Implementing Digital Marketing Channels on BTHM Admission: Evidence from Dhaka City

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Abstract
This study analyzes the influence of digital marketing channels on BBA in Tourism and Hospitality Management (BTHM) admission at higher-degree educational institutions in Dhaka, Bangladesh. The research employed a simple random sampling approach to pick 200 prospective students who sought to be accepted to various academic institutions offering four years of degree in BTHM in Dhaka City. Data was obtained using a standardized questionnaire on students' exposure to digital marketing outlets and their admission choices to BTHM. We analyzed the data using Microsoft Excel. The research findings reveal that digital marketing channels of social media are powerful information sources for educational institutions. The results suggest that social media and user-friendly websites also play vital roles in decision-making for students who want to take BTHM admission as a higher study. Educational institutions should enhance their digital marketing, especially social media and user-friendly websites, to attract and engage potential students for BTHM admission. The study contributes technological insights to the field of both digital marketing and BTHM admission. The study provides practical recommendations for educational institutions to enhance their digital marketing strategies and optimize their outreach efforts for BTHM admissions in Dhaka, Bangladesh.

1. Introduction

Mazurek *et al*. (2019) and Mogaji and Jain (2020) have widely recognized the global significance of digital marketing in higher education admission, impacting student decisions. Likewise, the effectiveness of digital marketing highlights its potential as a powerful tool for reaching diverse audiences and accessing the desired academic institutions. As the world becomes increasingly connected through digital media,

educational institutions have recognized the transformative potential of digital marketing channels of social media, SEO, websites, and email (Demirbas & Yurt, 2022; Talukder & Hossain, 2021). Utilizing these digital marketing channels, educational institutions are engaging with prospective students in ways that were inconceivable a few decades ago (Gibson & Capdeville, 2019). This research study explores the profound impact of digital marketing channels on students' admission decisionsat BTHM in Dhaka City. It aims to uncover the factors influencing enrollment choices and provide strategic recommendations for institutions to optimize their digital marketing efforts.

In Dhaka City, higher education has been marked by a rapid proliferation of institutions offering diverse academic programs and specialized courses (Mostofa *et al*., 2022). This surge in educational institutions has intensified the competition to attract the most suitable candidates. As a result, understanding the role of digital marketing channels in shaping students' perceptions and influencing their admission decisions becomes paramount. Researchers such as Demir *et al.* (2021) have underscored the importance of understanding student behavior in the digital era, which also holds profound implications for the education sector.

This research study is to identify the digital marketing channels predominantly used by BTHM offering institutions in Dhaka City, examine the factors that significantly influence students' admission decisions, explore the distinct role played by digital marketing in shaping students' preferences, and provide evidence-based recommendations for institutions to enhance their digital marketing strategies (Kumar *et al.,* 2024). By addressing these objectives, this study seeks to bridge the gap in the existing literature by offering comprehensive insights into the interplay between digital marketing channels and students' admission decisions in Dhaka City.

This study holds significant implications for BTHM, offering institutions, marketers, policymakers, and researchers in Dhaka City and beyond (Mohammad *et al.,* 2023). The insights gleaned from this investigation provided educational institutions with invaluable guidance to optimize their digital marketing strategies, enabling them to effectively engage with prospective students and remain competitive in an ever-changing educational landscape (Talukder, 2020a). Ultimately, the study endeavors to advance knowledge in digital marketing and its impact on students' admission decisions, empowering educational institutions to meet the evolving needs and preferences of today's digitally connected generation.

2. Research Objectives:

This research study explores the impact of digital marketing channels on students' admission decisions for BTHM-offering institutions in Dhaka City, Bangladesh. The specific research objectives are as follows:

I. To identify the digital marketing channels used by BTHM offering institutions in Dhaka City.

II. To examine the impact of digital marketing channels on admission decisions of BTHM-offering institutions in Dhaka city.

3. Literature Review:

3.1 Digital Marketing Channels:

Digital marketing channels refer to the various online platforms, mediums, and methods businesses and marketers use to promote their products, services, or brands to their target audience (Desai & Vidyapeeth, 2019). These channels leverage the power of the internet and digital technologies to reach potential customers, engage with them, and ultimately drive conversions and sales. Digital marketing channels allow businesses to connect with their audience, build relationships, and gather valuable insights to optimize marketing strategies (Chaffey & Smith, 2022). It involves using various digital channels and technologies to promote products, services, or brands to a target audience. Veleva and Tsvetanova (2020) state that digital marketing is "achieving marketing objectives through the application of digital technologies."

In the context of BTHM offering institutions, digital marketing refers to using digital channels to attract, inform, and engage prospective students (Kusumawati, 2019). It involves creating compelling online content, utilizing social media platforms, optimizing websites for search engines, and employing targeted advertising campaigns to influence students' admission decisions.

The focus on four key variables—social media, user-friendly websites, content marketing, and email marketing—in examining digital marketing strategies for BTHM admissions in Dhaka City is guided by the need for a practical, relevant, and evidence-based approach. According to Das *et al.* (2024), These variables are widely recognized as essential in digital marketing, especially within the educational sector, with a significant body of literature supporting their effectiveness in engaging and attracting prospective students. By concentrating on these four elements, researchers can achieve a comprehensive yet focused analysis, allowing for deeper insights into each component without overcomplicating the study. This selection also aligns with the research objectives, ensuring that the scope remains manageable while providing a robust understanding of how these digital marketing channels contribute to student recruitment and engagement in the specific context of Dhaka City.

3.1.1 Social Media:

Social media is a digital communication platform or online service that enables individuals, groups, and organizations to create, share, and exchange information, ideas, content, and opinions through virtual communities and networks (Ahmed *et al*., 2019; Talukder *et al*., 2024b). These platforms provide various tools and features that facilitate creating and sharing text, images, videos, links, and other multimedia content, often in real-time or near real-time (Mohammad *et al*., 2024a). Users can engage with each other by posting updates, commenting on posts, liking or reacting to content, and initiating conversations(Tenenboim, 2022). Social media has emerged

as an assertive communication and information-sharing tool among younger generations (Szymkowiak *et al.*, 2021). In BTHM, educational institutions have increasingly turned to social media platforms to engage with prospective and current students and promote their programs and services (Stathopoulou *et al.*, 2019). The potential of social media to influence students' decision-making has been widely recognized, leading to a growing body of research on the topic.

Social media has become integral to digital marketing strategies for admission to educational institutions worldwide (Kumar & Nanda, 2019). In Bangladesh, platforms such as Facebook, Twitter, and LinkedIn are increasingly used to promote BTHM offering institutions (Amit *et al.*, 2021). According to Biswas *et al.* (2020), Facebook is the most popular social media platform students in Bangladesh use to search for information about BTHMadmissions.

