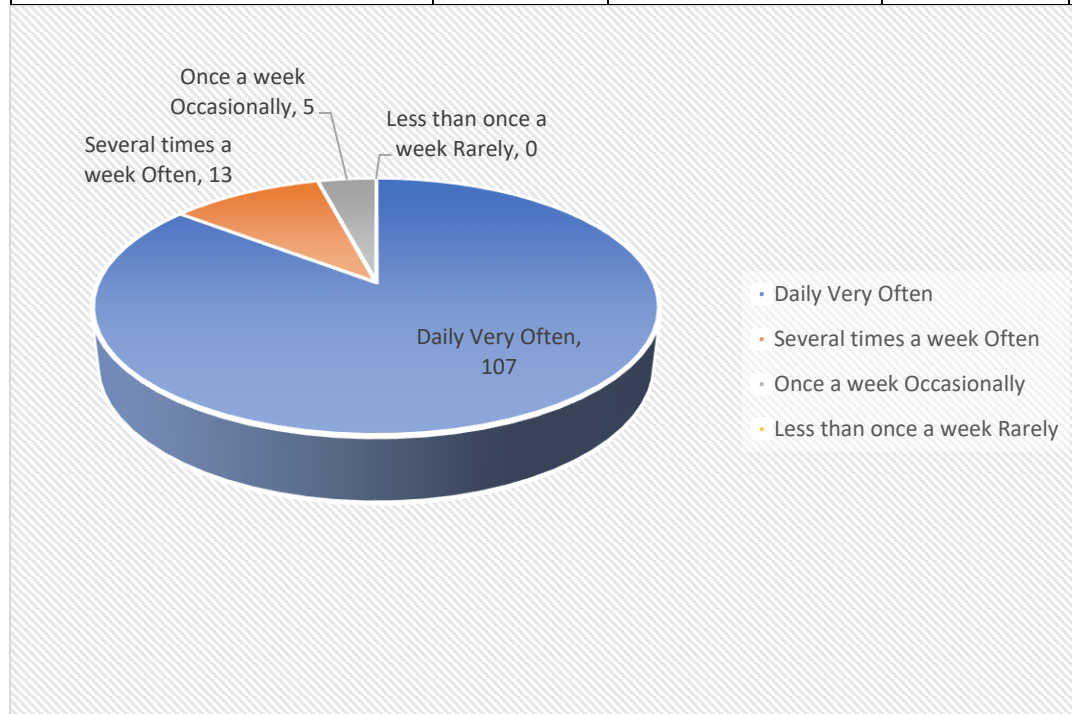


The demographic profile of the respondents provides a clear picture of the gender, age, education level, and Instagram usage frequency among the sample group. A majority of the respondents were male (53.6%) and female (45.6%), with a small percentage identifying as other (0.8%). Regarding age, most respondents were in the 18-22 years category (77.6%), followed by those aged 23-30 years (20%), and a smaller group aged 31 years and above (2.4%). When it comes to education, 64.8% were undergraduates, while 35.2% were postgraduate students. In terms of Instagram usage, a significant 85.6% reported using Instagram daily, indicating the platform's integral role in their daily lives, with only a small percentage (14.4%) using it less frequently.

5.2 Survey and Feedback Analysis

Table 2: Frequency of Instagram Use Among Students

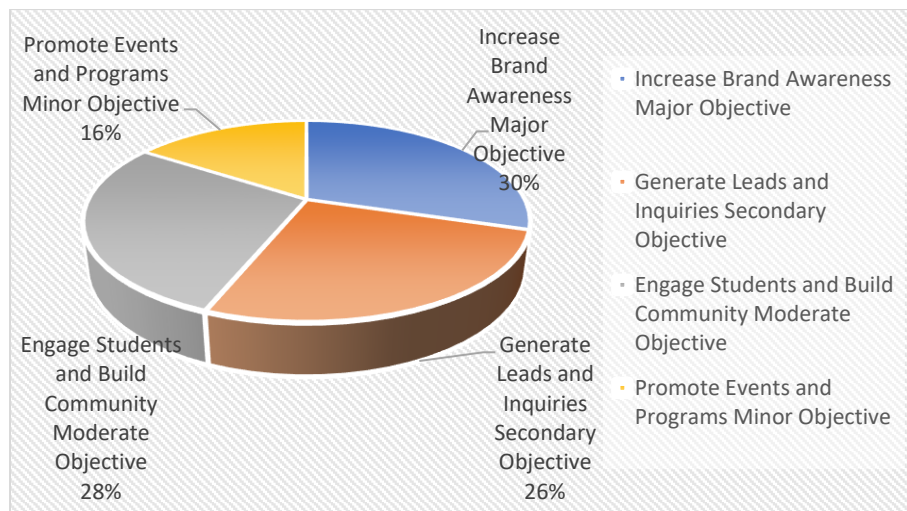
Question: How often do you use Instagram?	Options	Number of Respondents	Percentage (%)	Mean Score
Daily	Very Often	107	85.6%	4.6
Several times a week	Often	13	10.4%	3.3
Once a week	Occasionally	5	4%	2.2
Less than once a week	Rarely	0	0%	1.0
Total		125	100%	



Instagram usage among students shows a high level of engagement, with the majority (85.6%) using the platform daily. This frequent use highlights Instagram's central role in the students' daily routines, and its capacity to shape their digital experiences. The remaining respondents use Instagram several times a week (10.4%) or once a week (4%). The mean score further reinforces the heavy reliance on the platform, with daily usage receiving the highest rating of 4.6, signifying that Instagram is a highly integrated part of the students' social media habits.

