Online Advertising Strategies to Effectively Market a Business School

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Abstract

Advertising has always played an important role in creating visibility for educational institutions. In today's time, digital marketing is the sought-after mode as there has been a significant shift from offline to online advertising. With the evolving times, flexibility and convenience take significant importance and it is critical for educational institutions to shift gears and adapt to the new formats. In order to stay relevant and have a competitive advantage, digital advertising helps higher educational institutions go that extra mile in engaging with their potential customers. It also helps in building awareness and attract good quality of students. In the world of digital advertising, 'Google Advertisement' is an online advertising platform developed by Google, where advertisers bid to display brief advertisements, service offerings, product listings, or videos to web users. It can place advertisements both in the results of search engines like Google Search and on non-search websites, mobile apps, and videos. Google AdWords offers the most pragmatic solutions and tools to all strategic issues of digital advertising. Click Through Ratio (CTR) stands out as the most significant index of reflecting its influence and impact. Amongst the array of choices, the right strategy requires an academic and strategic backing.

The objective of this paper is to assess on the impact of Google Adwords is used in digital advertising campaigns promoting business schools in specific. This research concentrates on CTR as a measure of the campaign's effectiveness. This paper try's to understand CTR in the context related to the type of content embedded in these digital advertisements; the structure of this content; and hence identify and suggest new strategies. This paper identifies and proposes the right online advertising strategy that can be used by a Business School (B School).

Purposive/non-probabilistic sampling was carried out to choose the specific of Business Schools (B-schools) for this study. The business schools selected were based on the National Institution Ranking Framework (NIRF) 2018 of the Indian Human Resource Development. The data was analyzed using to the Social Sciences Statistical Suite (SPSS). There was only access to publicly available and publicly displayed advertisement with no access to user profile data. CTR was utilized to measure total and proportional engagement. The advertisements were then categorized based on their content and analyzed through a one-way ANOVA test. For the purpose of an operationalizing, CTR was utilized as defined by Pak et. al. (2018): "A ratio showing how often people who see your advertisement end up clicking it." The main components analyzed are the characteristics of an effective advertisement appearing on the digital platform measured through its Click Through Ratio. One-way ANOVA has been conducted to assess the Click Through Ratio of advertisement segregated in twenty categories based on their format, content and time of appearance. The analysis reflects that Click Through Ratio differs for different format of advertisements, the information that they contain and for the time and day that they appear. Strategies based on these findings are suggested along with discussion, limitations and further scope of research.

Keywords: digital marketing, click through ratio, marketing B schools, Indian higher education

1. Introduction

The Indian government has allowed for a wide range of Business Schools (or B Schools) to emerge in all parts of India. Combining private and government institutes, there are over 3000 management institutes in the country. In a country of 1.3 billion people, this is of course not a big number. While certain B Schools come with a strong lineage or decades of experience, others which are relatively new have to prove their presence and attract students to join them. They have to be innovative to showcase their ability to add value to the students.

Some of the most prestigious destinations for management students include the Indian Institute of Management in Calcutta and the Institute of Management in Ahmedabad. Apart from being established in 1900, they are managed by a government body making them much more credible. They are also associated with some of the global prime institutions like Sloan School of Management (MIT) and Harvard Business School respectively. Private schools have also mushroomed in many Indian cities in the recent past and are establishing their expertise through different and unique methods. Apart from the traditional methods, institutions are also recognizing, accepting and using digital advertising. Marketing and advertising has always played a critical role in building awareness, visibility and brand recall. They have also proved to be effective if conducted in the right way. (Bush et al., 1998) However, Indian higher educational institutions are slowly moving from snail mails, campus visits and brochures, which were the traditional methods to interest candidates to digital advertising . (Hayes et al., 2009) They are now tapping into novel opportunities that can engage with potential customers as well as promote their offerings. A term which now not new to many Indian educational institutions today is 'Digital Advertising'. It was recently found that the major target market of these business schools is a 46 percentage of the total internet users (Keelery, 2020). With tough competition and reducing attention spans, the pressure on all businesses and entities to survive the digital world is very high. (Mart ń-Santana & Beerli-Palacio, 2012; Robinson et al.,2007)

Although still in its nascent stages, digital advertising is a dynamic industry which is evolving every single minute. More efficient tools that can be used to promote the business are being introduced regularly. Google Adwords has become one of the strongest contenders which is educating and equipping marketers to experiment, explore and implement their learning. It also offers a vast variety of services on one single account. Google Adwords includes multiple types of digital marketing tools like a banner advertisement, keywords marketing, search engine optimization, search engine marketing, etc.

Utilizing these free and paid resources to their optimum, Business Schools have started harnessing the power of promotion and marketing. There are a wide range of topics that affect the metrics as well multiple methods of quantification of the results. Click Through Ratio (CTR) happens to be one of the more important tools that will be discussed in this research. CTR has analytical capabilities that allows the owner to critically examine and scrutinize what works for the market, the effectiveness of each campaign, timings and days that can be followed and the efficacy of every online advertisement. Apart from dwelling upon the Click Through Rate, this research also aims to find and suggest strategies that can be implemented using the CTR of a campaign.

2. Literature Review

2.1 Postgraduate Education in India

Education system of India comprises of - primary, secondary or tertiary. It is complicated but dynamic. The recent changes made to the Indian education system (by the National Education Policy 2020) has completely redefines the country's stand on holistic education which bears witness to the evolving nature of Indian education. Likewise, the higher education system functions based on various university classifications granted by the government-run bodies. Universities are mainly classified into Deemed-to-be Universities and Institutes of National Importance, State Universities, Central Universities and Private Universities. This categorization is carried out based on the authority and degree of control of the governing bodies of that institution. Along with this classification, the professional education is largely pronounced by the specific associations or councils such as the Bar Council of India governing the education of law, Medical Council of India (MCI) pronouncing the medicine and doctorate education. There exist fifteen such councils for professional and skill-based education. The overarching body that concerns the decision-making for the majority of the higher education in India is the University Grants Commission (UGC) which is a statutory body established under the Ministry of Human Resource Development by order of the UGC act 1956. The UGC is an integral part of the Indian higher education system as it is responsible for maintaining and strengthening the university education system of the country. Another major characteristic of the Indian higher education system is the accreditation; UGC's National Assessment and Accreditation Council (NAAC) and AICTE's National Board of Accreditation (NBA) are the only two accreditation bodies under the administration of the government. Accreditation from these two councils is the most sought after by universities in India as they hold prestige and increase the credibility of the concerned university. Apart from these, other private accreditation institutions also exist that hold a strong reputation and trust; these include Times Higher Education University Ranking, Quacquarelli Symonds (QS). Specific to business schools, accreditations from the Association to Advance Collegiate Schools of Business (AACSB) and the EFMD Quality Improvement System (EQUIS) governed by the European Foundation for Management Development (EFMD) provide substantially valuable accreditations. With growing numbers of universities and educational institutions opening up every day, having an existence in the

prospectus of potential students is gaining importance exponentially. Collegiate ranking acts as an integral factor in building this reputation for any higher education institution (Harsha & Shah, 2011) which is important to attract the right students as they form the backbone of the institution and subsequently the nation. Thank to the National Education Policy 2020, it has been decided that the Higher Education Commission of India (HECI) will act as a single regulator for higher education (barring medical and legal colleges).

2.2 Indian Business Schools

The quality of management education provided in Indian universities is improving. The first institution offering a full-time business degree was Andhra University, post which in 1957, the Universities of Kolkata and Delhi introduced their management programs. However, there was no institute entirely dedicated to management education. Indian Institute of Management (IIM) was established in Calcutta in collaboration with the Sloan School of Management of MIT. The next one was set up in Ahmedabad in collaboration with Harvard Business School providing students with all the glory that they bask in today. Later, numerous other institutions were set up in various parts of the country including Lucknow, Indore, Kozhikode (Sinha, 2006) and a large number of private Indian business schools can into existing between 1990 and 1999. The liberalization of the economy was another driver of the high number of B schools in India as the requirement for trained professionals and managers increased due to the establishment of foreign companies. In addition, these business schools also served as a potential investment channel for prospering investors. This further led to a boost of B Schools in the country (Shah, 2012). Based on the statistics of 2019, there are 20 (Indian Institute of Management (IIM) in India and over 3500 B Schools run by various government and private organizations. Due to this, the scenario of business schools in India is rather disheveled. There are numerous private, state, central and private autonomous institutions apart from the institutes that are promoted by large private corporations (Sinha, 2006).

Attracting good students to join B Schools is one of the most difficult tasks. B Schools impart skills and knowledge and also provide the students with an opportunity to join their dream job with a lucrative pay package. A management degree from a prime institution ranks at the top in terms of their yearly salaries barring the administrative and foreign services of India (Philip, 2008). In order to be admitted in any of the 20 IIMs, the candidate has to first appear for the Common Aptitude Test commonly known as CAT which is held yearly. The results are based on percentile patterns, making acceptance and admission more difficult. Likewise, other private institutions with esteemed programs have a test of their own, based on a pattern similar to the CAT; such as SNAP (Symbiosis National Aptitude Test), XAT (Xavier Aptitude Test), NMAT (NMIMS Management Aptitude Test). Almost a hundred million individuals appear for CAT annually along with millions appearing for the various private institute entrance tests.

With the emergence of such a large number of B Schools in the country with the highly competitive admissions process, every institute holds its own merits irrespective of their manner of administration. In this scenario, private B Schools have started to advertise their value offering using online means available. Millions of rupees are spent on the various marketing activities. This is done to show case the brand to the prospective audience. As the B School landscape witnesses the entrance of international institutions as well as international students in Indian business schools, ranking alone does not remain the only influencing factor. Hence, advertising and employing novel promotion & marketing techniques have also become important. Considering the digital savvy generation who apply to B Schools marketing and promotion online or in the digital arena is utilized by several higher educational institutions (Alexa et al., 2012; Jan & Ammari, 2016).

2.3 Digital Advertising and Google AdWords

As mentioned at the United Nations Summit 2019, the world is growing towards a borderless economy where the digital space will play an important role as it expands platforms for both ends of a business transaction. Hence, advertising is bound to go digital (Mishra, 2020). Mart ń-Santana & Beerli-Palacio, (2012) and Robinson et al. (2007) claim that there is not only a need to digitize the advertising process but also feel internal and external pressure to have a digital presence. As a result, digital advertising has become a complex phenomenon with an increasing number of channels and techniques where the compass of success is based on capitalizing on the trends (Girchenko & Ovsiannikova, 2016). Moreover, as the current generation of millennials are impacted by digital marketing strategies, leading to more frequent visits to the website as well (Smith, 2012). Google AdWords is an advertising tool that is gaining popularity. Google Adwords offers the marketer a comprehensive system to advertise itself on various digital platforms through techniques like keyword planner, Search Engine Optimisation (SEO), Google display network, and advertisement auctions for different kinds of advertisements including display advertisement, banner advertisement, expandable advertisement, video advertisement, and bidding for advertisement

spaces as well (keyword bidding) (Geddes, 2014). A few models have also been recently developed after assessing the viability of Google Adwords where the different factors influencing the effectiveness of the campaign are quantified (Szymanski & Lininski, 2018).

Any advertising process proceeds with constant checks, balances and adjustments made based on various results and analysis. The process of digital advertising is no different. As traditional marketing practices are assessed in terms of sales, return on investment, retaining or creating new customers, etc., there are numerous metrics to assess digital advertising campaigns. In digital advertising the effectiveness of a campaign can also be measured in a more quantifiable manner. Key Performance Indicators (KPI) of various matrices help in measuring the success of a digital advertising campaign. Research suggests that KPI form an integral aspect of any digital advertising campaign as they can optimize the campaigns and serve to be critical when managing and honing marketing campaigns (Chaffey & Patron, 2012; Flores, 2013). Additionally, it has also been found that understanding the nature of the business and product helps in employing the right analytical performance measurement technique. There exist various models in digital advertising ascribing the purpose, functioning and interaction of its own tools (Saura et al., 2017). The KPIs are further subcategorized into two for better and more accurate measurement and analytics. These are 'qualitative' and 'quantitative' measures. Among these, the Click Through Ratio (CTR) is one that indicates the ratio between the users who clicks on a specific link (typically appearing in an advertainment or marketing email) as compared to those who viewed it. It is a very clear indicator for success as it provides the ratio that ultimately indicates the number of users whom the advertisement persuaded to carry out the intended call to action. Hence, the power and capacity of CTR is immense in terms of the various aspects of the advertisement it elaborates on. These aspects include the different shapes of advertisement displayed on a website, length of the content in the ad, animation in the advertisement, etc. (Martń-Santana & Beerli-Palacio, 2012; Robinson et al., 2007)

Digital advertising has been proving its effectiveness and importance since its inception in 1990 along with establishing its dominance in the field of advertising. It has become essential for businesses to go digital, irrespective of their nature. In the same way educational institutions have also been forced to create their presence in the digital world as most of their potential admissions are mostly online. Latest statistics report that internet penetration in India is of 50% in the year 2020 and 45% of these users belong to the age group of 20-29 years (Keelery, 2020). Hence, analyzing the importance and effectiveness of digital advertising by higher education institutions is essential for the sake of their own betterment.

