Strategies for Promoting Universities in South Asian Region: A Review of Contemporary Literature

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Abstract: Promotional strategies in universities have made it possible to classify acts that add value to the institution's brand and better identify to the audience that they are targeting. However, understanding South Asia's socioeconomic dynamics is lacking, hindering tailored policies for promoting university growth. This research study aims to investigate the promotional tactics of newer and growing universities in South Asian region. The methodology employed to accomplish this goal was grounded on a review of the literature, which included an analysis of promotional strategies used by the universities. This study also discuss the key components of promotional strategies and a comparison of the strategies taken by universities found in the extant literature. The analysis concludes that promotional strategies, both traditional and modern, contribute to attracting new students and enhancing academic excellence. South Asian universities can enhance growth and academic excellence by integrating effective promotional strategies focusing on worth, fulfillment, and trust.

Introduction: In the past, many higher education institutions in South Asia traditionally took a relatively passive approach to student recruitment [1]. They mostly relied on choosing students from the applications they received through their entrance departments. This approach worked well when the demand for university slots exceeded the available capacity, making active marketing unnecessary and costly [2, 3]. However, the landscape has evolved significantly. The system of higher education in South Asia is currently experiencing a substantial transformation [4]. Several key factors have contributed to this change. Growing number of universities and colleges, which expanded the range of degree courses. This has significantly increased the variety of degree programs available [5]. At the same time, technological advancements have reduced the barriers to entry, resulting in a rise in online courses and remote learning [2]. While the total number of universities offering undergraduate and graduate degree programs have increased, there is now competition become intensed for students' recruitment. Estimates regarding the variations in overall application drop, but it is evident that universities must actively compete for students [6]. As a response to these shifts in the education landscape, academic institutions are becoming increasingly proactive in marketing themselves. This is driven by a desire to expand their portion of the market, whether with regard to numbers of student or the standard of enrolled students [7].

One noticeable consequence of these alterations in the competitive atmosphere is that universities are adopting more aggressive marketing strategies to increase their competitiveness. Empirical data from becoming acquainted with the local newspaper and radio commercials, social media marketing, suggests that this trend is particularly noticeable in newer universities [8]. These institutions tend to market their degree significantly more rigorous strategies than what was conventional one in South Asian undergraduate education several years back [9]. Research on promoting growing universities in South Asia lacks a solid understanding of regional socioeconomic dynamics, which limits effective policies customized to local settings. In light of above significant changes in higher education sector and the view of marketing different targets in a different way, this study aims to analyze and contrast the promotional tactics for newer and growing universities in South Asian region. Given these significant changes in the higher education in South Asian region, this study aims to examine and contrast for the newer and growing universities in South Asian region.

Research Question: In the contemporary landscape, universities in South Asia utilize diverse promotional strategies to attract students. How can an understanding of these strategies and their efficacy be leveraged to develop comprehensive promotional campaigns tailored to the unique needs of a growing university?

Research Objective: This study aims to analyze the most common promotional strategies employed by universities in South Asia to attract students and explore how these strategies can be adapted and applied effectively to promote the growth of a university. Through a detailed examination of promotional tactics and their outcomes, this research seeks to provide actionable insights for enhancing the visibility and appeal of growing universities in the region.

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Methodology:

Research Design: The current study adopts a literature review and a descriptive phenomenon associated with the study context. This study tends to occur using inductive analysis, which seeks to understand facts in depth through gathering data. The study scrutinizes the socio-economic factors influencing student decision-making processes and the efficacy of promotional efforts. Furthermore, it investigates the importance of reputation management, and stakeholder engagement in shaping university promotional strategies.

Data Collection: This research is mainly conducted by using secondary data which includes academic journals, websites of different universities, statistical databases, and international organizations' reports. For data collection, authors used from Google Scholars and Google search engine. Access to some journals was restricted and paid which created problems in data collection.

Data Analysis: For data analysis this research adopted a combination of qualitative content analysis and thematic analysis approaches.

Findings of the Study: The evolution of marketing strategies of South Asian higher education institutions has followed a path similar to that observed in Western academia [10]. Marketing predominantly product-focused, but it has gradually been recognized the importance of services marketing and, more recently, acknowledged the role marketing plays within the not-for-profit sector [11]. Throughout this transformation, one core theme has remained constant: organizations must acknowledge the sovereignty of their customers to ensure long-term viability [12, 13].

