

## **Student's Choice in Social Media Platforms**

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### **Abstract:**

Social Media Promotion is the important tool to increase the sales and to build the brand. Researchers understood the unlimited capability of Social media in the educational sector. Several elements play a role in the decision-making process when it comes to selecting a higher education institution. Many of these factors have been studied by a number of key researchers. It is necessary to understand how prospective students make judgments about higher education institutions using social media. The impact of social media on students signing up for higher education programs is investigated in this examination. Various factors expect a huge part while picking an educational program. The discoveries of study upheld the seven factors that sway the freshmen's choice to go to their intuitions. The discoveries of this exploration have repercussions for higher education establishments. It will assist the admission team to plan the successful promoting system to draw in the understudies towards their intuitions.

**Keywords:** Social Media, Higher education, Marketing, UTAUT2, Student Choice

### **Introduction**

The Internet was made in the late 20th century for communication. Due to the broad utilization of this medium, we have seen the rise of a totally new industry that has adjusted the social construction, corporate culture, and surprisingly individual viewpoints. The globe has turned into a worldwide town because of the correspondence empowered by this medium. Actual distance has been overwhelmed by ceaseless association over the Internet, which incorporates sites, messages, Internet telephones, and, all the more as of late, Social Media, which considers two-way discourse among producers and consumers. Numerous scholastics have recognized this medium as a huge mode for advertising in their investigations (Belch and Belch, 2007; Keegan and Green, 2008), but the development of promoting using this instrument has accomplished its apex with the accessibility of Social Media over the Internet. Many firms have started to research this

possibility and have started exploring different avenues regarding strategies to make the most of this newfound opportunity to give miniature customization of administrations to their clients. Organizations have received the rewards of this newfound instrument, accomplishing unmatched degrees of correspondence achievement (Smith and Zook, 2011, p.31). Companies and the executives are additionally reluctant to involve this media as a vehicle for their promotion (Kelly, 2012). In general, this medium has unleashed ruin on the advertising business, however the drawn out impacts are as yet unclear, and more examination is required before it can truly be affirmed as an effective promoting device.

In any case, the energy for this medium requires inside and out examination and study, and many organizations are endeavoring to gain by this bidirectional data stream. The tourism, hospitality and travel area, which was one of the first to accept this intense instrument in advertising, has certainly set the bar high. The Education area, being an assistance arranged area, has numerous similarities with the Travel and Tourism area, in that students are consumers who decide to make purchases in view of the data available to them (Shanka, Quintal and Taylor, 2006). The utilization of online media showcasing in higher education establishments is inspected in this exploration.

### **Background of Study**

Higher education foundations' methodologies for drawing in undergrads is by all accounts moving, with assumptions that their accentuation on web promoting will extend (Ruffalo Noel Levitz,). The ordinary techniques for barraging understudies with a nonstop stream of leaflets and showcasing pitches have demonstrated to be inadequate, and a few understudies have even thought that they are disturbing (Schmoke, 2014). In any case, "61% of public universities and 55 percent of private colleges expressed that their ordinary advertising portions will remain something similar". Showing that conventional marketing systems like pamphlets, mail, postcards, and ground visits are being utilized. Then again, 60-70 percent of campuses said that digital advertising spending plans will be expanded later on 12-14 months; both private and public foundations said that digital promoting spending plans will be expanded the most. chmoke (2014) distinguished three significant factors in the present student recruitment: digital promoting, social media, and the universities or college's particular qualities.

To get data and associate with colleges and universities, college destined students are utilizing a far more extensive decision of web apparatuses, sites, and technology. Information technology, especially social media, is unavoidable among forthcoming undergrads and ought to be remembered for the promoting blend for Generation Z recruitment.

Students are impacted by a multitude of materials when they restrict their university or college choice. In addition to the above-mentioned conventional recruitment strategies and materials, Nowday;s students are vigorously affected by ever-present and far and wide innovation, for example, cell phones and data downloaded by means of

online media (Chegg, 2015). Most imminent first-year undergrads are currently using social based media and cell phones to explore institutions as a feature of their school choice interaction (Chegg, 2015).