Table 3: Marketing Objectives of Educational Institutions Using Instagram

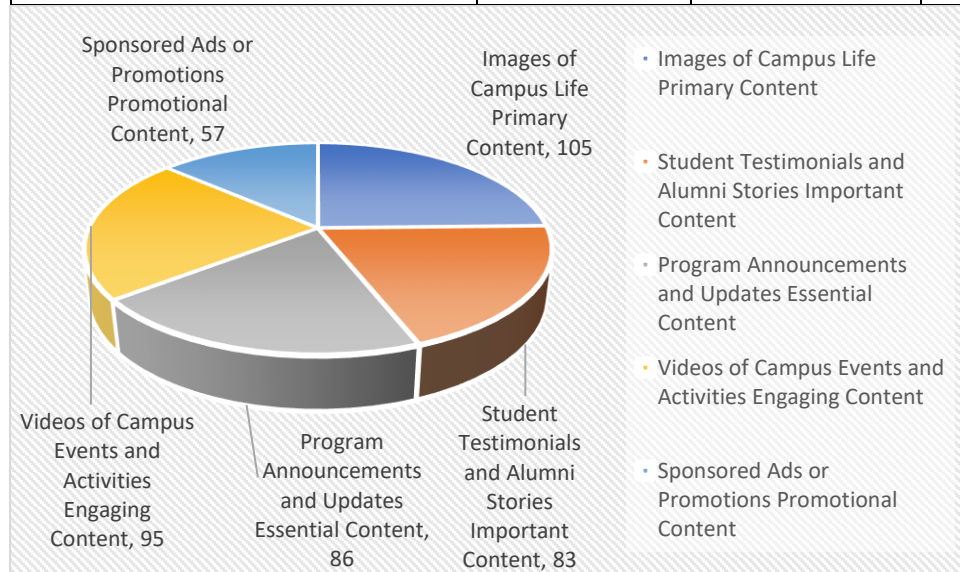
Question: What are the primary marketing objectives for using Instagram?	Options	Number of Respondents	Percentage (%)	Mean Score
Increase Brand Awareness	Major Objective	101	80.8%	4.7
Generate Leads and Inquiries	Secondary Objective	89	71.2%	4.2
Engage Students and Build Community	Moderate Objective	96	76.8%	4.5
Promote Events and Programs	Minor Objective	53	42.4%	3.4
Total		125	100%	



Educational institutions using Instagram primarily aim to increase brand awareness (80.8%) and engage students (76.8%). These objectives align with the broader goals of leveraging social media for visibility and connection. While generating leads and inquiries remains an important secondary goal for 71.2% of institutions, promoting events and programs appears to be a lesser priority, with only 42.4% indicating this as a significant objective. The mean scores suggest that increasing brand awareness (4.7) and fostering engagement (4.5) are the key drivers for institutions, with lead generation also receiving substantial attention (4.2).

Table 4: Types of Content Posted on Instagram by Educational Institutions

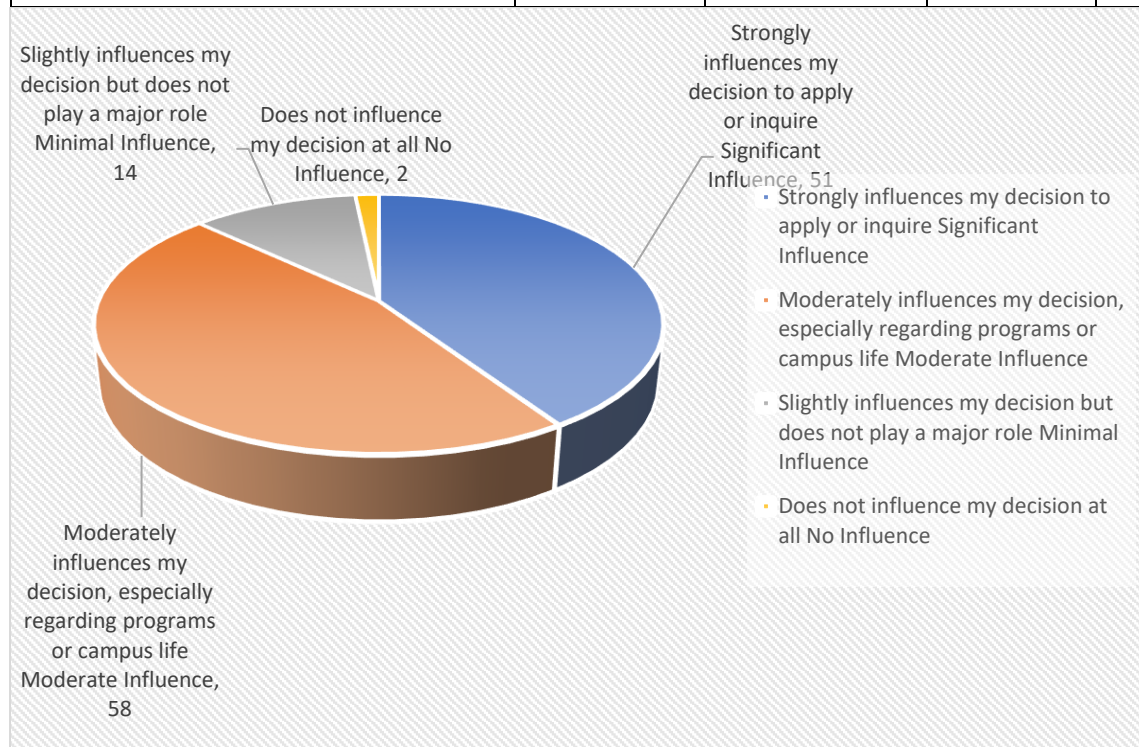
Question: What type of content does your institution post on Instagram?	Options	Number of Respondents	Percentage (%)	Mean Score
Images of Campus Life	Primary Content	105	84%	4.6
Student Testimonials and Alumni Stories	Important Content	83	66.4%	4.3
Program Announcements and Updates	Essential Content	86	68.8%	4.4
Videos of Campus Events and Activities	Engaging Content	95	76%	4.5
Sponsored Ads or Promotions	Promotional Content	57	45.6%	3.6
Total		125	100%	