In the South Asian context, the above perspective presents two primary challenges. First, determining who the customer is in this educational marketplace and identifying other key stakeholders become essential questions [14]. Second, understanding the meaning of "marketing orientation" within this context is crucial [15]. Identifying students as the customers is a logical starting point, but it raises concerns about customer retention, which is challenging in tertiary education, particularly at the undergraduate level [16]. Therefore, it's necessary to view students as consumers rather than customers, a distinction that has been recognized in the literature. This difference leads to categorizing stakeholders into primary (students), secondary (funding agents, including government agencies and donors), and tertiary (other interested parties like alumni, accreditation organizations, and parents) [17]. The concept of market orientation in higher education also brings to light the need to balance students' needs with preserving academic integrity and freedom. This trade-off is a subject of continuous debate in academia [18].

In South Asia, the nature of the product offered by universities is a topic of ongoing discussion. Some scholars suggest that students are the raw materials, graduates are the products, and prospective employers are the customers [19]. This perspective is based on a multi-level product view, considering core benefits, tangible attributes, and intangible attributes. Universities must navigate how they match the needs of the marketplace with their academic integrity and educational goals.

Given the changing South Asian higher education landscape, how universities undertake the marketing task is a significant consideration. The marketing approach has evolved over time, and strategic planning and marketing planning activities are seen as essential for institutions to focus their marketing efforts [2, 20]. However, there's still some confusion about what marketing entails, with some viewing it as a combination of selling, advertising, and public relations. Over time, there has been a growing recognition of the need for systematic marketing and strategic planning within South Asian universities. While marketing activities in the region have undergone significant changes, there remains room for further development and integration of marketing functions and interdepartmental coordination across academic institutions in South Asia [4]. According to Hung & Yen [10] in the context within South Asian universities reflects the global trend of recognizing marketing as a crucial aspect of the educational sector, emphasizing the need for institutions to evolve and adapt to changing circumstances.

University Information Office: A University Information Office can be a strategic cornerstone for promotional efforts, as substantiated by academic research. Studies consistently underscore the pivotal role of academic program visibility and reputation in attracting prospective students [1, 21]. The Information Office can leverage these findings by disseminating comprehensive, up-to-date information about the university's academic offerings and research achievements. Additionally, research emphasizes the importance of an institution's online presence and its impact on attracting students [7]. Managing the university's website and social media effectively, the Information Office can enhance online visibility, thus engaging a broader audience. Campus visits have a profound influence on enrollment decisions, with personal interactions playing a significant role [22]. The Information Office can capitalize on this by organizing engaging campus tours and open house discussion to offer firsthand experiences to prospective students.

Financial concerns are pivotal for many incoming students. Research reveals that strong influence of financial aid information on enrollment choices [23]. The Information Office can address these concerns, thereby attracting students who may not have the university otherwise. Community engagement, on the other hand, is vital for reputation building of the universities, as partnerships and outreach programs foster a positive image [24]. The Information Office uses such initiatives for demonstrating the university's commitment to the local community. Research also highlights the significance of brand consistency and reputation management [25, 26], both of which the Information Office can proactively manage in many Asian universities to attract prospective students. In summary, supported by extensive research, a University Information Office is integral to promoting a university effectively, attracting a diverse community, and enhancing its reputation.

Print media: The use of print media remains a relevant and impactful promotional strategy for universities, as substantiated by recent research. Jones [27] emphasized the enduring influence of print materials in reaching diverse audiences, including prospective students and their families. Leveraging print media, such as brochures, pamphlets, and magazines, enables universities to provide tangible and comprehensive information about their academic programs, campus facilities, and student achievements. This approach is especially effective for in-depth exploration and comparison, as advocated by Jain et al. [12]. Print media conveys the institution's strengths in a tactile and lasting format, ensuring that universities create a memorable and credible presence, making it a pivotal strategy for promoting the university's image [28].

Traditional cable or satellite channel television: Traditional cable and satellite channel television remains a valuable promotional strategy for a growing university, this concept substantiated by recent research from a South Asian perspective [29]. Studies conducted by Hashem [30] emphasized the enduring significance of television as a medium to reach diverse demographics in the region. Research by Camilleri [13] underscores that traditional TV channels offer a widespread and trusted platform for universities to broadcast their academic programs, campus life, and success stories. These broadcasts can resonate with South Asian families who often rely on television for information and decision-making, effectively enhancing the university's visibility to the wider audience and thus can attract the students who are seeking credible and established institutions [28].

Over-the-Top (OTT) media services: Over-the-Top (OTT) media services serve as an invaluable promotional strategy for a growing university, particularly within the South Asian context, as affirmed by most recent research Studies conducted by Bhattacharyya et al. [31] underscore the increasing significance of OTT platforms in reaching the digitally-connected South Asian demographic. By leveraging targeted content on popular OTT channels, universities can effectively engage prospective students, a generation that prioritizes digital accessibility and personalized content [29]. This approach allows universities to showcase their academic excellence, campus culture, and unique offerings, making OTT media services an instrumental strategy for promoting the university's distinct identity and attracting a tech-savvy audience [32].

