

Effect of Marketing Communication Tools on Student Enrolment in Private Universities in South Sudan

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Abstract

The aim of this research was to find out the effect of marketing communication tools on student enrollment in private Universities in South Sudan. The study mainly focused on determining the effect of advertising on student enrollment, establishing the effect of social media marketing on student enrollment and to find out the effect of direct marketing on student enrollment. A survey research design was used in this study. The target population comprised of 516 second year students. Data was collected through the use of questionnaires. The coded data was analyzed using quantitative techniques of descriptive analysis, included mean, frequency, and percentages. The data was presented using frequency tables. The study concluded that marketing through radios makes it possible to reach a large population of customers, that Facebook marketing had an influence on admissions and marketing, interaction with student networks influenced students' decision of choosing their favorite university, meeting customer expectations and satisfaction through quality services to students makes it easy for them to refer others to join same institution. Advertisement had no statistically significant effect on student enrolment in the private Universities in south Sudan, social media marketing has no statistically significant effect on student enrolment and direct marketing had a significant statistical effect on student enrolment. The study recommended that television coverage organized by Universities to include enticing programs and use of career experts in order to have an influence student's choice to join, implementation and utilizing social media for marketing has to be fully adopted or considered in order to attract more students, that secondary school visits by the university salespersons program to be tailored to the requirement with experts in different fields so has to influence students directly, private universities are advised to recruit qualified teaching staff for quality teaching/ services to students and finally the study recommended that learning institutions should make use of alumnae as a mode of marketing the institution if at all they served them well during their session in campus being a cost free mode of marketing.

Key words: marketing communication tools, advertising, direct marketing, social media marketing, customer relations and student enrolment

Introduction

Marketing is the business events or actions performed to direct the flow of goods and services to consumers. Marketing consists of selling and / or promoting the goods and services of an organization. Advertising and pricing decisions are made by marketing people. Marketing is also responsible for assessing customer wants and needs, and for communicating those to operations people. Marketing in both products and services are almost similar in what they do but differ in the way they are done (Oyunge, A. M. 2019). Marketing is more than a mere physical distribution activities or event of distributing commodities. It may be much wider term in customer relations. According to Armstrong (2010), there are four mix which include; place, product, price and promotion. However, there have further marketing mix observed processes, physical evidence and people as the mix of marketing in addition to four mix that has not been addressed earlier. Theses add up to 7 Ps of marketing mix to have been considered to have significant impact on customer relations for firms which are engaged in provision of manufactured goods to customers (Mehrdad 2011).

Given the current strategic focuses in most firms, a common place of admonition is to embrace marketing communication for competitive advantages. This can enable firms to better understand their competitors' strengths and weaknesses in the market, then position one's own offerings to take advantage of the competitor's weaknesses while avoiding head on clashes against strengths, (Aaker, 2014; Becic, Stojanovic, & Nikolic, 2018; Sultan, 2014). Observes that, marketing communication, remains sure way as it can allow enterprises to use multiple sources of information to create wide spectrum of the enterprises' existing markets, customers, problems, competition, and growth potential for their new products and services (Arline 2016).

Kotler (2010) stated that in order to address poor organizational performance and unsatisfied customers, marketing should understand customer needs and tries as much as possible to satisfy them. Good marketing practices should help an organization to improve their processes, procedures, produces and services to the best level of customer's desire thus translating to organizational performance in terms of expansion through market share, customer loyalty also acquiring new customers (Khan 2011). Marketing equipment like products or services and people do insist on the need to provide firms with information which is suitable in addressing issues which are applicable in performance to enable management formulate policies and strategies. By so doing universities which uses marketing communication tools can improve their ways of marketing, economically become the leading in terms of numbers of students enrolment each semester. Walters (1995) noted that to achieve a good customer relations, a mixture of marketing methods, tools, systems and actions need to be established with clear set targets and objectives. Meaning that, private universities are required to come up with communication tools that are geared towards attracting more new students, keeping the existing one and also increasing its market share. Implementing the effective marketing communicating tools may assist management and high levels organizational leadership by producing information which can be sustainable for making decisions by having in place a set of clear targets, aims and objectives which later can translate to better performance of the business.