BTHM-offering institutions can use social media to share information about their courses, facilities, and events and interact with students through comments, messages, and live chats (Camilleri, 2020). It also facilitates peer-to-peer communication, with current students sharing their experiences and opinions with prospective students (Talukder *et al.*, 2024; Ziegler *et al.,* 2020). This creates a sense of community and engagement with potential applicants, helping build excitement and enthusiasm among them (Rethman *et al.*, 2021).

Research shows that social media significantly impacts students' decision-making when choosing BTHM-offering institutions. Shields and Peruta (2019) found that social media shaped students' perceptions of the institution and influenced their decision-making. Samad *et al.* (2019) discovered that students used social media to learn about programs, faculty, and campus life, significantly impacting their decision-making.

Ansari and Khan (2020) have explored the role of social media in BTHM admission marketing. Rahman *et al.* (2021) found social media effective for promoting institutions in Bangladesh, especially among younger students, to help them make better admission decisions. Khan *et al.* (2019) revealed that social media was critical in students' perceptions of BTHM offering institutions.

However, the effectiveness of social media as a marketing channel depends on factors such as content quality, relevance, and engagement level (Enke & Borchers, 2021). Educational Institutions should consider their target audience's preferences and behaviors when developing social media strategies (Chopra *et al.*, 2021). However, social media is a powerful tool for BTHM institutions to engage with prospective and current students. Its impact on decision-making is complex and influenced by various factors such as content quality, relevance, and engagement level (Mohammad *et al.,* 2024b). Institutions must carefully craft their social media strategies, providing accurate and relevant information to effectively communicate with students (Bamberger *et al.,* 2020). The potential of social media in BTHMadmission marketing

is immense, and institutions should leverage its capabilities to create meaningful connections and foster positive perceptions among their target audience.

3.1.2 Educational InstitutionsWebsite:

Educational Institution websites refer to online platforms created and maintained by various institutions (Mhlanga & Moloi, 2020). These websites serve as digital hubs, providing information, resources, services, and interactions related to the institution's objectives and functions (Hervas-Oliver *et al.*, 2021). Educational Institution websites can have a range of purposes, from disseminating information to engaging with stakeholders and providing online services(Dadhe & Dubey, 2020). Schools, colleges, universities, and other educational organizations maintain websites containing information about academic programs, admissions, faculty, research activities, events, student resources, and more (Talukder *et al*., 2023). Websites are critical as digital marketing channels for BTHM offering institutions, serving as prospective students' primary information sources. Research has demonstrated that a website's design, functionality, and content significantly influence students' decision-making when choosing a BTHM offering institution. Studies by Tao *et al*., (2022)have shown that website design, usability, and quality positively impact prospective students' intention to enroll or apply to an institution. Similarly, Latip *et al*., (2020)found that website quality was associated with student satisfaction and influenced the perceived reputation of an institution.

Additionally, website content has a considerable influence on students' perceptions. Garris and Fleck (2022) found that website content significantly affected a prospective student's perception of an educational institution, emphasizing the importance of informative and engaging content that communicates the benefits of attending the institution. The quality and usability of university websites significantly influence students' perceptions of academic quality and reputation, as demonstrated in a study (Sohail and Hasan, 2021; Talukder *et al.,* 2024). To attract local and international students, universities must focus on visualization, as it is a powerful tool to communicate information and create a positive image of the institution (Al-Qahtani, 2021).

Websites are a vital digital marketing channel for BTHM offering institutions. Prospective students heavily rely on websites to gather information about institutions, programs, and campus life. Ensuring user-friendly designs, engaging content, and mobile optimization can positively impact students' decision-making process. Creating interactive features and a sense of community can further enhance student engagement (Serrano *et al.,* 2019). Additionally, search engine optimization is crucial to driving traffic to university websites. By prioritizing website quality and usability, BTHM offering institutions can effectively engage prospective students and influence their decisions when choosing an institution.

3.1.3 Search Engine Optimizations (SEO):

Search Engine Optimization (SEO) is the process used to optimize a website's technical configuration, content relevance, and link popularity so its pages can

become easily findable, more relevant, and more popular for user search queries. Consequently, search engines rank them better (Setiawan *et al.,* 2020).

Despite these challenges, SEO remains a pivotal digital marketing channel for BTHM offering institutions (Kurdi *et al.*, 2022). The strategic blend of paid and organic search tactics is vital in enhancing online visibility and beckoning potential students to explore further.

The significance of search engine optimization (SEO) within a digital marketing strategy is undeniable, with its indispensability skyrocketing for BTHM-offering institutions aiming to catch the eye of prospective students (Talukder, 2024). Aligning with these findings, Dhawan (2020) affirms the preeminence of search engines as students' go-to digital tool for seeking information about BTHM offering institutions. Their study highlights search engines as the most efficacious digital marketing tool for attracting prospective students.

Moreover, Leigh (2019) also finds that students use keywords related to institution names, locations, and academic programs when scouring search engines for BTHM-offering institutions. Many studies accentuate search engines' potency in shaping students' decision-making when selecting BTHM-offering institutions. Bhoomika's (2023) research unearths search engines such as Google and Bing as among the top five digital marketing channels frequented by students in Bangladesh. These platforms are perceived as highly effective for BTHM offering institutions in their quest to entice potential students. Similar sentiments are mirrored in the Talukder *et al*., (2024) study, which portrays search engines as the most prevalent digital platform students in Bangladesh use for procuring information about BTHM institutions. Additionally, the study ascertains the pivotal role of search engine optimization (SEO) in elevating the visibility and accessibility of BTHM institutions on search engines (Almukhtar *et al*., 2021; Talukder *et al*., 2024).

In totality, the literature underscores the indispensability of search engines as a critical digital marketing channel for BTHM institutions in Dhaka City, Bangladesh. Institutions must ensure their websites are optimized and rank highly on search engine results pages to attract potential students.

3.1.4 Email Marketing:

Email marketing, one of the oldest digital marketing channels, has found renewed relevance in higher degree admission decisions as a means to engage prospective and current students for BTHM admission. The research underscores its efficacy, highlighting the impact of personalized, well-timed, and relevant emails in capturing attention and driving desired actions (Adams *et al.,* 2021).

In recent years, email marketing has gained traction within BTHM institutions due to its potential to reach and resonate with potential students. Tailored emails have higher open and click-through rates than generic ones (Taib *et al.,* 2019). The personalized approach fosters relationship-building and engagement with prospective students, positioning email marketing as a dynamic tool (S. Biswas, 2020). Email

marketing proves invaluable in retaining current students and promoting campus events (Lund, 2019). However, challenges loom, including email overload and spam filters that can hinder campaign effectiveness.

Email marketing also supports personalized communication. It allows institutions to provide tailored information about academic programs, admissions, financial aid, and campus life, fostering engagement throughout the application journey and beyond (Talukder *et al.,* 2024). Ethical considerations are paramount in email marketing(Dwivedi et al., 2021). Institutions must obtain consent, provide opt-out options, and ensure the emails deliver genuine value to recipients. Email marketing has evolved into a dynamic tool for BTHM offering institutions (Talukder, 2020b). Personalized and well-timed emails have proven effective in engaging prospective and current students, fostering relationships, and driving desired actions (Young *et al.,* 2019). With its potential to provide tailored information and maintain ongoing engagement, email marketing is a powerful strategy in the competitive realm of higher study admission of BTHM students.