Host-read and non-host-read podcast advertisements: The study of Camilleri [1], emphasize that podcasts have gained immense popularity among South Asian youth, offering a direct channel to engage prospective students with tailored content. Host-read advertisements, in particular, create a personal and authentic connection, while non-host-read ads are effective in reaching a wider audience [33]. Leveraging podcasts allows universities to showcase their academic programs, campus life, and unique features, making it a relevant and influential strategy for promoting a university's distinct identity and attracting a technologically advanced, podcast based demographic [34].

Interactive and non-interactive banner ads: A Recent research study of Keane & Yu [35], emphasizes the growing trends to digital presence and online activities of South Asian youth such as interactive banner ads, through engaging multimedia content, facilitate direct interactions, offering a personalized experience. Non-interactive banner ads are also effective in delivering concise and informative messages to a broader audience [36]. Leveraging banner ads allows universities to showcase their academic programs, campus facilities, and achievements, making it a relevant and influential strategy for promoting a university's distinct identity and attracting a diverse, tech-savvy students and parents.

Desktop display advertising on websites: Desktop display advertising on websites is a compelling promotional strategy, as validated by recent research. Hontiveros [37] emphasizes the enduring significance of web-based advertising in reaching a digitally-connected audience. In an age where prospective students actively seek information online, desktop display ads offer universities a platform to effectively showcase their academic programs, campus facilities, and achievements. This approach allows institutions to engage with a diverse audience and target specific demographics, as advocated by Shields & Peruta [38]. Thus, leveraging website display advertising is a pivotal strategy for promoting a university's unique offerings, enhancing visibility, and attracting students who actively seek information and are influenced by online content.

Outdoor advertising: Outdoor advertising, encompassing billboards, posters, wallscapes, rotary programs, transit, airport advertising, and retail venues, remains a compelling promotional strategy for universities. Ali [25] emphasizes that traditional advertising mediums continue to be effective in reaching a diverse audience, including students and their families. Leveraging outdoor advertising enables universities to create a strong local presence and build brand recognition. As highlighted by Jambhulkar & Siddiqui [39], strategically placed billboards and posters near educational institutions or high-traffic areas can effectively convey the institution's strengths and academic programs. This multi-faceted approach ensures that universities capture the attention of a wide range of potential students and showcases the institution's offerings, making it a pivotal strategy for promoting the university's image.

Digital media for marketing outside of the home: Digital media for marketing outside of the home, encompassing digital billboards, placed-based networks, and signage, is a highly effective promotional strategy for universities, as substantiated by recent research. Mposi & Roux [40] emphasize the growing impact of digital out-of-home (DOOH) advertising in capturing the attention of a tech-savvy audience. Leveraging digital billboards and signage allows universities to convey dynamic and engaging content to a diverse demographic, as highlighted by Bamberger et al. [41]. This approach enables institutions to showcase their academic programs, campus culture, and achievements in an eye-catching and interactive manner. The flexibility and real-time

updates of digital media create a powerful tool for promoting a university's distinct identity, enhancing visibility, and attracting students who engage with dynamic content.

Social media platform: Social media platforms have evolved into powerful promotional tools for universities, and research underscores their effectiveness in attracting and engaging a diverse audience. Studies reveal that prospective students increasingly rely on social media for information during their university search process [38]. The ability to disseminate information quickly and interactively through platforms like Facebook, Instagram, Twitter, and LinkedIn is vital. Research shows that universities with active and engaging social media profiles tend to attract more prospective students [42]. These platforms enable universities to showcase academic programs, faculty expertise, campus facilities, and student life that create a dynamic and multimedia representation of the institution. Moreover, social media facilitates direct engagement with potential students, addressing inquiries, providing real-time updates, and fostering a sense of community [43]. Content that features success stories, testimonials, and virtual campus tours can significantly impact enrollment decisions [44]. The viral nature of social media allows information to reach wider audiences, extending the university's reach beyond traditional marketing channels [45]. Furthermore, engagement metrics, such as likes, shares, and comments, provide valuable data for improving marketing strategies [46]. Research demonstrates that social media platforms are a dynamic, interactive, and data-rich promotional strategy that effectively promotes universities by attracting and engaging a diverse audience throughout the college decision-making process [47].

