

Md Tazin Pervez Ovi

Digital Marketing for Enhancing Education Export in Bangladesh:

Challenges and Opportunities for KAMK



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Abstract

Author(s): Ovi Md Tazin Pervez

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This research aims at exploring the challenges and opportunities that may be faced by KAMK if the university goes for promoting education export in Bangladesh using digital marketing. Education export has become a common phenomenon for universities in developed countries. Being an economically growing country with large population, Bangladesh is a prospective market for education export. Due to high penetration of internet in Bangladesh digital marketing is a suitable technique for promotion of KAMK's education service. This research used mixed method approach i.e. both quantitative and qualitative research method. Data were collected by interviewing officials of KAMK, the current Bangladeshi students studying in KAMK and surveying the prospective college and university students from Bangladesh. The research found that, the main challenges of education export in Bangladesh are financial constraints of students, visa processing problem and language and entry test. The challenges for digital marketing are to reach potential students and inform them about KAMK degree programs and facilities by allocating a suitable plan for digital marketing. The benefits of digital marketing are low cost and wide reach of digital marketing and effective reach of target students. The University should also invest in its SEO for improving search engine ranking.

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ABBREVIATIONS

UNESCO - United Nations Educational, Scientific and Cultural Organization

OECD - Organisation for Economic Cooperation and Development

CIMO - The Centre for International Mobility

KAMK - Kajaani University of Applied Sciences

IMF - International Monetary Fund

UAS - University of Applied Sciences

ICEF - International Consultants for Education and Fairs

BTRC - Bangladesh Telecommunication Regulatory Commission

SEO - Search Engine Optimization

1 Introduction

In the era of globalization, it has become commonplace that students from one country go to another country for higher education. Internationality has become a crucial feature of higher study institutions (Thuy, 2014). According to UNESCO (2018), there were 4.85 million international students all over the world in 2017 with an increasing trend each year. OECD study predicted that there will be about 8 million international students who will pursue higher study degrees in foreign countries. Therefore, it is a big opportunity for Finnish Universities and UASs to attract foreign students to strengthen their presence in the higher education sector. In 2017, there were 20,362 international students in Finnish higher education institutions which seem very low in comparison to global 4.85 million students (CIMO.fi, 2018). As a result, there is an opportunity for Finnish higher educational institutions to attract students from all over the world by increasing their marketing and promotion activities.

1.1 Purpose of the study

At present, the biggest source of international students in Finland is Asia. According to CIMO.fi (2018), among foreign students of Finnish Universities, about 46% students are Asian and in Universities of Applied Sciences about 43% students are Asian. The highest number of Asian students comes from Vietnam, China, Nepal, Bangladesh and India. Bangladesh and Nepal, the two populous countries in Asia, sent only 617 and 770 students respectively to Finland in the year 2017 for higher studies. Although being a populous country with about 165 million people, Bangladesh has a lower number of students in Finland than Nepal which has about 29 million people (Countryeconomy.com, 2019). Therefore, there is a big opportunity for Finnish Universities of Applied Sciences to attract students from Bangladesh.

This research is designed to critically investigate the marketing environment and its challenges and opportunities for Kajaani University of Applied Sciences (KAMK) to conduct digital marketing in Bangladesh to attract Bangladeshi students. Presently, there are approximately 200 foreign students including 5 Bangladeshi students in KAMK (Applykamk.fi, 2019). Being a Bangladeshi student and considering the low number of Bangladeshi students in KAMK, the researcher has become interested in conducting a research for exploring the way of attracting more Bangladeshi students in KAMK by applying digital marketing techniques. However, such marketing may face

some challenges and opportunities. The purpose of this research is to identify challenges and opportunities to recommend the best marketing strategies.

KAMK can expand its market and export its international degree programs in Bangladesh through attracting Bangladeshi students. However, for attracting the potential market, the institution has to apply suitable marketing strategies. Being a developing country with high growth economy, Bangladesh can be a very prospective market for KAMK. Therefore, this research will help KAMK to decide on its marketing strategy for attracting students from Bangladesh and its strategy for using digital marketing in this country.