In light of modern students' strong interest in online or Social media and their obligation to mobile phones and other innovation, college and school affirmations officials should investigate new drives notwithstanding regular enrollment ways to deal with contact and draw in forthcoming understudies. Admissions officials should see how secondary school seniors get data and settle on school determination decisions, as well as the components that most influence them (Adams, Kellogg, and Schroeder, 1976).

There are numerous and unpredictable variables that impact secondary school seniors' school choice and dynamic cycles. Segment impacts, social impacts, and institutional impacts were a portion of the reasons referenced (Cabrera and La Nasa, 2000; Kim, 2004; Shank and Beasley, 1998). Hamrick and Hossler (1996) researched data gathering strategies and proposed the need for a more prominent accentuation on information. They noticed, "The impact of data on understudy school decision is one variable that has gotten little consideration since it doesn't promptly adjust to humanistic or monetary hypotheses," adding, "The impact of data on understudy school decision is one variable that has gotten little consideration since it doesn't promptly adjust to humanistic or financial speculations" (Hamrick and Hossler, 1996, p. 179). As per Furakawa (2011), a few profoundly skilled understudies might consider arbitrators, for example, the foundation's and personnel's notoriety, the positioning of the projects in which they are intrigued, and how much monetary guidance is accessible.

Some students are affected by the U.S. News and World Report rankings because high-ranking universities are seen as prominent (Broekemier & Seshadri) (2000). Affluent kids with a high family income, highly educated parents, and considerable travel experience are more likely to attend an out-of-state university (Delisle & Dancy, 2016). Mattern & Wyatt (2009) found that parental education and family wealth had an influence on the distance students are willing and able to go to a certain institution in a research that employed a sample of almost one million students. Students whose dads had just finished elementary school were likely to travel fewer than 37 miles, whereas those whose dads had a master degree traveled an average of 185 miles. Similarly, the capacity and willingness to travel further distances was influenced by family wealth. According to Mattern & Wyatt (2009), kids with low parental income traveled 43 miles on average, whereas students with parental income of \$200,000 or more traveled 258 miles on average.

A few understudies might be affected by heritage affirmation status, area of the organization, closeness to the establishment, financial standing, companion or parent impact, direction from school advisors, or fantastic games programs, as per Broekemier and Seshadri (2000). As per Hamrick and Hossler (1996), a blend of financial and parental help factors are significant in deciding school decision choices. Orientation is a critical

part in the dynamic interaction, as indicated by Shank and Beasley (1998). Men, for instance, might be persuaded more by sports' amazing open doors, while ladies might be more worried about ground wellbeing and variety (Hayes, Walker, and Trebbi, 1995). Understudies' decision of school in light of monetary need and admittance to monetary help might be impacted by race and financial factors (Cabrera and La Nasa, 2000; Kim, 2004; and St. John, 1999).

Guardians, life coaches, instructors, and companions, as well as the establishment's standing and university sports (Choy and Ottinger, 1998; Cabrera and La Nasa, 2000; Toma and Cross, 1998; Cabrera and La Nasa, 2000) investigated the impact of guardians, kin, and data, expressing, "Parental consolation, a vital power in the development o (p. 1). The current impact of innovation and the data understudies might access through mechanical contraptions has been included with the blend of measures that go into school picking. "Having consciousness of the factors that sway understudies' decisions to select gives organizations with a superior comprehension of how to urge imminent understudies to enlist at their foundation," O'Neil (2013) commented in his examination on school decision factors.

### **Social Media benefits in context to Higher education**

"Social Media" includes socialization and online networking with words, photos and videos. Social media redefines how people connect and how they contribute to serving organizations. There are two ways of talking about dialogue, which brings people together to explore and exchange information.