The literature surrounding the influence of digital marketing channels on BBA in Tourism and Hospitality Management (BTHM) admission decisions presents a complex landscape that demands depth and critical scrutiny. While existing studies generally acknowledge the growing importance of digital platforms in higher education marketing, a deeper exploration reveals nuanced factors at play. Some scholars emphasize the role of social media platforms such as Facebook, Instagram, and LinkedIn as powerful tools for engaging prospective students and disseminating information about BTHM programs (Das *et al.,* 2024). However, critical examinations of these platforms suggest that their effectiveness varies based on target demographics, content relevance, and engagement strategies. Additionally, scholars highlight the need for educational institutions to balance digital marketing efforts with traditional marketing channels and personalized communication to ensure comprehensive outreach and effective conversion strategies (Talukder *et al.,* 2024). Furthermore, a dearth of literature explicitly addresses Dhaka City, Bangladesh's unique context concerning BTHM admissions, indicating a gap in the existing research that the present study seeks to address. Therefore, while acknowledging the value of existing literature, this study aims to contribute to the field by providing an in-depth and critical analysis of the influence of digital marketing channels on BTHM admission decisions in Dhaka City, thereby enriching scholarly understanding and informing practical strategies for educational institutions in the region.
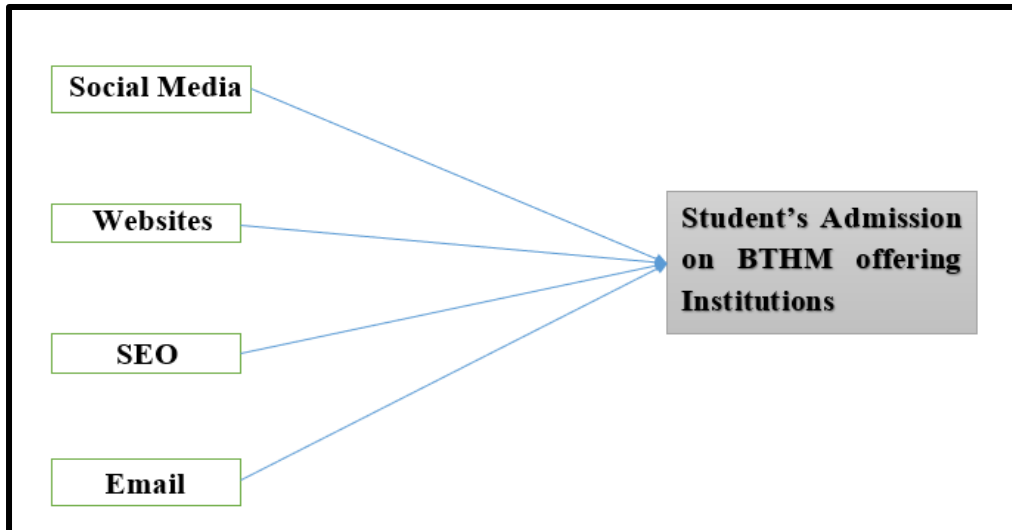
Figure 01: Illustrates the impact of various digital marketing channels—social media, websites, SEO, and email marketing—on the admissions process for Bachelor in Tourism and Hospitality Management (BTHM) programs.

4. Methodology:

The study began by defining the research objectives and developing a comprehensive survey instrument to capture data from prospective students and applicants. A random sampling technique selected a representative sample from the target population (Rahman *et al.,* 2022). The survey, administered through online platforms and relevant channels, collected quantitative data about participants' exposure to and engagement with various digital marketing channels and their impact on their decisions to seek admission (Raees *et al.,* 2023). With the help of Microsoft EXCEL, analysis was applied to the collected data to ascertain the relationships between digital marketing channel engagement and admission outcomes. The results were then interpreted, connecting digital marketing strategies and a higher study of BTHM students' trends in Dhaka city. The quantitative nature of the research design enabled the derivation of empirical insights, providing a clear understanding of the extent to which digital marketing channels contribute to the admission process within the specified context (Bongers *et al.*, 2021).
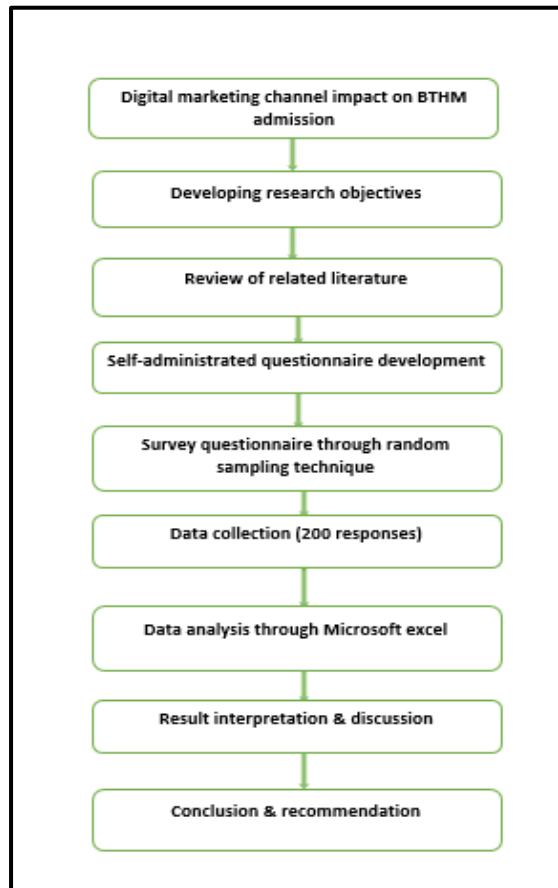
Figure 02: Outlines the research methodology used to study the implementation of digital marketing channels on BTHM Admission in Dhaka city.

4.1 Research Design: This study employs a quantitative research design to investigate the influence of digital marketing channels on BBA in Tourism and Hospitality Management (BTHM) admission decisions in Dhaka City. A cross-sectional approach was used to gather data from prospective students seeking admission to BTHM institutions.

4.2 Data Collection Methods: The data was collected through a structured questionnaire administered to 200 prospective students selected using a simple random sampling technique. The questionnaire captured information regarding students' exposure to digital marketing outlets, preferences for BTHM programs, and factors influencing their admission decisions. Additionally, demographic data was collected to facilitate subgroup analysis.

4.3 Analysis Techniques: Data analysis involved combining descriptive and inferential statistical techniques. Descriptive statistics, such as frequencies, percentages, means, and standard deviations, were used to summarize the characteristics of the sample and critical variables. Inferential statistics, including

regression analysis and correlation studies, examined the relationships between digital marketing channels and BTHM admission decisions, controlling for relevant demographic variables. Statistical software packages of Microsoft Excel were utilized for data analysis. The findings were interpreted to draw meaningful conclusions and implications for educational institutions and digital marketers targeting prospective BTHM students in Dhaka City.

