

**WISCONSIN INTERNATIONAL UNIVERSITY COLLEGE, GHANA**

**THE IMPACT OF SOCIAL MEDIA MARKETING ON STUDENT ENROLLMENT,  
FROM A STUDENT PERSPECTIVE: A CASE STUDY OF WISCONSIN  
INTERNATIONAL UNIVERSITY COLLEGE, GHANA**



**APOLONIA ABEGUE ESONO AVOMO**

**JUNE, 2022**

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**BY**

**APOLONIA ABEGUE ESONO AVOMO**

**DISSERTATION SUBMITTED TO THE DEPARTMENT OF MANAGEMENT  
STUDIES OF THE WISCONSIN BUSINESS SCHOOL, WISCONSIN  
INTERNATIONAL UNIVERSITY COLLEGE, GHANA IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR THE AWARD OF BACHELOR  
OF ARTS BUSINESS STUDIES, MARKETING**

**JUNE, 2022**

## DECLARATION

### **Candidate's Declaration**

I hereby declare that this dissertation is the result of my own original research and that no part of it has been presented for another degree in this university or elsewhere.

Candidate's Signature: .....

Date: .....

Candidate's Name: Apolonia Abegue Esono Avomo

### **Supervisors' Declaration**

I hereby declare that the preparation and presentation of the dissertation were supervised in accordance with the guidelines on supervision of dissertation laid down by the Wisconsin International University College, Ghana.

Signature: .....

Date: .....

Supervisor Name: Dr. George Asamoah

## **ABSTRACT**

The aim of the study was to examine the impact of social media marketing on student enrollment at Wisconsin International University College, Ghana. The researcher administered a Likert scale questionnaire to 100 respondents who were students of Wisconsin International University College, Ghana. Out of the 100 questionnaires administered, 89 were retrieved which represented 89 percent of the questionnaires issued out. The data obtained was analyzed using Statistical Package for the Social Sciences (SPSS) version 20 software and results were presented according to the objectives of the study. It was observed that, the most used school social media marketing platforms by students to inquire about school admission information include Facebook and Instagram. The results showed participants agreed with the following impact of school social media marketing on student enrollment; Influence enrollment decision; Improve enrollment decision; Reliable enrollment decision; Easy to make enrollment. Finally, the study identified the following problems associated with school social media marketing platforms to include archaic content; inadequacy of information; wrong platform usage; wrong content uploaded, slow response rate. The results showed participants agreed with the above problems prescribed by the researcher, which were supported by empirical studies. The study concluded that the management of Wisconsin University College must work to improve the school social media platforms usage especially focusing on upgrading it online platforms presence to make it accessible to its audience. The study recommended that, there is a need for frequent upgrading of the school social media marketing platforms to make its attractive to its users. Since this is a case study research on Wisconsin University College, it is recommended that further research must be conducted to cover other universities in the country.

## **ACKNOWLEDGMENTS**

I give special acknowledgement to Dr. George Asamoah my supervisor for all the time and efforts he put in guiding, directing and painstaking reviewing my work to meet acceptable research dissertation standards. Also, I wish to thank students of Wisconsin International University College, Ghana for their co-operation in giving out data for this research. Lastly, I wish to thank my friends Justin Samay Diatta and Albert Kaba for their inspiration and support during this thesis.

## **DEDICATION**

I will like to dedicate this research work to my late dad and mum for giving me this blessed life, my brother, Rufino Esono Mangué, and cousin, Jeronimo Asumu Mba Eyang for their continuous support and encouragement in the completion of this research proposal.

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## CHAPTER ONE

### 1.0 Background to the Study

The perceived public notion of universities viewed as non-commercial entities that promotes teaching and learning at higher academic levels has transformed over the years to represent commercial education entities (May & Aikman, 2013). They explained the incentive of population increase and demand for higher education qualification as well as profit generation has seen an increase in the number of private universities established around the world. The resultant outcome of this proliferation of institutions of higher learning has had a significant impact on the educational sector (Michael, 2013). Subsequently, the establishment of private universities has led to more creativity and innovation in the education sector and also increase competitiveness in the provision of education services. According to Mok (2014), the drive to achieve a globally competitive status is the motivation for most private universities to offer higher quality of education service to local and international students. He revealed that this singular activity comes at enormous cost, which needs to be covered by receipt of fees and sale of other education services. Unlike public universities that received government subventions to supplement their funding's and operations, and presented with an already market of student assigned enrollment. These similar conditions are not presented to private universities, as most are not supported by governments in their operations and must operate as business entities to maximize profits for survival.

In the quest, to achieve this aim of transforming private universities to profit generating business entities, administrators of most private universities are tasked by management boards of education institutions to increase student enrollment to meet organization targets. This put pressure on them to look at alternative marketing strategies that effectively increase student enrollment. From a review of literature, the most cost effective marketing tool that has been claimed to increase student enrollment globally has arguably been revealed as ‘social media’

(Kotler& Fox, 2013). According to Selwyn (2012), social media marketing has increased student enrollment worldwide in the top private universities in the world including Harvard University, Stanford University, and Frankfurt University etc. Although, there have been stiff competition as the number of public and private universities increases, studies conducted on the impact of social media marketing on student enrollment in universities in Africa and Ghana have been very limited. Thus, a need for research that explores the efficacy of social media as an online marketing tool in influencing student's patronage of Wisconsin International University College, Ghana.