The authors include an interesting addition to social media with an ice cream shop metaphor in the three 1/2-minute video called "Social Media in Plain English." "Social media is about creating and communicating new ways for caring people". It speaks of a high level changing market and media climate instead of the details of how one or more resources are to be used.

Fred Cavazza, a French news researcher, divides social media into ten groups through his SMP: publishing tools, networking tools, discussions, social networks and micro-publishing, social media agglomeration devices, live casting, virtual realities, social gaming and mass-online gaming (MMO). The "prism of conversation" he described as "the art of listening, communication and interaction" presented to Brian Solis, the social media club's co-founder and social media pioneer.

### **Marketing Approach in Higher Education Institutions**

For any company, marketing plays a significant part, and thus, universities must become a key factor in their overall strategy to thrive and prosper in the changing world. To improve sales, universities must take a greater number of factors into account if four Ps simplify the basic promotion of the products: product, price, place, promoter, seven Ps are available: operation, price, location, advertising, staff, process and physical evidence.

Shoemaker (1999) states that marketing means marketing tools: goods services; prices; place of business; promotion, individual, method and physical proof. Marketing involves the strategic management of links between higher education institutions and their various markets.

Ivy (2008) says there is no novel idea of higher education marketing offering the best marketing overview in this specific region. They characterize the activity as the 'research, preparation, implementing and monitoring of carefully drafted programmes that seek to achieve the institutional goal of mutual transfers of value and target markets.

Marketing means developing the business products that meet the needs and expectations of the target market, using efficient pricing, communications and delivery to educate, inspire and support demands."Effective marketing allows universities to recognize, understand and engage with their target audiences directly and collaboratively.

In higher education institutions, there are different consumers - students, parents, financial backers, contributors, managers and the public - who have a certain impact on university activities. Of course, students are the most significant customers and universities in the target market. At the same time, students must be grouped and identified as they can be as target groups: intermediate students, secondary school graduates and students from abroad, with different needs and objectives, for each group.

The Internet and social media provide useful tools for universities to interact better with their target audiences. The main benefit is that feedback is obtained because the downside is that every part of the two-way conversation cannot be regulated. "When individuals seek to meet their needs and wishes by trade, marketing happens," Kotler and Fox say.

The exchange is the requisite commodity or benefit in higher education institutions when selling anything. In return for which students give time, dedication and, at some times, money in the form of tuition fees, universities have their programmes, university disciplines and a diploma.

One of the main things universities must pay attention to is the positioning technique, as it must be distinguished from its competitors. It is one of the most difficult things to do because education is perceived to be equal. The position and the university offers have been the key argument in choosing one university over another. As students are engaged in the online profile and exposure of university, the way universities use the networking opportunities available on the Internet is another form of differentiating between competitions.

### **Social Media Marketing in Higher Education**

There is a global rivalry between institutions of higher education. Constantinides and Stagno shared the position, which demonstrates how institutions have no other conventional messaging to encourage themselves domestically and globally. In the same way, print media, such as newspapers and posters, broadcasting (e.g. TV, radio), direct

mail, etc., are often used. In the past, universities used written leaflets and paper mails to provide information to prospective students when recruiting for higher education. During this time, potential students are likely to get this information from the institution and email due to internet spread. Traditional marketing will no longer meet the needs of future students in full. This is partly due to its one-way contact.

The key explanation for Johnston is that the rise of social media is the conventional communication methodology with future students. Social networking is now considered to be one of the most promising means of attracting prospective students for institutions to achieve competitive advantage. A few colleges in the Netherlands have utilized long range interpersonal communication stages, for example, Facebook to further develop contact with current understudies, while online communities have been set up to engage prospective students. Similarly, social media has been used by colleges in North America to support their brands. In its strategy, some institutions have also created blogs related to recruitment.

Social media provides universities with a wider range of ways to attract students and encourage them than other markets to reduce the importance of conventional marketing. Social media promotes bidirectional communication to enable people to build connections with others, search, share and link to their contents irrespective of their location. Instead of providing users with information as brand packets, Akar and Topcu claim social media commercialization is centered. It's about collaboration between peers, users and content created by users. Therefore, brand trust is increased.