1.2 Prior research

Marketing is the process of contacting with people to influence their buying decision and delivering those products by their demand (Mahajan and Venkatesh, 2010). Many researchers have conducted research to explore the ways of increasing international visibility of different educational institutions. In Finland, there are many research papers focused on different universities and different target countries. For example, Hollen (2017), conducted a research on “Improving the desirability and visibility of Porvoo campus for non-EU/EEA students”. Faiz (2018), investigated the marketing strategies to attract more international students to “International Business and Sales Management Program of University of Eastern Finland”. Vierimaa (2013), focused on attracting Chinese and South Korean students in Finland. On the other hand, Thuy (2014) focused on Vietnamese students’ choice of Finnish universities. However, research on attracting Bangladeshi students in KAMK, Finland by using digital marketing strategy is not found. Therefore, this research will particularly help KAMK and other similar universities in Finland in deciding on their digital marketing strategy to attract students from Bangladesh.

1.3 Research problems and research question

Exporting education is a challenging job since there are many competitors all over the world. According to Mirgrationdataportal.org (2019), the top six destinations for foreign students are “the USA, the UK, Australia, France, Germany and the Russian Federation”. The factors that influence the choice of students of their foreign degree destination are the ranking of the university, developed job market, permanent residency opportunity, research opportunity, visa processing

complexity, scholarship, structure of program. Therefore, to attract students from Bangladesh, there is needed cautious design of marketing programs by KAMK. Digital marketing is one of the most widely used marketing strategies due to its high reach and cost effectiveness. However, while operating digital marketing activities the authority of the institution may face several impediments. Thus, for using digital marketing in Bangladesh to promote academic programs of KAMK, it is needed to explore the benefits and challenges of using digital marketing for this promotion. Therefore, the research problem is to explore such opportunities and challenges.

The research question states the main goal of the research for solving research problem. The primary research question of this study is “What are the challenges and opportunities that may be faced by KAMK if the university promotes education export in Bangladesh using digital marketing?”

1.4 Aims and objectives of the study

The aim of the study is to find out the challenges that KAMK may face while it will operate digital marketing activities in Bangladesh to grasp opportunities. Challenges and opportunities both may be faced while operating digital marketing. The research has been conducted to find out the scenario and to recommend improvements in the managerial decisions.

The objectives of the study are:

- To evaluate education market of Bangladesh and the prospects of KAMK in the country to export education.
- To determine the digital marketing strategies which are most suited and applicable in Bangladesh.
- To determine the challenges that may be faced by KAMK while conducting digital marketing activities in Bangladesh.
- To define the opportunities that can be grasped by KAMK through digital marketing activities.
- To recommend the strategies for digital marketing of KAMK to attract students from Bangladesh.

1.5 Thesis structure

The thesis has six chapters where different aspects of the thesis have been discussed in detail. The first chapter of the research discusses the research problems, aims, purpose, objectives, background and limitations that have been faced by the researcher. The second chapter of the thesis contains brief discussion on Kajaani University of Applied Sciences and the case country Bangladesh. Chapter three discusses the different aspects of digital marketing. This chapter critically reviews different literature on digital marketing. The fourth chapter presents methodologies which have been used to conduct research. It also describes how the data has been collected and how it was analyzed. The fifth chapter presents the findings or outcomes of the research. It gives a graphic presentation of the outcomes of the research. Finally, the last chapter of the thesis provides some recommendations to improve marketing strategies.

2 Introduction to KAMK and Bangladesh

KAMK provides education services in local and international market. Bangladesh is target market of the university. Here brief introduction to KAMK along with its educational services have been provided. Moreover, the education system of Bangladesh along with potentiality of Bangladesh to export education by the university has been discussed. The part has also discussed about how many students from Bangladesh go abroad for higher education.

2.1 Introduction to KAMK and international degrees

KAMK is a university of applied sciences in Finland that has been established in 1992 and began to offer first English-taught degree, bachelor's degree in international business in the year 1998 (Anon, 2019). The university is operated as a community of global learning and development in its registered campus. It comprises of five schools such as Information Systems, Engineering, Health, Business, Tourism and Sports which give focus on five separate areas to improve their own native status. Although KAMK has been established in 1992 but earned its permanent status in 1996. KAMK is a limited liability company that has been owned by the city of Kajaani. Currently it provides English-taught bachelor's degree programs in tourism, sports and leisure management, esports business and International business. In 2018, KAMK start offering its first English-taught master's degree in International Business (KAMK.fi, 2019).