4.4 Sample Representation:

4.4.1 Selection of BTHM Institutions: The sample of BTHM institutions was selected using a purposive sampling approach. Initially, a list of all higher-degree educational institutions offering BTHM programs in Dhaka City was compiled through online databases, official directories, and consultation with educational authorities. From this list, a representative sample of institutions was chosen based on factors such as accreditation status, program reputation, and geographical distribution within Dhaka City. This ensures that the selected institutions adequately represent the diversity of BTHM programs available in the city.

4.4.2 Selection of Students: The selection of students involved a two-stage sampling process. In the first stage, a list of prospective BTHM students was obtained from the selected institutions' admission offices or student databases. In the second stage, a simple random sampling technique was employed to select 200 students from this list, ensuring that each prospective student has an equal chance of being included in the sample. This approach helps minimize sampling bias and provides the sample's representativeness in reflecting the broader population of prospective BTHM students in Dhaka City.

4.5 Design and data collection method:

The data was collected from different BTHM-offering institutions in Dhaka City. The study used a self-administered questionnaire as the data collection method, distributed among students from different BTHM offering institutions in Dhaka City through simple random sampling. We distributed 250 questionnaires among 15 educational institutions offering BTHM courses, of which 200 were considered usable for the analysis.

The questionnaire was divided into two sections. The first focused on the student's demographic information, and the second assessed the impact of different digital marketing channels on students' decision-making. The second section consisted of 09 questions.

We were designed to measure the influence of digital marketing channels such as social media, websites, search engine optimization, and email marketing on students' BTHM admission decisions. Data analysis was carried out using Microsoft Excel.

Table 01: The number of participants in the survey

SL	Gender	The number of participants	Total no. of participants	Name of the location of the participants
01	Male	155		Dhanmondi, Banani, Tejgaon
02	Female	45	200	

We derive the number of participants in the survey, which are summarized in Table 1

5. Data Analysis:

A descriptive survey was used to analyze the results of the questionnaires (Noviana & Oktaviani, 2022). Simple percentages were generated with a focus on numerical data (Chen *et al.*, 2021). This study used descriptive statistics by computing the rates of each valid response for each research item. The portions are discussed and presented in the data discussion.

Analyzing the data collected from 200 prospective students seeking admission to BTHM institutions in Dhaka City, a multi-faceted approach was employed to derive meaningful insights. Utilizing Microsoft Excel, the data underwent rigorous statistical analysis, encompassing descriptive statistics, regression analysis, and correlation studies (Wahome & Noor, 2024). These analytical techniques identified patterns, trends, and relationships within the data, providing valuable insights into the influence of digital marketing channels on BTHM admission decisions. Interpretation of the findings revealed that while social media emerged as a powerful informational source for prospective students, the effectiveness of digital marketing strategies varied across different platforms and demographic segments. Furthermore, the analysis indicated a correlation between students' exposure to digital marketing channels and their likelihood of choosing BTHM programs, underscoring the significance of targeted marketing efforts in higher education recruitment. These insights contribute to scholarly understanding and offer practical implications for educational institutions seeking to optimize their digital marketing strategies for BTHM admissions in Dhaka City.

5.1 Demographics Analysis:

The research article examines the demographics of its 200 participants, revealing noteworthy insights. The sample comprises 155 males (77.5%) and 45 females (22.5%), indicating a gender imbalance. Participants are exclusively adults, with no individuals under 18 years old. Age distribution spans various groups: 18 to 22 years (54.5%), 23 to 27 years (10%), 28 to 32 years (8%), and 33 years and above (27.5%). Educational backgrounds vary from Higher Secondary Certificate (54.5%), diploma (10%), bachelor's degree (8%), and master's degree (27.5%); no participants hold a Ph.D. Occupational diversity is evident, including students (64.5%), job holders (19.5%), businessmen (14%), and a small "others" category. Income levels exhibit disparities, with 55% reporting no income. Participants with income fall within brackets: 25K-35K (9%), 36K-45K (10%), 46K-55K (18.5%), and 56K and above

(7.5%). Marital status highlights single (55%) and married (45%) participants; none are divorced. Household composition features fathers (34.5%), mothers (28.5%), sisters (8%), brothers (11%), and relatives (18%). The research article delves into participant demographics, revealing gender imbalance, age distribution, educational backgrounds, occupations, income levels, marital status, and household composition. Understanding these demographics enhances the study's interpretation and applicability to the broader population.
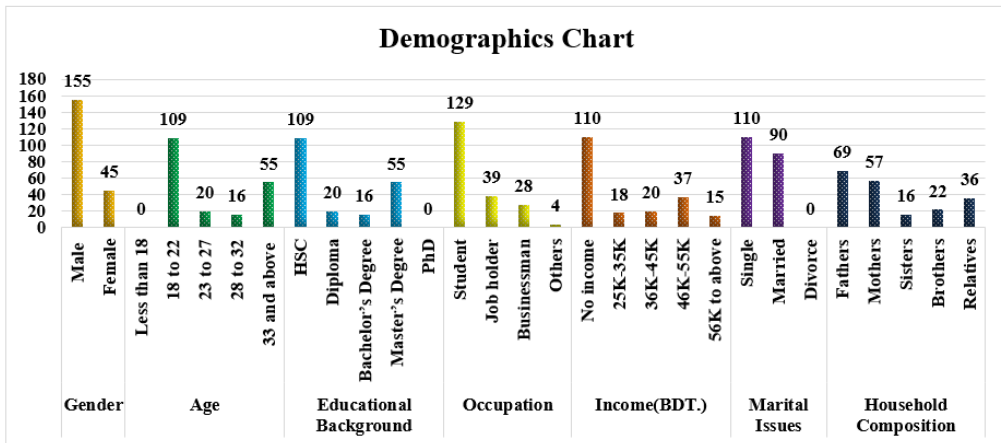

Figure 3: The demographic analysis of the study is organized in Figure 3, where gender, age, educational background, occupation, income, marital issues, and household composition are calculated

5.2 Impact of Digital Marketing Channels on Students' Admission Decision:

5.2.1 Digital marketing platforms of BTHM offering institutions in Dhaka City:

The research article explores the digital marketing channels through which individuals discovered BTHM-offering institutions in Dhaka City. The study presented respondents with multiple options and asked them to select all the media they came across during their research. The findings reveal that a substantial number of respondents (75) discovered the institutions through their websites, signifying the continued importance of institutional websites as crucial digital marketing channels. Social media platforms, including Facebook, Instagram, YouTube, and LinkedIn, also played a significant role, with 97 respondents reporting their discovery through these platforms. Search engine results, mainly through Google, were mentioned by 18 respondents, indicating their relevance in driving online visibility.