Private universities operated in a competitive setup which requires them to have more knowledge on customer/ students choice behavior. A student (customer and sponsors/ guardians) here is considered as a pioneer whom they look at while developing products/ services and decisions on channels are made. Efficient channels with customers in place leads to customer pioneering and relation which translate to creation of customer value (Faris, 2016). Jacoby and Kyner (1973) emphasized on customer relation and the behavioral response which is biased, expressed over time by a unit of decision making in relation to one or more brand alternatives from a set of various brands whereby this is a psychological process. According to Dick and Basu (2012) the relationship can be ascertained by loyalty strength between repeated patronage and relatively attitude which is as a result of attitude and behavior mix. Also Oliver (2015) describes loyalty as deeply held commitment in rebuying a preferred service or product time in time out with unregard to time and situational influence where marketing has the potential to determine the product switching behavior. Chi (2011) also included an additional value in customer experience which is besides the physical and emotional features. By combining these features in attaining the customers and customer experience is positively attained and builds everlasting customer loyalty. These variables of customer experiences in value differentiation, provider-interaction and experience engaging, a multidimensional loyalty ladder was developed and suggested as a function of customer experience.

Student enrolment which is a customer relationships measurement, it may not be determined in the same way like one can do measure a product while determining business performance. Peyton and Pitts (2013) organization cannot use only intangible or tangible product by nature. One of the aspects affecting to be checked is quality which is more challenging in service marketing since production of a service and consumption do occur at same time. For products this can be corrected before customer receives the output. Hence private universities need to consider the quality of services given to clients to ensure high standards of customer relationship. Equally, service giving involves a higher degree of customer contact than in the case of products where manufacturing takes place far from the consumer but in services performance occurs at the point of consumption. In some universities, because of direct contact with students, operations can be more limited in their range of options like students are sometimes part of the system hence tight controls are impossible and also management being more sensitive to enrolments.

Focusing on teaching and internal processes alone cannot make a university to obtain a competitive advantage

over the competitors for long. Private universities need to study and try to understand the broader range in which they are operating through harmonized systems working between the university and the customer (Jenster, 2009). Marketing communication play significant roles in the development, maintenance, and execution of a robust organizational strategy, the ultimate goal being to ensure superior service's market performance, (Nilsson and Rapp, 2005).

Marketing communication refers to the strategic combination of design, messaging, and experience that uniquely identifies a product and sets it apart from other products in its category. The importance of communication as strategic considerations in consumer product selections is growing in the fast-growing and highly competitive global market space (Steenkamp, 2012). Because of its apparent favorable effect on customer brand choice and purchasing decisions, and also has become a helpful strategy that is gaining more attention. An effective marketing communication tool can help companies reach new customers and increase their current customers' satisfaction. It analyses, review and refine a company's current brand and branding strategies.

Brand advertisement is the most important aspect of establishing products and services. This is because; consumers trust a well-known brand over an unknown, even if the price of the brand is higher or the same. That trust comes from years of accurate marketing, advertising, product placement and rarely, if ever, changing the brand logo and product appearance. The most established brands can easily alter their strategies and update the look of their products, but this does not come without years of brand trust development (Oliver, 2015).

Quality advertisements would contribute to the retention of existing consumers as well as the attraction of new customers, resulting in increased market share (Julian and Syed, (2014). Furthermore, according to Gunasekaran (1999), firms are looking to integrate quality management in order to provide high-quality services and accomplish their business goals. Consumers are increasingly demanding greater quality at lower prices, reinvigorating the hunt for excellence. Customer happiness, market share, and productivity are all enhanced when a company's services are of excellent quality as demonstrated in the advert; that the advert should not state the true of the matter about the service or products (Akinola, Akinradewo, and Olatunji, 2012).