2.4 Click Through Ratio: Importance & Characteristics

Click Through Rate or Click Through Ratio (CTR) is an important statistic when designing, executing and analyzing a digital advertisement campaign. As mentioned earlier, this single statistic possesses the capacity to translate a variety of information about a specific advertisement and as a result, it has many aspects and characteristics that are further affected by many other variables. Through an extensive survey analysis, it has been found that CTR shares a direct relationship with the effectiveness of a square/rectangle banner advertisement appearing on a blog along with the influencers of this effectiveness being an attitude towards the website, involvement with the product being advertised and the duration of the website visit (Martń-Santana & Beerli-Palacio, 2012). With regards to online games, the characteristics of an effective banner advertisement includes the presence of adequate information regarding the service/product being offered, no immediate promotional incentive in most parts of the advertisement. Moreover, features such as animation and action phrases does not generate a good CTR. These characteristics belong to the banner advertisements. However, all of this information and inferences were gathered from the CTR itself (Robinson et al., 2007). Hence, reinforcing its importance yet again. The colour scheme of the advertisement can also have an impact on the impressions received. The Click Through Rate in their research on the colour schemes of the banner and box advertisement report the findings that advertisement with a colour scheme having red colour produce higher click through rates as compared to the advertisement that have blue colour. Moreover, it was also found that habituation towards certain advertisements can reduce their effectiveness in terms of its CTR. While designing a digital advertisement as a part of a digital marketing campaign, predicting the CTR is also a necessary aspect as it represents the expected outcomes of the proposed strategy. There exist many models to predict the CTR and one of the most inclusive ones is proposed by Yang et al. (2019) based on learning supplementary representation which takes into consideration the compositional aspect of the advertisement, its relational structure and visual appearance. This structure successfully accommodates the new format of advertisement with richer, complicated and interactive advertisements appearing online. In a mathematical derivative study investigating the factors influencing CTR, it was found that the rate of transfer of an advertisement's promotional information with constantly evolving creative affects CTR. However, too many creatives became counterproductive as they may overpower the important

information intended to be communicated. Therefore, it was concluded that the rate of 0.58 is most effective (Shi, 2017)

Digital Marketing is a wide dimension with innumerable results of a single search, with the world wide web presenting advertisements every time a user enters his/her choice of words. Therefore, the CTR being a measurement matrix, functions with respect to Search Engine Marketing as well. Research suggests that CTR can be an effective predictor of search engine results and that CTR is higher for advertisement containing expert evidences over casual evidences (Haans et al., 2013). These numerous characteristics of CTR have proven to be an important measure of the impact of a digital advertisement campaign therefore having various applications and uses. Similarly, it can be employed to assess and predict marketing campaigns of all natures including for higher education institutions as well.

2.5 Digital Marketing and CTR in Higher Education Institutions

Use of digital advertising by educational institutions has been on the rise and its efficacy on various platforms of the digital medium has also been realized (Kumar & Raman, 2019). With the increasing audience in the digital space, research provides evidence about the increased importance for not only being present on digital mediums but also for having an effective digital advertisement campaign for best admissions. Moreover, it has also been proven that digital strategies are more effective than traditional ones in case of marketing educational institutions (Arora, 2018). A study analyzing the effectiveness of digital advertising for academic institutions, specifically on Google Adwords and the results indicated that advertising educational institutions or programs is very different from the promotion of other businesses. Hence different strategies need to be employed when creating digital marketing campaigns for educational institutions. These results were obtained through the comparison of CTR through statistical package (Turnbull & Bright, 2008). Kusumawati (2019) reports that digital media is an important element of the student's decision-making process of which course to select. It has been found that students rely heavily on various digital platforms to gather information regarding the various offerings along with providing a direct channel of communication for the candidates that can prove to be helpful in the decision-making process. In a comparative study between a company and an international educational institution, a framework including the various touch points for its digital advertisement campaign has been formulated where CRM was pointed out to be an important element in the campaign (Fierro et al., 2017).

Management institutions or B Schools have a different value and career prospectus attached to them making their viability also different. A few existing pieces of literature have only been initial and exploratory in nature suggesting that there is a considerable improvement required in understanding the customers of business schools and the current digital marketing fails to do so (Nicholls et al., 1995). The research specific to digital marketing of B Schools has been very less and with emerging tools, there is an immediate need for further investigation of these strong novel means. Hence, this study aims at filling this aperture in literature.

3. Research Objectives

There are numerous researches conducted on the efficacy of various digital marketing tools of Google Adwords in the stream of how they affect brands and companies. However, very little research has been done on educational institutions and B schools. The objective of this study is to assess how Google Adwords is used in digital marketing advertisement campaigns promoting business schools in specific. Moreover, this research concentrates on CTR as a measure of the campaign's effectiveness. This paper tries to understand CTR in the context related to the type of content embedded in these digital advertisements; the structure of this content; and hence identify and suggest new strategies.

4. Methodology

Purposive/non-probabilistic sampling was carried out to choose the specific of Business Schools (B-schools) for this study. The business schools selected were based on the National Institution Ranking Framework (NIRF) 2018 of the Indian Human Resource Development. The data was analyzed using to the Social Sciences Statistical Suite (SPSS). The only access was to the publicly available and the publicly displayed advertisement with no access to user profile data. CTR was utilized to measure total and proportional engagement. The advertisements were then categorized based on their content and analyzed through a one-way ANOVA test. For the purpose of an operationalizing, CTR was be utilized as defined by Pak et. al. (2018): "A ratio showing how often people who see your advertisement end up clicking it."

5. Analysis

To understand which category increases click through ratio, the hypothesis was created in the following fashion for

all the categories. One-way ANOVA (Analysis of Variance) test was used to understand if the click through ratio differed based on the category of the advertisement, as the categories were twenty in number. The categories (twenty) and format (twelve) were created after analyzing all the types of online advertisements posted by B Schools. The value of click through ratio showing how often people who see your advertisement end up clicking it. Click through ratio can be used to measure how well your keywords and advertisement are performing.

Table 1. Results of categorization

S,No	Type	N (Number of advertisement)	Percentage
	Category		
1	**Admissions**	2567	7.73%
2	**Academic**	2045	6.16%
3	**Alumni**	3304	9.95%
4	**Placement related information**	2459	7.41%
5	**Promotion of Programmes**	5943	17.90%
6	**B School Ranking**	2199	6.62%
7	**Clubs and Committees**	316	0.95%
8	**Academic Achievement – Staff**	198	0.60%
9	**Academic Achievement – Faculty member**	278	0.84%
10	**Academic Achievement– Student**	3690	11.12%
11	**B School Competition**	1649	4.97%
12	**Campus Information and updates**	1283	3.86%
12	**Case Competition by B School**	163	0.49%
14	**Case Competition by Corporate**	1657	4.99%
15	**Entertainment and Events**	2672	8.05%
16	**Innovation**	311	0.94%
17	**Internationalization**	329	0.99%
18	**News related to Education**	1066	3.21%
19	**Research Related Information**	379	1.14%
20	**Startups Information**	690	2.08%
	Total	33198	100.00%
	Format		
1	**Text**	3324	10.01%
2	**Carousel banner**	1815	5.47%
3	**HTML five advertisement**	1963	5.91%
4	**Interactive video**	3153	9.50%
5	**Short video**	4286	12.91%
6	**Long Video**	1907	5.75%
7	**Desktop banner**	3873	11.67%
8	**Mobile banner**	4972	14.98%
9	**Dynamic banner**	2729	8.22%
10	**Text and phone no**	1467	4.42%

11	static banner	1823	5.49%
12	Extension	1885	5.68%
	Total	33198	

Table 2. Descriptive information of categories of advertisements

Category type	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Admissions	100	.318724	.1286860	.0128686	.293190	.344258	.2085	.9833
Academic	100	.185327	.0578416	.0057842	.173850	.196804	.0953	.2907
Alumni	100	.192938	.0360562	.0036056	.185784	.200092	.1318	.2523
Placement related information	100	.388585	.1187392	.0118739	.365025	.412145	.3270	1.3448
Promotion of Programmes	100	.149483	.0307868	.0030787	.143374	.155592	.0949	.2266
B School Ranking	100	.372197	.0525231	.0052523	.361775	.382619	.3209	.5733
Clubs and Committees	100	.111083	.0273953	.0027395	.105647	.116519	.0080	.1364
Academic Achievement – Staff	100	.050763	.0166172	.0016617	.047466	.054060	.0018	.0758
Academic Achievement – Faculty member	100	.059200	.0199321	.0019932	.055245	.063155	.0091	.0908
Academic Achievement – Student	100	.125470	.0302948	.0030295	.119459	.131481	.0028	.1491
B School Competition	100	.088033	.0226693	.0022669	.083535	.092531	.0011	.0998
Campus Information and updates	100	.109417	.0121003	.0012100	.107016	.111818	.0662	.1247
Case Competition by B School	100	.084780	.0200967	.0020097	.080792	.088768	.0029	.0966
Case Competition by Corporate	100	.047499	.0129860	.0012986	.044922	.050076	.0027	.0664
Entertainment and Events	100	.097960	.0407794	.0040779	.089868	.106052	.0671	.2865
Innovation	100	.219316	.0184693	.0018469	.215651	.222981	.1419	.2440

International ization	100	.158159	.0381551	.0038155	.150588	.165730	.0111	.1971
News related to Education	100	.046051	.0178411	.0017841	.042511	.049591	.0252	.1246
Research Related Information	100	.188535	.0094075	.0009407	.186668	.190402	.1770	.2230
Startups Information	100	.089935	.0205245	.0020525	.085862	.094008	.0019	.0997
Total	2000	.154173	.1113482	.0024898	.149290	.159056	.0011	1.3448

The hypothesis *(A) Ho: There is no significant difference in the click through ratio for category of advertisement* was crafted to check if there was any significant difference in the click through ratio and its relation with the category of the advertisement. The statistical information is given in Table 2 gives descriptive numerical data, including mean, standard deviation and 95% confidence intervals for the dependent variable- click through score- for each of the category of the advertisement on Google where all the twenty categories have been listed.

Table 2 is the output of the ANOVA analysis which is used to test the Hypothesis (A) to understand if there is a statistically significant difference between the groups of click through ratio and the category of the advertisement. It can be inferred from the significance value 0.000 (i.e., p = 0.000), which is below 0.05, that there is a statistically significant difference between click through ratio and category of the Advertisement, which clearly indicates that different advertisements under different categories have a different click trough ratio. To know which of those specific categories differed in the Click Through Ratio post hoc test was used. Table 2 gives the output - the multiple comparisons table. From Table 2, it can be inferred that there is a statistically significant difference in click through ratio in the advertisement that were in the admissions category in comparison with all the other categories (p = 0.000). But there is a statistically no significant difference between the advertisement under the Academic category and the advertisement under Alumni (p=1.000) and Research Related to Information (p =1.000). For the advertisement related to Admissions and Innovation content categories, it can be inferred that there is a statistically significant difference in click through ratio in the advertisement that were in these categories in comparison with all other categories (p = 0.000). Table 8 gives the details for all the categories for which there is no statistically significant difference in click through ratio of the advertisement when compared to other categories.