### **1.1 Statement of the problem**

From independence till present, university education in Ghana has seen a drastic improvement in quality and student enrollment. Since 1979, when the first private university in Ghana was established, the number of student enrolled has increased to 329, 860 by 2019. However, public universities had a majority share of 79.5 percent of the student population while private university had a meagre share rate of only 20.5 percent of the student population. This data is appalling considering the number of public and private universities in Ghana, as at 2019, the number of public universities registered in the country was 19, contrary to 73 registered private universities. Although private university enrollment since 2006 has increased from 9,500 to 64,870 students, is still not adequate market share comparing the number of private universities to public universities? This presents a challenge to private universities in Ghana, who source of funding is limited to income received from student fees, and will need to develop cost effective marketing strategies relying on social media to influence student enrollment to remain in business.

## **1.2 Main research objective**

The principal aim of this study is to examine the impact of social media marketing on student enrollment at Wisconsin International University College, Ghana.

## **1.3 Research objectives**

1. To identify the various social media marketing platforms used by Wisconsin university to influence student enrolment.
2. To determine the impact of the school social media marketing platforms on student enrollment at Wisconsin university.
3. To identify problems associated with Wisconsin university social media marketing platforms

## **1.4 Research Questions**

1. What are the various social media marketing platforms used by Wisconsin university to influence student enrolment?
2. What is the effects of the school social media marketing platforms on student enrollment at Wisconsin university?
3. What are the problems associated with Wisconsin university social media marketing strategies?

## **1.5 Significance of the study**

The study will serve as a marketing blue print for education institutions and interest parties who are interested in improving student enrollment in universities.

Another significance of the study is to ensure that universities will make prudent decisions in their social media marketing strategies by identifying the most effective online platforms to influence to achieve a high rate of student enrollment.

The study will propose an effective social media strategy that can be adopted by universities to achieve an increase in student enrollment in Ghana

The study is most valuable to market researchers as it updates them on the trending social media marketing platforms to focus on increasing university student enrollment.

Academically, the research expands and updates current literature on social media marketing.

### **1.6 Definitions of key terms**

**Social Media Marketing:** Social media marketing refers to the use of online social interactions, discussions, exchange of views, participation and voting by marketers on social media platforms such as Facebook, WhatsApp, Instagram, twitter, YouTube, online blogs, media sharing content, social bookmarking and voting sites etc. to influence consumer purchasing decision and brand awareness of a company goods and services (Gritten, 2011; Boyd & Ellison, 2008).

**Student Enrollment:** Student enrollment can be looked at the measure of an individual's attendance of an educational institution (university) to gain knowledge and skills and ends after the individual has gotten admission to the institution (Boateng & Amankwaa, 2019).

### **1.7 Limitation of the study**

While there are several private universities established in Ghana with diverse social structures, but because of time and cost constraints, the researcher could only focus on the selected private university students for the study at the Agbogba, North Legon campus. This will affect the generalization of findings of this research to other universities. To mitigate this limitation, the researcher will target the total student population of the study in selecting the sample to accommodate this shortfall.

### **1.8 Organization of the study**

The study will be organized into five main chapters, which will be subdivided into sections besides the references and appendices.

Chapter one provides a brief description of the research topic which covers the introduction, background of the study, research objectives, problem statement, methodology, project significance, definitions of key concepts and limitations. The second chapter explores the study concepts and examines the theoretical underpinning of the study, as well as the empirical findings. Chapter three covers the management tools that have been adopted to gain and analyze data or implement the research project and includes an overview, methods, materials/data, analytical tools, ethical issues and summary. Chapter four presents the outcomes or findings from the analysis and discusses them. It constitutes the overview, discussion of results, implications for practice, and summary. Chapter five summarizes the findings comprising the principal aim, methods and tools, and key results or findings. It includes an overview, summary, conclusions, and recommendation (s).

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

Chapter two reviews online and offline literature from books, journals, articles, documents, relevant to the research topic. This chapter introduces the communication theory and its application in studying the impact of social medium marketing on student enrollment in universities. The study concepts such as social media marketing, student enrollment and demand for tertiary education is examined. Also, a look at the impact of social media marketing on student enrollment as well as the tertiary selection process is discussed. Finally, a review of empirical studies related to the study was presented.

#### **Theoretical Model**

##### **2.1 Communication theory**

This theory is founded on the premise that the generated feedback from the interaction between two medium agents depends on the planned, deliberate act of the sending medium to influence the receiving medium decision (Miller, 2005). Thus, for social medium marketing to be effective in influencing student enrollment in universities, it must meet the information needs and requirements of students in the required environment and time. The efficacy of the social media marketing also depends on the segmentation of the target audience to identify the preferred social media marketing tools to apply (Mok, 2014). Thus, the communication theory in terms of social media can be described as a detailed online planned platform that provides required information on products and services interactively, which influences customers' decision to patronize the product or service (Engel et al., 2014).