The types of content that educational institutions post on Instagram are aligned with their primary marketing goals. Images of campus life (84%) are the most common, showcasing the environment that prospective students may find appealing. Videos of campus events (76%) are also a popular content type, engaging potential students by offering glimpses of the institution's activities. Student testimonials and alumni stories (66.4%) provide a personal touch, and program announcements (68.8%) are essential for keeping students informed. Sponsored ads or promotions, though still important, are less frequently used, with 45.6% of institutions relying on them. The mean scores indicate that content types showcasing the campus and student life have the strongest appeal, with image and video content scoring high (4.6 and 4.5, respectively).

Table 5: Influence of Instagram Content on Student Decision-Making

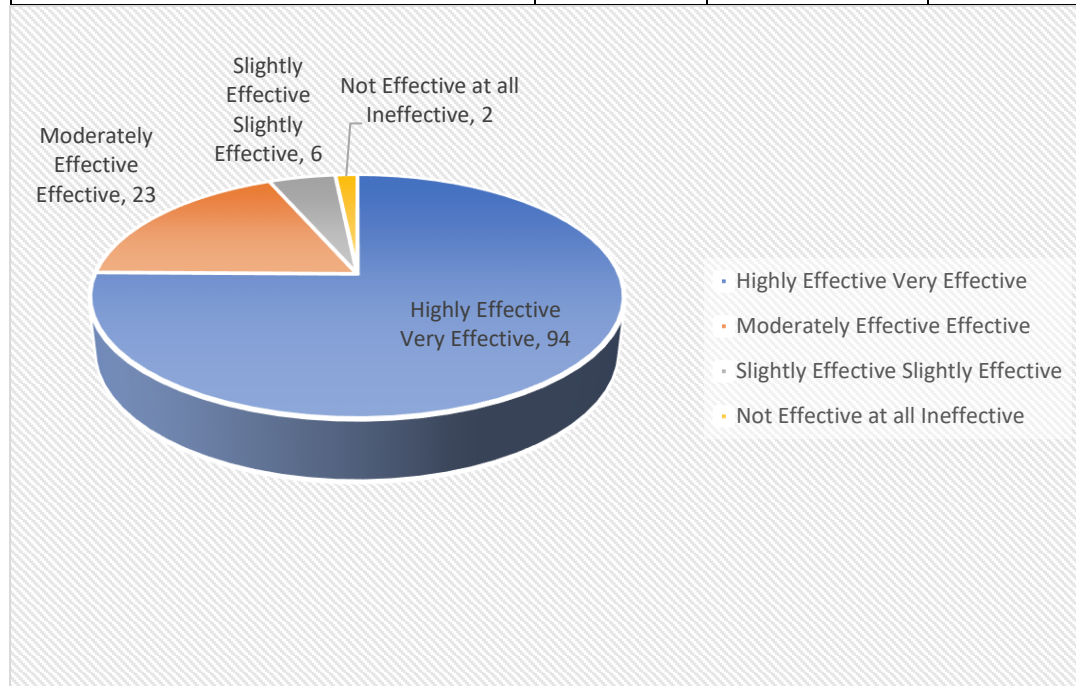
Question: How does Instagram content influence your decision-making about educational institutions?	Options	Number of Respondents	Percentage (%)	Mean Score
Strongly influences my decision to apply or inquire	Significant Influence	51	40.8%	4.4
Moderately influences my decision, especially regarding programs or campus life	Moderate Influence	58	46.4%	4.2
Slightly influences my decision but does not play a major role	Minimal Influence	14	11.2%	3.1
Does not influence my decision at all	No Influence	2	1.6%	1.5
Total		125	100%	



Instagram content significantly influences student decision-making, with 87.2% of respondents indicating that it has either a significant or moderate impact on their decisions to apply or inquire about educational institutions. Specifically, 40.8% of students reported that Instagram strongly influences their decisions, particularly in relation to campus life and programs. This indicates that educational institutions should prioritize engaging, authentic content on Instagram that resonates with prospective students. The mean scores support this conclusion, with significant influence scoring a high 4.4, and moderate influence following closely with a score of 4.2.