Social media marketing plays a major role in maintaining markets university products. However, technological changes have exposed a modern universities into quite several marketing communication messages brought about by competitive environment experiences where they do compete against one another, In the era of globalization, the Internet has changed tremendously the way business works. Consequently, the approach to marketing promotion has undergone significant transformation, which has taken new form (Lokteva, 2015).

Most firms believe that social media marketing has the potential in reconstructing customer relationships and their movement towards the future despite the concerns about the return on investment (ROI). Exposure to negative brand or lack of new strategy is however negating most enterprises. Thus, there is need for universities to conduct a performance measurement and accommodate emerging changes with new strategies called Social Customer Retention Management, SCRM, (Baird and Parasnis, 2011).

University management are now forced to select social media tools to search, scan and analyze sources such as Twitter and Facebook. Bisson (2013) argues that, despite rapid adaption of social media by consumers and enterprises, media marketing in most organizations still relies on competitors' websites, reference magazines, and social media platforms. This creates room for improvement to demonstrate the efficacy of utilizing social media to add value to market intelligence. Prepletaný (2013) explains how, rapid speed in technological development accompanied with the rise in the adoption of smartphones, mobile phones and tablets digital devices have caused profound transforming impact on consumer behaviour and enterprises at large (Bain,2012).

Direct market promotions are combinations of actions that influences or make one persuaded and completely related to relationship. According to Zineldin, M., & Philipson, S. (2007) direct marketing is a king of promotion which is all about communication tools that can deliver the message to intended audience. The efficiency of promotions is not addressed in most universities; this is an idea of human being where the effusive promotion is on targeting customer retention and relations which is behavioral. This is caused by customer announcement leading to the flowing a special buying and sales of perceived units by base of winning. However, when promotion is concerning ineffective products/services a firm has to use relationship marketing. Relationship marketing can be changed by change in budgets and the expenses that are related to community and target market

vision which is positive to the firm despite the promotion activity impact which may largely indirect. Student enrolments has been debated for several years and still remains one of the most significant unsettled issues in the field of marketing of university services/courses. Coming up with a win-win situation is a major concern in buyer-seller (student- University) relationship which is a key aspect of student enrolments (acquisition, retention and loyalty). Despite most universities are aware of the objectives of enrolments and some efforts have been made to address real issues to the satisfaction of customers, it is unfortunate that enrolment still remain poor in most private universities in south Sudan. The charge of acquiring new students by a university is five times those they uses to satisfy and retain the current ones. Although the constructive effect of enrolment on satisfaction, loyalty, relations, acquisition and recommendation has been well documented empirically by some product/service providers in South Sudan, evidence suggests that student enrolment has not improved. Student dropout outlay Universities millions of dollars each year. In addition, defectors normally spread negative word of mouth communication which can influence other prospect students to join different universities. The increase in student enrolment has the same effect as decreasing costs hence increase the university success (Norman, 2000) The role of the image and status of academic staff in recruitment of prospective students is open for debate; however, student perceptions of teaching staff reputations can play an important role in the choice process (Ivy, 2001). Some students are usually influenced to enroll in universities because of academic staff who are Doctor of Philosophy (PhD) holders or by academics' public profiles for service quality perspectives.

Statement of the Problem

In the current globalized economy, most private universities' markets are becoming more competitive calling for inherent changes in the way they do business. Private universities regularly do gather market information through advertisement, social media and direct marketing as a mean of trying to attract more students and meeting their demands and at the same time continuously measure their market performance for better and delightful competitive decision making.

However, empirical analysis show contradictory views on private universities enrolment performances. Private universities are growing in numbers but their presence has not been fully exploited since students still closes the border to study outside the country. This can be associated to ineffective marketing communication tools adopted in reaching out to prospectors students, the market has been invaded by marketers who manipulate university products or services who have no idea about market changes, none unified and reliable marketing platform and have little or no knowledge on course prices and career line (Akama and Onyambu, 2018). Thus the study sought to establish the effect of marketing communication tools on students' enrolment in private universities of South Sudan.