## **2.2 Social Media Marketing**

Social media marketing refers to the use of online social interactions, which includes discussions, exchange of views, participation and voting by marketers on social media platforms to influence consumer purchasing decisions and brand awareness of a company's goods and services (Gritten, 2011; Boyd & Ellison, 2008). Examples of social media platforms they indicated are commonly used by individuals include Facebook, WhatsApp, Instagram, twitter, YouTube, online blogs, media sharing content, social bookmarking and voting sites, etc. They stated that these online marketing tools present an opportunity for firms to market and promote their products and services on one of the biggest online marketing platform that is social media (ibid). However, despite the massive potential of social media, marketers and Information Technology experts are skeptical about its usefulness and fear of its abuse in promoting violence, crime, and terrorism (Kaplan & Haenlein, 2010). McClellan (2008) in their research to find out the beneficiaries of social media marketing asked which parties who use their social media platforms to promote company products or services are really paid by the beneficiary companies. Their research revealed that about twenty percent of the youth (16-25) use internet resources to promote brand and user content and 30 percent plan to do so in the future. However, businesses are not compensating online bloggers enough or pay nothing at all while receiving an increase in the product or service sales (McClellan, 2008). For example, Wal-Mart engages king bloggers to review their products and blog experiences but pay nothing to bloggers afterwards, however, marketing organizations that specializes in online marketing have recently started pricing these online marketing services to business and receiving huge benefits as compared to media advertisement (Neff, 2008).

## **2.3 Tertiary Student Enrollment**

Academics institution cannot exist if their major product is absent, signifying the importance of student enrollment. Student enrollment can be looked at individual attendance of an

educational institution to gain knowledge and skills and ends after the individual has gotten admission (Boateng & Amankwaa, 2019). Student decision to participate in a tertiary education programme is influenced by many factors identified by the demand for tertiary education (Babalola, 2003). The changes in the equilibrium position on the demand for tertiary education is caused by changes in price of education, income of consumers, price of substitute and complements of education, population of consumers demanding tertiary education, taste and preference of consumers and advertisements on education (ibid).

### **2.3.1 Factors that influence the demand for tertiary education**

Demand for tertiary education can be looked at from two sources the private and social demand. The private source emanates from the individual and the social sources emanate from the society. To make the study of the factors that influence demand for tertiary education simpler, economist focused on the private demand for education.

The law of demand in economics theory has been applied to explain the factors that influence an individual demand for tertiary education. According to the law of education demand, a decrease in price of education will lead to an increase in demand for education and an increase in price of education will lead to a fall in education, all other things being equal. The changes in equilibrium position on the demand for education curve is caused by changes in price of education, however there are other factors that causes shift in the demand curve which includes as income of consumers, price of substitute and complements, population of consumers, taste and preference of consumers and advertisements on education.

#### **Factors that influence the demand for education include:**

According to Rogers and Ruchlin. (1971) in Babalola (2003) identified the following factors that influence tertiary demand for education.

- i. Price of education- Education can be conceived by the individual, society and government as a consumption commodity with expected utility. This consumption commodity is purchased more by consumers when the price of education is affordable (low) to consumers and purchased less by consumers when the price of education is (high) expensive. Also, to increase the demand for education, the benefit of education must exceed the cost of education to reduce the cost of education. Governments must subsidize the cost of education for the poor to cause an increase in tertiary enrollment. In Ghana, the government has subsidized the cost of senior tertiary education, reducing the cost of education and causing the price to fall below the private cost.
- ii. Population of consumers-The increase in a country's population over the years has put pressure on government resources such as hospitals, factories and especially schools, even though the price of education is constant. This is explained by the rise in the school's population going age in Ghana as the population of the country increases, causing an increase in demand for tertiary education, pushing the price of tertiary education upwards. For example, Ghana's population in 2000 was estimated at 24 million, but recently, in 2022, its population is estimated around 30 million, which will lead to an increase in demand for education, holding the price of education constant.
- iii. Income of consumers - Consumers will pay for their children to enroll in more education programmes when it is now affordable to them. This is explained by the expected rise in salaries because of high economic growth which lead to increased income. A good economy means consumer will enjoy higher salaries, more employment opportunities, and an increased in government support for education making tertiary education affordable.
- iv. Advertisements on Education-Globalization has led to the effectiveness of the use of advertisement by international universities to influence student enrollment in schools

particularly focusing on online marketing resources shifting the demand for university education upwards.

## **2.4 Tertiary Selection Process**

The tertiary selection process is dependent on a number of factors but dependent on five defined stages proposed by Randall Chapman's in 1986. He postulated a model to explain the process of tertiary selection of students which can be broken down to five distinguished stages discussed below:

### **Pre-search decision**

The pre-search behaviour is the first stage of the tertiary selection process which identifies the factors that influence students to participate in a tertiary programme. The time student's starts in their tertiary selection begins as early as their final year in Senior High School and is influenced by their family, friends, teachers, counsellors and mentors. This stage he explained is the most difficult to study because every student has a unique experience in the pre search behaviour stage.

### **Search behaviour decision**

The search behaviour is the next stage which is the stage that involves the collection and processing of information from various sources concerning the profile of the prospective tertiary institutions. The information about the tertiary institutions can be accessible from visiting the prospective tertiary institutions to assess its facilities and services if it meets student requirements. Also information from family, friends, mentors, school counsellors help students in their search behaviour. Moreover, with the advent of technology, online platforms such as social media pages of the prospective institutions are visited and information evaluated and selection is made for admission.