At present, KAMK has about 2000 students including about 200 international students (Kamk.fi, 2019), which is about 10% of the total students. KAMK has a deeply rooted culture of internationality. Its degree programs are very flexible. After the first year of study students can go to foreign partner universities for exchange and to a double degree program to complete their degree. The University has a student exchange agreement with universities from more than 40 countries (KAMK.fi, 2019). The number of international students in KAMK has been remaining in a stagnant position of 200 for several years. This implies little or no growth of international students in this University. Moreover, among 200 international students there are only 5 Bangladeshi students including the researcher currently studying in this university. As per current situation, there is a potential and need for attracting more students from Bangladesh. In each year, Bangladeshi students are making application for getting admission in KAMK. The following chart shows the trend of Bangladeshi students' applications toward KAMK.

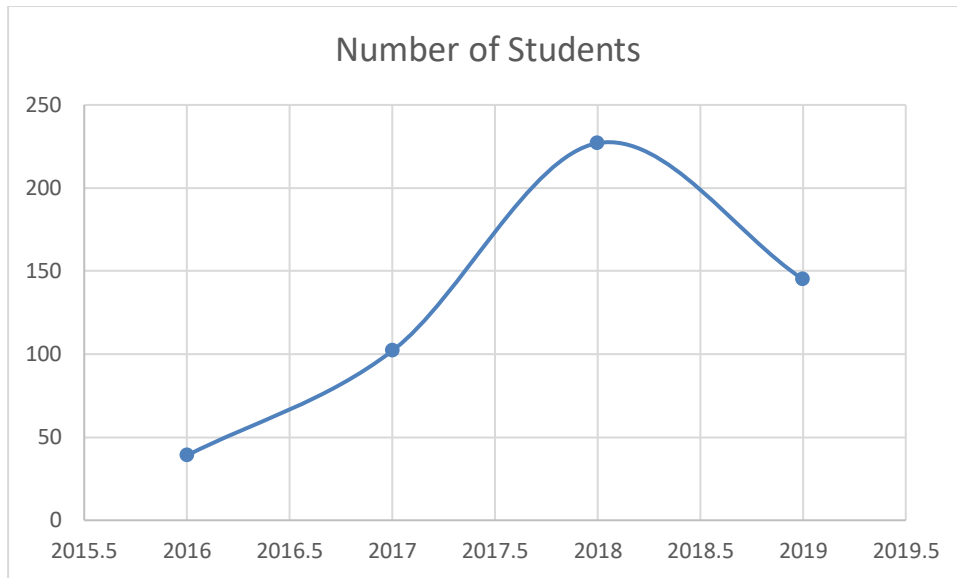


Figure 1: Number of Bangladeshi applicants in KAMK by year (Source: KAMK officials)

The chart shows that the number of Bangladeshi students who are interested in getting admission in KAMK is in upward trend. Every year the number is increasing, despite a slide in 2019. In 2016, only 39 students were admitted but in 2018 the number was 227. In 2019 till May, the number of students who applied for admission in KAMK are 145. The trend is upward which means the number of applicants is increasing.

2.2 Bangladesh

Bangladesh is a democratic developing country in the South Asian region with lower middle-income. The educational system of the country is not satisfactory enough to educate its people in line with globalization. The people of the country are eagerly interested in taking an international degree. The economy of the country is doing well gradually, and also technological development is satisfactory (Manni and Afzal, 2012).

The economy of Bangladesh is mixed, i.e. it is both market-based and controlled by government. The economy is in the position of 41st largest in nominal terms and 30th largest in purchasing power parity basis (The Daily Star, 2019). According to IMF, the country is the second country that is growing fast with 7.3% GDP growth rate (IMF, 2019). The country has two stock exchanges where one is Dhaka Stock Exchange, and the other is Chittagong Stock Exchange. Estimated per capita income is US\$ 1909 and inflation rate is 5.6%. Estimated number of labor force is 109 million and overall rate of unemployment is 4.2% (IMF, 2019).