Interestingly, a smaller group of 10 respondents reported discovering the institutions through email marketing campaigns. Notably, no respondents specified any other channels beyond the provided options. The study's insights offer valuable guidance to BTHM institutions in Dhaka City, informing them about the most impactful digital marketing channels to effectively connect with potential students and stakeholders.
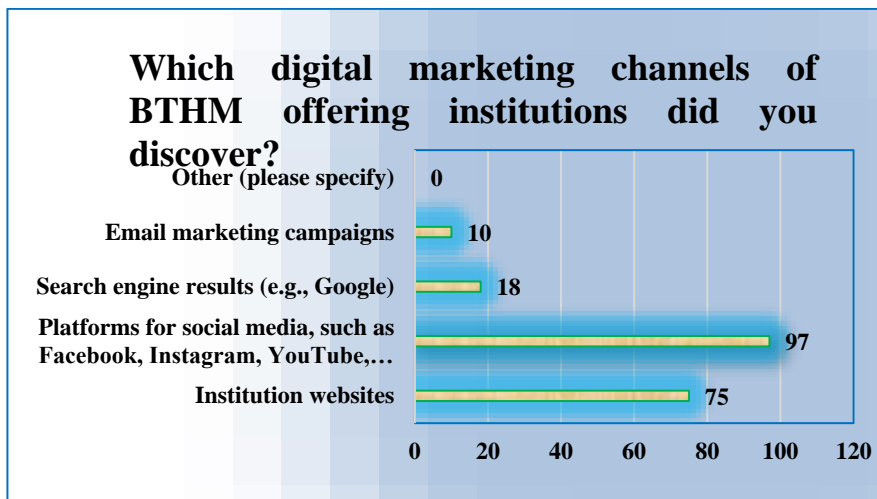
Figure 04: Digital marketing platforms of BTHM offering institutions in Dhaka City.

5.2.2 Influence of Digital marketing channels for BTHM admission:

The research article investigates the level of influence that digital marketing channels have on individuals' decision-making when choosing a BTHM offering institution. Participants were given five response options to gauge the extent of the impact. The findings indicate that many respondents (102) consider digital marketing channels highly influential in their decision-making process. Additionally, 59 participants consider these channels significant, while 24 respondents find them somewhat meaningful. A smaller group of 10 respondents considers digital marketing channels moderately influential, and 5 perceive them as ineffective in their decision-making process. The study's outcomes highlight the importance of digital marketing in shaping individuals' choices regarding BTHM institutions, demonstrating the need for institutions to invest in effective and impactful digital marketing strategies to attract prospective students successfully.
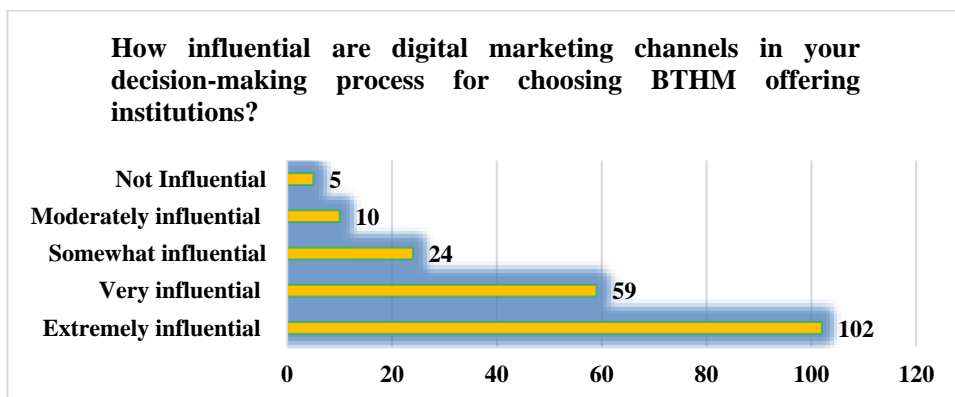

Figure 5: Digital marketing channels influencing college selection.

5.2.3 Reputable and trustworthy digital marketing channels:

The research article explores the perceived correlation between BTHM institutions' online presence and their reputation and trustworthiness. Participants were asked whether the institution's digital marketing channels were more reputable and trustworthy. The findings reveal that most respondents (145) believe BTHM institutions with a solid online presence are more respected and reliable. However, a smaller group of 15 respondents disagrees with this notion, indicating that they do not see a direct link between reputation/trustworthiness for contacting and frequently answering. Additionally, 40 respondents expressed uncertainty on the matter, suggesting a need for further investigation or more information to form a conclusive opinion. The study's results highlight the importance of a compelling online presence for BTHM institutions in fostering positive perceptions and trust among prospective students and stakeholders.
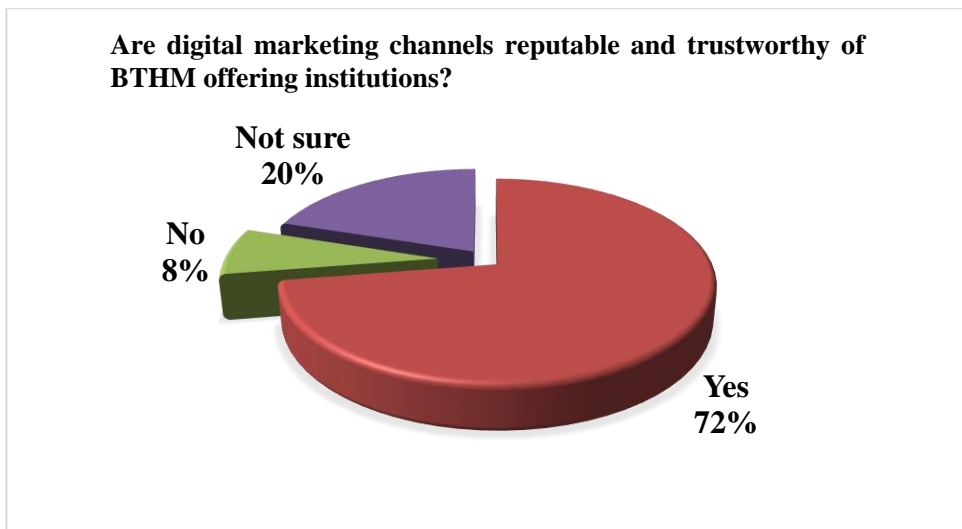
Are digital marketing channels reputable and trustworthy of BTHM offering institutions?