Facebook: Facebook could be considered the face behind social media sites on the Internet. It is the "dominant" social media site, founded in 2004. According to a statistics of Facebook adoption and usage data [48], 94% of their undergraduates were avid users of Facebook, spending a typical 10-30 minutes on the social networking site and maintaining 150-200 connections. According to a broader study, 90% of freshman students in higher education have personal Facebook accounts [49].
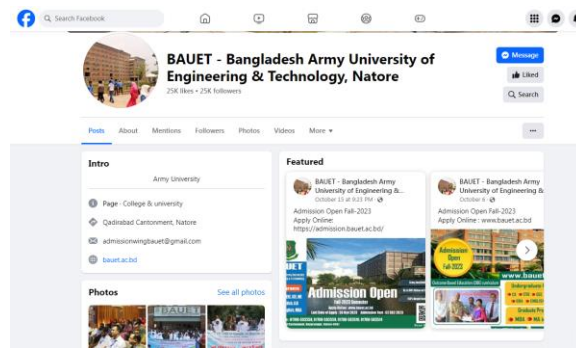

Fig. 1: Screenshot of the Facebook page of Bangladesh Army University of Engineering and Technology (BAUET), Bangladesh.
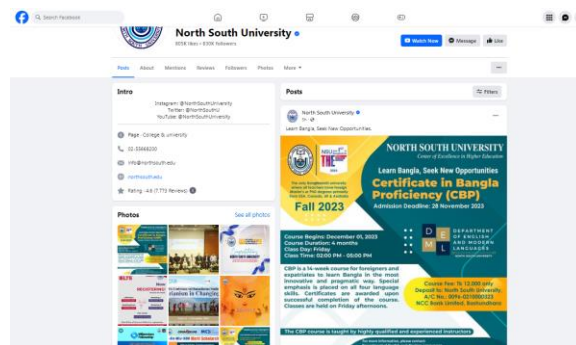

Fig. 2: Screenshot of the Facebook page of North South University (NSU), Bangladesh.

YouTube: YouTube, a video-sharing platform, has been recognized for its impact on teaching and learning in higher education. Studies explored the use of YouTube in Massive Open Online Courses (MOOCs), showcasing its role in online education and potential implications for promotional content.
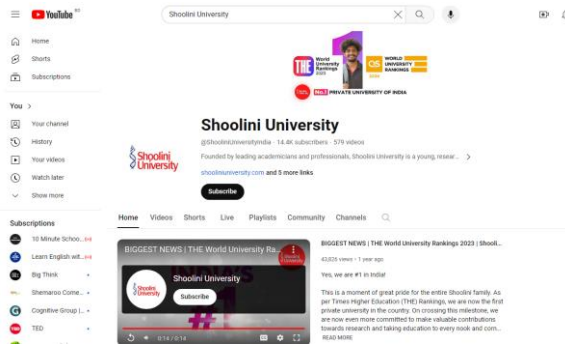
Fig. 3: Screenshot of the YouTube Channel of Shoolini University, India.

Instagram: With its focus on visual content, Instagram has emerged as a platform with implications for higher education promotion. Another research investigated online social media fatigue, shedding light on the psychological aspects of Instagram use among students and its potential impact on promotional efforts [50].
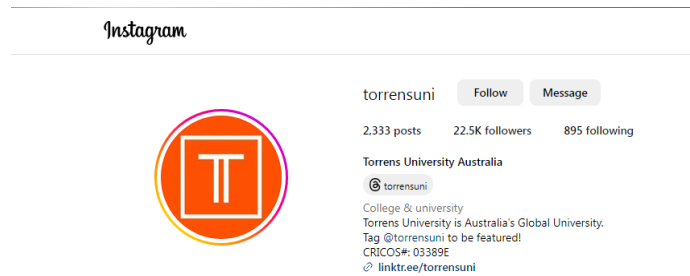
Fig. 4: Screenshot of the Instagram profile of Torrens University, Australia.

LinkedIn: LinkedIn is a networking service that was created in May 2003 and is mostly used for professional networking. LinkedIn users typically collaborate with others in their fields, keeping a contact list of individuals they know and trust. Atkinson [51] examined the changing landscape of academic careers, indicating the influence of platforms like LinkedIn on professional identity and promotion within academia (Shown in figure V).
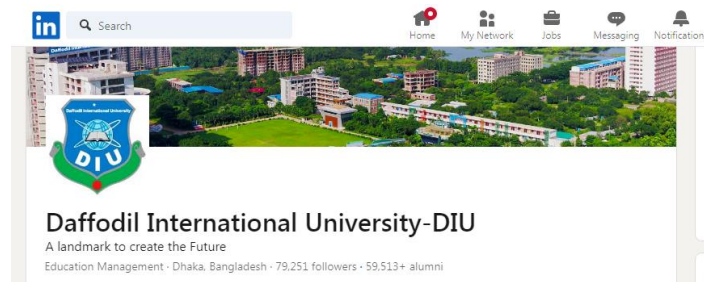
Fig. 5: Screenshot of the LinkedIn profile of Daffodil International University (DIU), Bangladesh.