### **Application decision.**

The application process is where the student confirms the prospective tertiary institutions availability and services offered. These services include programmes availability, campuses, and time duration for chosen programme of study, scholarships and more. They purchased their application forms and fill with the requisite information hoping to be accepted and invited by the tertiary institution.

### **The choice of decision**

After the tertiary institutions sends the acceptance notifications concerning the student admission. This is the decision making stage where the students will have to make a choice involving the alternative tertiary institutions accepted admissions. The most influential factor in the choice of university is the programme offering, the cost of schooling, campus availability, proximity of school, duration of study etc. A lot of information on the above factors is gathered and processed in the choice of tertiary selection from family, friends, teachers, media, and online more specifically social media platforms.

### **The matriculation decision**

This stage proceeds as the final decision making stage as individual students makes the final selection of tertiary institution to attends and make the necessary payments and start classes.

Thus, the tertiary selection process is unique to each individual student in each stage, but all follows the defined process by Randall Chapman's in 1986.

## **2.5 Social Media Marketing and its impact on tertiary student enrollment**

According to researchers, social media marketing has had a significant effect on consumer and consumer groups. As it employs, the tools of social interaction that draws consumer's attention to its social media platforms and encourage consumers to connect with each other. (Trusov et al. 2009). They stated that social media marketing influence is felt greatest by the consumer and consumer groups when is able to promote and market products or service brands to its

audience as quality, durable and genuine, with no side effect. This caused consumers and consumer groups to have a good perception of the good or service, thus effecting their buying decision (Brandz, 2010). From the above discussion, with universities, social media marketing draws its marketing from social interactions, where it brings potential students together on its online platforms and they relate to each other with the various university educational services (Brandz, 2010). Thus, he further explained that educational institutions such as universities develop superior techniques that ensure that individuals are satisfied with their queries about their services and feel confident to have made an appropriate choice in enrolling in the school. They successfully refer the institution to other individuals to patronize the educational services of the university (ibid). Therefore, social media institutions promote their brands online and strengthen individuals' perceptions about their services to further communicate to new or potential online users about the institution services interactively, triggering increase patronage and student enrolment (Wollan et al., 2011).

## **2.6 Empirical Literature**

A quantitative research that investigate the impact of social media marketing on student enrollment in private universities in Kenya using a sample of 139 students revealed private universities used Facebook and Quora, Snapchat, YouTube, Pinterest and Reddit to enhance student enrollment (Kimani & Obwatho, 2020). Another study conducted by Maguire (2011) about the role of social media in influencing student college education in Norway involving 2,100 high school students found out that 57 percent use the information from YouTube to narrow their selection option of tertiary education while 53 percent read posts about a school on a social other networking site.

However, Constantinides and Stagno (2012), in their research on factors that informed student enrollment in Netherland, revealed that the traditional marketing, digital marketing and social

media marketing tools impact student's tertiary education selection. Most importantly, the mean measurement of participant's responses ranked traditional marketing over social media marketing.

These findings agreed to the work of Dao and Thorpe (2015) research study in Vietnam. They identified nine main factors that impacted student tertiary selection, which are presented in order of hierarchy; facilities and services, programme price, offline information, opinions, online information, ways of communication, programme addition and advertisement. Thus, social media was revealed by participants of the research has the least influencing on student selection of tertiary institution. Capano et al. (2012) in their study of social media usage of students in University of New Hampshire in Dursham (UHM) to seek information on school activities revealed that 96 percent use Facebook platform and 84 percent use YouTube. A recent study by Afako (2019) on social media usage and its influence on student tertiary selection in Ghana using a sample of 210 students from three universities, 70 from each school. His research found out that most tertiary students rely on the school university websites to search for tertiary education information about university activities although they have accessed to other university networking social media platforms. Instagram one of the social media marketing tools was investigated by researchers in the universities in Europe to ascertain its influence on the raising student awareness of tertiary education programme by posting various contents on the university Instagram page but results showed it had poor impact on student enrollment as it attracted non-students who only wants to engage businesses with the universities (Atkins and Starnes, 2020).

An analytical research using Creswell analysis model to investigate digital marketing on student-decision making process of tertiary education in Indonesia revealed that most students use social media to seek information about the university before selecting it for admission (Kusumawati, 2019). Another analytical study using Hossler and Gallaghers Three Phase

Model of student college selection examined the impact of social media on tertiary enrollment collecting data from social media administrators on tertiary selection (Zimmerman, 2020). The findings found out that tertiary education institutions place high value on social media marketing in the student recruitment process which is seen over the years to increase student enrollment in their institutions.

A qualitative study to investigate the effect of Social Media Marketing, Social Media Platform on student enrollment using data was collected from eight higher education institutions in Missouri (Martin, 2015). The study revealed that SMP do not significantly affect student selection of a university but most preferred tools are those of traditional marketing, family, friends, offline advertisement, etc. was preferred.



## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

The primary aim of this research report is to measure the impact of social media marketing on student enrollment at Wisconsin International University College, Ghana. This chapter presents the research methodology and discusses the research design adopted for the study. Next, the population and sampling techniques of the study are determined. Also, the data collection and analysis techniques employed by the study are examined. And finally, a look at the various ethical issues and concerns for the study.