Moreover, it has a significant potential worldwide for achieving targets. Also, future international students can easily access social networks such as Facebook. This is partly because of the high rate at which young generations use social media. Student services such as Facebook Messenger are also more likely to post questions and receive responses because of their rapid response. However, scientists believe that instead of completely replacing the Internet, it can complement traditional approaches.

Studies by Wilson (2013) also make it fair to mention that HEIs' admission offices use primarily social media to meet prospective applicants in an atmosphere they feel best. Among prospective applicants unforeseen as unforeseen digital natives, the penetration rate of social media is extremely high. There are extremely technologically educated people who are 'immersed in social media. Social media profiles (e.g. Facebook fan page) may enable an improved understanding of the student life at a particular school or university, e.g. academia, environment, amenities, etc. then other information resources, according to the younger generation of digital natives, so that they can make an improved selection of where they are going to study, where they are going to develop in the years to come.

### **Literature Review**

The UTAUT2 model, which is utilized to clarify technological acceptance and adoption, is

an updated form of the UTAUT model. Venkatesh et al. (2003) were quick to plan the UTAUT model, which depended on eight huge speculations and models of information technology acceptance. Venkatesh et al. (2012) formed the UTAUT model into the UTAUT2 model to explore client acknowledgment and utilization of innovation. The UTAUT model currently incorporates three additional developments: hedonic motivation, price value, and habit. In the UTAUT2 model, there are a sum of seven developments. Orientation, age, and experience were decreased to just three mediators. Although it was created for the unique context of consumer use of technology, the UTAUT2 model has been applied in educational research. UTAUT2 was used by Raman and Don (2013) to investigate preservice teachers' acceptability of learning management software. The information was gathered at the University Utara Malaysia (UUM). Preservice teachers who utilize the Moodle learning management system were among the participants. Six of the seven UTAUT2 components (performance expectation, effort expectancy, social influence, enabling circumstances, hedonic motivation, and habit) were examined without regard for economic value. Facilitating environments and hedonic anticipation were shown to be important determinants of behavior intention. It was suggested that further study be done in an educational setting to confirm the findings.

In spite of the fact that it was made for the one of a kind setting of consumer utilization of innovation, the UTAUT2 model has been applied in educational research. UTAUT2 was utilized by Raman and Don (2013) to research preservice educators' worthiness of learning board programming. The data was assembled at the University Utara Malaysia (UUM). Preservice educators who use the Moodle learning the board framework were among the members. Six of the seven UTAUT2 parts were inspected without respect for financial worth. Working with conditions and hedonic expectation were demonstrated to be significant determinants of behavior intention. It was recommended that further review be done in an instructive setting to affirm the discoveries. From 2003 through 2014, Venkatesh, Thong, and Xu (2016) reviewed the literature on UTAUT 2 applications and expansions. The relevant studies were divided into three groups: UTAUT application, UTAUT integration, and UTAUT extension. For “various user kinds, various organization kinds, various kinds of technology, various tasks, various times, and various locations,” researchers employ UTAUT. The majority of the studies were conducted outside of their intended study contexts, such as organizational settings. Future research recommendations include employing UTAUT 2 in new contexts and for new phenomena. These conclusions and suggestions complement my study of students enrolling in higher education programmes using social media platforms utilizing the UTAUT 2 model.