Twitter: Twitter is a social media platform that is also known as a microblogging service. Unlike Facebook, Twitter limits posts or expands to a maximum of 160 characters. Some say that Twitter is a faster form of communication because of the comparatively shorter tweet sizes. It has garnered recognition for its role in promoting higher education (Shown in figure VI). A study revealed a positive correlation between the use of Twitter and participation by students, highlighting the platform's potential as a means of communication.

Fig. 6: Screenshot of the Twitter profile of Shoolini University, India.

Table 1: Overview of the research results of social media usage

| Authors	Research Method	Participants	Results
Stageman [52]	Focus group interview	Freshers at Marquette University. n = 13	The use of social media by universities did not influence participants' choices of which college to attend. After being accepted, prospective freshmen use social media platforms offered by the institution to communicate with faculty and staff, form a support system, and ease the transition from home to school.
Young [53]	Exploratory study	Wall postings (n=285) and profile photos from two academic years were analyzed.	Women outnumber males online, and transfer college and high school students visit the site. Users seeking information were primarily interested in application and admissions requirements. Surprisingly, 80% of users did not include their location.
Spraggon [54]	Document analysis	Marketing executives from 20 undergraduate business schools	Theory and practice divergence Academic social networking sites do not link to specific program websites; they simply link to the institution homepages. Before implementing the technologies, universities don't take the time to create social media marketing strategies. Advises colleges to have a strategy before utilizing social media for marketing purposes.
Barnes & Mattson [55]	Telephone surveys	Admissions officers at U.S. 4-year recognized universities (n = 478).	When it comes to blogging usage, higher education institutions surpass Fortune 500 corporations. Admissions staff use social media to find and attract applicants. The number of times admissions officers utilize social media to promote their school is rising. 83% of people are able to use social networking sites. 95% of people use social media in some capacity. Social media, according to 91% of respondents, is "somewhat important" to their future hiring strategy.
Constantinides & Stagno [56]	Survey	students in the final 2 years of high school (n = 400)	In most cases, students have social media profiles. When it comes to information sources that affect students' decisions to attend a specific institution, social media comes in last.

Lucrative Webpage: A university's webpage serves as a critical and versatile promotional strategy, and recent research reaffirms its significance in attracting and engaging prospective students. In today's digital age, an institution's website often forms the first point of contact for prospective students and their families during the college search process [57]. Research underscores the pivotal role of the university's website in shaping its image, as it acts as a central information hub for showcasing academic programs, faculty expertise, and research achievements [58]. An institution's online presence is shown to significantly influence the decision-making process of prospective students, with web content that is engaging, informative, and user-friendly playing a critical role [59, 60]. Furthermore, a well-designed university website offers an opportunity to provide virtual campus tours, webinars, and interactive content, which have become increasingly essential in the wake of the COVID-19 pandemic [1]. Effective use of data analytics and personalization on webpages has been shown to enhance user experience and engagement [61].

Scholarship Programs: Advertise scholarships and financial aid opportunities widely to attract top talent [62]. Scholarship programs are a compelling promotional strategy for universities, particularly in the South Asian perspective, the impact of scholarships on student recruitment in this region. Research by Balgan & Otgonbayar [63] emphasizes that scholarship offers significantly influence on students' enrollment decisions in South Asia, where access to higher education often hinges on affordability. Furthermore, scholarship opportunities can help universities attract high-achieving students, enhance diversity, and foster international relationships [64]. These programs not only promote a university's commitment to education accessibility but also contribute to regional development, making them an indispensable strategy for enhancing the institution's image and attracting a diverse and talented student body.