#### **3.1 Research Methodology**

Kumar (1999) explained research methodology as an established framework that provides the road map to uncover a phenomenon. He said that the research methodology looked at the various steps and reasoning involved in the research methods or techniques. He explained further that the research methodology ensures that the researcher employs a scientific approach of analysis and each issue identified in the research process is looked at independently from each other. Thus, he argued that, for the outcome and results of research to be objective and valid, it must follow the research methodology principles. For this study, and based on the research instrument and data collection procedure, the preferred and accepted research methodology for this research is the quantitative method. The quantitative method studies phenomenon that can be quantified using statistical measures (Creswell, 2014).

#### **3.2 Research Design**

The research design provides a planned outline of the data collection and analysis process (Kumar, 1999). The study adopts the descriptive research method to analyze the data collected. The descriptive research methodology is chosen because it provides first-hand information on

respondent's characteristics and an effective tool in measuring student responses and its implications noted

### **3.3 Population of the Study**

The population of the study refers to the total number of objects or units of the research which have similar characteristics relevant to the study and to whom generalization can be made (Polity & Hungler, 1999). The population of the study includes the total number of Wisconsin university students enrolled at the school Accra campus.

### **3.4 Sample and Sampling Procedure of the Study**

The sample is referred to as the proportion or unit of the total population of the study selected using a defined method of selection, which can be probability or non-probability (Frankel and Wallen, 2000). The sampling technique adopted for the study is the convenient sampling technique. The convenient sampling technique will select the 100 Wisconsin university students and a Likert scale questionnaire administered to selected students to complete.

### **3.5 Data Collection and Analysis**

#### **3.5.1 Research Instrument**

##### **3.5.1.1 Likert scale Questionnaire**

The Likert scale questionnaire is a type of close ended questionnaire which measures respondent responses concerning their level of satisfaction with a product or service (Cohen et al. 2000). The Likert scale questionnaire will be developed to measure five satisfaction levels of respondents' responses on a scale of 1–5, where 1 = Strongly Disagree and 5 = Strongly Agree. A letter of consent prior to the administration of the data instrument will be submitted to management of the university seeking their consent, as the research instrument will be administrated in line with the scope of the study.

### **3.5.2 Sources of Data**

The data sources for this research include primary and secondary sources.

#### **Primary sources**

Primary sources include data collected from the field from respondents with a Likert questionnaire.

#### **Secondary sources**

Secondary sources include offline and online data publications from journals, newspaper, conferences, technical papers books, articles concerning Wisconsin University College.

### **3.5.3 Data Processing Analysis**

The questionnaire contained five options measuring respondents' rating of satisfactory level of school social media platforms to inquire about admission information. The response levels are ranked on a scale of 1 (Strongly disagree) to 5 (Strongly Agree). Data collected are analyzed through descriptive statistics such as mean, median and mode and their implication noted. Also, the data collected from the Likert scale questionnaire will be processed and analyzed to answer the stated research objectives.

### **3.6 Ethical consideration**

Fraenkel and Wallen (2000) said the ethical guidelines of research reviews the standards, values, norms, behaviors, practices that every research study is expected to conform to protect the interest parties involved in the research. For this research study, the three key ethical standards looked at are informed consent, anonymity, and confidentiality.

#### **3.6.1 Informed consent**

Informed consent refers to the ethical standards that ensure that participants taking part in the research study have full knowledge in terms of the terms and conditions of the research, as well as provide accurate and reliable data (Kumar, 1999). To achieve these ethical standards, the study respondents are orientated through a note on the research instrument or face to face about

the purpose of the research and the importance of their roles in making the research successful. A letter is added to the research instrument seeking participant consent to provide data to support the research.

### **3.6.2 Confidentiality and anonymity.**

Another important ethical standard is confidentiality and anonymity, as the researcher is expected to ensure no trace of respondents on the research instrument. Also, the researcher must make sure that the research instrument is kept away from public scrutiny and used only for the purpose for which it is established or disposed of safely after completion of the research (Cohen et al., 2001).

### **3.6.3 Reliability and Validity**

Reliability and validity look at the data collection process and states that each activity undertaken in the design and data collection stages must follow certain prescribed research standards (Fraenkel & Walled, 2000). Thus, the instrument to be used in this study must adequately measure the research variables,

## CHAPTER FOUR

### 4.0 Introduction

Chapter four presents the data collected from the survey as well as analyzes the findings in consonance with the stated research objectives in Chapter One. This chapter is segmented into four sections. Section one presents the demographic characteristics of respondents. The next section investigates the use of the various school social media platforms. The third section investigates the impact of school social media marketing on student decision to enroll at Wisconsin International University College. The fourth section finally discusses the results and findings.

### 4.1 Response Rate

The researcher, with the help of field officers, administered the designed structured questionnaires to students at Wisconsin International University College at their main Accra, North Legon campus. Out of 100 questionnaires administered to respondents to complete with relevant information about the research topic, 89 were completed and returned, achieving 89 percent response rate. The recorded response rate stated above surpass 70 percent, thus termed very satisfactory for the research study as it provides a valid representation of the study population (Mugenda and Mugenda, 2003).

