

Brand Building Using Digital Marketing -Study of K-12 schools in India

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**BHARTI SCHOOL OF TELECOMMUNICATION, TECHNOLOGY
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**Brand Building Using Digital Marketing -Study of K-12 schools in
India**

by

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Management**

Submitted

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Dedication

This thesis is dedicated to my beloved family, whose unconditional love, sacrifices, and unwavering support have been the foundation of my journey. My family has always stood by my side, inspiring me with their kindness, wisdom, and unwavering belief in my abilities. I am forever grateful. This achievement is as much yours as it is mine.

Certificate

This is to certify that the thesis entitled “**Brand Building Using Digital Marketing -Study of K-12 schools in India**” being submitted by **Ms. Deepshikha** to the Indian Institute of Technology Delhi for the award of the degree of **Doctor of Philosophy** is a Bonafide record of the research work carried out by her under my supervision and guidance. The thesis work, in my opinion, has reached the requisite standard, fulfilling the requirements of the said degree. The results contained in the thesis have not been submitted, in part or full, to any other University or Institute for the award of any degree or diploma.

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Deepshikha

Abstract

In an increasingly digitalized landscape, higher education institutions (HEIs) and schools must strategically leverage digital marketing to enhance brand building, engagement, and brand equity. This research explores the digital marketing's utility in creating educational brands, focusing on the factors influencing platform selection and their impact on engagement, word of mouth and brand equity.

Using a combination of systematic literature review, expert opinions, and empirical analysis, the study examines how digital platforms and content strategies shape brand perceptions. Exploratory and confirmatory factor analyses are used in conjunction with Structural Equation Modeling (PLS-SEM) for assessment of platform choice, content engagement, and branding outcomes. The results offer understanding of the correlation among digital marketing approaches and institutional brand strength, highlighting key drivers that enhance engagement and influence brand equity.

Present study extends the literature on digital marketing in education by offering strategic recommendations for schools and HEIs to optimize their digital presence. The study underscores the importance of data-driven platform selection and content strategies in fostering brand differentiation, enhancing visibility, and strengthening institutional reputation.

Keywords: Digital Marketing, Brand Building, Higher Education Institutions, Brand Equity, Word of Mouth, Engagement, Social Media Marketing, PLS-SEM.

सारांश

एक तेजी से डिजिटल होती दुनिया में, उच्च शिक्षा संस्थानों (HEIs) और स्कूलों को ब्रांड निर्माण, जुड़ाव और ब्रांड इक्विटी को बढ़ाने के लिए रणनीतिक रूप से डिजिटल मार्केटिंग का उपयोग करना चाहिए। यह शोध शैक्षिक ब्रांडों के निर्माण में डिजिटल मार्केटिंग की उपयोगिता की जांच करता है, विशेष रूप से प्लेटफॉर्म चयन को प्रभावित करने वाले कारकों और उनके जुड़ाव (engagement), वर्ड ऑफ़ माउथ (word of mouth), और ब्रांड इक्विटी पर प्रभाव का अध्ययन करता है।

यह अध्ययन सिस्टमेटिक लिटरेचर रिव्यू, विशेषज्ञों की राय, और अनुभवजन्य (empirical) विश्लेषण के संयोजन का उपयोग करता है ताकि यह समझा जा सके कि डिजिटल प्लेटफॉर्म और कंटेंट रणनीतियाँ ब्रांड की धारणा (brand perception) को कैसे प्रभावित करती हैं। प्लेटफॉर्म चयन, कंटेंट जुड़ाव, और ब्रांडिंग परिणामों का मूल्यांकन करने के लिए एक्सप्लोरेटरी और कन्फर्मेटरी फैक्टर एनालिसिस को पार्शियल लीस्ट स्क्वियर स्ट्रक्चरल इक्वेशन मॉडलिंग (PLS-SEM) के साथ जोड़ा गया है। निष्कर्षों से यह स्पष्ट होता है कि डिजिटल मार्केटिंग रणनीतियाँ संस्थानों की ब्रांड शक्ति को कैसे प्रभावित करती हैं, और कौन से प्रमुख कारक जुड़ाव को बढ़ाने और ब्रांड इक्विटी को प्रभावित करने में सहायक होते हैं।

यह शोध शिक्षा क्षेत्र में डिजिटल मार्केटिंग पर बढ़ते ज्ञान को समृद्ध करता है और स्कूलों व HEIs के लिए उनकी डिजिटल उपस्थिति को अनुकूलित (optimize) करने हेतु रणनीतिक सिफारिशें प्रदान करता है। अध्ययन यह रेखांकित करता है कि डेटा-ड्रिवन प्लेटफॉर्म चयन और कंटेंट रणनीतियाँ ब्रांड भिन्नता (brand differentiation) को बढ़ाने, दृश्यता (visibility) में सुधार करने, और संस्थागत प्रतिष्ठा (institutional reputation) को मजबूत करने में महत्वपूर्ण भूमिका निभाती हैं।

कीवर्ड: डिजिटल मार्केटिंग, ब्रांड बिल्डिंग, उच्च शिक्षा संस्थान, ब्रांड इक्विटी, वर्ड ऑफ़ माउथ, जुड़ाव, सोशल मीडिया मार्केटिंग, PLS-SEM.

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Acronym Index

WB- Website

SM-Social Media

BA-Branding App

TPP-Third Party Platform

WOM-Word of Mouth

BE-Brand Equity

ENG-Engagement

HEI-Higher Education Institutions

SEM-Structural Equation Modelling