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Volume 26, Issue 2, 2 July 2016, Pages 168-180

## Advertising online by educational institutions and students' reaction: a study of Malaysian Universities (Article)

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## Abstract

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This paper mainly aims to identify the impact of **online advertising** on **students'** decision-making and their choice of higher education **institutions**. Data for this study were collected from 350 students from various Malaysian universities using self-administered questionnaires. The acquired data went through an exhaustive process to ensure that it was ready for analyses in SPSS and AMOS software. Factor analysis was used to extract the significant constructs underlying the data followed by a two-stage structural equation modeling in order to examine the fitness of the proposed model and test the hypotheses. The results revealed that social media and websites positively affect **students'** decision-making, which then significantly impact **students'** choice of a particular university. This research has invaluable implications for policy-makers, especially in the education industry of Malaysia. It is hoped that the findings of this study can be considered while making marketing plans for an **educational** institution. © 2016 Informa UK Limited, trading as Taylor & Francis Group.

## Author keywords

higher education; Malaysia; **Online advertising**; SEM; students choice

ISSN: 08841241 Source Type: Journal Original language: English

DOI: 10.1080/08841241.2016.1245232 Document Type: Article

Publisher: Routledge

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