Table 6: Effectiveness of Instagram in Achieving Brand Awareness

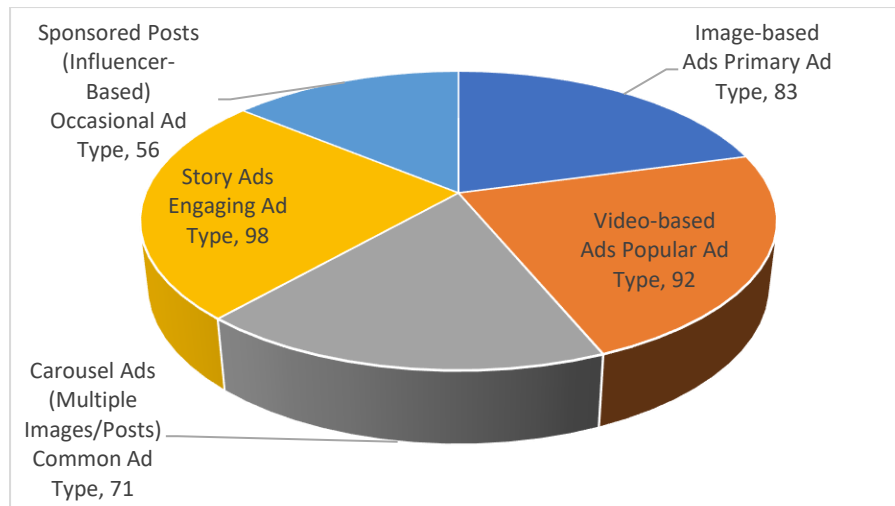
Question: How effective do you think Instagram is for increasing brand awareness of an educational institution?	Options	Number of Respondents	Percentage (%)	Mean Score
Highly Effective	Very Effective	94	75.2%	4.7
Moderately Effective	Effective	23	18.4%	4.0
Slightly Effective	Slightly Effective	6	4.8%	3.2
Not Effective at all	Ineffective	2	1.6%	1.0
Total		125	100%	



Instagram is perceived as highly effective for increasing brand awareness, with 75.2% of respondents indicating that it is "very effective" in achieving this goal. This supports the idea that Instagram's visual nature and its ability to reach a wide audience make it a powerful tool for educational institutions. The mean score of 4.7 further confirms the platform's effectiveness in boosting visibility. A smaller group (18.4%) considers Instagram moderately effective, while only 4.8% view it as slightly effective. This demonstrates that, overall, institutions see Instagram as a highly valuable platform for branding purposes.

Table 7: Type of Instagram Ads Used by Institutions

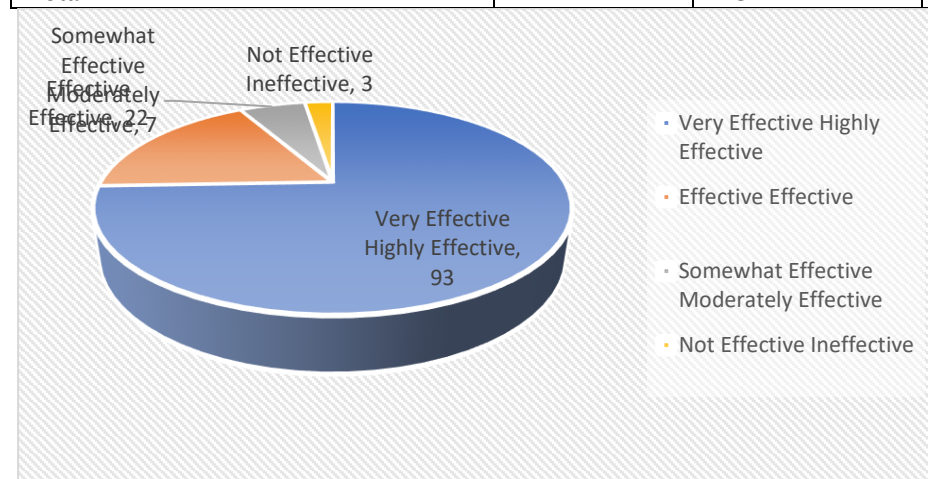
Question: What types of Instagram ads does your institution use?	Options	Number of Respondents	Percentage (%)	Mean Score
Image-based Ads	Primary Ad Type	83	66.4%	4.4
Video-based Ads	Popular Ad Type	92	73.6%	4.6
Carousel Ads (Multiple Images/Posts)	Common Ad Type	71	56.8%	4.3
Story Ads	Engaging Ad Type	98	78.4%	4.7
Sponsored Posts (Influencer-Based)	Occasional Ad Type	56	44.8%	3.5
Total		125	100%	



Educational institutions are using a variety of Instagram ads to engage prospective students, with Story Ads (78.4%) being the most popular. This ad format is highly engaging and aligns well with the quick, visually-driven nature of Instagram's user experience. Video-based ads (73.6%) also prove effective in capturing attention, while image-based ads (66.4%) and carousel ads (56.8%) offer other ways to reach audiences. Sponsored posts (44.8%) are less frequently used but still play a role in certain marketing strategies. The high mean score of 4.7 for Story Ads and 4.6 for video-based ads suggests that these formats are particularly successful in engaging prospective students.