General objective

The aim of this research was be to establish the effect of marketing communication tools on student enrollment in private universities in South Sudan.

Theoretical framework

The Hierarchy of Effects Theory was advanced by (Lavidge and Steiner 1961). Unlike the AIDA model, this marketing communication theory proposes six steps from broadcasting product advertisement to product acquisition. They are Awareness, Knowledge, Liking, Preference, Conviction and Purchase. In the steps, the advertiser persuades the consumer to go through all steps before the actual purchase. The proponents' terms the theory as a hierarchy of effect because of the quantity of prospective customers decreases from one phase to another which implies that business enterprises marketers should struggle to attain a larger number of prospective customers to the final purchase. Such can be obtained through innovative marketing communication messages that transmit distinctive value or service intentions to the target audience (Patrovski, Joao and Neto, 2017),

The marketing communication mix decisions made on such products definitely has an impact on the student enrolment because the students for private universities have to learn about the product through a different source of information such as advertisement, YouTube, brochures and sales promotions and then choose to enroll. Upon enrolment, the students will feel the experience they get from their university of choice. A positive

experience means there will be repeat purchase- retention while a negative one means consumers will look for alternative products from the competitors – shifting to a different university (Kotler et al., 2009).

Hierarchy model assumes that, customers go through three stages; cognitive, affective and behavioural stages. First, the -feel-do progression is appropriate when a customer has a high involvement and a high product differentiation category. This can be experienced when a customer purchases university services. Secondly, the do-feel-learn sequence is appropriate when a customer has a high involvement in product purchase process. In this instance, there is no product differentiation category as seen in say when a customer purchases a handicraft, (Husseini and Mesoomah, 2013). Thirdly, the learn-do-feel sequence which once a target customer has low involvement there is little product differentiation as seen in say when a customer instantly purchases an artifact. Hence by deciding on the right sequence, the marketer can do a superior job of planning marketing communication, (Kotler et al., 2009).

Barry (1990), Hierarchy of effects model has underpinned the advertising industry for over 100 years. The model is based on an underlying pattern of cognition => affect=> behaviour, in other words: think=> feel=> do, and suggests that consumers process advertising in a linear fashion, in stages (Howard and Barry 2015). Recently, however, hierarchy of effects models has begun to be questioned by some authors who claim that there is no actual evidence that an advert is processed by consumers according to a hierarchy of effects. If this is the case, then an advertising industry will need to seriously rethink the basis upon which many, if not all, campaigns are constructed (Boulden, 2003).

Despite the criticisms, this theory however is relevant to this study and will inform the study on the best communication tool to use in order to attain their respective goals in enrolment of new students, maintaining the current and remaining loyal to their customers.

Results

Advertisement tools

To determine the effect of advertising on student enrollment in Universities, the study conducted an analysis using means and SD as shown in table 1

Table 1 Advertisement			
	N	Me an	S.D
Written materials like brochures, alumni magazines, employees influenced my choice of university	70	3.40	1.312
Television coverage organized by the university influenced my choice to join University	70	3.34	1.392
Those Universities with rigorous advertisement activities post higher enrolment numbers	70	3.93	1.300
Deceptive advertising have had a negative impact on the students enrollment	70	3.71	1.241
University marketing team communicates through radios which makes it possible to reach a large population of customers	70	4.09	1.225
Due to the introduction billboards in major towns, student enrollment has increased	70	3.76	1.256
Valid N (listwise)	70		

Source: field study (2024)

University marketing team communicates through radios which makes it possible to reach a large population of customers with a mean of 4.09, those Universities with rigorous advertisement activities post higher enrolment numbers with a mean of 3.93, due to the introduction billboards in major towns, student enrollment has increased with a mean of 3.76, deceptive advertising have had a negative impact on the students enrollment with a mean of 3.71, written materials like brochures, alumni magazines, employees influenced my choice of university with a

mean of 3.40 and television coverage organized by the university influenced my choice to join University with a mean of 3.34. This implies that majorly advertising is adapted to a greater extent by use of marketing team communicating through radios which makes it possible to reach larger population of both parents and prospect students. This do agrees with (Bain C. 2012). who stated that technological advancements have pushed university to do viral marketing through social networking sites like myspace, twitter and face book.