**Previous Studies Using the UTAUT 2 Model**

Author	Sample	Model	Findings
Arain et al. (2019)	730 University Students	UTAUT2 In Pakistan	Researchers found that performance expectancy, hedonic motivation, habit, ubiquity and satisfaction are influencing positively on the behavioral intention. The information quality, system quality and appearance quality also have a positive influence on the mediator satisfaction in the direction of M-learning acceptance.
Chao (2019)	1,562 University Students	UTAUT In Taiwan	The researcher found that behavioral intention was significantly influenced by satisfaction, trust, performance expectancy and effort expectancy. Perceived enjoyment, performance expectancy, and effort expectancy had positive relations with behavioral intention. Mobile self-efficacy had a significant effect on perceived enjoyment. Perceived risk had an insignificantly moderating effect on the relationship between performance expectancy and behavioral intention.
Moorthy et al. (2019)	358 University Students	UTAUT2 In Malaysia	The research showed that habits have the most influence on accounting students' intention to adopt M-learning through an analysis of technology acceptance in the area of M-learning.
Senaratne and Samarasinghe (2019)	151 Post Graduates Students	Extended TAM In Sri Lanka	The findings propose that the model clarified the factors influencing the intention to adopt M-learning among students in higher education. also, the mobile self-efficacy, system quality and intrinsic motivation significantly affecting the intention to adopt M-learning.
Thongsri et al. (2018)	359 University Students	UTAUT In Thailand	The results exposed that the performance expectancy, cognitive need, affective need and social need had an important influence on intention to use M-learning. Also, this research originated from a significant effect of cognitive need on the performance expectancy and social need on effort expectancy.



Adel Ali and Rafie Mohd Arshad (2018)	384 School Students	Extended UTAUT In Egypt	The results revealed that significance factors are learners' autonomy, performance expectancy, facilitating conditions, and social influence with behavioral intention to use M-learning. Although effort expectancy negatively impacts on the intention to use M-learning. The study also revealed that content quality design affects significantly on performance expectancy and effort expectancy.
Bharati and Srikanth (2018)	90 University Students	UTAUT2 In India	Performance expectancy, effort expectancy, quality of service, interactive visual information, hedonic motivation, habit and price value are the significant factors in influencing students' intention to use M-learning systems in India. Social Influence and facilitating conditions are insignificant factors in influencing students' intention to use M-learning systems in India.
Alharbi et al. (2017)	80 University Instructors	UTAUT In Saudi Arabia	Performance experience, effort expectancy, social influence, and facilitating conditions were important factors in the instructors' use of M-learning.
Sharma et al. (2017)	806 University and Higher College Students	UTAUT And TAM In Oman	An interrelated six-factor model (flexibility, suitability, enjoyment, efficiency, economic and social) was fit using maximum likelihood estimation. The internal consistency and item reliability of M-learning acceptance measures were found to be at an acceptable level.

### Performance Expectancy (PE)

"Performance Expectancy" alludes to how much an individual adds from utilizing innovation while doing different things (Venkatesh et al. 2012). In their investigation of factors affecting M-learning reception by Pakistani advanced education understudies, Arain et al. (2019) found that PE is a key impact. As indicated by Suki and Suki (2011), execution assumption has a significant and positive relationship with client conduct and social aim to utilize M-learning. Alharbi et al. (2017) found that PE considerably affected educator acknowledgment of M-learning in Saudi Arabia. This study will look at what online media execution assumptions mean for conducting goals to use web-based media in advanced education showcasing. As indicated by the accessible exploration, PE has a

significant positive relationship with BI with regards to involving social media in Higher education marketing.

### **Effort Expectancy (EE)**

"Effort expectancy" alludes to the effortless with which M-learning innovation might be utilized (Venkatesh et al. 2003). In Saudi Arabia, Alharbi et al. (2017) found that EE significantly affected educator reception of M-learning. impacted postgraduate understudies at the University of Ibadan, Nigeria's utilization of cellphones for M-learning (Onaolapo and Oyewole, 2018).

### **Social Influence (SI)**

"Social impact" alludes to an individual's impression of other significant people in their day to day existence who put stock in the significance of utilizing versatile learning advances (Venkatesh et al., 2003). In the issue of displaying understudies' eagerness to acknowledge M-learning in higher education: an exact exploration in Jordan, SI is a critical part in conducting an expectation to utilize M-learning (Al-Adwan et al., 2018). SI, which is characterized as the sum to which prompt occasions straightforwardly sway or don't affect conduct aim to involve online media in advanced education promotion, was utilized in this exploration.