### 4.2 Data Analysis and Presentation

#### 4.2.1 Background Information

Table 4.1 Gender of Respondents

Sex	Frequency	Percentage (%)
Male	49	55.1
Female	40	44.9
Total	89	100

*Source: Field Study, 2022*

Regarding the study participants' sex distribution, out of (89) respondents surveyed, Table 4.1 showed that 40 participants are females making up 44.9 percent of the study sample, while 49 participants representing 55.1 percent of the study sample constitute the male respondents. This meant that there were more male respondents in the study than females, and this could be because there were more male respondents in the sampling frame relative to the female respondents. It is, however, the belief of the study that the difference is not too large to negatively affect the findings of the study.

**Table 4.2**            **Age of Respondents**

<b>Age of Respondents</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>15 - 20 years</b>	13	14.6
<b>21 - 25 years</b>	58	65.2
<b>26 - 30 years</b>	17	19.1
<b>31- 3 5 years</b>	1	1.1
<b>TOTAL</b>	89	100

*Source: Field Study, 2022*

89 questionnaires were retrieved out of 100 distributed, providing the researcher with the necessary demographic information, including participants' ages. Table 4.2 above presents the various age categories of respondents of the study. The youngest age group (15-20 years) recorded 13 respondents, representing 14.6 percent of the study participants. The next age category (21-25 years) recorded 58 respondents, denoting more than half (65.2) proportion of the study participants. While fifteen (17) respondents' stated that they fall within the age bracket of (26-30 years) representing 19.1 percent of the study participants. Considering the oldest age group of (31-35) years, only 1 participants representing 1.1 percent of the sampled

population stated to be in that age category. The results revealed that the age distribution of participants in the study is highly distributed between (21-25 years) and more social media marketing must be channeled to this age group.

**Table 4.3 Educational Level**

<b>Educational Level of Respondents</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Level 100	13	14.6
Level 200	28	31.5
Level 300	26	29.2
Level 400	21	23.6
Post-graduate	1	1.1
<b>TOTAL</b>	<b>89</b>	<b>100</b>

**Source: Field Study, 2022**

From table 4.3, the data collected from participants of the study about their educational levels at the university revealed that 13 participants are level 100 representing 14.6 percent of the study sample, 28 respondents denoting 31.5 percent described their educational level as level 200, 26 participants stated they are level 300 representing 29.2 percent of the study sample. Also, 21 respondents indicated they are level 400 students, representing 23.6 percent of the study participants and only one stated their educational level as post-graduate. The results revealed that there is even distribution of educational levels among the student population except at the post-graduate level.

**Table 4.4 Programme of Respondents**

<b>Programme of Respondents</b>	<b>Frequency</b>	<b>Percentage (%)</b>
<b>Human Resource Mgt.</b>	14	15.7
<b>Marketing</b>	15	16.9
<b>Information Technology</b>	15	16.9
<b>Law</b>	9	10.1
<b>General Business</b>	3	3.4
<b>Communication Studies</b>	8	9.0
<b>Nursing</b>	10	11.2
<b>Accounting</b>	8	9.2
<b>Economics</b>	2	2.2
<b>Midwifery</b>	4	4.5
<b>Banking and Finance</b>	1	1.1
<b>TOTAL</b>	<b>89</b>	<b>100</b>

*Source: Field Study, 2022*

From table 4.4, the information above gives details of the various educational programmes offered by the school to students. The data of educational programmes of the study sample are more distributed to Human Resource Mgt., Marketing, Information Technology and Nursing recording around 10-15 students each. On the other hand, Law, Accounting and Communication record around 9-8 students each. While General Business, Economics, Midwifery and Banking and Finance recorded as low as 1-4 students each.



### 4.3 Descriptive statistics

#### 4.3.1 Use of school social media platforms

Table 4.5 School Social Media platform usage

School Social Media platform	Frequency	Percentage (%)
Facebook	36	40.4
Instagram	40	44.9
Twitter	1	1.1
Titok	1	1.1
Others	7	7.9
None	4	4.5
<b>TOTAL</b>	<b>89</b>	<b>100</b>

*Source: Field Study, 2022*

From table 4.5, the data collected from participants of the study about their preference for the various school social media platforms to inquire about school admission information revealed that Facebook and Instagram are the two most used social media platforms by students of Wisconsin's University College. Recording about 85.3 percent of social media usage. The other social media platforms, such as twitter and titok, were least used by students recording a meager 2.2 percent usage. Also, 7 students indicated using other online platforms different from the school social media platforms, while the remaining 4 indicated they do not use any school social media platforms to inquire about school admission information. This corroborates with

Kimani & Obwatho (2020) findings that private universities used Facebook, Quora, Snapchat, YouTube, Pinterest and Reddit as online marketing tools to enhance student enrollment.

### 4.3.2 School Social Media Satisfaction Level

Table 4.6 School Social Media Satisfaction Level

School Social Media platform	Frequency	Percentage (%)
Not Satisfied	14	15.7
Neutral	11	12.4
Satisfied	18	20.2
Very satisfied	46	51.7
<b>TOTAL</b>	<b>89</b>	<b>100</b>

*Source: Field Study, 2022*

Table 4.6 measures the satisfaction level of students with the use of the various school social media platforms. The data revealed that more than half of the participants in the study were more than satisfied with the use of the school social media platforms. Only 14 students representing 15.7 percent were not satisfied by its usage, while the remaining 11 were undecided about their satisfaction. These results imply that the school social media platforms are an effective tool used by students to inquire information about student admission information and make enrollment decision (Capano et al. 2012).