Table 3. ANOVA analysis – category type

ANOVA Category type click through ratio

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.144	19	1.060	452.367	.000
Within Groups	4.641	1980	.002		
Total	24.784	1999			

Table 4. Multiple comparisons of categories

Dependent Variable: click through ratio

Tukey HSD

(I) Category	(J) Category	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Admissions	Academic	.1333970[*]	.0068464	.000	.109101	.157693
	Alumni	.1257860[*]	.0068464	.000	.101490	.150082

	Placement related information	-.0698610[*]	.0068464	.000	-.094157	-.045565
	Promotion of Programmes	.1692410[*]	.0068464	.000	.144945	.193537
	B School Ranking	-.0534730[*]	.0068464	.000	-.077769	-.029177
	Clubs and Committees	.2076410[*]	.0068464	.000	.183345	.231937
	Academic Achievement – Staff	.2679610[*]	.0068464	.000	.243665	.292257
	Academic Achievement – Faculty member	.2595240[*]	.0068464	.000	.235228	.283820
	Academic Achievement– Student	.1932540[*]	.0068464	.000	.168958	.217550
	B School Competition	.2306910[*]	.0068464	.000	.206395	.254987
	Campus Information and updates	.2093070[*]	.0068464	.000	.185011	.233603
	Case Competition by B School	.2339440[*]	.0068464	.000	.209648	.258240
	Case Competition by Corporate	.2712250[*]	.0068464	.000	.246929	.295521
	Entertainment and Events	.2207640[*]	.0068464	.000	.196468	.245060
	Innovation	.0994080[*]	.0068464	.000	.075112	.123704
	Internationalizati on	.1605650[*]	.0068464	.000	.136269	.184861
	News related to Education	.2726730[*]	.0068464	.000	.248377	.296969
	Research Related Information	.1301890[*]	.0068464	.000	.105893	.154485
	Startups Information	.2287890[*]	.0068464	.000	.204493	.253085
Academic	Admissions	-.1333970[*]	.0068464	.000	-.157693	-.109101
	Alumni	-.0076110	.0068464	1.000	-.031907	.016685
	Placement related information	-.2032580[*]	.0068464	.000	-.227554	-.178962
	Promotion of Programmes	.0358440[*]	.0068464	.000	.011548	.060140
	B School Ranking	-.1868700[*]	.0068464	.000	-.211166	-.162574

	Clubs and Committees	.0742440[*]	.0068464	.000	.049948	.098540
	Academic Achievement – Staff	.1345640[*]	.0068464	.000	.110268	.158860
	Academic Achievement – Faculty member	.1261270[*]	.0068464	.000	.101831	.150423
	Academic Achievement– Student	.0598570[*]	.0068464	.000	.035561	.084153
	B School Competition	.0972940[*]	.0068464	.000	.072998	.121590
	Campus Information and updates	.0759100[*]	.0068464	.000	.051614	.100206
	Case Competition by B School	.1005470[*]	.0068464	.000	.076251	.124843
	Case Competition by Corporate	.1378280[*]	.0068464	.000	.113532	.162124
	Entertainment and Events	.0873670[*]	.0068464	.000	.063071	.111663
	Innovation	-.0339890[*]	.0068464	.000	-.058285	-.009693
	Internationalization	.0271680[*]	.0068464	.011	.002872	.051464
	News related to Education	.1392760[*]	.0068464	.000	.114980	.163572
	Research Related Information	-.0032080	.0068464	1.000	-.027504	.021088
	Startups Information	.0953920[*]	.0068464	.000	.071096	.119688
Alumni	Admissions	-.1257860[*]	.0068464	.000	-.150082	-.101490
	Academic	.0076110	.0068464	1.000	-.016685	.031907
	Placement related information	-.1956470[*]	.0068464	.000	-.219943	-.171351
	Promotion of Programmes	.0434550[*]	.0068464	.000	.019159	.067751
	B School Ranking	-.1792590[*]	.0068464	.000	-.203555	-.154963
	Clubs and Committees	.0818550[*]	.0068464	.000	.057559	.106151
	Academic Achievement – Staff	.1421750[*]	.0068464	.000	.117879	.166471

	Academic Achievement – Faculty member	.1337380[*]	.0068464	.000	.109442	.158034
	Academic Achievement– Student	.0674680[*]	.0068464	.000	.043172	.091764
	B School Competition	.1049050[*]	.0068464	.000	.080609	.129201
	Campus Information and updates	.0835210[*]	.0068464	.000	.059225	.107817
	Case Competition by B School	.1081580[*]	.0068464	.000	.083862	.132454
	Case Competition by Corporate	.1454390[*]	.0068464	.000	.121143	.169735
	Entertainment and Events	.0949780[*]	.0068464	.000	.070682	.119274
	Innovation	-.0263780[*]	.0068464	.017	-.050674	-.002082
	Internationalization	.0347790[*]	.0068464	.000	.010483	.059075
	News related to Education	.1468870[*]	.0068464	.000	.122591	.171183
	Research Related Information	.0044030	.0068464	1.000	-.019893	.028699
	Startups Information	.1030030[*]	.0068464	.000	.078707	.127299
Placement related information	Admissions	.0698610[*]	.0068464	.000	.045565	.094157
	Academic	.2032580[*]	.0068464	.000	.178962	.227554
	Alumni	.1956470[*]	.0068464	.000	.171351	.219943
	Promotion of Programmes	.2391020[*]	.0068464	.000	.214806	.263398
	B School Ranking	.0163880	.0068464	.666	-.007908	.040684
	Clubs and Committees	.2775020[*]	.0068464	.000	.253206	.301798
	Academic Achievement – Staff	.3378220[*]	.0068464	.000	.313526	.362118
	Academic Achievement – Faculty member	.3293850[*]	.0068464	.000	.305089	.353681
	Academic Achievement– Student	.2631150[*]	.0068464	.000	.238819	.287411
	B School Competition	.3005520[*]	.0068464	.000	.276256	.324848

	Campus Information and updates	.2791680[*]	.0068464	.000	.254872	.303464
	Case Competition by B School	.3038050[*]	.0068464	.000	.279509	.328101
	Case Competition by Corporate	.3410860[*]	.0068464	.000	.316790	.365382
	Entertainment and Events	.2906250[*]	.0068464	.000	.266329	.314921
	Innovation	.1692690[*]	.0068464	.000	.144973	.193565
	Internationalization	.2304260[*]	.0068464	.000	.206130	.254722
	News related to Education	.3425340[*]	.0068464	.000	.318238	.366830
	Research Related Information	.2000500[*]	.0068464	.000	.175754	.224346
	Startups Information	.2986500[*]	.0068464	.000	.274354	.322946
Promotion of Programmes	Admissions	-.1692410[*]	.0068464	.000	-.193537	-.144945
	Academic	-.0358440[*]	.0068464	.000	-.060140	-.011548
	Alumni	-.0434550[*]	.0068464	.000	-.067751	-.019159
	Placement related information	-.2391020[*]	.0068464	.000	-.263398	-.214806
	B School Ranking	-.2227140[*]	.0068464	.000	-.247010	-.198418
	Clubs and Committees	.0384000[*]	.0068464	.000	.014104	.062696
	Academic Achievement – Staff	.0987200[*]	.0068464	.000	.074424	.123016
	Academic Achievement – Faculty member	.0902830[*]	.0068464	.000	.065987	.114579
	Academic Achievement– Student	.0240130	.0068464	.057	-.000283	.048309
	B School Competition	.0614500[*]	.0068464	.000	.037154	.085746
	Campus Information and updates	.0400660[*]	.0068464	.000	.015770	.064362
	Case Competition by B School	.0647030[*]	.0068464	.000	.040407	.088999
	Case Competition by	.1019840[*]	.0068464	.000	.077688	.126280

	Corporate					
	Entertainment and Events	.0515230[*]	.0068464	.000	.027227	.075819
	Innovation	-.0698330[*]	.0068464	.000	-.094129	-.045537
	Internationalization	-.0086760	.0068464	.999	-.032972	.015620
	News related to Education	.1034320[*]	.0068464	.000	.079136	.127728
	Research Related Information	-.0390520[*]	.0068464	.000	-.063348	-.014756
	Startups Information	.0595480[*]	.0068464	.000	.035252	.083844
B School Ranking	Admissions	.0534730[*]	.0068464	.000	.029177	.077769
	Academic	.1868700[*]	.0068464	.000	.162574	.211166
	Alumni	.1792590[*]	.0068464	.000	.154963	.203555
	Placement related information	-.0163880	.0068464	.666	-.040684	.007908
	Promotion of Programmes	.2227140[*]	.0068464	.000	.198418	.247010
	Clubs and Committees	.2611140[*]	.0068464	.000	.236818	.285410
	Academic Achievement – Staff	.3214340[*]	.0068464	.000	.297138	.345730
	Academic Achievement – Faculty member	.3129970[*]	.0068464	.000	.288701	.337293
	Academic Achievement– Student	.2467270[*]	.0068464	.000	.222431	.271023
	B School Competition	.2841640[*]	.0068464	.000	.259868	.308460
	Campus Information and updates	.2627800[*]	.0068464	.000	.238484	.287076
	Case Competition by B School	.2874170[*]	.0068464	.000	.263121	.311713
	Case Competition by Corporate	.3246980[*]	.0068464	.000	.300402	.348994
	Entertainment and Events	.2742370[*]	.0068464	.000	.249941	.298533
	Innovation	.1528810[*]	.0068464	.000	.128585	.177177
	Internationalization	.2140380[*]	.0068464	.000	.189742	.238334

	News related to Education	.3261460[*]	.0068464	.000	.301850	.350442
	Research Related Information	.1836620[*]	.0068464	.000	.159366	.207958
	Startups Information	.2822620[*]	.0068464	.000	.257966	.306558
Clubs and Committees	Admissions	-.2076410[*]	.0068464	.000	-.231937	-.183345
	Academic	-.0742440[*]	.0068464	.000	-.098540	-.049948
	Alumni	-.0818550[*]	.0068464	.000	-.106151	-.057559
	Placement related information	-.2775020[*]	.0068464	.000	-.301798	-.253206
	Promotion of Programmes	-.0384000[*]	.0068464	.000	-.062696	-.014104
	B School Ranking	-.2611140[*]	.0068464	.000	-.285410	-.236818
	Academic Achievement – Staff	.0603200[*]	.0068464	.000	.036024	.084616
	Academic Achievement – Faculty member	.0518830[*]	.0068464	.000	.027587	.076179
	Academic Achievement– Student	-.0143870	.0068464	.856	-.038683	.009909
	B School Competition	.0230500	.0068464	.088	-.001246	.047346
	Campus Information and updates	.0016660	.0068464	1.000	-.022630	.025962
	Case Competition by B School	.0263030[*]	.0068464	.018	.002007	.050599
	Case Competition by Corporate	.0635840[*]	.0068464	.000	.039288	.087880
	Entertainment and Events	.0131230	.0068464	.933	-.011173	.037419
	Innovation	-.1082330[*]	.0068464	.000	-.132529	-.083937
	Internationalization	-.0470760[*]	.0068464	.000	-.071372	-.022780
	News related to Education	.0650320[*]	.0068464	.000	.040736	.089328
	Research Related Information	-.0774520[*]	.0068464	.000	-.101748	-.053156
	Startups Information	.0211480	.0068464	.188	-.003148	.045444
Academic Achievement –	Admissions	-.2679610[*]	.0068464	.000	-.292257	-.243665
	Academic	-.1345640[*]	.0068464	.000	-.158860	-.110268

Staff	Alumni	-.1421750[*]	.0068464	.000	-.166471	-.117879
	Placement related information	-.3378220[*]	.0068464	.000	-.362118	-.313526
	Promotion of Programmes	-.0987200[*]	.0068464	.000	-.123016	-.074424
	B School Ranking	-.3214340[*]	.0068464	.000	-.345730	-.297138
	Clubs and Committees	-.0603200[*]	.0068464	.000	-.084616	-.036024
	Academic Achievement – Faculty member	-.0084370	.0068464	1.000	-.032733	.015859
	Academic Achievement– Student	-.0747070[*]	.0068464	.000	-.099003	-.050411
	B School Competition	-.0372700[*]	.0068464	.000	-.061566	-.012974
	Campus Information and updates	-.0586540[*]	.0068464	.000	-.082950	-.034358
	Case Competition by B School	-.0340170[*]	.0068464	.000	-.058313	-.009721
	Case Competition by Corporate	.0032640	.0068464	1.000	-.021032	.027560
	Entertainment and Events	-.0471970[*]	.0068464	.000	-.071493	-.022901
	Innovation	-.1685530[*]	.0068464	.000	-.192849	-.144257
	Internationalizati on	-.1073960[*]	.0068464	.000	-.131692	-.083100
	News related to Education	.0047120	.0068464	1.000	-.019584	.029008
	Research Related Information	-.1377720[*]	.0068464	.000	-.162068	-.113476
	Startups Information	-.0391720[*]	.0068464	.000	-.063468	-.014876
Academic Achievement – Faculty member	Admissions	-.2595240[*]	.0068464	.000	-.283820	-.235228
	Academic	-.1261270[*]	.0068464	.000	-.150423	-.101831
	Alumni	-.1337380[*]	.0068464	.000	-.158034	-.109442
	Placement related information	-.3293850[*]	.0068464	.000	-.353681	-.305089
	Promotion of Programmes	-.0902830[*]	.0068464	.000	-.114579	-.065987
	B School Ranking	-.3129970[*]	.0068464	.000	-.337293	-.288701