In the last few years, the country has faced tremendous enrollment in the education and many private universities have been established to improve the education system (Lib.banbeis.gov.bd, 2016). The literacy rate in Bangladesh hit all time high to 72.76% in 2016 (Dhaka Tribune, 2018). In spite of this, the rate of participation in higher education is too low: 13.23% of the college students have been enrolled in higher education (ICEF Monitor, 2018). Each year several hundred thousand of students enroll in tertiary education. According to Mannan (2017), there are 3.2million students enrolled in tertiary education in Bangladesh which may reach 4.6 million by 2026. However, the overall quality of higher education in Bangladesh is not good enough to beat international competition. As a result, thousands of students from Bangladesh leave the country for higher education in developed countries. Moreover, to fuel high growth of the economy and its booming manufacturing sector, Bangladesh needs more applied sciences degrees than general education. However, the number and quality of such educational institutions in Bangladesh are not sufficient. Therefore, KAMK has a great opportunity for attracting students from such an oversupply student market. In line with the increasing demand of higher education under domestic tertiary enrollment, numbers of outgoing students from Bangladesh have grown over the period. In 2000, the numbers of outgoing students were 7900 which have been tripled by 2013. According to UNESCO, the numbers of outgoing students from Bangladesh were 24,122 in 2013 (ICEF Monitor, 2018) which reached 60,390 in 2017 (Alamgir, 2018). The report also shows that in the year 2013, 17.44% of the total outgoing students have gone to the UK for higher education and 15.20% in the USA. Australia was the third choice of students with almost 14.94%, Malaysia was fourth choice with 8.31% and Canada was fifth choice with 6.35% of the total outgoing students (ICEF Monitor, 2018).

2.3 Education export

As a general term, export means selling goods and services to international community, but education export refers to providing education to international students. Ministry of Education and Culture of Finland defined education export as “education export includes all business activities based on education, the education system and the transfer of knowledge that create products or services that a foreign party pays for” (Minedu.fi, 2017). Strengthening the attractiveness of higher education qualifications for prospective students from outside the EU / EEA area is the top priority in Finland’s 2016-2019 education export roadmap (Ministry of Education and Culture 2016, p-6). Students from outside the EU / EEA area are paying tuition fees to receive higher education and contribute in the education export revenue.

Education export can be defined as transnational higher education services by the educational institution. According to Adams (2007, P.410) education export is “an educational service approach based on a public-private partnership with market driven services that may provide a surplus to the institution, high quality educational and pastoral services to students, and export in- come to the nation, within a strong regulatory framework.” While, Schatz, M. (2016) defined education export in Finnish context as- “Education export encompasses- selling educational knowledge to other countries, selling educational equipment to other countries and selling education know-how/programs/degrees to other countries.”

Therefore, in the context of KAMK education export can be defined as- selling education degrees/programs/course to foreign students or countries to provide some financial surplus to the university as well as transfer of knowledge and experience through summer camp in different countries, collaboration, student recruitment from outside the EU / EEA area, exchange and distance learning.

2.4 Digitalization in Bangladesh and digital marketing

Digital marketing refers to the promotional activities using digital technologies such as mobile phone, internet, and social media. Using these technologies, KAMK can easily communicate with the local and international community to inform them about products developed by them. Through satellite advertising, the university influences potential customers and then invites them to receive admission.

It has been said that Bangladesh is a developing country with high economic growth. Recently, the country has advanced in the technological sector. It has ensured digitalization in every area and people can easily communicate with the international community. The benefits of digital technologies are enjoyed by most of the people in the country. Thus, the digitalization of the Bangladesh has created an opportunity for KAMK to operate digital marketing.

The current government of Bangladesh started mass digitalization in 2009. The people of Bangladesh use social media and the number of users is increasing. According to BTRC (2019), there are 93.102 million internet users in Bangladesh including 87.31 million mobile internet users. Among the internet users, 6% use YouTube and 28 million people use social media. 66% of the social media users have a Pinterest account, 92.48% use Facebook. 13% use LinkedIn, and 1.8 million people use Instagram actively (Soravjain.com, 2018). The use of the social media has been

growing by 17% since January 2017 (Btrc.gov.bd, 2019). The use of social media impacts the decision-making process because the social media has made the required information available. The media has facilitated the access of people to information that influences the decision-making process.