Webinars and Seminars: Hosting webinars and online seminars on various topics relevant to your university's programs are included in this category. This can showcase faculty expertise and engage potential students [1]. Webinars and seminars serve as a highly effective promotional strategy for universities which emphasize the role of these events in engaging prospective students in this region. Research by Labausa et al. [65] underscores that webinars and seminars provide a platform for universities to showcase their academic programs, faculty expertise, and campus culture, thereby fostering a sense of connection and familiarity among South Asian students. Moreover, these interactive sessions, as advocated by Pradipta [66], allow for direct engagement with potential students, addressing their queries and providing personalized insights. In a digital age where online information is paramount, webinars and seminars offer a personal touch that resonates with South Asian students and influences their enrollment decisions.
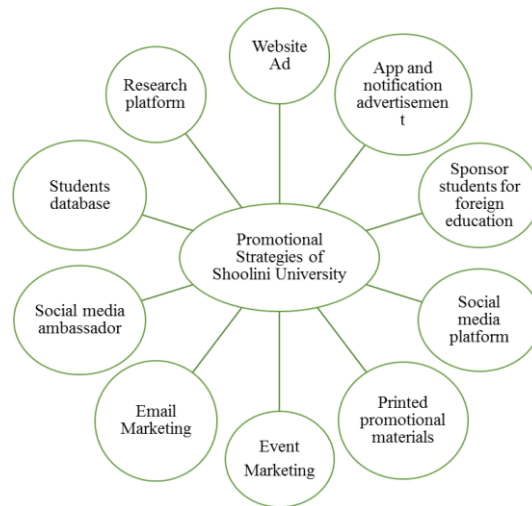
A Summary of Promotional Strategies of Different Universities in South Asian Region
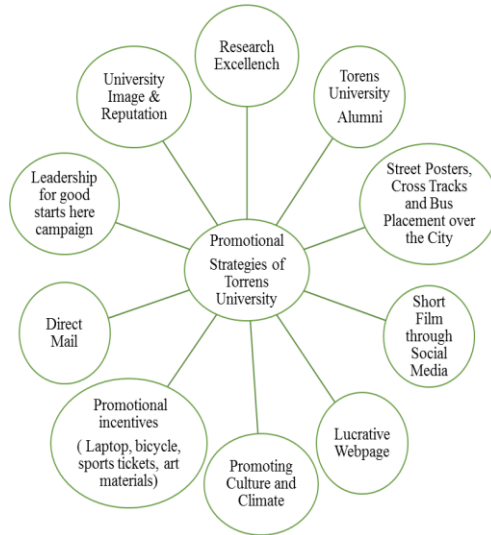
Fig. 7: Promotional Strategies of the Torrens University, Austrilia.
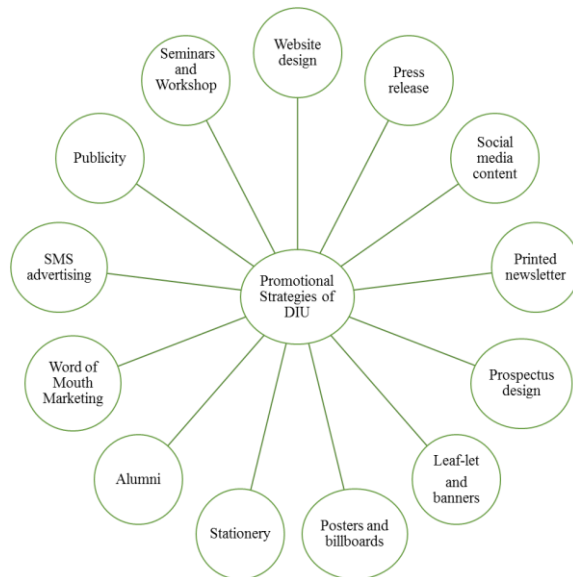
Fig. 8: Promotional Strategies of the Daffodil International University (DIU), Bangladesh.

Fig. 9: Promotional Strategies of Shoolini University, India.

Discussion and Implications:

Stakeholder engagement in higher educational institutions: The research indicates an increasing understanding of the varied character of stakeholder participation in higher education promotion [67, 68]. Gürüz [67] highlights the importance of stakeholders in shaping and improving an institution's reputation and academic status, including academics, alumni, and industry partners. According to the author, coordinated promotion activities increase exposure and help the overall development and success of higher education institutions. Martins et al. [68] investigate the influence of stakeholder involvement on student recruitment and retention, emphasizing the need of include prospective and present students as stakeholders in order to understand and satisfy their expectations. According to the research, effective engagement techniques in higher education promotion require a holistic strategy that takes into account the viewpoints and interests of diverse stakeholders (shown in Table 1). Stakeholder participation in higher education promotion emphasizes the importance of it in shaping institutional reputation, academic achievement, and student happiness.

Faculty member's achievements: Studies in this period underscore that faculty members are not just educators but also key brand ambassadors for the universities [70]. When faculty members engage in outreach and collaborate with students on research projects or community initiatives, it positively influences the university's reputation and its appeal to prospective students [71].