Table 8: Instagram's Role in Lead Generation for Educational Institutions

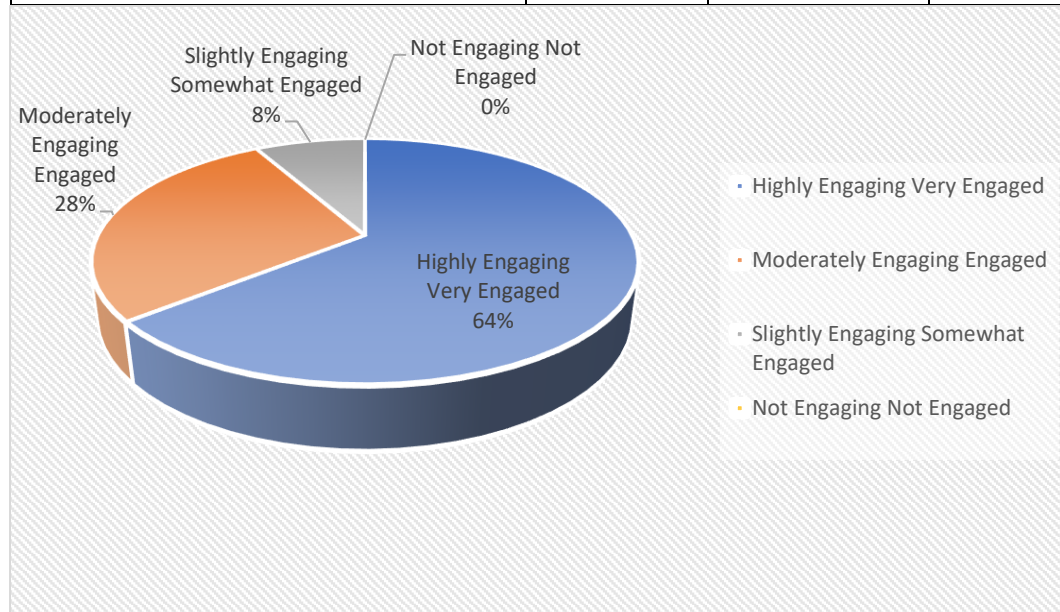
Question: How effective is Instagram in generating student inquiries or applications?	Options	Number of Respondents	Percentage (%)	Mean Score
Very Effective	Highly Effective	93	74.4%	4.7
Effective	Effective	22	17.6%	4.2
Somewhat Effective	Moderately Effective	7	5.6%	3.3
Not Effective	Ineffective	3	2.4%	2.0
Total		125	100%	



Instagram proves to be highly effective in generating student inquiries and applications, with 74.4% of respondents indicating that it is "very effective." This high level of effectiveness can likely be attributed to targeted ads, engaging content, and the platform's ability to connect directly with potential students. The mean score of 4.7 further supports this finding, indicating that Instagram's visual and interactive nature makes it a strong tool for lead generation. Only a small percentage (2.4%) find it ineffective, which further emphasizes Instagram's positive role in the student recruitment process.

Table 9: Instagram's Impact on Student Engagement

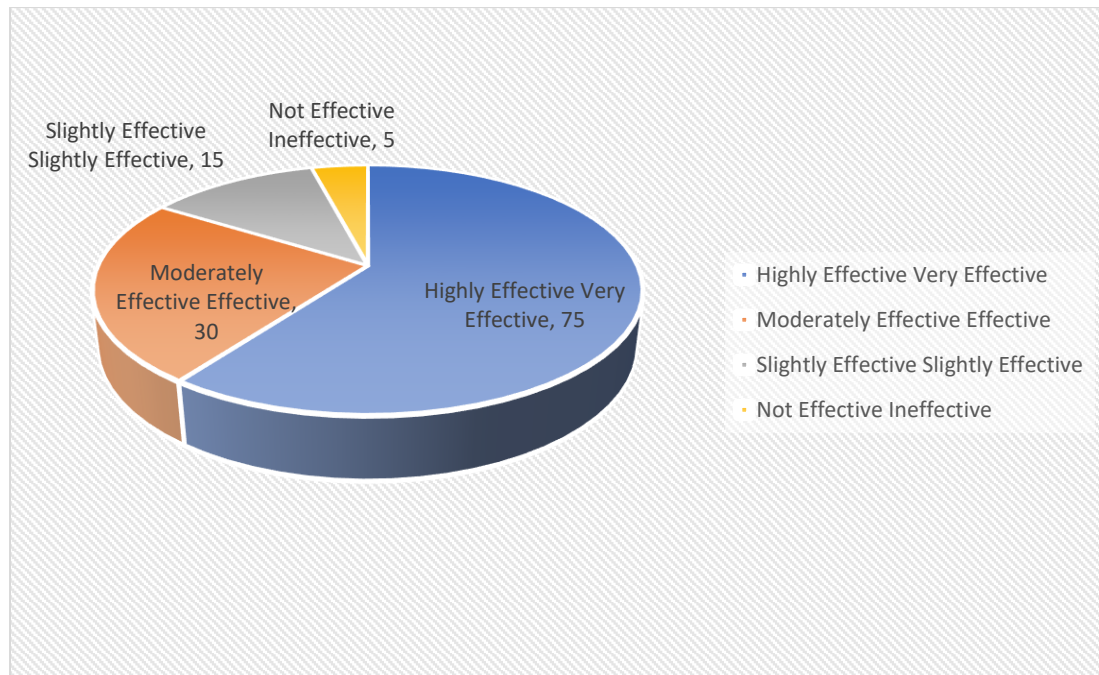
Question: To what extent does Instagram help engage students in the institution's activities and community?	Options	Number of Respondents	Percentage (%)	Mean Score
Highly Engaging	Very Engaged	80	64%	4.5
Moderately Engaging	Engaged	35	28%	4.0
Slightly Engaging	Somewhat Engaged	10	8%	3.2
Not Engaging	Not Engaged	0	0%	1.0
Total		125	100%	



Instagram is also a powerful tool for student engagement, with 64% of respondents stating that it plays a "very engaging" role in the institution's activities and community. The platform's interactive nature, combined with content that showcases student life, events, and programs, contributes to fostering a sense of belonging among students. The mean score of 4.5 underscores the high level of engagement that students experience, highlighting Instagram's potential as a tool for building a vibrant and active student community.