Social media marketing

The study aimed to determine the effect of social media marketing on student enrollment at Universities and descriptive analysis resulted to the following

Table 2 Social media marketing

	N	Mean	SD
Social Media Marketing affected the rate of students' enrollment	70	3.23	1.426
Facebook marketing has a significant influence on admissions and marketing	70	3.81	1.133
I used Facebook to know more about university course information	70	3.71	1.309
I contacted university students or staff to get their opinion on a university course using whatsapp platforms	70	3.71	1.206
I depended on university website as a source of information	70	3.56	1.490
Mails are the most effective marketing tool for both the students and the school administration	70	3.51	1.327
Tiktok platforms marketing should be effectively utilized so as to reach more prospect students	70	3.36	1.204
marketing activities by use of tiktok conveys an image that is favorable to the customer	70	3.47	1.327
Universities has implemented and utilized social media for their marketing	70	3.07	1.507
Valid N (listwise)	70		

Source: field data (2024)

Facebook marketing has a significant influence on admissions and marketing with a mean of 3.8, I used Facebook to know more about university course information with a mean of 3.71, I contacted university students or staff to get their opinion on a university course using whatsapp platforms with a mean of 3.71, i depended on university website as a source of information with a mean of 3.56, mails are the most effective marketing tool for both the students and the school administration with a mean of 3.5, marketing activities by use of tiktok conveys an image that is favorable to the customer with a mean of 3.47, Tiktok platforms marketing should be effectively utilized so as to reach more prospect students with a mean of 3.36, social Media Marketing affected the rate of students' enrollment with a mean of 3.23, has implemented and utilized social media for their marketing with a mean of 3.07. Meaning that Universities in South Sudan make more use of Facebook account as a mean to reach prospect students as face book was the most adopted social media platform, however implementation and utilizing social media for marketing has not been fully adopted or considered. It concurs with the finding (Heller Baird, C., & Parasnis, G. (2011) that indicated that social media marketing structures had not been fully implemented in the college.

Direct marketing

To determine the effect of direct marketing on student enrollment at universities the following was the result

Table 3 Direct marketing

	N	Me an	S.D
School visits by the university salespersons led me to choose universities as the university of my choice	70	3.53	1.271
Interaction with student networks influenced my decision in choosing the Universities	70	3.83	1.154
Universities marketing officers have been helpful during enrollment process.	70	3.79	1.128
Universities customer service desk is helpful towards providing relevant information to prospectors	70	3.56	1.347
Universities' involvement in social activities has captured the attention of many	70	3.76	1.324
Valid N (listwise)	70		

Source: field data (2024)

Interaction with student networks influenced my decision in choosing the Universities with a mean of 3.83, University marketing officers have been helpful during enrollment process with a mean of 3.79, University's involvement in social activities has captured the attention of many with a mean of 3.76, University's customer service desk is helpful towards providing relevant information to prospectors with a mean of 3.56 and lastly secondary school visits by the university salespersons led me to choose the university of my choice with a mean of 3.53. The finding implies that student interactions in their various networks had a direct influence on enrollment of students because they share experiences in different Universities and out of which one make choose from. Therefore if Universities want to increase their enrollments they are required to improve on customer/ student experience through giving of quality services. Whenever school visits by the university salespersons is made the activities carried out and experience shared should be tailored such that it influence students to choose one as the University of their choice. Kotler, P. (2010) found out that the different elements of direct in Marketing Communication represent the voice by which companies can establish a dialogue with customers and other stakeholders, about their product/service offerings and/or other company issues.