### **Facilitating Condition (FC)**

"Facilitating conditions" alludes to how much an individual accepts his association's present framework and upholds his use of versatile learning advancements (Venkatesh et al., 2003). In the issue of demonstrating understudies' readiness to acknowledge versatile learning in advanced education: an experimental examination in Jordan, FC is a critical part in the social aim to utilize M-learning (Al-Adwan et al., 2018). In an investigation of factors affecting agreeableness of portable learning by Pakistani advanced education understudies, FC was demonstrated to be a main consideration (Arain et al., 2019).

### **Hedonic Motivation (HM)**

"The satisfaction or preference gained from utilizing innovation is portrayed as hedonic motivation" (Venkatesh et al., 2012). In the investigation of factors affecting agreeableness of versatile learning by Pakistani advanced education understudies, HM was demonstrated to be a main consideration (Arain et al., 2019).

### **Habit (HB)**

"A habit is characterized as how much individuals incline toward executing practices by plan because of learning" (Venkatesh et al., 2012). In an investigation of factors effecting adequacy of portable learning by Pakistani advanced education understudies, HB was demonstrated to be a central point (Arain et al., 2019).

### **Price Value (PV)**

It's portrayed as "consumers' mental compromises between the apparent benefits and cost of using different applications". It may incorporate gadget and information costs, as well as different kinds of administration charges. Whenever the advantages of utilizing development are seen to be a higher priority than the expense, use conduct is decidedly impacted by the value esteem. Value esteem, from a theoretical outlook, is obtained from the idea of seen esteem. Liu, Zhao, Chau, and Tang (2012) uncovered that apparent worth affected expectation to utilize portable rebate applications in a Chinese exploration. As a general rule, saw esteem has been displayed to emphatically affect purchaser fulfillment and reliability with regards to versatile business (Lin and Wang, 2006).

### **Student Choice (SC):**

“The degree to which people make a thought-based decision whether to carry out or not to carry out a certain conduct is defined by behavioral/purchase intention” (Venkatesh et al., 2003). The study claims that PE, EE, SI, HB, FC, and HM all have an impact on SC. Here, behavioral intention refers to a Students Choice about whether or not to use mobile learning technologies. According to the findings, behavioral intention may be affected by a variety of elements such as Performance Expectations (PE), Efort Expectancy (EE), Hedonic Incentive (HM), Habit (H), Social Influence (SI), and FC (Facilitating conditions). The premise that a person's purpose may impact their behavior has been thoroughly established in the literature (Ahmad, 2014). It was discovered to have a favorable impact on real technology usage (Turner et al., 2010). Furthermore, the behavioral “intention to reuse” might be a useful signal for determining how well a technology is used (Tarhini et al., 2015). Thus, expectations uncover the propelling components that drive conduct and fill in as signs of how hard people will attempt and how much work they will place in to take part in a conduct (Ruiz et al., 2010). Moreover, it was found that conduct expectation is the main component impacting individual portable help usage, and that utilization aims are sensible indicators of future framework use (Ruiz et al., 2010). The Student’s Choice remembered to straightforwardly affect understudies to sign up for higher education Programs through social media.

### **Conclusion;**

According to the research, most higher education institutions are using more digital tactics into their recruitment campaigns, albeit they still utilize numerous conventional means. Because of the high adoption rates among younger generations, Social Media is becoming a highly appealing recruitment tool for higher education, and it is an effective approach to influence college decision. Although numerous research have been undertaken on the variables that impact students' behavioral intention, this research adds to the body of

knowledge by using the Unified Theory of Acceptance and Use of Technology model 2 (UTAUT), which focuses on components from both sociologic and economic perspectives, to college choice methods. The influence of social media platforms on students enrolling in higher education programmes is investigated in this research. The findings of this research should have ramifications for higher education institutions as they assess which elements are most likely to influence student's Choice to attend their institutions.

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