### 4.3.3 Impact of school social media marketing on school enrollment

There have been a lot of studies in the literature measuring the impact of school social media marketing in influencing student enrollment. These studies led to a review of the effectiveness of social media platforms used by tertiary institution in the marketing of their services

**Table 4.7: Impact of school social media marketing on school enrollment**

<b>Descriptive Statistics</b>					
Variable	N	Minimum	Maximum	Mean	Std. Dev
Influence enrollment decision	89	1.00	5.00	3.3708	1.64027
Improve enrollment decision	89	1.00	5.00	3.1348	1.55352
Reliable enrollment decision	88	1.00	5.00	3.4318	1.54470
Easy to make enrollment	88	1.00	5.00	3.8295	4.60939

**Source: Field Study, 2022**

From Table 4.7, 89 respondents were asked about their level of agreement on the following statements regarding the impact of Wisconsin’s school social media platforms on student enrollment decision. Respondents were instructed by the questionnaire to show their level of agreement or disagreement with the following statement ranging from 1= strongly disagree, to 5=strongly agree. For a statement to be accepted or rejected as agreed or disagreed, the respondent’s level of agreement is set as (Mean (M) >3) showing agreement and disagreement (Mean (M) <3). The data analysis of the agreement level of the impact of Wisconsin’s school social media platform on student enrollment decision in table 4.7 above is as follows; Wisconsin’s school social media marketing; influence enrollment decision (Mean =3.3708, SD =1.64027); improve enrollment decision (Mean =3.1348, SD=1.55352); ensure reliable enrollment decision (Mean =3.4318, SD=1.54470); easy to make enrollment decision (Mean =3.8295, SD=4.60939). Table 4.7 above revealed that all four factors were agreed by respondents as effective in school social media marketing, recording a weighted mean of more than 3, indicating participants have a high level of agreement with the above factors. This corroborated with research findings of Afako (2019) that most tertiary students rely on the school's university social media platforms to search for tertiary education information about university activities.

#### **4.3.4 Problems associated with school social media usage**

According to Atkins and Starnes (2020), social media usage is correlated with its online content, information, rate of response, and appeal to its audience. However, he explained there have been problem with its usage since consumers have complained of most social media sites

as having issues with poor and old content, inadequacy of information, wrong platforms, wrong contents, slow response to users' questions.

**Table 4.8: Problems associated with school social media usage**

<b>Descriptive Statistics</b>					
Variable	N	Minimum	Maximum	Mean	Std. Dev
Problem of old content	89	1.00	5.00	3.3146	1.70291
Problem of inadequacy	89	1.00	5.00	3.2584	1.57774
Problem of wrong platform	88	1.00	5.00	2.9773	1.56085
Problem of wrong content	88	1.00	5.00	3.0909	1.62337
Problem of slow response	89	1.00	5.00	3.2247	1.66346

**Source: Field Study, 2022**

From Table 4.7, 89 respondents were asked about their level of agreement on the following statements regarding problems associated with school social media usage on student enrollment decision. Respondents were instructed by the questionnaire to show their level of agreement or disagreement with the following statement ranging from 1= strongly disagree, to 5=strongly agree. For a statement to be accepted or rejected as agreed or disagreed, the respondent's level of agreement is set as (Mean (M) >3) showing agreement and disagreement (Mean (M) <3). The data analysis of the agreement level of problems associated with school social media usage on student enrollment decision is shown in table 4.7 , problem of old content (Mean =3.3146, SD=1.70291); problem of inadequacy (Mean =3.1348, SD=1.55352); problem of wrong platform (Mean =3.4318, SD=1.54470); problem of wrong content (Mean =3.8295, SD=4.60939), problem of slow response (Mean =3.4318, SD=1.54470); Table 4.7, above revealed that all four items were agreed by respondents as problems currently affecting the usage of the school social media platforms by students to inquire about enrollment information. Thus the measures of central tendency present a weighted mean of more than 3, indicating participants have a high level of agreement with the above problems. This corroborated with research findings of Angeline (2019) that social media platforms present problems of wrong platform, content, insufficient information and slow response to users.

#### **4.4 Discussion of results**

This chapter analyzes the data collected from the field and interprets the results in alignment with the research objective. The researcher sampled 100 respondents for the study and administered research questions, however, 89 questionnaires were retrieved from students due to unavailability of respondents and loss of questionnaires. The first section looked at the background information of respondents, which includes their age category, gender, educational level, programme of study, Concerning, the age category most participants stated their age in the youthful category 21 to 25 years, the study sample recorded more male than female. Also, most participants selected for the study are level 200 and 300 students. Also, more than half of the respondents stated they belong to the following departments; Human Resource Mgt., Marketing, Information Technology and Nursing. Second, the next section looked at the most used school social media marketing platforms; the data analysis revealed Facebook and Instagram are the two most used social media platforms by students of Wisconsin's University College recording about 85.3 percent of school social media platform usage. The results showed participants agreed with the following impacts of school social media marketing on student enrollment; Influence enrollment decision (Mean =3.3708, SD=1.64027); Improve enrollment decision (Mean =3.1348, SD=1.55352); Reliable enrollment decision (Mean =3.4318, SD=1.54470); Easy to make enrollment (Mean =3.8295, SD=4.60939). Finally, the third section looks at the problems of school social media marketing platforms were identified as archaic content; inadequacy of information; wrong platform usage; wrong content uploaded, slow response rate. The results showed participants agreed with the above problems prescribed by the researcher, which were supported by empirical studies.