Student enrolment

The study measured the extend and levels of student enrollment at Universities as contributed by marketing strategies and the result was as indicated in table 4.6

Table 4 Student enrolment

	N	Mea n	S.D
UNIVERSITIES's rigorous advertisement activities post higher enrolment numbers each year	70	4.00	1.239
Low school dropout has kept our numbers consistent	70	3.50	1.327
High Quality services attracts more students to join Universities	70	4.13	1.296
Sponsors' Loyalty keeps the Universities enrollment increasing	70	4.26	1.270
Valid N (listwise)	70		

Source: field data (2024)

Sponsors' Loyalty keeps the university enrollment increasing with a mean of 4.26, High Quality services attracts more students to join university with a mean of 4.13, University's rigorous advertisement activities post higher enrolment numbers each year with a mean of 4.00 and lastly Low school dropout has kept our numbers consistent with a mean of 3.50. Study findings implied that the university had a good customer relationship with her stakeholders like NGOs, parents and different organizations sponsoring students to their university. Meeting customer expectations and satisfaction through quality services to current customers/ students makes it easy for them to refer others to join same institution. Private universities to employ qualified teaching staff –PhD holders (Ivy, 2001). Oliver (2015) describes loyalty as deeply held commitment in rebuying a preferred service or product time in time out with unregard to time and situational influence where marketing has the potential to determine the product switching behavior. Chin (2011) also included an additional value in customer experience which is besides the physical and emotional features. Without forgetting rigorous advertisement activities by marketing team which translated to high enrollment. Hence learning institutions should make use of alumnae as a mode of marketing the institution if at all they served them well during their session in campus. It's a cost free mode of marketing. Learning institutions are advised to control school dropout and transfers cases as they may cost their numbers. Many trends in business can be attributed to marketing communications; for example: the transition from customer service to customer relations, and the transition from human resources to human solutions and the trends to blogs, email, and other online communication derived from an elevator pitch (Aaker, 2011).

Correlation analysis

To determine the relationship between the marketing communication tools and student enrollment of the private Universities in South Sudan, the used Pearson correlation coefficients as shown in table 5

Table 5 Correlations analysis

		advertisement	social media marketing	direct marketing	student enrolment
advertisement	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	70			
social media marketing	Pearson Correlation	.098	1		
	Sig. (2-tailed)	.420			
	N	70	70		
direct marketing	Pearson Correlation	.044	.382**	1	
	Sig. (2-tailed)	.715	.001		
	N	70	70	70	
student enrolment	Pearson Correlation	.054	.217	.438**	1
	Sig. (2-tailed)	.659	.041	.000	
	N	70	70	70	70
**. Correlation is significant at the 0.01 level (2-tailed).					

Source: field data (2024)

The study revealed that advertisement had a weak positive and insignificant relationship with social media, direct marketing and student enrolment. On the other hand social media marketing had a weak positive and significant association with direct marketing and student enrolment. Direct marketing was found to be having a moderate positive and significant relationship with student enrolment.

Coefficients of determination

In order to establish the effect of marketing communication tools on student enrolment in private Universities in South Sudan, the study adopted multiple regressions as shown in table 6

Table 6 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.442 ^a	.196	.159	.799

Source: field data (2024)

a. Predictors: (Constant), direct marketing, advertisement , social media marketing
 As indicated in the result by R of .442, there was a moderate positive correlation between marketing communication tools and student enrolment in private Universities in South Sudan. The result also revealed R square of .196 which stated that unit of change in marketing communication tools explains 19.6% of student enrolment in South Sudan’s private Universities. The rest 80.4% can be determined by other factors out of the scope this study.