Not sure
20%

No
8%

Yes
72%

Figure 6: Reputable and trustworthy digital marketing channels

5.2.4 Effectiveness of digital content of BTHM offering institutions:

The research article investigates the influence of various digital marketing channels on individuals' decision-making when choosing a BTHM offering institution. The study provided respondents with several digital marketing channels and asked them to assess the level of influence of each track on their decision-making. The findings indicate that student testimonials and scholarships/financial aid information are the most influential factors, with 53 and 54 respondents considering these channels highly impactful in their decision-making process. Virtual campus tours also play a significant role, with 42 respondents finding them influential. Faculty profiles, admission requirements, and program/course details were moderately effective, with 31 and 10 respondents, respectively, perceiving their importance. Admission requirements and other specified digital Marketing channels did not significantly

impact the respondents' decision-making process. The study's outcomes emphasize the significance of student testimonials and financial aid information in attracting prospective students, highlighting the need for BTHM institutions to prioritize these factors in their digital marketing strategies.
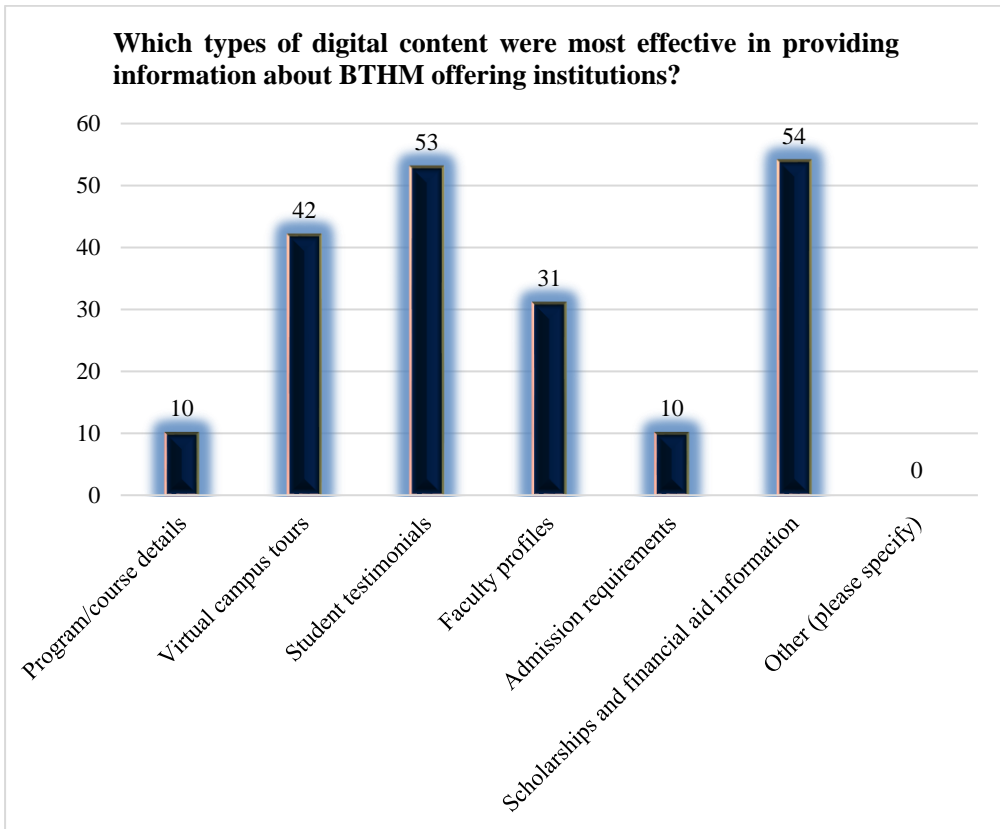

Which types of digital content were most effective in providing information about BTHM offering institutions?

Figure 7: The effectiveness of digital content from BTHM offering institutions.

5.2.5 Quality of digital marketing content of BTHMoffering institutions:

The research article explores individuals' perceptions of the accuracy of digital marketing content in reflecting the quality of BTHM offering institutions. Participants were asked to provide their views on whether the content they encountered accurately represented the institutions. The findings indicate that most respondents (155) believe that the digital marketing content reflects the institutions' quality and offerings. However, a smaller group of 13 respondents disagreed, suggesting they found the content inaccurate or misleading. Additionally, 32 respondents expressed uncertainty about the content's accuracy, indicating the need for further evaluation or clarification. The study's outcomes underscore the importance of creating transparent and authentic digital marketing content that accurately represents BTHM institutions, as such content significantly influences individuals' perceptions and decisions when choosing an institution. BTHM institutions should ensure that their digital marketing materials

align with the actual experiences and offerings to build credibility and trust among potential students and stakeholders.

Did the digital marketing content reflect the quality of BTHM offering institutions?

Not sure
16%

No
7%

Yes
77%

Figure 8: The quality of digital marketing content from BTHM offering institutions is summarized in

5.2.6 Digitally engagement of BTHM admission seekers:

The research article examines individuals' likelihood of engaging with BTHM-offering institutions through various digital marketing channels, such as liking, sharing, commenting, or contacting them. Participants were asked to express their level of likelihood using a five-point scale. The findings reveal that a significant proportion of respondents (99) reported being extremely likely to engage with BTHM institutions through their digital marketing channels. An additional 63 respondents expressed a general likelihood to engage. A smaller group of 24 respondents remained neutral, indicating they were neither likely nor unlikely to commit.

Conversely, ten respondents expressed an unlikely stance. At the same time, only 4 participants reported being extremely unlikely to engage with these institutions through their digital marketing efforts. The study's outcomes demonstrate the considerable potential for BTHM institutions to foster engagement through their digital marketing strategies, with many individuals expressing a high likelihood of interacting with such content. This emphasizes the importance of engaging and compelling digital marketing campaigns to connect effectively with prospective students and stakeholders.
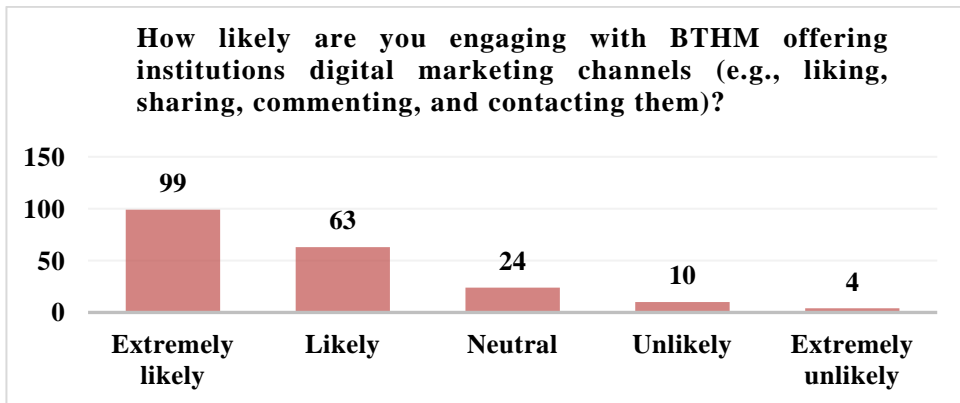
Figure 9: The digital engagement of BTHM admission seekers.