The digital tools such as mobile phone, laptop, desktop, PDA, tablet and Internet are very popular among the young people and in international communication. The Internet has made it easier for users to gain access to digital platforms such as Facebook, Instagram, company website, Viber and WhatsApp. These tools have facilitated the access of internet and digital marketing.

3 Literature review and theoretical background

Digital marketing is a competitive way of attracting target customers to products using digital technology. Like business organizations, universities also need promotion of their education services to attract more qualified students all over the world. Therefore, digital marketing has become a critical medium of promotion of education services of universities. This part of the report has reviewed different articles on digital marketing and its benefits along with challenges in different countries.

3.1 Digital marketing in educational institutions

According to Constantinides and Zinck Stagno, (2011) marketing is the way of informing and influencing people regarding goods and services for the purpose of delivering them to the target market. Digital marketing informs people and markets goods and services using digital technologies such as social media and website (Constantinides and Zinck Stagno, 2011). According to Alexander (2019), digital marketing is “all marketing efforts through digital devices and internet”. Digital marketing examples are- “Search Engine Optimization, Social Media Marketing, Content Marketing, Affiliate Marketing, Pay Per Click, Native Advertising, Email marketing and online PR” (Alexander, 2019).

Digital marketing has become popular in recent times. The businesses are applying it to expand their market. Educational institutions may apply the approach of digital marketing to enter into a new market. The search engine optimization is the best way to rank the website firstly and to increase the number of views. Educational institutions may create their own website and social media sites to promote their services. This will attract a large portion of the market around the globe (Fagerstrøm and Ghinea, 2013). The effectiveness of digital marketing is that the educational institution will be able to reach a large segment of potential clients and be able to inform them regarding their services. Chauhan and Pillai, (2013) have said that in the countries that are technologically developed, digital marketing will be effective to attract potential clients since almost all potential clients will have an account in social sites and they use internet. Educational institutions may develop their own website and account in social media sites to reach customers (Fagerstrøm and Ghinea, 2013).

Digital marketing tools should be properly utilized and also the security of technology use should be ensured. Online spam, which is unsolicited message by a hacker, may hamper the marketing objectives of the educational institutions through mimics of contents. Moreover, the security of the communication with the target market should be ensured so that potential customers gain authentic information regarding the programs provided by the educational institutions (Gaile, 2016). Social media sites and websites of the educational institutions should be invigilated properly to ensure the effectiveness of the marketing activities and protecting the institutions from being cyber attacked. Digital sign board, banner may be other media of a digital marketing strategy and the educational institution may use it. While the educational institutions such as KAMK are conducting digital marketing, the institutions should be aware of 5Ds which refers to digital devices, digital technologies, digital data, digital platforms and digital media. The digital devices refer to multiple devices which include telephone, mobile phone, personal computer, tablets and personal digital assistance. The institution should consider the targeted market segments and use appropriately the content to inform via this media. KAMK uses its website and social media pages to market its services. The university may increase the visibility of its website to web search engine users through search engine optimization techniques. Digital media such as Facebook, Instagram, Snapchat may be promoted to reach many markets around the globe. University promotes international programs to attract international students using digital media.

The digital data refers to information on the market, such as data regarding institutions, target market, target audiences' profiles to design products and programs and choosing the best channel for delivering products. The educational institutions can choose digital media using digital devices to advertise goods and services. The digital media includes email, messaging, social sites, website and other media to attract target market (Mahajan and Venkatesh, 2010). The other possible tools are digital platforms of marketing such as Facebook, Search Engine, Google, and YouTube to advertise products and thus attract customers. The digital technologies will accelerate the functions of digital marketing to make the marketing functions global.

