

## **A STUDY ON PRIORITIZING THE DIGITAL SOURCES WHICH IMPACTS THE PRE PURCHASE SELECTION OF THE UNIVERSITIES AND THE INSTITUTES OFFERING MANAGEMENT AND RELATED COURSES IN KOLKATA**

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### **ABSTRACT**

*Digital sources had brought a radical change in the conventional ways of interacting with the target audience. Digital marketing utilizes digital sources like social media, emails, websites, mobile marketing, online search engines etc. Literature shows that digital channels like emails and websites are mostly used by the universities and the institutes for marketing and communicating amongst the prospective students and the parents. The study aims to prioritize the digital sources that impact the pre purchase selection of the universities and institutes in Kolkata. The scope of the study is confined to 400 students pursuing the undergraduate and the post graduate management and other related courses in Kolkata. It is seen that the Beta value signifies the relative importance of each independent variable. It is found that emails, phone and social networking sites are significant predictors of the pre purchase selection process. Thus the results of this study can be utilized by the education marketers in framing effective digital marketing strategies.*

**KEYWORDS:** *Online Sources, Pre Purchase, Prioritize*

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### **Article History**

**Received: 06 Jan 2022 | Revised: 07 Jan 2022 | Accepted: 11 Jan 2022**

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