	Clubs and Committees	-.0518830*	.0068464	.000	-.076179	-.027587
	Academic Achievement – Staff	.0084370	.0068464	1.000	-.015859	.032733
	Academic Achievement– Student	-.0662700*	.0068464	.000	-.090566	-.041974
	B School Competition	-.0288330*	.0068464	.004	-.053129	-.004537
	Campus Information and updates	-.0502170*	.0068464	.000	-.074513	-.025921
	Case Competition by B School	-.0255800*	.0068464	.026	-.049876	-.001284
	Case Competition by Corporate	.0117010	.0068464	.978	-.012595	.035997
	Entertainment and Events	-.0387600*	.0068464	.000	-.063056	-.014464
	Innovation	-.1601160*	.0068464	.000	-.184412	-.135820
	Internationalization	-.0989590*	.0068464	.000	-.123255	-.074663
	News related to Education	.0131490	.0068464	.931	-.011147	.037445
	Research Related Information	-.1293350*	.0068464	.000	-.153631	-.105039
	Startups Information	-.0307350*	.0068464	.001	-.055031	-.006439
Academic Achievement– Student	Admissions	-.1932540*	.0068464	.000	-.217550	-.168958
	Academic	-.0598570*	.0068464	.000	-.084153	-.035561
	Alumni	-.0674680*	.0068464	.000	-.091764	-.043172
	Placement related information	-.2631150*	.0068464	.000	-.287411	-.238819
	Promotion of Programmes	-.0240130	.0068464	.057	-.048309	.000283
	B School Ranking	-.2467270*	.0068464	.000	-.271023	-.222431
	Clubs and Committees	.0143870	.0068464	.856	-.009909	.038683
	Academic Achievement – Staff	.0747070*	.0068464	.000	.050411	.099003
	Academic Achievement – Faculty member	.0662700*	.0068464	.000	.041974	.090566

	B School Competition	.0374370[*]	.0068464	.000	.013141	.061733
	Campus Information and updates	.0160530	.0068464	.703	-.008243	.040349
	Case Competition by B School	.0406900[*]	.0068464	.000	.016394	.064986
	Case Competition by Corporate	.0779710[*]	.0068464	.000	.053675	.102267
	Entertainment and Events	.0275100[*]	.0068464	.009	.003214	.051806
	Innovation	-.0938460[*]	.0068464	.000	-.118142	-.069550
	Internationalization	-.0326890[*]	.0068464	.000	-.056985	-.008393
	News related to Education	.0794190[*]	.0068464	.000	.055123	.103715
	Research Related Information	-.0630650[*]	.0068464	.000	-.087361	-.038769
	Startups Information	.0355350[*]	.0068464	.000	.011239	.059831
B School Competition	Admissions	-.2306910[*]	.0068464	.000	-.254987	-.206395
	Academic	-.0972940[*]	.0068464	.000	-.121590	-.072998
	Alumni	-.1049050[*]	.0068464	.000	-.129201	-.080609
	Placement related information	-.3005520[*]	.0068464	.000	-.324848	-.276256
	Promotion of Programmes	-.0614500[*]	.0068464	.000	-.085746	-.037154
	B School Ranking	-.2841640[*]	.0068464	.000	-.308460	-.259868
	Clubs and Committees	-.0230500	.0068464	.088	-.047346	.001246
	Academic Achievement – Staff	.0372700[*]	.0068464	.000	.012974	.061566
	Academic Achievement – Faculty member	.0288330[*]	.0068464	.004	.004537	.053129
	Academic Achievement– Student	-.0374370[*]	.0068464	.000	-.061733	-.013141
	Campus Information and updates	-.0213840	.0068464	.172	-.045680	.002912
	Case Competition by B School	.0032530	.0068464	1.000	-.021043	.027549

	Case Competition by Corporate	.0405340[*]	.0068464	.000	.016238	.064830
	Entertainment and Events	-.0099270	.0068464	.997	-.034223	.014369
	Innovation	-.1312830[*]	.0068464	.000	-.155579	-.106987
	Internationalization	-.0701260[*]	.0068464	.000	-.094422	-.045830
	News related to Education	.0419820[*]	.0068464	.000	.017686	.066278
	Research Related Information	-.1005020[*]	.0068464	.000	-.124798	-.076206
	Startups Information	-.0019020	.0068464	1.000	-.026198	.022394
Campus Information and updates	Admissions	-.2093070[*]	.0068464	.000	-.233603	-.185011
	Academic	-.0759100[*]	.0068464	.000	-.100206	-.051614
	Alumni	-.0835210[*]	.0068464	.000	-.107817	-.059225
	Placement related information	-.2791680[*]	.0068464	.000	-.303464	-.254872
	Promotion of Programmes	-.0400660[*]	.0068464	.000	-.064362	-.015770
	B School Ranking	-.2627800[*]	.0068464	.000	-.287076	-.238484
	Clubs and Committees	-.0016660	.0068464	1.000	-.025962	.022630
	Academic Achievement – Staff	.0586540[*]	.0068464	.000	.034358	.082950
	Academic Achievement – Faculty member	.0502170[*]	.0068464	.000	.025921	.074513
	Academic Achievement– Student	-.0160530	.0068464	.703	-.040349	.008243
	B School Competition	.0213840	.0068464	.172	-.002912	.045680
	Case Competition by B School	.0246370[*]	.0068464	.042	.000341	.048933
	Case Competition by Corporate	.0619180[*]	.0068464	.000	.037622	.086214
	Entertainment and Events	.0114570	.0068464	.982	-.012839	.035753
	Innovation	-.1098990[*]	.0068464	.000	-.134195	-.085603
	Internationalization	-.0487420[*]	.0068464	.000	-.073038	-.024446

	News related to Education	.0633660[*]	.0068464	.000	.039070	.087662
	Research Related Information	-.0791180[*]	.0068464	.000	-.103414	-.054822
	Startups Information	.0194820	.0068464	.326	-.004814	.043778
Case Competition by B School	Admissions	-.2339440[*]	.0068464	.000	-.258240	-.209648
	Academic	-.1005470[*]	.0068464	.000	-.124843	-.076251
	Alumni	-.1081580[*]	.0068464	.000	-.132454	-.083862
	Placement related information	-.3038050[*]	.0068464	.000	-.328101	-.279509
	Promotion of Programmes	-.0647030[*]	.0068464	.000	-.088999	-.040407
	B School Ranking	-.2874170[*]	.0068464	.000	-.311713	-.263121
	Clubs and Committees	-.0263030[*]	.0068464	.018	-.050599	-.002007
	Academic Achievement – Staff	.0340170[*]	.0068464	.000	.009721	.058313
	Academic Achievement – Faculty member	.0255800[*]	.0068464	.026	.001284	.049876
	Academic Achievement– Student	-.0406900[*]	.0068464	.000	-.064986	-.016394
	B School Competition	-.0032530	.0068464	1.000	-.027549	.021043
	Campus Information and updates	-.0246370[*]	.0068464	.042	-.048933	-.000341
	Case Competition by Corporate	.0372810[*]	.0068464	.000	.012985	.061577
	Entertainment and Events	-.0131800	.0068464	.930	-.037476	.011116
	Innovation	-.1345360[*]	.0068464	.000	-.158832	-.110240
	Internationalization	-.0733790[*]	.0068464	.000	-.097675	-.049083
	News related to Education	.0387290[*]	.0068464	.000	.014433	.063025
	Research Related Information	-.1037550[*]	.0068464	.000	-.128051	-.079459
	Startups Information	-.0051550	.0068464	1.000	-.029451	.019141
Case Competition by	Admissions	-.2712250[*]	.0068464	.000	-.295521	-.246929
	Academic	-.1378280[*]	.0068464	.000	-.162124	-.113532

Corporate	Alumni	-.1454390[*]	.0068464	.000	-.169735	-.121143
	Placement related information	-.3410860[*]	.0068464	.000	-.365382	-.316790
	Promotion of Programmes	-.1019840[*]	.0068464	.000	-.126280	-.077688
	B School Ranking	-.3246980[*]	.0068464	.000	-.348994	-.300402
	Clubs and Committees	-.0635840[*]	.0068464	.000	-.087880	-.039288
	Academic Achievement – Staff	-.0032640	.0068464	1.000	-.027560	.021032
	Academic Achievement – Faculty member	-.0117010	.0068464	.978	-.035997	.012595
	Academic Achievement– Student	-.0779710[*]	.0068464	.000	-.102267	-.053675
	B School Competition	-.0405340[*]	.0068464	.000	-.064830	-.016238
	Campus Information and updates	-.0619180[*]	.0068464	.000	-.086214	-.037622
	Case Competition by B School	-.0372810[*]	.0068464	.000	-.061577	-.012985
	Entertainment and Events	-.0504610[*]	.0068464	.000	-.074757	-.026165
	Innovation	-.1718170[*]	.0068464	.000	-.196113	-.147521
	Internationalization	-.1106600[*]	.0068464	.000	-.134956	-.086364
	News related to Education	.0014480	.0068464	1.000	-.022848	.025744
	Research Related Information	-.1410360[*]	.0068464	.000	-.165332	-.116740
	Startups Information	-.0424360[*]	.0068464	.000	-.066732	-.018140
Entertainment and Events	Admissions	-.2207640[*]	.0068464	.000	-.245060	-.196468
	Academic	-.0873670[*]	.0068464	.000	-.111663	-.063071
	Alumni	-.0949780[*]	.0068464	.000	-.119274	-.070682
	Placement related information	-.2906250[*]	.0068464	.000	-.314921	-.266329
	Promotion of Programmes	-.0515230[*]	.0068464	.000	-.075819	-.027227
	B School Ranking	-.2742370[*]	.0068464	.000	-.298533	-.249941

	Clubs and Committees	-.0131230	.0068464	.933	-.037419	.011173
	Academic Achievement – Staff	.0471970*	.0068464	.000	.022901	.071493
	Academic Achievement – Faculty member	.0387600*	.0068464	.000	.014464	.063056
	Academic Achievement– Student	-.0275100*	.0068464	.009	-.051806	-.003214
	B School Competition	.0099270	.0068464	.997	-.014369	.034223
	Campus Information and updates	-.0114570	.0068464	.982	-.035753	.012839
	Case Competition by B School	.0131800	.0068464	.930	-.011116	.037476
	Case Competition by Corporate	.0504610*	.0068464	.000	.026165	.074757
	Innovation	-.1213560*	.0068464	.000	-.145652	-.097060
	Internationalizati on	-.0601990*	.0068464	.000	-.084495	-.035903
	News related to Education	.0519090*	.0068464	.000	.027613	.076205
	Research Related Information	-.0905750*	.0068464	.000	-.114871	-.066279
	Startups Information	.0080250	.0068464	1.000	-.016271	.032321
Innovation	Admissions	-.0994080*	.0068464	.000	-.123704	-.075112
	Academic	.0339890*	.0068464	.000	.009693	.058285
	Alumni	.0263780*	.0068464	.017	.002082	.050674
	Placement related information	-.1692690*	.0068464	.000	-.193565	-.144973
	Promotion of Programmes	.0698330*	.0068464	.000	.045537	.094129
	B School Ranking	-.1528810*	.0068464	.000	-.177177	-.128585
	Clubs and Committees	.1082330*	.0068464	.000	.083937	.132529
	Academic Achievement – Staff	.1685530*	.0068464	.000	.144257	.192849
	Academic Achievement – Faculty member	.1601160*	.0068464	.000	.135820	.184412