Table 7 ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.228	3	3.409	5.346	.002 ^b
	Residual	42.089	66	.638		
	Total	52.318	69			

Source: field data (2024)

a. Dependent Variable: student enrolment
 b. Predictors: (Constant), direct marketing, advertisement , social media marketing
 The analysis in table 9 indicated that the model was fit to determine the effect of marketing communication tools and student enrolment.
 A multi-linear regression analysis was conducted to determine the effect of marketing communication tools on student enrolment that was given in form of this model
 $Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \epsilon$ and result was as indicated in table 10

Table 8 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.854	.700		2.650	.010
	Advertisement	.033	.121	.030	.269	.789
	social media marketing	.069	.148	.056	.464	.644
	direct marketing	.476	.137	.415	3.475	.001

Source: field data (2024)

a. Dependent Variable: student enrolment
 $Y = 1.854 + .033X_1 + .069X_2 + .476X_3$
 The study resulted that while holding all other factors constant, student enrolment was at 1.854. With one unit

increase in advertisement causes .033 increases in student enrolment in private Universities in south Sudan. Whenever social media marketing is increased by one unit, student enrolment in private Universities of south Sudan increases by .069, and finally a unit change in direct marketing causes .476 change in student enrolment in private Universities in south Sudan and the effect was found to be significant ($P < .05$.)

Summary of findings

To study focused on determining the effect of advertising on student enrollment in private Universities in south Sudan. The study found that Universities' marketing team communicates through radios which make it possible to reach a large population of customers. But television coverage organized by the Universities did not influence student's choice. Advertisement had a weak positive and insignificant relationship with social media, direct marketing and student enrolment. The effect of advertisement determines student enrolment insignificantly.

The study aimed to determine the effect of social media marketing on student enrollment as the second objective and found that Facebook marketing has a significant influence on admissions and marketing while there was no implementation and utilization of social media by most Universities for their marketing. It was also found that social media had a weak positive and significant association with student enrolment. The study also proved that social media contributes up to .069 of student enrolments insignificantly.

To determine the effect of direct marketing on student enrollment at private Universities, the study found that, interaction with student networks influenced a decision of choosing the university but secondary school visits by the university salespersons had no much influence in choosing a university to enroll. Direct marketing was found to be having a moderate positive and significant relationship with student enrolment. Direct marketing was found to have a significant statistical effect on student enrolment.

The study measured the extent and levels of student enrollment at private Universities as contributed by communication tools and it was found that sponsors' Loyalty keeps the enrollment increasing while school dropout had reduced the numbers of students.

Conclusions

To determine the effect of advertising on student enrollment. The study concluded that marketing through radios makes it possible to reach a large population of customers. The relationship between advertisement and student enrolment was weak positive and insignificant. Advertisement had no statistically significant effect on student enrolment in the private Universities in south Sudan.

The study aimed to determine the effect of social media marketing on student enrollment at Universities as the second objective and concluded that Facebook marketing had an influence on admissions and marketing. It was also concluded that social media had a weak positive association with student enrolment. Social media marketing has no statistically significant effect on student enrolment.

To determine the effect of direct marketing on student enrollment, the study concluded that, interaction with student networks influenced students' decision of choosing their favorite university. Direct marketing was concluded to be having a moderate positive and significant relationship with student enrolment. Direct marketing had a significant statistical effect on student enrolment.

Recommendation

For managerial implication

To determine the effect of advertising on student enrollment, the study recommended that television coverage organized by the university to include enticing programs and use of career experts in order to have an influence student's choice.

The study aimed to determine the effect of social media marketing on student enrollment as the second objective and recommended that implementation and utilizing social media for marketing has to be fully adopted or considered in order to attract more students taking into consideration the information content posted in these platforms.

To determine the effect of direct marketing on student enrollment, the study recommended that secondary school visits by the university salespersons program to be tailored to the requirement so has to influence students

directly, work on their quality standards and also learning institutions should make use of alumnae networks as a cost free mode of marketing.

Recommendation for further studies

The aim of this research was to find out the effect of marketing communication tools on student enrollment in private Universities in south Sudan. A study has been proposed on other tools on marketing communication and also in a different setup.

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