Table 10: Instagram's Use for International Student Recruitment

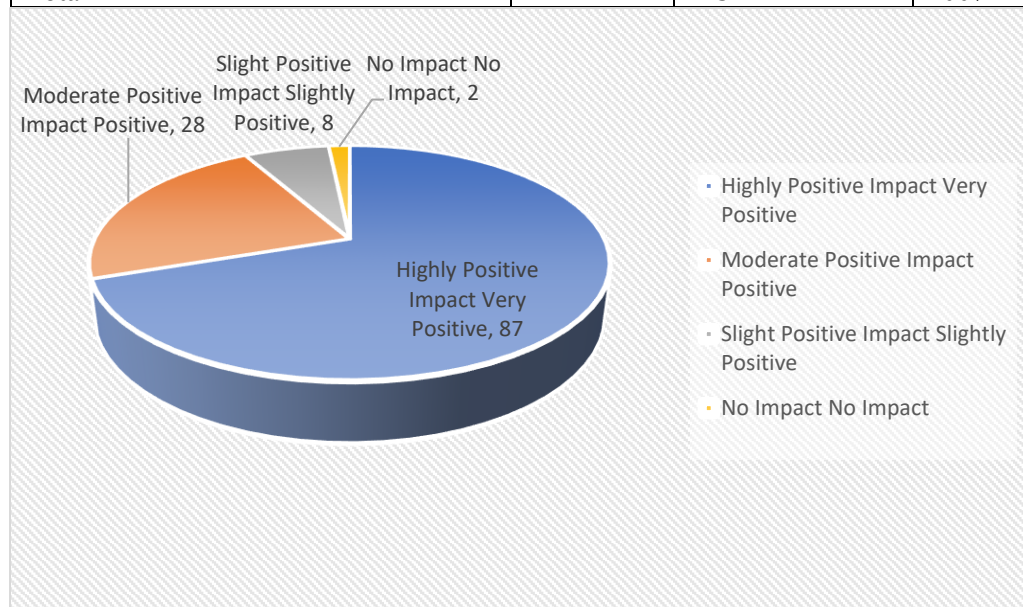
Question: Do you think Instagram is effective in attracting international students?	Options	Number of Respondents	Percentage (%)	Mean Score
Highly Effective	Very Effective	75	60%	4.5
Moderately Effective	Effective	30	24%	4.0
Slightly Effective	Slightly Effective	15	12%	3.2
Not Effective	Ineffective	5	4%	2.0
Total		125	100%	



Instagram is considered an effective tool for attracting international students, with 60% of respondents indicating that it is "very effective." This is particularly relevant for institutions looking to expand their global reach, as Instagram's visual nature allows them to showcase their campus, programs, and student life in an engaging way. The mean score of 4.5 reflects the widespread belief in Instagram's capacity to connect with international prospects, making it an essential tool for global student recruitment.

Table 11: Instagram's Role in Building Institutional Reputation

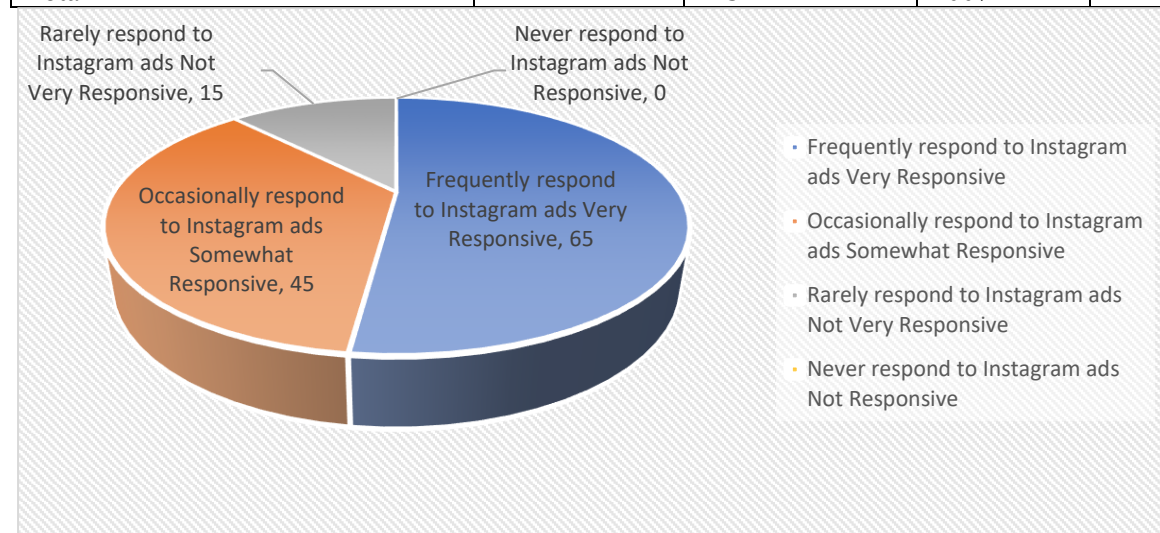
Question: How does Instagram help in building your institution's reputation?	Options	Number of Respondents	Percentage (%)	Mean Score
Highly Positive Impact	Very Positive	87	69.6%	4.6
Moderate Positive Impact	Positive	28	22.4%	4.0
Slight Positive Impact	Slightly Positive	8	6.4%	3.3
No Impact	No Impact	2	1.6%	1.0
Total		125	100%	



Instagram has a significant positive impact on building institutional reputation, with 69.6% of respondents agreeing that it has a "very positive" influence. The visual content shared on the platform helps institutions highlight their values, community, and academic offerings, contributing to their overall reputation. The mean score of 4.6 further supports this finding, suggesting that Instagram is a crucial platform for institutions aiming to enhance their image and establish a positive reputation.