5.2.7 Influence of Digital Marketing Channels to Apply or Enroll in BTHM offering institutions in Dhaka City

The research article explores how digital marketing channels influenced individuals' decisions to apply or enroll in a BTHM institution in Dhaka City. Participants were asked to rate the influence of these channels on a five-point scale. The findings reveal that many respondents (97) considered digital marketing channels highly influential in their decision-making process. An additional 65 participants found these channels very effective, highlighting their significant impact on decision-making. Moreover, 23 respondents regarded the media as somewhat influential, and 11 participants perceived them as moderately compelling. Only a small group of 4 respondents reported that digital marketing channels were ineffective in their decision-making. The study's outcomes demonstrate the pivotal role of digital marketing in shaping individuals' decisions to apply or enroll in BTHM institutions in Dhaka City. The results underscore the importance of strategic and impactful digital marketing campaigns for BTHM institutions seeking to effectively attract and enrol prospective students.
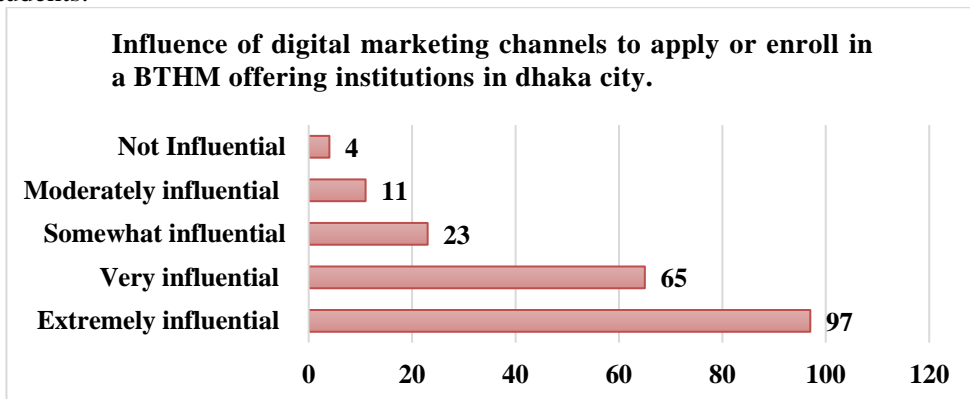

Figure 10: The influence of digital marketing channels on applying to or enrolling in BTHM offering institutions in Dhaka City.

5.2.8 level of satisfaction with the digital marketing channels efforts of BTHM offering institutes:

The research article investigates individuals' satisfaction levels with the digital marketing efforts of BTHM institutions in Dhaka City. Participants were asked to express their satisfaction using a five-point scale. The findings indicate that a large majority of respondents (113) reported being extremely satisfied with the digital marketing efforts of these institutions. Additionally, 65 participants expressed satisfaction, signifying a positive overall sentiment toward digital marketing strategies. A smaller group of 16 respondents remained neutral in their assessment, neither satisfied nor dissatisfied.

Interestingly, only six respondents expressed dissatisfaction, and no participants reported being extremely dissatisfied with the digital marketing efforts. The study's outcomes highlight the positive impact of digital marketing initiatives in BTHM institutions in Dhaka City, as evidenced by the high satisfaction levels among the respondents. These results emphasize the effectiveness of the digital marketing strategies implemented by these institutions in engaging and appealing to prospective students and stakeholders. However, it is essential for institutions to continuously monitor and improve their digital marketing efforts to maintain high satisfaction levels among their target audience.
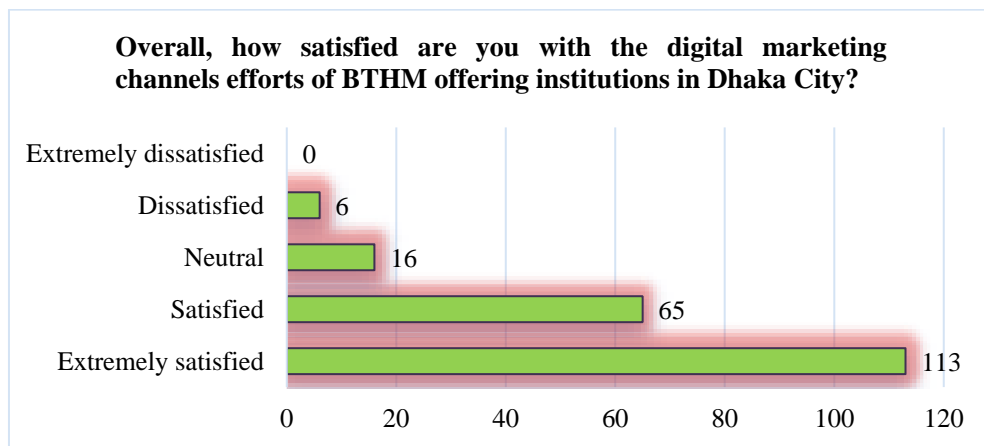

Figure 11: Satisfaction with the digital marketing channels' efforts of BTHM offering institutes.

5.2.9 Interactions of the digital platform of BTHM offering institutions during admission:

The research article investigates the Frequency of individuals' interactions with the digital information of BTHM institutions in Dhaka City during their decision-making process. Participants were asked to provide their responses on a five-point scale. The findings indicate that most respondents (98) reported consistently interacting with the

digital information of these institutions during their decision-making process. Additionally, a substantial number of

Participants (51) expressed that they often engage with this digital content. Furthermore, 36 respondents reported sometimes interacting with digital information, while 15 respondents indicated occasional interactions. Notably, no respondents reported rarely or never interacting with the digital content of BTHM institutions during their decision-making process. The study's outcomes highlight the significance of digital information in influencing individuals' decisions, with many respondents actively engaging with these digital channels throughout their decision-making journey. This emphasizes the need for BTHM institutions to invest in effective and engaging digital marketing strategies to consistently capture prospective students' and stakeholders' attention and interest.
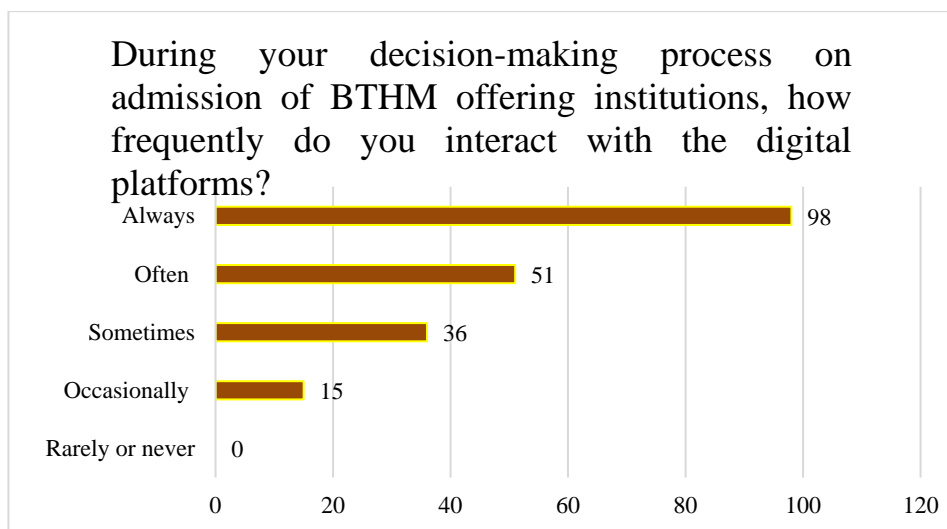