3.2 School selection process – consumer buyer process

The process through which consumers evaluate and make a purchase decision is consumer buying process. Jeanne Hill, (2010) has said that consumers make a buying decision by following several steps which include recognizing problems, collecting information and then selecting products to meet demand or resolve the recognized problems. While students choose their institution to gain

admission, they evaluate information available in the market and then make a decision (Hemsley-Brown and Foskett, 2012). West and Pennell (2017) have explained the school choice process and they have said that students make the admission decision through evaluating some sequential processes. They have said that the problem of the student is the lack of education and they need the education to meet their demands. There are availabilities of institutions that provide educational services, but students make their choice through evaluation of information. According to West and Pennell (2017), students firstly select institutions and collect information on the programs provided by the institutions, facilities of transportation, communication to evaluate alternative institutions and then make the admission decision. After being admitted, the services are evaluated and then the services are rated as good if satisfied. This process should be effective or otherwise the selection of the institution may not be efficient to meet their demands. Wilson (2010) has said that an educational institution should be more concerned about designing their degree programs according to the market demand. The interest of the potential students plays a vital role of selecting the best institution. The guardians of the students evaluate the information to determine which program should be selected for their child. The buying decision is largely influenced by trends and the effectiveness of the services (Jeanne Hill, 2010). The institutions should think of the buying behavior of the customers to design market offerings to make the target customers satisfied. The buying process is largely influenced by the quality and availability of services in comparison to the available alternatives. The customers, who are students in this case, will consider the flexibility of transportation, amenities of dormitories and fees to be paid against services provided. Typically, the consumer identifies his/her needs or problems that need to be met and then chooses the products that will meet his/her demand (Mahajan and Venkatesh, 2010).

3.3 Strategic marketing planning in educational institution

Strategic marketing is the process of providing best competitive value in comparison to competitors. It ensures optimum utilization of its capabilities to provide value to customers for the purpose of maximizing profit (Dolence, 2013). The strategic marketing gives focus on the specific demand of customers for the purpose of providing services to meet their demand. Conway and Yorke (2014) discussed regarding three questions of customers' demand and then by answering the questions institutions make strategic plan for marketing education. The questions which type of services the market is required and where the services should be provided and how the services should be produced and delivered (Conway and Yorke, 2014). The strategy also helps to determine

the factors of competitive advantages if the strategy is applied. The strategic marketing plan helps the organization to get competitive advantages in competitive market. The educational institution should conduct market research and analyze market to get information regarding market so that proper strategic decision can be made. (Naude and Ivy, 2009). The private educational institutions sell their education services. For the purpose of attracting customers they have to make strategic marketing plan through which the institution ensures maximum utilization of resources to produce more services. The institutions have to identify which programs students prefer to get admission. This strategy will ensure competitiveness of the institutions over competitors. This marketing strategy will differentiate the institution from others that gives the firm competitive advantages over market since the services are differentiated from others and meet customers' demands. Naude and Ivy (2009) said competitiveness in market depends on proper strategies. Marketing strategies will ensure effectiveness in market of the institutions and then large market share will increase. He also recommended making suited strategies for marketing considering market demand and institutional capabilities. The institutions intend to attract new customers and increase the market share. This goal can be attained by the proper strategic marketing plan. The organization should analyze SWOT to segment market which is done based on several characteristics. Organizations should consider target market, market position of the company, strategic objectives of the institutions and budget to make strategic marketing plan which will help to promote and attract target market (Liu et al, 2012). The strategic marketing planning should consider every aspects of the educational institutions and their capabilities to adopt and implement the plans to achieve organizational strategic goal. The plan should be made in line with the strategic goal and it should be made in such a way so that the resources available in the institution are used properly for attaining organizational strategic objectives.

3.4 Marketing mix 6Ps

Gummesson (2017) has defined marketing mix as the combination of several activities to produce services and deliver to customers to meet their demands and satisfaction needs. The marketing mix does some sequential activities. The 6ps of marketing refers to products, price, place, promotion, people and performances (Richter, 2012). The business organizations along with educational institutions must apply marketing mix while making strategic plan for marketing (Conway et al, 2014). Product is the main factor which meets customers' demands and all marketing activities are performed by following products which is delivered to customers (Liu et