Table 2: List of stakeholders in higher education

Stakeholder type	Description
Government entities	Sponsoring religious groups; government; boards of trustees, governing boards
Management	Vice-Chancellor; Treasurer; Registrar; Senior management
Customers	Employees, service partners, parents, and students
Personnel	Teachers, executives, and support staffs
Financial intermediaries	Analysts, fund administrators, and banks
Government regulators	Government and national financial bodies, UGC, and the ministry of education
Joint venture	Industry partnerships & alliances
Sponsors	Personalities
Suppliers	Secondary educational institution; colleges and universities; alumni; food vendors;
Rivals	Private and public postsecondary education providers,
Communities	Fellow citizen; education and social services
Non-governmental regulators	Professional organizations; foundations; institutional and program accrediting bodies

Source: Kettunen [67]

Furthermore, faculty involvement in interdisciplinary initiatives and their achievements in research and innovation enhance the university's prestige [72]. Involving faculty in meetings with prospective students and their families can provide valuable insights into academic programs and create a personal connection. These interactions are noted in research as factors that significantly influence enrollment decisions [73].

Open Day/ Virtual Open Day: Open Day events and Virtual Open Days have emerged as essential and effective promotional strategies for universities. Studies reveal that Open Day events provide a unique opportunity for universities to showcase their campus, academic programs, and student life. They play a pivotal role in influencing prospective students' decisions and are regarded as a crucial element in the college choice process [43]. Moreover, Virtual Open Days have gained prominence due to

their accessibility and flexibility, especially in light of the COVID-19 pandemic [74]. Recent research underscores that these virtual events can be as effective as physical Open Days in engaging prospective students [48]. Institutions can leverage technology to provide virtual tours, webinars, and interactive content, making it easier for students to explore the university and its offerings. Both types of Open Days foster a sense of belonging and community, which are essential for attracting and retaining students [75]. They also offer valuable data for improving promotional strategies and enhancing the overall experience for prospective students.

Outreach program: Universities can bolster their reputation and appeal to prospective students by actively engaging with local communities through outreach initiatives [6]. Such community involvement not only demonstrates a university's commitment to social responsibility but also creates positive relationships with local residents. Research further highlights the significant influence of community engagement on students' enrollment decisions. Prospective students are increasingly drawn to institutions that have a tangible and positive impact on their surroundings, reflecting their desire for a university experience that goes beyond academics [76]. Outreach programs also offer opportunities for faculty and students to participate in meaningful projects and research collaborations, enhancing the institution's prestige [77]. The resulting success stories and community testimonials can be compelling promotional content that showcases the university's impact and attracts prospective students.

Educational Institution visits: A study by Swanson et al. [78] highlights the pivotal role of campus visits in the college selection process. These visits provide prospective students with firsthand experiences, fostering a deeper understanding of the campus culture, academic programs, and student life. Research underscores the emotional impact of such visits, with personalized tours and interactions significantly influencing enrollment decisions [20]. Universities are increasingly investing in tailored visit programs to attract students and showcase their unique offerings, making on-campus experiences a powerful promotional tool [4].

Arranging Sports and Competitions: Organizing sporting events and contests not only increases a university's prominence, but it also contributes to a dynamic campus culture, making it more appealing to potential students. According to Neus [79], engagement in athletics develops a sense of belonging and fraternity among pupils. These events provide institutions with a unique opportunity to demonstrate their sports ability while also engaging the local community. Furthermore, sports engagement has been related to increased student retention and academic achievement, making it a great weapon for boosting both the university's image and student well-being.

Promotional novelties: Promotional novelties, such as branded merchandise and giveaways not only enhance a university's visibility but also create a sense of belonging among students, faculty, and alumni. Research by Oplatka & Hemsley-Brown [2] emphasizes the power of tangible items in fostering a connection to the institution. These novelties serve as walking advertisements, increasing brand recognition and attracting prospective students. Moreover, the distribution of promotional items at events and during campus visits has been linked to higher levels of engagement and interest in the university [81].

Influencer Partnerships: Collaborate with local educational leaders, alumni, or industry experts to promote the university [82]. Influencer relationships can assist prospective students' access and engage a younger, more digitally aware audience. According to Zafar et al. [83], real tales about campus life, academic experiences, and extracurricular activities resonate powerfully with influencers' followers, providing a personalized connection to the university. Furthermore, influencer engagements allow colleges to highlight their distinctive services, values, and school culture. The importance of influencer connections in boosting a university's image and broadening its reach is highlighted by the dependence on social media and peer recommendations in college decision-making.