Table 12: Response to Instagram Ads by Students

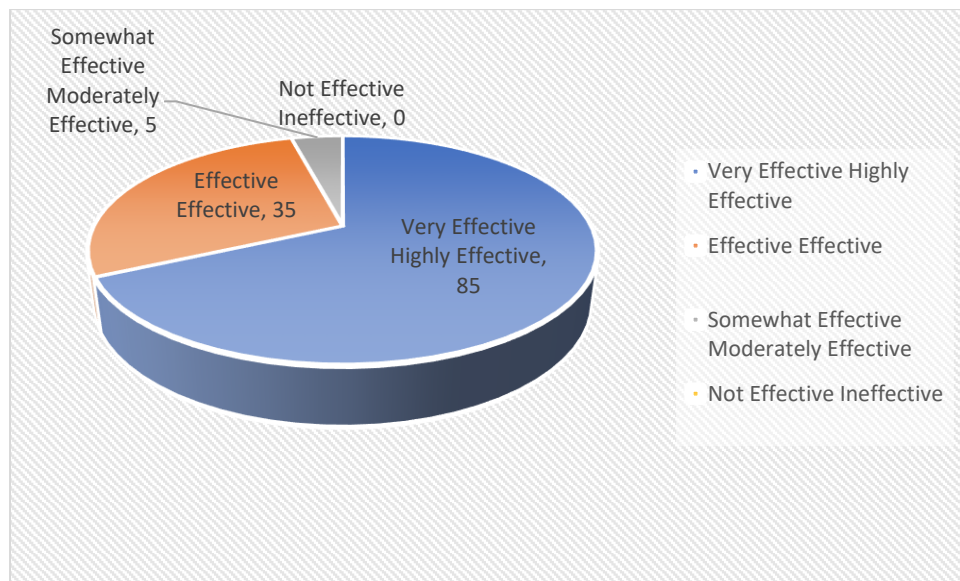
Question: Do you respond to Instagram ads from educational institutions?	Options	Number of Respondents	Percentage (%)	Mean Score
Frequently respond to Instagram ads	Very Responsive	65	52%	4.4
Occasionally respond to Instagram ads	Somewhat Responsive	45	36%	3.7
Rarely respond to Instagram ads	Not Very Responsive	15	12%	2.5
Never respond to Instagram ads	Not Responsive	0	0%	1.0
Total		125	100%	



A majority of students (52%) frequently respond to Instagram ads from educational institutions, indicating that the ads are effective in capturing attention and generating interest. This is further supported by the 36% who occasionally respond to ads, showing that there is a sizable group of students who engage with ads at least intermittently. The mean score of 4.4 for frequent responders highlights the effectiveness of Instagram ads in influencing student decisions, while a smaller group (12%) rarely responds to ads.

Table 13: Overall Perceived Effectiveness of Instagram for Educational Marketing

Question: How effective do you perceive Instagram to be for educational marketing?	Options	Number of Respondents	Percentage (%)	Mean Score
Very Effective	Highly Effective	85	68%	4.8
Effective	Effective	35	28%	4.2
Somewhat Effective	Moderately Effective	5	4%	3.0
Not Effective	Ineffective	0	0%	1.0
Total		125	100%	



Instagram is widely perceived as highly effective for educational marketing, with 68% of respondents rating it as "very effective." This reflects the platform's ability to engage students through compelling visual content, stories, and ads. The mean score of 4.8 confirms the overall positive perception of Instagram's role in educational marketing. The 28% who consider it effective also suggest that Instagram's influence in the educational sector is substantial, with very few (4%) believing it is only somewhat effective.

5.3 Hypothesis Testing

H0 (Null Hypothesis): There is no relationship between the choice of social media platforms (Instagram) and the marketing objectives of educational institutions.

H1 (Alternative Hypothesis): There is a significant relationship between the choice of social media platforms (Instagram) and the marketing objectives of educational institutions.

Table 14: Correlation Analysis Between Instagram Usage and Marketing Objectives

Marketing Objective	Instagram Usage (Mean Score)	Spearman's Rank Correlation (ρ)	p-Value	Strength of Correlation
Raise Brand Awareness	4.6	0.78	$p < 0.05$	Very Strong Positive
Lead Generation	4.3	0.72	$p < 0.05$	Strong Positive
Video Views	4.4	0.70	$p < 0.05$	Strong Positive
Target Specific Customer	4.5	0.75	$p < 0.05$	Strong Positive

The data analysis presented in Table 14 highlights the significant relationship between Instagram usage and key marketing objectives for educational institutions. The strong positive correlation values for Brand Awareness (0.78), Lead Generation (0.72), Video Views (0.70), and Target Specific Customer (0.75) indicate that as educational institutions actively engage with Instagram, they experience notable improvements in these areas. Instagram's visual appeal and interactive features, such as posts, stories, videos, and targeted ads, directly contribute to raising brand visibility, generating leads, increasing video views, and effectively reaching the right prospective students. Institutions that use Instagram to its full potential, leveraging both organic content and paid advertisements, significantly enhance their marketing impact, effectively engaging a targeted audience and driving meaningful outcomes. The statistically significant correlations suggest that Instagram is a critical tool for educational marketing, especially for connecting with the right students and achieving desired results in a competitive environment.