al, 2012). The quality of the products must be improved that can easily satisfy customers demand and make them satisfied. The products of educational institutions are different types of degrees and programs which are offered on particular subjects like business, sociology, medical and engineering. The tuition fees are the price that is charged by the educational institutions and the price should be reasonable so that the target customers can afford the price. Place is another important issue while making marketing strategies because the institutions have to decide from where the customers will receive education. The center for providing education should be at convenience places so that the customers can easily take the education at their flexible time. This gives the institution competitive advantages in market (Alipour et al, 2012). Promotional activities will inform people regarding services provided by the educational institutions. The educational institutions may organize exhibitions, fair, seminar and thus informing target market regarding their programs and their programs will make the clients beneficial. Promotional activities will expand market and increase profitability of the institutions. Gummesson (2017) people are the target market who are provided services and before making marketing strategies the institutions have to consider customers' demand, their choice and buying decision. The institution has to consider potentiality, income level and culture of customers. Based on the customers' type, the institution makes market segmentation and target the market to serve. Marketing strategies are designed to meet and attract customers and their choices are given priorities while making marketing strategies (Kent. and Berman Brown, 2016). The strategic marketing plan has its own objectives, but it must be accompanied by the organizational strategic objectives. The financial performances and objectives of the institutions should also be taken into account and then feasibility of the plan should be considered. The activities of marketing have been classified into four classes which are denoted by 6P such as product, price, place and promotion, people and process. KAMK has to consider the 6P of marketing to ensure best services for the target market and attract large portion of market. The education programs should be designed considering market demand which can meet requirement for the job. The tuition fees of the programs should also be reasonable and competitive which will attract students along with generating profit for the institution. KAMK is an international university which requires facilitating residence amenities for international students. The university may also open its branches in target area with specific programs so that students are interested and get admission in the university. Promotional activities are must for the university to attract students (Gummesson, 2017). Advertisement and personal selling of the services may be the best suited promotional activities for the university. The proper application of the marketing mix will generate profit and ensure existence of the university in international market.

3.5 Content marketing

Content marketing is another type of advertising towards target market or clients. Berger and Milkman (2012) has characterized content marketing as the method for computerized promoting system where the institution makes content on explicit items which are delivered for specific market portion. The business associations underline on specific subjects to influence content regarding that matters of issues to distribute on the media. Ho and Dempsey (2010) have said that the content marketing is compelling and successful technique of pulling in clients to specific items. The instructive organization uses this marketing procedure where the institutions will make content on specific issue like their projects and data with respect to course and its adequacy in the wake of learning (Ho and Dempsey, 2010). Content marketing has been emphasized by market force, but the content doesn't force target customers, but it influences customers to purchase particular services. Pulizzi and Barrett (2009) have said content marketing gives subtleties information with respect to projects and session that the instructive establishments have in their educational modules. This media will assist the establishments with reaching everywhere part of the potential client around the world will draw in them to get their projects. Berger and Milkman (2012) characterized content marketing as the promoting of brand and administrations through sharing procedure. He included that the establishments will share enlightening, instructive, smart and engaging substance that will give data that at last encourages the peruses to have a standard existence. The substance advertising is worked to attract new clients and holding existing clients and that is the reason the promoting methodology consistently makes and distributes substance in accordance with the changing conduct of the objective market (Mahajan and Venkatesh, 2010). The educational institution offers graduation and post-graduation programs on different subjects and also provides Phd programs. The programs and their availability and essentiality of the programs in market should be informed and the target audiences who are the students in national area and also in international arena (Ho and Dempsey, 2010). Content on these programs are written and then provided or marketed to inform people regarding education and their essentiality. The marketing strategy informs the target market regarding programs in details and invites them to get admission in the institution. The potential clients or the students who are willing to get admission collect the content on their interested degrees and get knowledge regarding the degrees make decision for getting admitted.