Alumni Involvement: Encourage alumni to be brand advocates and share their success stories. They can take part in marketing initiatives and act as trustworthy advocates [84]. Participation by alumni improves a university's reputation and attraction to potential students [85]. According to Oanh *et al.* [86], graduates act as living testimonies, providing real insights into the educational experience. Their success stories and contacts in diverse industries not only improve the academic excellence of the school, but also broaden the reach of recruiting efforts. Involvement of alumni in mentorship programs, recruiting events, and campus activities also generates a feeling of community and belonging, which impacts enrollment decisions [87]. Alumni participation emerges as a powerful technique for promoting the institution's reputation and attracting prospective students as students seek a supportive campus network.

Other Implications: The variety of undergraduate and graduate student markets have risen considerably in the last decade. This variety in student psychographics, demographics, and personalities have lead to the distinction period, in which the concept of customers as individuals have played a significant role in shaping the university market. Students as individuals have become a market trend that can only be harvested through carefully crafted marketing strategies and activities based on clearly defined and profiled market categories, assisted by cutting-edge technology, vast the spread of globalization increased interaction with others, and a strong sense of being entitled. The successive division of large markets into different segments of the market, specialized, and specific markets readily shows the emergence of the notion that customers must be considered independent, unique, and distinct entities. Clarity of market definition and strategy is becoming increasingly important in the rising knowledge-driven economy that characterizes universities.

The ordinary university product's intangible and transitory nature stresses the importance of defining the intended audience and implementing an active plan to reach them. Many tried-and-true principles and practices are incorporated into the proposed strategy-making methods. These approaches enable higher education institutional marketers to investigate various methods of defining target markets and determining market coverage tactics. If academic institutions have a complete understanding of their market structures, they may build strong themes that connect together apparently separate operations and target the efforts of its advertisers on the educational institution's intended market position. Careful market segmentation helps universities flourish in key areas that separates their offerings from rival institutions of higher education and therefore gives unique learning benefits to certain groups of learners.

Furthermore, the market segmentation strategy described above enables two essential promotional features: market perception and interaction with clients. Market technologies for sensing help institutions discover changes in different student populations and have a better chance of forecasting such shifts. The institution's ability to develop close and mutually beneficial connections with its current students and prospective students is enhanced by suitable market structure demarcation. The ability to detect and react to shifts in student preferences and requirements is made possible by strong student connections.

Future Research Scope: Further study may explore several nations or contrasted the branding strategies of prosperous universities with those of less prosperous ones. Evaluate the results of branding initiatives on an ongoing basis. Instead of viewing marketing as a foreign idea taken from the commercial world, academics and university administrators should view it as a workable philosophy and strategy for creating a higher education industry that caters to both domestic and foreign students. It is obvious that further research is required to explore the ideas of moral and personal philosophies, ethical ideals, and perceptions, and social obligations of those participating in university marketing management, especially with regard to internal marketing difficulties.

Direct interactive multichannel marketing promotion in more analytical and creative sectors hold the future of promotional methods for universities in the South Asian region. Well-defined markets and well-profiled clientele enable database marketing tactics and approaches that appeal directly to and connect with individual students. Using a variety of marketing platforms that allow for direct connection with learners, exceedingly personalized and specialized marketing propositions may be tailored to the exact needs and desires to select aspiring student.

Each student prospect requires several touch points in the present era of direct multi-channel marketing. Obtaining and obtaining replies from current and prospective students using electronic media - the Internet and email; broadcast media such as television and radio; teleservices such as inbound and outbound telemarketing; Print media such as direct mail, magazines, and newspapers; and personal - retail outlets channels and direct sales are increasingly becoming the standard for successful student marketing in the context of higher education. Attracting and retaining students requires the creation and delivery of a distinct value offering; the only means of getting to know exactly what makes up a distinct value equation is to be aware of the market as individuals as well as substantial groups of students. Comprehensive segmentation in marketing structures are required for effectively carried out direct promotional campaigns.

Conclusions: The accessibility and ease of web pages, as well as the capacity of printed media to transmit both extensive product information and emotive sentiments, Asian students are likely to see them as the most beneficial sources of information on abroad colleges. Newspaper and television advertisements might also assist raise Web address awareness. Open days may give more tailored information and feedback, and, in conjunction with TV advertisements or news reports, may assist students in visualizing what "being there" might be like. "Virtual" visits using video or Web technologies might be advantageous for colleges without Asian campuses or alliance partners. These activities provide students with firsthand experience evaluating the institution's prevalent culture and determining if a harmonious relationship is likely to develop. Sponsorships may imply that higher schools are interested in assisting prospective students, promoting essential Asian cultural values like helping others and promoting socioeconomic principles. These activities may also give opportunity for journalistic coverage.

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