	Academic Achievement– Student	.0938460*	.0068464	.000	.069550	.118142
	B School Competition	.1312830*	.0068464	.000	.106987	.155579
	Campus Information and updates	.1098990*	.0068464	.000	.085603	.134195
	Case Competition by B School	.1345360*	.0068464	.000	.110240	.158832
	Case Competition by Corporate	.1718170*	.0068464	.000	.147521	.196113
	Entertainment and Events	.1213560*	.0068464	.000	.097060	.145652
	Internationalization	.0611570*	.0068464	.000	.036861	.085453
	News related to Education	.1732650*	.0068464	.000	.148969	.197561
	Research Related Information	.0307810*	.0068464	.001	.006485	.055077
	Startups Information	.1293810*	.0068464	.000	.105085	.153677
Internationalization	Admissions	-.1605650*	.0068464	.000	-.184861	-.136269
	Academic	-.0271680*	.0068464	.011	-.051464	-.002872
	Alumni	-.0347790*	.0068464	.000	-.059075	-.010483
	Placement related information	-.2304260*	.0068464	.000	-.254722	-.206130
	Promotion of Programmes	.0086760	.0068464	.999	-.015620	.032972
	B School Ranking	-.2140380*	.0068464	.000	-.238334	-.189742
	Clubs and Committees	.0470760*	.0068464	.000	.022780	.071372
	Academic Achievement – Staff	.1073960*	.0068464	.000	.083100	.131692
	Academic Achievement – Faculty member	.0989590*	.0068464	.000	.074663	.123255
	Academic Achievement– Student	.0326890*	.0068464	.000	.008393	.056985
	B School Competition	.0701260*	.0068464	.000	.045830	.094422

	Campus Information and updates	.0487420[*]	.0068464	.000	.024446	.073038
	Case Competition by B School	.0733790[*]	.0068464	.000	.049083	.097675
	Case Competition by Corporate	.1106600[*]	.0068464	.000	.086364	.134956
	Entertainment and Events	.0601990[*]	.0068464	.000	.035903	.084495
	Innovation	-.0611570[*]	.0068464	.000	-.085453	-.036861
	News related to Education	.1121080[*]	.0068464	.000	.087812	.136404
	Research Related Information	-.0303760[*]	.0068464	.002	-.054672	-.006080
	Startups Information	.0682240[*]	.0068464	.000	.043928	.092520
News related to Education	Admissions	-.2726730[*]	.0068464	.000	-.296969	-.248377
	Academic	-.1392760[*]	.0068464	.000	-.163572	-.114980
	Alumni	-.1468870[*]	.0068464	.000	-.171183	-.122591
	Placement related information	-.3425340[*]	.0068464	.000	-.366830	-.318238
	Promotion of Programmes	-.1034320[*]	.0068464	.000	-.127728	-.079136
	B School Ranking	-.3261460[*]	.0068464	.000	-.350442	-.301850
	Clubs and Committees	-.0650320[*]	.0068464	.000	-.089328	-.040736
	Academic Achievement – Staff	-.0047120	.0068464	1.000	-.029008	.019584
	Academic Achievement – Faculty member	-.0131490	.0068464	.931	-.037445	.011147
	Academic Achievement– Student	-.0794190[*]	.0068464	.000	-.103715	-.055123
	B School Competition	-.0419820[*]	.0068464	.000	-.066278	-.017686
	Campus Information and updates	-.0633660[*]	.0068464	.000	-.087662	-.039070
	Case Competition by B School	-.0387290[*]	.0068464	.000	-.063025	-.014433
	Case Competition by	-.0014480	.0068464	1.000	-.025744	.022848

	Corporate				
	Entertainment and Events	-.0519090*	.0068464	.000	-.076205	-.027613
	Innovation	-.1732650*	.0068464	.000	-.197561	-.148969
	Internationalization	-.1121080*	.0068464	.000	-.136404	-.087812
	Research Related Information	-.1424840*	.0068464	.000	-.166780	-.118188
	Startups Information	-.0438840*	.0068464	.000	-.068180	-.019588
Research Related Information	Admissions	-.1301890*	.0068464	.000	-.154485	-.105893
	Academic	.0032080	.0068464	1.000	-.021088	.027504
	Alumni	-.0044030	.0068464	1.000	-.028699	.019893
	Placement related information	-.2000500*	.0068464	.000	-.224346	-.175754
	Promotion of Programmes	.0390520*	.0068464	.000	.014756	.063348
	B School Ranking	-.1836620*	.0068464	.000	-.207958	-.159366
	Clubs and Committees	.0774520*	.0068464	.000	.053156	.101748
	Academic Achievement – Staff	.1377720*	.0068464	.000	.113476	.162068
	Academic Achievement – Faculty member	.1293350*	.0068464	.000	.105039	.153631
	Academic Achievement– Student	.0630650*	.0068464	.000	.038769	.087361
	B School Competition	.1005020*	.0068464	.000	.076206	.124798
	Campus Information and updates	.0791180*	.0068464	.000	.054822	.103414
	Case Competition by B School	.1037550*	.0068464	.000	.079459	.128051
	Case Competition by Corporate	.1410360*	.0068464	.000	.116740	.165332
	Entertainment and Events	.0905750*	.0068464	.000	.066279	.114871
	Innovation	-.0307810*	.0068464	.001	-.055077	-.006485
	Internationalization	.0303760*	.0068464	.002	.006080	.054672

	News related to Education	.1424840[*]	.0068464	.000	.118188	.166780
	Startups Information	.0986000[*]	.0068464	.000	.074304	.122896
Startups Information	Admissions	-.2287890[*]	.0068464	.000	-.253085	-.204493
	Academic	-.0953920[*]	.0068464	.000	-.119688	-.071096
	Alumni	-.1030030[*]	.0068464	.000	-.127299	-.078707
	Placement related information	-.2986500[*]	.0068464	.000	-.322946	-.274354
	Promotion of Programmes	-.0595480[*]	.0068464	.000	-.083844	-.035252
	B School Ranking	-.2822620[*]	.0068464	.000	-.306558	-.257966
	Clubs and Committees	-.0211480	.0068464	.188	-.045444	.003148
	Academic Achievement – Staff	.0391720[*]	.0068464	.000	.014876	.063468
	Academic Achievement – Faculty member	.0307350[*]	.0068464	.001	.006439	.055031
	Academic Achievement– Student	-.0355350[*]	.0068464	.000	-.059831	-.011239
	B School Competition	.0019020	.0068464	1.000	-.022394	.026198
	Campus Information and updates	-.0194820	.0068464	.326	-.043778	.004814
	Case Competition by B School	.0051550	.0068464	1.000	-.019141	.029451
	Case Competition by Corporate	.0424360[*]	.0068464	.000	.018140	.066732
	Entertainment and Events	-.0080250	.0068464	1.000	-.032321	.016271
	Innovation	-.1293810[*]	.0068464	.000	-.153677	-.105085
	Internationalizati on	-.0682240[*]	.0068464	.000	-.092520	-.043928
	News related to Education	.0438840[*]	.0068464	.000	.019588	.068180
	Research Related Information	-.0986000[*]	.0068464	.000	-.122896	-.074304

*. The mean difference is significant at the 0.05 level.

Table 5. No significant difference in click through ratio for advertisement – category

Categories	Statistically NO significant difference in click through ratio in advertisement in the following categories
Admissions	NIL
Academic	Alumni (p=1.000)
	Research Related Information (p=1.000)
Alumni	Academic (p=1.000)
	Research Related Information (p=1.000)
Placement related information	B School Ranking (p=0.666)
Promotion of Programmes	Academic Achievement– Student (p=0.057)
	Internationalization (p=0.999)
B School Ranking	Placement related information (p=0.666)
Clubs and Committees	Academic Achievement– Student (p=0.856)
	B School Competition (p=0.088)
	Campus Information and updates (p=1.000)
	Entertainment and Events (p=0.933)
	Startups Information (p=0.188)
Academic Achievement – Staff	Academic Achievement – Faculty member (p=1.000)
	Case Competition by Corporate (p=0.978)
	News related to Education (p=0.931)
Academic Achievement – Faculty member	Academic Achievement – Staff (p=1.000)
	Case Competition by Corporate (p=0.978)
	News related to Education (p=0.931)
Academic Achievement– Student	Promotion of Programmes (p=0.057)
	Clubs and Committees (p=0.856)
	Campus Information and updates (p=0.703)
B School Competition	Clubs and Committees (p=0.088)
	Campus Information and updates (p=0.172)
	Case Competition by B School (p=1.000)
	Entertainment and Events (p=0.997)
	Startups Information (p=1.000)
Campus Information and updates	Clubs and Committees (p=1.000)
	Academic Achievement– Student (p=0.703)
	B School Competition (p=0.172)
	Entertainment and Events (p=0.982)
	Startups Information (p=0.326)
Case Competition by B School	B School Competition (p=1.000)
	Entertainment and Events (p=0.930)
	Startups Information (p=1.000)
Case Competition by Corporate	Academic Achievement – Staff (p=1.000)
	Academic Achievement – Faculty member (p=0.978)
	News related to Education (p=1.000)
Entertainment and Events	Clubs and Committees (p=0.933)

	B School Competition (p=0.997)
	Campus Information and updates(p=0.982)
	Case Competition by B School(p=0.930)
	Startups Information (p=1.000)
Innovation	NIL
Internationalization	Promotion of Programmes (p=0.999)
News related to	Academic Achievement – Staff (p=1.000)
Education	Academic Achievement – Faculty member (p=0.931)
	Case Competition by Corporate (p=1.000)
Research Related Information	Academic (p=1.000)
	Alumni (p=1.000)
Startups Information	Clubs and Committees (p=0.188)
	B School Competition (p=1.000)
	Campus Information and updates (p=0.326)
	Case Competition by B School (p=1.000)
	Entertainment and Events (p=1.000)

Table 6. Intensity index of categories of advertisement

Category	N	Mean	Std. Deviation
Placement related information	100	.388585	.1187392
B School Ranking	100	.372197	.0525231
Admissions	100	.318724	.1286860
Innovation	100	.219316	.0184693
Alumni	100	.192938	.0360562
Research Related Information	100	.188535	.0094075
Academic	100	.185327	.0578416
Internationalization	100	.158159	.0381551
Promotion of Programmes	100	.149483	.0307868
Academic Achievement– Student	100	.125470	.0302948
Clubs and Committees	100	.111083	.0273953
Campus Information and updates	100	.109417	.0121003
Entertainment and Events	100	.097960	.0407794

Startups Information	100	.089935	.0205245
B School Competition	100	.088033	.0226693
Case Competition by B School	100	.084780	.0200967
Academic Achievement – Faculty member	100	.059200	.0199321
Academic Achievement – Staff	100	.050763	.0166172
Case Competition by Corporate	100	.047499	.0129860
News related to Education	100	.046051	.0178411

Table No 6 indicates the intensity index of the category of advertisement. It shows that placement related information (M= .388585), B school ranking (M= .372197) and admission (M= .318724) related advertisement have highest click though ratio while Case Competition by B School (M= .084780), Academic Achievement – Faculty member (M= .059200) and Academic Achievement – Staff (M= .050763) have lower click though ratio. It can be concluded that advertisement related to placement information, B school ranking and admission related have highest click though ratio while Case Competition by B School, Academic Achievement – Faculty member and Academic Achievement – Staff have lower click though ratio.

Table 7. Descriptive information of format type of advertisement

Format click through ratio	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Text	100	.527804	.0219978	.0021998	.523439	.532169	.4404	.5463
Carousel banner	100	.189540	.0380747	.0038075	.181985	.197095	.1235	.2637
HTML five advertisement	100	.319876	.0129804	.0012980	.317300	.322452	.3000	.3442
Interactive video	100	.484586	.0219200	.0021920	.480237	.488935	.4649	.5701
Short video	100	.416556	.0271736	.0027174	.411164	.421948	.3895	.5228
Long Video	100	.317296	.0380778	.0038078	.309741	.324851	.2757	.4500
Desktop banner	100	.118469	.0284388	.0028439	.112826	.124112	.0050	.1526
Mobile banner	100	.280058	.0399739	.0039974	.272126	.287990	.1045	.3143
Dynamic text	100	.538787	.0268667	.0026867	.533456	.544118	.4418	.5730
Text and phone no	100	.482279	.0195872	.0019587	.478392	.486166	.3940	.4996

Dynamic banner	100	.206650	.0258542	.0025854	.201520	.211780	.0955	.2345
Extension	100	.618782	.0385859	.0038586	.611126	.626438	.4502	.6541
Total	1200	.375057	.1552832	.0044826	.366262	.383852	.0050	.6541

The hypothesis *(B) Ho: There is no significant difference in the click through ratio for the format of the advertisement which* was crafted to check if there was any significant difference in the click through ratio and its relation with the format of the advertisement. The information given in Table 7 gives descriptive statistical data, including mean, standard deviation and 95% confidence intervals for the dependent variable- click through score- for each of the format of the advertisement on Google where all the twelve categories have been listed.