"

## **CHAPTER FIVE**

### **SUMMARY AND CONCLUSIONS**

#### **5.0 Introduction**

This chapter presents the summary of the findings, conclusions, and recommendations for further research.

#### **5.1 Summary of findings**

The first research objective is to identify the various social media marketing platforms used by Wisconsin university to influence student enrolment. From the data analyzed, it can be inferred that participants agreed that Facebook and Instagram are the two most used social media platforms by students of Wisconsin's University College recording about 85.3 percent of social media usage. The other social media platforms such as twitter and Titok were least used by students recording a meager 2.2 percent share of school social media platform usage. Also, 7 students indicated using other online platforms different from the school social media platforms while the remaining 4 indicated they do not use any school social media platforms to inquire about school admission information.

The second objective of the study is to determine the impact of the school social media marketing platforms on student enrollment at Wisconsin university. Based on the data collected and analyzed, participants agreed with the following school social media marketing features prescribed by the researcher as having favorable impact on student enrollment decision. Thus

the research found out that school social media marketing influence, improve, and provide reliable information, easy usage and increase student decision to enroll at Wisconsin university.

The last objective of the study is to identify the problems associated with student's usage of Wisconsin university social media marketing platforms. Participants agreed to the problems identified of the school social media platforms as old content on platform; problem of inadequacy; problem of wrong platform; problem of wrong content, problem of slow response rate.

## **5. 2 Conclusions**

In conclusion, the management of Wisconsin University College must work to improve the school social media platforms usage especially focusing on upgrading it online platform presence to make it accessible to its audience. Also, frequent review of the school social media marketing platform by the IT department to streamline it usability and applicability is encouraged.

## **5.3 Recommendations**

From the study findings, one major issue of the development of Wisconsin's school social media package is its old content, inflexibility and problem of usage. There is the need for investment in frequent upgrading of the school social media marketing platforms to make its attractive to its users. Since this is a case study research on Wisconsin University College, it is recommended that further research must be conducted to cover other universities in the country.

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## APPENDIX

### QUESTIONNAIRE

#### Likert Scale Questionnaire

I am a final year student at Wisconsin International University College, Ghana. As part of my programme of study; I am conducting a case study on the topic: The impact of social media marketing on student enrollment: a case study of Wisconsin International University College, Ghana. I would, therefore, be grateful if you could take a few minutes off your busy schedule and answer this questionnaire. You are reminded that this is purely an academic exercise and therefore your information by way of data will be treated confidentially. Thank you.

**Please tick (✓) or provide the answers where appropriate**

#### Section A: Socio-Demographic Data of Respondents

1. Sex of respondent:

Male [ ]

Female [ ]

3. Age of respondent

15-20 years [ ] 21-25 years [ ] 26-30 years [ ]. 31-35 years [ ] 36- 40 years [ ] others [ ]

4. What is your Educational Level?

Level 100 [ ] Level 200 [ ] Level 300 [ ] Level 400 [ ] Post-graduate [ ]

5. What is your programme of study?

Please Specify .....

#### Section B: Nature of School Social Media Platform

6. Which of Wisconsin International University College social media platforms do you frequently use to access information on school admission?

Facebook [ ] Instagram [ ] Linked In [ ] Twitter [ ] YouTube [ ] Titok [ ] Others [ ] None [ ]

7. How satisfied was the information accessed on school admission?

Very Satisfied [ ] Satisfied [ ] Neutral [ ] Not Satisfied [ ]

**SECTION C:** The impact of the various school social media marketing platforms on student enrollment at Wisconsin University

Please indicate (by a tick mark) the degree of your agreement against each statement given below:

**SA - Strongly Agree    A - Agree    N - Neutral    D – Disagree    SD- Strongly Disagree**

S/No.	Statement	SD	D	N	A	SA
	<b>IMPACT OF THE VARIOUS SCHOOL SOCIAL MEDIA MARKETING PLATFORMS ON STUDENT ENROLLMENT</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	School Social media platforms information influence admission selection decision of Wisconsin’s students					
2	School Social media platforms improve admission selection decision of Wisconsin’s students					
3	School Social media platforms is reliable tool in the tertiary selection process of Wisconsin’s students					
4	School Social media platforms are easy to learn and use, making it effective in tertiary selection process of Wisconsin’s students					

**SECTION D: Problems associated with Wisconsin university social media marketing platforms**

Please indicate (by a tick mark) the degree of your agreement against each statement given below:

**SA - Strongly Agree A - Agree N - Neutral D–Disagree SD- Strongly Disagree**

<b>S/ No</b>	<b>Statement</b>	<b>SD</b>	<b>D</b>	<b>N</b>	<b>A</b>	<b>SA</b>
	<b>Problems associated with Wisconsin university social media marketing platforms</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	School Social media platform information contains old contents					
2	School Social media platform information is inadequate					
3	Wrong Platforms use in social media marketing					
4	Wrong contents on social media platforms					
5	Slow response to questions on school social media platform					