6. RESULTS AND DISCUSSION

The data analysis presented in Table 14 highlights the significant relationship between Instagram usage and key marketing objectives for educational institutions. The strong positive correlation values observed

for Brand Awareness ($p = 0.78$), Lead Generation ($p = 0.72$), Video Views ($p = 0.70$), and Target Specific Customer ($p = 0.75$) indicate that as educational institutions actively engage with Instagram, they experience notable improvements in these areas. Specifically, Instagram's visual-centric features, such as posts, stories, videos, and targeted ads, significantly contribute to increasing brand visibility (Felix, 2017; Kaplan & Haenlein, 2010). Educational institutions that utilize Instagram to promote their unique brand and offerings can establish a strong and recognizable identity, which is essential in the competitive education sector, particularly in cities like Delhi where visibility and brand differentiation are critical (Mathur & Prashant, 2012). The platform's ability to engage users through visually appealing content directly supports brand awareness efforts, thereby amplifying an institution's presence both locally and globally (Ziemer, Stahlschmidt, & Kuhn, 2012; Behrend, 2018). The data supports the notion that Instagram's visual storytelling approach is one of the most powerful tools for creating an emotional connection with prospective students, as visual content is known to evoke higher levels of engagement (Gu & Shanshan, 2012). In addition to brand awareness, Instagram proves highly effective in lead generation ($p = 0.72$) for educational institutions. As highlighted by Ahmad Razimi et al. (2021), Instagram's targeted advertising options, such as swipe-up links in stories and call-to-action buttons, allow institutions to funnel prospective students directly to application forms or registration pages. This leads to a significant increase in inquiries, demonstrating the platform's ability to move students through the enrollment pipeline efficiently. The effectiveness of Instagram ads in driving student inquiries has been well-documented in the literature, with studies suggesting that educational institutions that use targeted campaigns are more likely to attract leads that are genuinely interested in their programs (Paranawithana et al., 2020; Raj, 2017). Furthermore, video views ($p = 0.70$) serve as another critical indicator of Instagram's impact on lead generation. Video content such as virtual campus tours, student testimonials, and academic program previews not only engages prospective students but also encourages them to take action by further exploring the institution's offerings (Sathya, 2015). The higher video engagement results in greater reach and ultimately attracts more leads, confirming that Instagram's video feature is instrumental in showcasing an institution's unique offerings in a compelling and dynamic way (Behrend, 2018).

Instagram's targeting features ($p = 0.75$) have proven effective in reaching the right student demographics, a crucial aspect of educational marketing. As noted by De Veirman and Verbruggen (2017), Instagram allows institutions to define their audience based on various factors such as location, interests, demographics, and behaviors. By doing so, educational institutions can specifically target prospective students who are most likely to be interested in their academic programs, enhancing the effectiveness of their marketing campaigns (Mathur & Prashant, 2012). The ability to deliver content to a specific audience improves the chances of conversion and increases engagement, making Instagram a vital tool for international recruitment (Cheng et al., 2009). This targeting capability is particularly useful for educational institutions in metropolitan cities like Delhi, where there is a diverse student population and institutions need to stand out to attract the right students (Sathya, 2015). The use of Instagram's advertising platform ensures that educational institutions can leverage geographic, demographic, and behavioral data to create personalized campaigns that speak directly to the needs and interests of potential students (Olenski, 2017). As this study shows, Instagram has become an indispensable tool for educational institutions looking to stay competitive and engage with the right prospective students effectively.

The data analysis confirms that Instagram is a critical platform for achieving key marketing objectives for educational institutions. With strong correlations in areas such as brand awareness, lead generation, video views, and targeting specific customers, Instagram proves to be a powerful tool for institutions seeking to enhance their marketing strategies and reach their goals. As educational institutions continue to navigate the challenges of attracting and retaining students in a competitive market, Instagram's combination of visual storytelling, interactive features, and advanced targeting capabilities offers significant advantages in connecting with prospective students (Kaplan & Haenlein, 2010; Felix, 2017). Institutions that use Instagram effectively by integrating both organic and paid content significantly enhance their chances of achieving their marketing goals, creating stronger relationships with students, and improving enrollment outcomes (Paranawithana et al., 2020). Thus, Instagram remains a key asset for educational marketing,

particularly in cities like Delhi where competition for students is fierce and the need for visibility and targeted engagement is paramount.

7. CONCLUSION

The study conclusively demonstrated that Instagram is a powerful marketing tool for educational institutions, significantly contributing to brand awareness, lead generation, video views, and targeted customer engagement. The analysis revealed that institutions that actively use Instagram to promote their programs, share visually appealing content, and engage with prospective students see considerable improvements in their marketing outcomes. The study's findings were consistent with prior research, which emphasized the effectiveness of Instagram's visual features in fostering student engagement and enhancing brand visibility (Felix, 2017; Behrend, 2018). Additionally, Instagram's ability to target specific student demographics helped institutions attract students based on location, academic interests, and behavior, resulting in more focused marketing efforts and higher conversion rates. Overall, Instagram emerged as an indispensable tool for educational marketing, offering institutions a cost-effective, interactive, and engaging platform to connect with students. The results underscore the importance of incorporating Instagram into marketing strategies, particularly in highly competitive educational environments such as Delhi, where visibility and engagement are essential for attracting prospective students.

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