Table 7 is the output of the ANOVA analysis which is used to test the Hypothesis (B) to understand if there is a statistically significant difference between the group means of click through ratio and the Format of the advertisement. It can be inferred from the significance value 0.000 (i.e., p = 0.000), which is below 0.05, that there is a statistically significant difference between the click through ratio and the format of the Advertisement, which clearly indicates that different advertisement under different formats have a different click through ratios. To know which of those specific formats differed in the click ratio, Tukey post hoc test was used and Table 7 gives the output which includes multiple comparisons for the format type. From the multiple comparisons Table 7 it can be inferred that there is a statistically significant difference in the click through ratio and the advertisement that were in Text format in comparison with all other categories (p = 0.000), but there is no significant difference between the advertisement of Text format and the advertisement of under Dynamic text (p = 0.262). For the advertisement of the format *'Carousel banner', 'Short video', 'Desktop banner', 'Mobile banner', 'Dynamic banner'* and *'Extension'* it can be statistically inferred that there is a significant difference in the click through ratio of the advertisement in comparison with all other formats (p = 0.000). Table 7 gives the details for all the formats for which there is no statistical significant difference in the click through ratio of the advertisement when compared to other formats.

Table 8. ANOVA analysis – format type

Format type click through ratio

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	27.878	11	2.534	2912.935	.000
Within Groups	1.034	1188	.001		
Total	28.911	1199			

Table 9. Multiple comparisons of format type

Dependent Variable: Format type click through ratio

Tukey HSD

(I) Format	(J) Format	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Text	Carousel banner	.3382640[*]	.0041714	.000	.324604	.351924
	HTML five advertisement	.2079280[*]	.0041714	.000	.194268	.221588
	Interactive video	.0432180[*]	.0041714	.000	.029558	.056878
	Short video	.1112480[*]	.0041714	.000	.097588	.124908
	Long Video	.2105080[*]	.0041714	.000	.196848	.224168
	Desktop banner	.4093350[*]	.0041714	.000	.395675	.422995
	Mobile banner	.2477460[*]	.0041714	.000	.234086	.261406
	Dynamic text	-.0109830	.0041714	.262	-.024643	.002677
	Text and phone no	.0455250[*]	.0041714	.000	.031865	.059185
	Dynamic banner	.3211540[*]	.0041714	.000	.307494	.334814

	Extension	-.0909780*	.0041714	.000	-.104638	-.077318
Carousel banner	Text	-.3382640*	.0041714	.000	-.351924	-.324604
	HTML five advertisement	-.1303360*	.0041714	.000	-.143996	-.116676
	Interactive video	-.2950460*	.0041714	.000	-.308706	-.281386
	Short video	-.2270160*	.0041714	.000	-.240676	-.213356
	Long Video	-.1277560*	.0041714	.000	-.141416	-.114096
	Desktop banner	.0710710*	.0041714	.000	.057411	.084731
	Mobile banner	-.0905180*	.0041714	.000	-.104178	-.076858
	Dynamic text	-.3492470*	.0041714	.000	-.362907	-.335587
	Text and phone no	-.2927390*	.0041714	.000	-.306399	-.279079
	Dynamic banner	-.0171100*	.0041714	.003	-.030770	-.003450
	Extension	-.4292420*	.0041714	.000	-.442902	-.415582
HTML five advertise ment	Text	-.2079280*	.0041714	.000	-.221588	-.194268
	Carousel banner	.1303360*	.0041714	.000	.116676	.143996
	Interactive video	-.1647100*	.0041714	.000	-.178370	-.151050
	Short video	-.0966800*	.0041714	.000	-.110340	-.083020
	Long Video	.0025800	.0041714	1.000	-.011080	.016240
	Desktop banner	.2014070*	.0041714	.000	.187747	.215067
	Mobile banner	.0398180*	.0041714	.000	.026158	.053478
	Dynamic text	-.2189110*	.0041714	.000	-.232571	-.205251
	Text and phone no	-.1624030*	.0041714	.000	-.176063	-.148743
	Dynamic banner	.1132260*	.0041714	.000	.099566	.126886
	Extension	-.2989060*	.0041714	.000	-.312566	-.285246
Interactiv e video	Text	-.0432180*	.0041714	.000	-.056878	-.029558
	Carousel banner	.2950460*	.0041714	.000	.281386	.308706
	HTML five advertisement	.1647100*	.0041714	.000	.151050	.178370
	Short video	.0680300*	.0041714	.000	.054370	.081690
	Long Video	.1672900*	.0041714	.000	.153630	.180950
	Desktop banner	.3661170*	.0041714	.000	.352457	.379777
	Mobile banner	.2045280*	.0041714	.000	.190868	.218188
	Dynamic text	-.0542010*	.0041714	.000	-.067861	-.040541
	Text and phone no	.0023070	.0041714	1.000	-.011353	.015967
	Dynamic banner	.2779360*	.0041714	.000	.264276	.291596
	Extension	-.1341960*	.0041714	.000	-.147856	-.120536
Short video	Text	-.1112480*	.0041714	.000	-.124908	-.097588
	Carousel banner	.2270160*	.0041714	.000	.213356	.240676
	HTML five advertisement	.0966800*	.0041714	.000	.083020	.110340
	Interactive video	-.0680300*	.0041714	.000	-.081690	-.054370
	Long Video	.0992600*	.0041714	.000	.085600	.112920
	Desktop banner	.2980870*	.0041714	.000	.284427	.311747
	Mobile banner	.1364980*	.0041714	.000	.122838	.150158

	Dynamic text	-.1222310[*]	.0041714	.000	-.135891	-.108571
	Text and phone no	-.0657230[*]	.0041714	.000	-.079383	-.052063
	Dynamic banner	.2099060[*]	.0041714	.000	.196246	.223566
	Extension	-.2022260[*]	.0041714	.000	-.215886	-.188566
Long Video	Text	-.2105080[*]	.0041714	.000	-.224168	-.196848
	Carousel banner	.1277560[*]	.0041714	.000	.114096	.141416
	HTML five advertisement	-.0025800	.0041714	1.000	-.016240	.011080
	Interactive video	-.1672900[*]	.0041714	.000	-.180950	-.153630
	Short video	-.0992600[*]	.0041714	.000	-.112920	-.085600
	Desktop banner	.1988270[*]	.0041714	.000	.185167	.212487
	Mobile banner	.0372380[*]	.0041714	.000	.023578	.050898
	Dynamic text	-.2214910[*]	.0041714	.000	-.235151	-.207831
	Text and phone no	-.1649830[*]	.0041714	.000	-.178643	-.151323
	Dynamic banner	.1106460[*]	.0041714	.000	.096986	.124306
	Extension	-.3014860[*]	.0041714	.000	-.315146	-.287826
Desktop banner	Text	-.4093350[*]	.0041714	.000	-.422995	-.395675
	Carousel banner	-.0710710[*]	.0041714	.000	-.084731	-.057411
	HTML five advertisement	-.2014070[*]	.0041714	.000	-.215067	-.187747
	Interactive video	-.3661170[*]	.0041714	.000	-.379777	-.352457
	Short video	-.2980870[*]	.0041714	.000	-.311747	-.284427
	Long Video	-.1988270[*]	.0041714	.000	-.212487	-.185167
	Mobile banner	-.1615890[*]	.0041714	.000	-.175249	-.147929
	Dynamic text	-.4203180[*]	.0041714	.000	-.433978	-.406658
	Text and phone no	-.3638100[*]	.0041714	.000	-.377470	-.350150
	Dynamic banner	-.0881810[*]	.0041714	.000	-.101841	-.074521
	Extension	-.5003130[*]	.0041714	.000	-.513973	-.486653
Mobile banner	Text	-.2477460[*]	.0041714	.000	-.261406	-.234086
	Carousel banner	.0905180[*]	.0041714	.000	.076858	.104178
	HTML five advertisement	-.0398180[*]	.0041714	.000	-.053478	-.026158
	Interactive video	-.2045280[*]	.0041714	.000	-.218188	-.190868
	Short video	-.1364980[*]	.0041714	.000	-.150158	-.122838
	Long Video	-.0372380[*]	.0041714	.000	-.050898	-.023578
	Desktop banner	.1615890[*]	.0041714	.000	.147929	.175249
	Dynamic text	-.2587290[*]	.0041714	.000	-.272389	-.245069
	Text and phone no	-.2022210[*]	.0041714	.000	-.215881	-.188561
	Dynamic banner	.0734080[*]	.0041714	.000	.059748	.087068
	Extension	-.3387240[*]	.0041714	.000	-.352384	-.325064
Dynamic text	Text	.0109830	.0041714	.262	-.002677	.024643
	Carousel banner	.3492470[*]	.0041714	.000	.335587	.362907
	HTML five advertisement	.2189110[*]	.0041714	.000	.205251	.232571
	Interactive video	.0542010[*]	.0041714	.000	.040541	.067861

	Short video	.1222310*	.0041714	.000	.108571	.135891
	Long Video	.2214910*	.0041714	.000	.207831	.235151
	Desktop banner	.4203180*	.0041714	.000	.406658	.433978
	Mobile banner	.2587290*	.0041714	.000	.245069	.272389
	Text and phone no	.0565080*	.0041714	.000	.042848	.070168
	Dynamic banner	.3321370*	.0041714	.000	.318477	.345797
	Extension	-.0799950*	.0041714	.000	-.093655	-.066335
Text and phone no	Text	-.0455250*	.0041714	.000	-.059185	-.031865
	Carousel banner	.2927390*	.0041714	.000	.279079	.306399
	HTML five advertisement	.1624030*	.0041714	.000	.148743	.176063
	Interactive video	-.0023070	.0041714	1.000	-.015967	.011353
	Short video	.0657230*	.0041714	.000	.052063	.079383
	Long Video	.1649830*	.0041714	.000	.151323	.178643
	Desktop banner	.3638100*	.0041714	.000	.350150	.377470
	Mobile banner	.2022210*	.0041714	.000	.188561	.215881
	Dynamic text	-.0565080*	.0041714	.000	-.070168	-.042848
	Dynamic banner	.2756290*	.0041714	.000	.261969	.289289
	Extension	-.1365030*	.0041714	.000	-.150163	-.122843
Dynamic banner	Text	-.3211540*	.0041714	.000	-.334814	-.307494
	Carousel banner	.0171100*	.0041714	.003	.003450	.030770
	HTML five advertisement	-.1132260*	.0041714	.000	-.126886	-.099566
	Interactive video	-.2779360*	.0041714	.000	-.291596	-.264276
	Short video	-.2099060*	.0041714	.000	-.223566	-.196246
	Long Video	-.1106460*	.0041714	.000	-.124306	-.096986
	Desktop banner	.0881810*	.0041714	.000	.074521	.101841
	Mobile banner	-.0734080*	.0041714	.000	-.087068	-.059748
	Dynamic text	-.3321370*	.0041714	.000	-.345797	-.318477
	Text and phone no	-.2756290*	.0041714	.000	-.289289	-.261969
	Extension	-.4121320*	.0041714	.000	-.425792	-.398472
Extension	Text	.0909780*	.0041714	.000	.077318	.104638
	Carousel banner	.4292420*	.0041714	.000	.415582	.442902
	HTML five advertisement	.2989060*	.0041714	.000	.285246	.312566
	Interactive video	.1341960*	.0041714	.000	.120536	.147856
	Short video	.2022260*	.0041714	.000	.188566	.215886
	Long Video	.3014860*	.0041714	.000	.287826	.315146
	Desktop banner	.5003130*	.0041714	.000	.486653	.513973
	Mobile banner	.3387240*	.0041714	.000	.325064	.352384
	Dynamic text	.0799950*	.0041714	.000	.066335	.093655
	Text and phone no	.1365030*	.0041714	.000	.122843	.150163
	Dynamic banner	.4121320*	.0041714	.000	.398472	.425792

*. The mean difference is significant at the 0.05 level.

Table 10. No significant difference in click through ratio for advertisement – FORMAT TYPE

Format Type	Statistically no significant difference in click through ratio in advertisement posted in the following format
Text	Dynamic text (p = 0.262)
Carousel banner	NIL
HTML five advertisement	Long Video (p = 1.000)
Interactive video	Text and phone no (p = 1.000)
Short video	NIL
Long Video	HTML five advertisement (p = 1.000)
Desktop banner	NIL
Mobile banner	NIL
Dynamic text	Text (p = 0.262)
Text and phone no	Interactive video (p = 1.000)
Dynamic banner	NIL
Extension	NIL

Table 11. Intensity index of format type- click through ratio

	N	Mean	Std. Deviation
Extension	100	.618782	.0385859
Dynamic text	100	.538787	.0268667
Text	100	.527804	.0219978
Interactive video	100	.484586	.0219200
Text and phone no	100	.482279	.0195872
Short video	100	.416556	.0271736
HTML five advertisement	100	.319876	.0129804
Long Video	100	.317296	.0380778
Mobile banner	100	.280058	.0399739
Dynamic banner	100	.206650	.0258542
Carousel banner	100	.189540	.0380747
Desktop banner	100	.118469	.0284388

Table 11 indicates the intensity index of the format type of advertisement. It shows that extension (M= .618782), dynamic text (M=.538787) and text (M=.527804) advertisement have the highest click though ratio while dynamic banner (M= .206650), Carousel banner (M=.189540) and Desktop banner (M= .118469) have lower click though ratio. It can be concluded that advertisement related extension, dynamic text and text while dynamic banner, Carousel banner and Desktop banner have lower click though ratio.