Figure 12: Interactions of the digital platform of BTHM offering institutions during admission

6. Discussions:

The research article provides valuable insights into the digital marketing landscape for BTHM institutions in Dhaka City. The study highlights the importance of digital marketing channels in effectively connecting prospective students and stakeholders. The findings demonstrate that institutional websites remain a primary source of discovery for potential students, reinforcing the need for institutions to maintain and enhance their websites to provide relevant and engaging content. Social media platforms play a significant role, with Facebook, Instagram, YouTube, and LinkedIn being prominent channels for reaching out to the target audience (Macarthy, 2021). This underscores the importance of active social media presence and engaging content creation to foster meaningful interactions. Furthermore, search engine results, mainly through Google, were mentioned as relevant, indicating the significance of search

engine optimization (SEO) strategies to improve online visibility. Interestingly, email marketing campaigns were less frequently cited as a discovery channel, suggesting a potential area for improvement or further exploration of alternative email marketing strategies. The discussion highlights the diverse digital marketing channels BTHM institutions use in Dhaka City. It emphasizes the importance of successfully adopting effective communication methods with their target audience.

7. Institutional Implications:

The study highlights the importance of institutional websites as a crucial discovery channel for BTHM institutions in Dhaka City. It emphasizes the need for continuous investment in website development and maintenance and a robust social media strategy to engage with potential students. SEO efforts are also crucial for improving online visibility and attracting organic traffic (Jusuf, 2023). The study suggests BTHM institutions should adopt a comprehensive digital marketing approach, including website optimization, social media engagement, SEO strategies, and personalized email marketing campaigns. This approach will drive significant changes in visibility, recruitment, and internal operations, enhancing an institution's branding, attracting prospective students, and facilitating effective student recruitment. It also requires resource allocation, collaboration across marketing, admissions, and IT departments, and staying current with technological trends. Digital marketing also fosters broader community engagement, enriching the value proposition and enhancing long-term sustainability in the competitive educational sector.

8. Theoretical Implications

The research provides a significant theoretical contribution to the field of digital marketing in the context of higher education admissions. It emphasizes the effectiveness of various digital marketing channels in influencing prospective students' choices for the Bachelor of Tourism and Hospitality Management (BTHM) program in Dhaka City. The study's findings contribute to a deeper understanding of how digital media engagement, cross-channel integration, and regional demographics affect recruitment. This aligns with existing theories on digital consumer behavior, suggesting that prospective students are increasingly influenced by online content and social media platforms (Sagynbekova et al., 2021). The research further posits that a well-integrated digital marketing approach can effectively attract and engage students in emerging markets, thus expanding the scope of traditional educational marketing theories.

9. Practical Implications

In terms of practical implications, the study offers valuable insights for educational institutions seeking to improve their marketing strategies for admissions. The findings highlight key digital marketing channels that resonate with prospective students, allowing institutions to optimize resource allocation and focus on high-impact platforms (Hall, 2023). This practical knowledge can help admission teams design

targeted campaigns, personalize content, and streamline recruitment to attract more applicants. Furthermore, the study underscores the importance of a consistent digital presence across multiple platforms, suggesting that this approach can enhance the institution's brand image and visibility among prospective students in Dhaka City. By implementing these insights, educational institutions can improve the effectiveness of their digital marketing campaigns and increase their overall enrollment rates (Muthuprasad *et al.,* 2021).

10. Conclusion and Recommendations:

In conclusion, the research article provides valuable insights into the digital marketing channels BTHM institutions in Dhaka City utilize to attract potential students and stakeholders. The study highlights the continued importance of institutional websites, the significant role of social media platforms, and the relevance of search engine optimization efforts. The findings underscore the pivotal role of digital marketing in shaping individuals' decisions regarding BTHM institutions. The study's outcomes emphasize the need for BTHM institutions to invest in effective and impactful digital marketing strategies to foster positive perceptions, trust, and engagement among their target audience. By leveraging the most influential digital marketing channels and adopting a comprehensive approach, institutions can position themselves as attractive and reputable choices for prospective students in Dhaka City's competitive BTHM landscape.

Based on the evidence indicating the significant impact of digital marketing channels on BTHM admission decisions in Dhaka City, we recommend that educational institutions focus on strengthening their digital marketing strategies. Specifically, institutions should prioritize enhancing their social media presence by engaging with prospective students on platforms such as Facebook, Instagram, and LinkedIn, optimizing their website user experience to provide seamless navigation and access to relevant information, and implementing targeted content marketing campaigns to showcase the unique features and opportunities of their BTHM programs. Personalized engagement with prospective students through virtual events, one-on-one counseling sessions, and tailored communication channels is crucial for building trust and fostering meaningful connections. Continuous monitoring and adaptation of digital marketing efforts based on performance metrics and feedback ensured these strategies' effectiveness and relevance in attracting and converting prospective BTHM students, ultimately contributing to increased enrollment rates and institutional competitiveness in the higher education market.

11. Limitations:

The research provides valuable insights into the influence of digital marketing channels on BTHM admission decisions in Dhaka City. However, it has limitations, such as its geographical restriction to Dhaka City, which may limit the generalizability of the findings to other regions. The data collection method is not specified, raising questions about the sample's representativeness and data quality. The study does not explore respondents' preferences for specific digital marketing channels, leaving

potential areas of improvement unaddressed. The lack of information on respondents' demographic characteristics and self-report nature may introduce response bias and subjectivity. Future research should broaden the geographical scope to include diverse regions and contexts, allowing for a more comprehensive understanding of the relationship between digital marketing channels and BTHM admissions.

12. Future Research:

Building on the research article's findings, future research could explore the underlying factors influencing individuals' preferences for specific digital marketing channels. Qualitative research methods, such as focus groups or interviews, could provide valuable insights into the motivations, expectations, and experiences of individuals interacting with digital marketing content. Moreover, a comparative study across multiple cities or regions could shed light on regional variations in digital marketing preferences and effectiveness. Additionally, the research could explore the impact of demographic characteristics, such as age, gender, and educational background, on respondents' engagement with digital marketing channels. Moreover, a longitudinal study could track individuals' interactions with digital marketing content to gain insights into the long-term effects on decision-making and enrollment behavior. Overall, future research should aim to provide a more comprehensive understanding of the dynamics between digital marketing channels and their influence on individuals' decisions in the BTHM context.

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Conflict of interest

The authors declare no potential conflict of interest regarding the publication of this work. In addition, the authors have witnessed ethical issues, including plagiarism, informed consent, misconduct, data fabrication or falsification, double publication and submission, and complete redundancy.

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