Table 12. Descriptive information - day and time of advertisement

Time click through ratio

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Week Day 00.00 am to 08.00 am	100	.149671	.0093841	.0009384	.147809	.151533	.1326	.1642
Week Day 08.01 am to 10.00 am	100	.292571	.0043112	.0004311	.291716	.293426	.2849	.3000
Week Day 10.01 am to 05#00 pm	100	.653162	.0120479	.0012048	.650771	.655553	.6327	.6745
Week Day 05.01 pm to 08.00 pm	100	.310296	.0014062	.0001406	.310017	.310575	.3080	.3126
Week Day 08.01 pm to 10.00 pm	100	.197765	.0109310	.0010931	.195596	.199934	.1788	.2147
Week Day 10.00 pm to 11.59 pm	100	.136597	.0132028	.0013203	.133977	.139217	.1144	.1566
Week End 00.00 am to 08.00 am	100	.052875	.0015227	.0001523	.052573	.053177	.0497	.0554
Week End 08.01 am to 10.00 am	100	.269251	.0115473	.0011547	.266960	.271542	.2482	.2866
Week End 10.01 am to 05#00 pm	100	.400358	.0074065	.0007406	.398888	.401828	.3878	.4123
Week End 05.01 pm to 08.00 pm	100	.244807	.0110917	.0011092	.242606	.247008	.2267	.2645
Week End 08.01 pm to 10.00 pm	100	.105265	.0037481	.0003748	.104521	.106009	.0988	.1127
Week End 10.00 pm to 11.59 pm	100	.066409	.0045813	.0004581	.065500	.067318	.0577	.0740
Total	1200	.239919	.1607497	.0046404	.230815	.249023	.0497	.6745

The hypothesis *(C) Ho: There is no significant difference in the click through ratio for the day and time of the advertisement* was crafted to check if there was any significant difference in the click through ratio and its relation to the weekday/weekend and the timing of the advertisement. The information given in Table 15 gives descriptive statistical data, including mean, standard deviation and 95% confidence intervals for the dependent variable- click through the score for each of the categories of the advertisement on Google where all the 12 possibilities (weekday/weekend) with timings have been listed.

Table 12 is the output of the ANOVA analysis which is used to test the Hypothesis (C) to understand if there is a statistically significant difference between the group means of click through ratio and the day and time during which the advertisement was displayed on Google. It can be inferred from the significance value 0.000 (i.e., p = 0.000), which is below 0.05, that there is a statistically significant difference between click through ratio and day and time of the advertisement. This indicates that different advertisement displayed on Google at different points of time have different click through ratios. To know which of those specific advertisement differed in the click through ratio, Tukey post hoc test was used and Table 17 gives the output including the multiple comparisons table for the format type. From Table 17, it can be inferred that there is a statistically significant difference in the click through ratio of the advertisement that were added during the Week Day 00.00 am to 08.00 am in comparison with Advertisement displayed during any other day or time (p = 0.000). There is a statistically significant difference in click through ratio of the advertisement that were added during all the 12 categories of day or time in comparison with advertisement displayed during any other day or time (p = 0.000). The Table 18 gives the details of the day and time during which there is no statistically significant difference in the click through ratio of the advertisement when compared with other days and timings.

Table 13. ANOVA analysis – DAY_TIME

Time click through ratio

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	30.894	11	2.809	37607.858	.000
Within Groups	.089	1188	.000		
Total	30.983	1199			

Table 14. Multiple comparisons of DayTime

Dependent Variable: Time click through ratio

Tukey HSD

(I) Time	(J) Time	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Week Day 00.00 am to 08.00 am	Week Day 08.01 am to 10.00 am	-.1429000[*]	.0012221	.000	-.146902	-.138898
	Week Day 10.01 am to 05#00 pm	-.5034910[*]	.0012221	.000	-.507493	-.499489
	Week Day 05.01 pm to 08.00 pm	-.1606250[*]	.0012221	.000	-.164627	-.156623
	Week Day 08.01 pm to 10.00 pm	-.0480940[*]	.0012221	.000	-.052096	-.044092
	Week Day 10.00 pm to 11.59 pm	.0130740[*]	.0012221	.000	.009072	.017076
	Week End 00.00 am to 08.00 am	.0967960[*]	.0012221	.000	.092794	.100798
	Week End 08.01 am to 10.00 am	-.1195800[*]	.0012221	.000	-.123582	-.115578
	Week End 10.01 am to 05#00 pm	-.2506870[*]	.0012221	.000	-.254689	-.246685
	Week End 05.01 pm to 08.00 pm	-.0951360[*]	.0012221	.000	-.099138	-.091134
	Week End 08.01 pm to 10.00 pm	.0444060[*]	.0012221	.000	.040404	.048408
	Week End 10.00 pm to 11.59 pm	.0832620[*]	.0012221	.000	.079260	.087264
Week Day 08.01 am to 10.00 am	Week Day 00.00 am to 08.00 am	.1429000[*]	.0012221	.000	.138898	.146902
	Week Day 10.01 am to 05#00 pm	-.3605910[*]	.0012221	.000	-.364593	-.356589
	Week Day 05.01 pm to 08.00 pm	-.0177250[*]	.0012221	.000	-.021727	-.013723
	Week Day 08.01 pm to 10.00 pm	.0948060[*]	.0012221	.000	.090804	.098808
	Week Day 10.00 pm to 11.59 pm	.1559740[*]	.0012221	.000	.151972	.159976

	Week End 00.00 am to 08.00 am	.2396960[*]	.0012221	.000	.235694	.243698
	Week End 08.01 am to 10.00 am	.0233200[*]	.0012221	.000	.019318	.027322
	Week End 10.01 am to 05#00 pm	-.1077870[*]	.0012221	.000	-.111789	-.103785
	Week End 05.01 pm to 08.00 pm	.0477640[*]	.0012221	.000	.043762	.051766
	Week End 08.01 pm to 10.00 pm	.1873060[*]	.0012221	.000	.183304	.191308
	Week End 10.00 pm to 11.59 pm	.2261620[*]	.0012221	.000	.222160	.230164
Week Day 10.01 am to 05#00 pm	Week Day 00.00 am to 08.00 am	.5034910[*]	.0012221	.000	.499489	.507493
	Week Day 08.01 am to 10.00 am	.3605910[*]	.0012221	.000	.356589	.364593
	Week Day 05.01 pm to 08.00 pm	.3428660[*]	.0012221	.000	.338864	.346868
	Week Day 08.01 pm to 10.00 pm	.4553970[*]	.0012221	.000	.451395	.459399
	Week Day 10.00 pm to 11.59 pm	.5165650[*]	.0012221	.000	.512563	.520567
	Week End 00.00 am to 08.00 am	.6002870[*]	.0012221	.000	.596285	.604289
	Week End 08.01 am to 10.00 am	.3839110[*]	.0012221	.000	.379909	.387913
	Week End 10.01 am to 05#00 pm	.2528040[*]	.0012221	.000	.248802	.256806
	Week End 05.01 pm to 08.00 pm	.4083550[*]	.0012221	.000	.404353	.412357
	Week End 08.01 pm to 10.00 pm	.5478970[*]	.0012221	.000	.543895	.551899
	Week End 10.00 pm to 11.59 pm	.5867530[*]	.0012221	.000	.582751	.590755
Week Day 05.01 pm to 08.00 pm	Week Day 00.00 am to 08.00 am	.1606250[*]	.0012221	.000	.156623	.164627
	Week Day 08.01 am to 10.00 am	.0177250[*]	.0012221	.000	.013723	.021727
	Week Day 10.01 am to 05#00 pm	-.3428660[*]	.0012221	.000	-.346868	-.338864
	Week Day 08.01 pm to 10.00 pm	.1125310[*]	.0012221	.000	.108529	.116533
	Week Day 10.00 pm to 11.59 pm	.1736990[*]	.0012221	.000	.169697	.177701
	Week End 00.00 am to 08.00 am	.2574210[*]	.0012221	.000	.253419	.261423
	Week End 08.01 am to 10.00 am	.0410450[*]	.0012221	.000	.037043	.045047
	Week End 10.01 am to 05#00 pm	-.0900620[*]	.0012221	.000	-.094064	-.086060

	Week End 05.01 pm to 08.00 pm	.0654890*	.0012221	.000	.061487	.069491
	Week End 08.01 pm to 10.00 pm	.2050310*	.0012221	.000	.201029	.209033
	Week End 10.00 pm to 11.59 pm	.2438870*	.0012221	.000	.239885	.247889
Week Day 08.01 pm to 10.00 pm	Week Day 00.00 am to 08.00 am	.0480940*	.0012221	.000	.044092	.052096
	Week Day 08.01 am to 10.00 am	-.0948060*	.0012221	.000	-.098808	-.090804
	Week Day 10.01 am to 05#00 pm	-.4553970*	.0012221	.000	-.459399	-.451395
	Week Day 05.01 pm to 08.00 pm	-.1125310*	.0012221	.000	-.116533	-.108529
	Week Day 10.00 pm to 11.59 pm	.0611680*	.0012221	.000	.057166	.065170
	Week End 00.00 am to 08.00 am	.1448900*	.0012221	.000	.140888	.148892
	Week End 08.01 am to 10.00 am	-.0714860*	.0012221	.000	-.075488	-.067484
	Week End 10.01 am to 05#00 pm	-.2025930*	.0012221	.000	-.206595	-.198591
	Week End 05.01 pm to 08.00 pm	-.0470420*	.0012221	.000	-.051044	-.043040
	Week End 08.01 pm to 10.00 pm	.0925000*	.0012221	.000	.088498	.096502
	Week End 10.00 pm to 11.59 pm	.1313560*	.0012221	.000	.127354	.135358
Week Day 10.00 pm to 11.59 pm	Week Day 00.00 am to 08.00 am	-.0130740*	.0012221	.000	-.017076	-.009072
	Week Day 08.01 am to 10.00 am	-.1559740*	.0012221	.000	-.159976	-.151972
	Week Day 10.01 am to 05#00 pm	-.5165650*	.0012221	.000	-.520567	-.512563
	Week Day 05.01 pm to 08.00 pm	-.1736990*	.0012221	.000	-.177701	-.169697
	Week Day 08.01 pm to 10.00 pm	-.0611680*	.0012221	.000	-.065170	-.057166
	Week End 00.00 am to 08.00 am	.0837220*	.0012221	.000	.079720	.087724
	Week End 08.01 am to 10.00 am	-.1326540*	.0012221	.000	-.136656	-.128652
	Week End 10.01 am to 05#00 pm	-.2637610*	.0012221	.000	-.267763	-.259759
	Week End 05.01 pm to 08.00 pm	-.1082100*	.0012221	.000	-.112212	-.104208
	Week End 08.01 pm to 10.00 pm	.0313320*	.0012221	.000	.027330	.035334
	Week End 10.00 pm to 11.59 pm	.0701880*	.0012221	.000	.066186	.074190

Week End 00.00 am to 08.00 am	Week Day 00.00 am to 08.00 am	-.0967960[*]	.0012221	.000	-.100798	-.092794
	Week Day 08.01 am to 10.00 am	-.2396960[*]	.0012221	.000	-.243698	-.235694
	Week Day 10.01 am to 05#00 pm	-.6002870[*]	.0012221	.000	-.604289	-.596285
	Week Day 05.01 pm to 08.00 pm	-.2574210[*]	.0012221	.000	-.261423	-.253419
	Week Day 08.01 pm to 10.00 pm	-.1448900[*]	.0012221	.000	-.148892	-.140888
	Week Day 10.00 pm to 11.59 pm	-.0837220[*]	.0012221	.000	-.087724	-.079720
	Week End 08.01 am to 10.00 am	-.2163760[*]	.0012221	.000	-.220378	-.212374
	Week End 10.01 am to 05#00 pm	-.3474830[*]	.0012221	.000	-.351485	-.343481
	Week End 05.01 pm to 08.00 pm	-.1919320[*]	.0012221	.000	-.195934	-.187930
	Week End 08.01 pm to 10.00 pm	-.0523900[*]	.0012221	.000	-.056392	-.048388
	Week End 10.00 pm to 11.59 pm	-.0135340[*]	.0012221	.000	-.017536	-.009532
Week End 08.01 am to 10.00 am	Week Day 00.00 am to 08.00 am	.1195800[*]	.0012221	.000	.115578	.123582
	Week Day 08.01 am to 10.00 am	-.0233200[*]	.0012221	.000	-.027322	-.019318
	Week Day 10.01 am to 05#00 pm	-.3839110[*]	.0012221	.000	-.387913	-.379909
	Week Day 05.01 pm to 08.00 pm	-.0410450[*]	.0012221	.000	-.045047	-.037043
	Week Day 08.01 pm to 10.00 pm	.0714860[*]	.0012221	.000	.067484	.075488
	Week Day 10.00 pm to 11.59 pm	.1326540[*]	.0012221	.000	.128652	.136656
	Week End 00.00 am to 08.00 am	.2163760[*]	.0012221	.000	.212374	.220378
	Week End 10.01 am to 05#00 pm	-.1311070[*]	.0012221	.000	-.135109	-.127105
	Week End 05.01 pm to 08.00 pm	.0244440[*]	.0012221	.000	.020442	.028446
	Week End 08.01 pm to 10.00 pm	.1639860[*]	.0012221	.000	.159984	.167988
	Week End 10.00 pm to 11.59 pm	.2028420[*]	.0012221	.000	.198840	.206844
Week End 10.01 am to 05#00 pm	Week Day 00.00 am to 08.00 am	.2506870[*]	.0012221	.000	.246685	.254689
	Week Day 08.01 am to 10.00 am	.1077870[*]	.0012221	.000	.103785	.111789
	Week Day 10.01 am to 05#00 pm	-.2528040[*]	.0012221	.000	-.256806	-.248802

	Week Day 05.01 pm to 08.00 pm	.0900620*	.0012221	.000	.086060	.094064
	Week Day 08.01 pm to 10.00 pm	.2025930*	.0012221	.000	.198591	.206595
	Week Day 10.00 pm to 11.59 pm	.2637610*	.0012221	.000	.259759	.267763
	Week End 00.00 am to 08.00 am	.3474830*	.0012221	.000	.343481	.351485
	Week End 08.01 am to 10.00 am	.1311070*	.0012221	.000	.127105	.135109
	Week End 05.01 pm to 08.00 pm	.1555510*	.0012221	.000	.151549	.159553
	Week End 08.01 pm to 10.00 pm	.2950930*	.0012221	.000	.291091	.299095
	Week End 10.00 pm to 11.59 pm	.3339490*	.0012221	.000	.329947	.337951
Week End 05.01 pm to 08.00 pm	Week Day 00.00 am to 08.00 am	.0951360*	.0012221	.000	.091134	.099138
	Week Day 08.01 am to 10.00 am	-.0477640*	.0012221	.000	-.051766	-.043762
	Week Day 10.01 am to 05#00 pm	-.4083550*	.0012221	.000	-.412357	-.404353
	Week Day 05.01 pm to 08.00 pm	-.0654890*	.0012221	.000	-.069491	-.061487
	Week Day 08.01 pm to 10.00 pm	.0470420*	.0012221	.000	.043040	.051044
	Week Day 10.00 pm to 11.59 pm	.1082100*	.0012221	.000	.104208	.112212
	Week End 00.00 am to 08.00 am	.1919320*	.0012221	.000	.187930	.195934
	Week End 08.01 am to 10.00 am	-.0244440*	.0012221	.000	-.028446	-.020442
	Week End 10.01 am to 05#00 pm	-.1555510*	.0012221	.000	-.159553	-.151549
	Week End 08.01 pm to 10.00 pm	.1395420*	.0012221	.000	.135540	.143544
	Week End 10.00 pm to 11.59 pm	.1783980*	.0012221	.000	.174396	.182400
Week End 08.01 pm to 10.00 pm	Week Day 00.00 am to 08.00 am	-.0444060*	.0012221	.000	-.048408	-.040404
	Week Day 08.01 am to 10.00 am	-.1873060*	.0012221	.000	-.191308	-.183304
	Week Day 10.01 am to 05#00 pm	-.5478970*	.0012221	.000	-.551899	-.543895
	Week Day 05.01 pm to 08.00 pm	-.2050310*	.0012221	.000	-.209033	-.201029
	Week Day 08.01 pm to 10.00 pm	-.0925000*	.0012221	.000	-.096502	-.088498
	Week Day 10.00 pm to 11.59 pm	-.0313320*	.0012221	.000	-.035334	-.027330

	Week End 00.00 am to 08.00 am	.0523900*	.0012221	.000	.048388	.056392
	Week End 08.01 am to 10.00 am	-.1639860*	.0012221	.000	-.167988	-.159984
	Week End 10.01 am to 05#00 pm	-.2950930*	.0012221	.000	-.299095	-.291091
	Week End 05.01 pm to 08.00 pm	-.1395420*	.0012221	.000	-.143544	-.135540
	Week End 10.00 pm to 11.59 pm	.0388560*	.0012221	.000	.034854	.042858
Week End 10.00 pm to 11.59 pm	Week Day 00.00 am to 08.00 am	-.0832620*	.0012221	.000	-.087264	-.079260
	Week Day 08.01 am to 10.00 am	-.2261620*	.0012221	.000	-.230164	-.222160
	Week Day 10.01 am to 05#00 pm	-.5867530*	.0012221	.000	-.590755	-.582751
	Week Day 05.01 pm to 08.00 pm	-.2438870*	.0012221	.000	-.247889	-.239885
	Week Day 08.01 pm to 10.00 pm	-.1313560*	.0012221	.000	-.135358	-.127354
	Week Day 10.00 pm to 11.59 pm	-.0701880*	.0012221	.000	-.074190	-.066186
	Week End 00.00 am to 08.00 am	.0135340*	.0012221	.000	.009532	.017536
	Week End 08.01 am to 10.00 am	-.2028420*	.0012221	.000	-.206844	-.198840
	Week End 10.01 am to 05#00 pm	-.3339490*	.0012221	.000	-.337951	-.329947
	Week End 05.01 pm to 08.00 pm	-.1783980*	.0012221	.000	-.182400	-.174396
	Week End 08.01 pm to 10.00 pm	-.0388560*	.0012221	.000	-.042858	-.034854

*. The mean difference is significant at the 0.05 level.

Table 15. No significant difference in click through ratio for advertisement – DAY_ TIME

Format type	Statistically NO significant difference in *click through ratio* in advertisements posted during the following day and time
Week Day 00.00 am to 08.00 am	NIL
Week Day 08.01 am to 10.00 am	NIL
Week Day 10.01 am to 05#00 pm	NIL
Week Day 05.01 pm to 08.00 pm	NIL
Week Day 08.01 pm to 10.00 pm	NIL
Week Day 10.00 pm to 11.59 pm	NIL
Week End 00.00 am to 08.00 am	NIL
Week End 08.01 am to 10.00 am	NIL
Week End 10.01 am to 05#00 pm	NIL

Week End 05.01 pm to 08.00 pm	NIL
Week End 08.01 pm to 10.00 pm	NIL
Week End 10.00 pm to 11.59 pm	NIL

Table 16. Intensity index of Day_Time- click through ratio

	N	Mean	Std. Deviation
Week Day 10.01 am to 05#00 pm	100	.653162	.0120479
Week End 10.01 am to 05#00 pm	100	.400358	.0074065
Week Day 05.01 pm to 08.00 pm	100	.310296	.0014062
Week Day 08.01 am to 10.00 am	100	.292571	.0043112
Week End 08.01 am to 10.00 am	100	.269251	.0115473
Week End 05.01 pm to 08.00 pm	100	.244807	.0110917
Week Day 08.01 pm to 10.00 pm	100	.197765	.0109310
Week Day 00.00 am to 08.00 am	100	.149671	.0093841
Week Day 10.00 pm to 11.59 pm	100	.136597	.0132028
Week End 08.01 pm to 10.00 pm	100	.105265	.0037481
Week End 10.00 pm to 11.59 pm	100	.066409	.0045813
Week End 00.00 am to 08.00 am	100	.052875	.0015227

Table No 16 Indicates intensity index of the Days and Time of advertisement. It shows that Weekdays 10.01 am to 05.00 pm (M= .653162), Weekends 10.01 am to 05.00 pm (M=.400358) and Weekdays 05.01 pm to 08.00 pm (M=.310296) advertisement have the highest click though ratio while Weekends 08.01 pm to 10.00 pm (M= .105265), Weekends 10.00 pm to 11.59 pm (M=.066409) and Weekends 00.00 am to 08.00 am (M= .052875) have lower click though ratio. It can be concluded that Weekdays 10.01 am to 05.00 pm, Weekends 10.01 am to 05.00 pm and Weekdays 05.01 pm to 08.00 pm have a higher click through ratio while Weekends 08.01 pm to 10.00 pm, Weekends 10.00 pm to 11.59 pm and Weekends 00.00 am to 08.00 am have lower click though ratio.

6. Conclusion and Discussions

From the study conducted, the importance, impact and influence of digital advertisement for B schools can be clearly understood. It has also been found that different tools generate different results for the marketing process. Based on the research findings, the following strategies can be employed to provide a framework while designing the digital marketing campaigns:

Strategy 1: Selectively create run specific advertisement on Google for better impressions and clicks

The results suggest that different categories of advertisement have different click through ratios and that advertisement belonging to the admissions category had a higher CTR as compared to all other categories (Table 7 denotes the statistical significance). Hence, for a higher CTR, having admission-specific advertisement can prove beneficial.

Strategy 2: A proper format of advertisement should be chosen or created to have a good CTR.

The ANOVA results indicate that the CTR generated by advertisement differed based on their format (statistical significance shared above). The advertisement formats that have a higher CTR include: extensions, dynamic text, text, interactive video, text & phone number and short videos (reflected in Table 11 and 12).

Strategy 3: In order to ensure high CTR and reach, an effective time and day to run the advertisement should be chosen.

The day and timing of an advertisement plays an important factor in the CTR that the advertisement gets (statistical impact shown above). Table 17 and 18 reflect that on weekdays between 10 am to 5 pm along with 5 to 8 pm and 10 am to 5 pm on weekends reflect a higher CTR

Strategy 4: The right combination of the various strategies listed can be utilized to generate a high CTR.

In order to achieve optimum results, it would be ideal to combine the research finding and employ a balanced mix of all three strategies mentioned. An example would be having an advertisement with admissions information through

dynamic text along with a short video which is run on weekends between 10am and 5pm. This could capture maximum users' attention and hence, impact the CTR positively.

The results found in this paper reflect and impact the strategy for digital marketing campaigns for B Schools. However, they can be generalized to some extent for other educational institutions as well, depending on the similarity of background and culture of participants. These strategies can be utilized to optimize investments made towards digital marketing and improve the Return on Investment (ROI). The format of advertisement that generate a higher CTR can be generalized for various digital marketing strategies in order to achieve the most out of the digital media landscape.

7. Limitations and Future Direction

While this paper encapsulates digital advertisement from a bird's eye view, it does not cover the entirety of it. Considering that the digital media experience is a holistic one, there are many additional factors that can impact the Click Through Rate (Sokolik, 2014). To delve deeper into these aspects, psychometric and experimental research can be conducted which can help to make a comprehensive framework including device and user-end principles which rule the effectiveness of the advertisement. The scope of this study is restricted to Google Adwords. As indicated in the study, the findings have examined the Indian demographics as well as Indian B Schools. The results may or may not be partially or completely applicable to the demographics of other countries, cultures and behavior. To study different audiences, a replication of the research in the specific demographic will derive the desired results. Lastly, students who wish to pursue Business and Management education have distinct behavioral and ideological characteristics which are vastly different from students pursuing other career prospects like humanities, liberal arts, life sciences, etc. The content of every advertisement studied, therefore, also stands questioned from a larger perspective as these aspirants may not necessarily be interested in pursuing the course, rather in the admissions information, faculty expertise, etc. Further research in this direction can also be conducted.

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Ethics

This article is original and contains unpublished material. The authors confirm to have read and approved the manuscript. There are no ethical issues involved.

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