Content marketing is a new form of marketing services provided by the organizations towards target market or customers. Kotler and Kotler (2012) has defined content marketing as the way of digital marketing strategy where the organization creates content on specific products which are

produced for particular market segment and publish those contents via media to reach target customers. The business organizations emphasize on particular subjects and make content on that subjects of issues and publish on online. Rowley (2008) has said that the content marketing is influential and effective strategy of attracting customers to particular products. The educational institution utilizes this marketing strategy where the institutions will create content on particular issue like their programs and information regarding seminar and its effectiveness after learning. The content may be uploaded on social media site and website which will be visited by the potential customers (Rowley, 2008). Through studying the sites and contents the customer will get information regarding the program. Pulizzi and Barrett (2009) have said that the content marketing creates an online community for the educational institution, and this expand market share through attracting customers. Content marketing provides detailed knowledge regarding programs and session that the educational institutions have in their curriculum. Through content marketing the institution creates valuable content and publishes via online to attract specific market segment. This marketing strategy has expanded business operations of online platforms which has increased the profit of the company (Pulizzi and Barrett, 2009). The educational institutions should make content on programs provided by them and publish them via YouTube, their own website, Facebook, instagram and many other social media sites. This media will help the institutions to reach at large portion of the potential customer around the globe and will attract them to receive their programs. Holliman and Rowley (2014) defined content marketing as the marketing of brand and services through sharing process. He added that the institutions will share informative, educational, insightful and entertaining content that will provide information that ultimately helps the readers to lead a standard life. The content marketing is operated for the purpose of attracting new customers and retaining existing customers. Content marketing includes writing something on social media, websites as blog. Video on the programs may be created that will contains facilities and degrees provided by the university. The video could be published on YouTube and other video sharing websites like podcast.

3.6 Digital marketing theories

Urban (2013) has said digital marketing means promotion of products and services using digital instruments like internet, mobile, radio, satellite and other social media sites to reach at target audiences. Digital marketing doesn't mean only internet marketing but also it includes the use of cellular devices, digital signage and satellite media.

Segmentation: The digital marketing should be emphasized based on the segmentation theory that gives focus on dividing whole market into different segments based on market similarities. The marketing strategies and contents of marketing are diversified based on the characteristics of market and their demand (Mason and Hagberg, 2015). The digital media and interactive technologies help the organization and customers to transacts information and receive products and services by customers' demands. Segmentation helps the organizations to select the best profitable segment to market their products.

Customer led positioning: The theory suggests that the institution should gather information from customers. The customer rate the services based on available information and then expect value which should be emphasized while designing marketing strategies (Mahajan and Venkatesh, 2010). For instances the educational institutions may design programs that be effective and educative but also other effects should be considered.

Relationship marketing: This emphasizes on building relationship with customers and then communicating with them for gathering information (Mahajan and Venkatesh, 2010). Interactive communication using digital marketing strategies and technologies the customers will be loyal to the institutions. This will sustain relationship and will help expand market through customer loyalty.

3.7 Summary

Digital marketing makes the organizations capable of informing people around globe regarding products and services provided by the organization. The digital marketing tools and devices facilitate marketing activities. Educational institution like the KAMK uses the tolls like website, social media pages to reach at large market to influence buying decision of the students. Like other buying decision the students make choice of their educational institution by considering some factors like their needs and programs provided by the KAMK. To select Finland and KAMK as their destination of higher education the students gather information and evaluate alternatives with their services. The programs are compared to students needs and then KAMK is selected for intended degree program. The university makes plan for conducting digital marketing activities which are conducted considering target market and demand of the market. The universities analyze market to make segmentation and then profitable segment is chosen for conducting marketing functions. While making strategic marketing plan the university authority should

consider marketing mix which are products, price, place, promotion, process and people. The products which are degrees provided by the KAMK should be facilitated at minimum charge so that international students can afford the charges. The campus should also be available to facilitate the programs in international market making the process ease. Marketing activities are conducted by facilitating process which is operated by the skilled and efficient staffs of the university. The educational institution may apply the content marketing strategy where the content can be published on printed media as well as social media and website of the university. Content marketing explain programs provided by the university with opportunities and future prospects and thus attract students.

4 Research approach and methodologies

Research approach and method refer to the way of conducting research and drawing conclusion on specific issues. Here the research is on “Digital Marketing of KAMK and its Challenges and Opportunities in Bangladesh”. The researcher has used appropriate research methods and collected data using appropriate models and methods and then data have been analyzed using proper analyzing tools and techniques. In this chapter the methods of conducting the research have been analyzed in detail.

4.1 Research philosophy

Researchers lead their study by following a few procedures where data collection, data analysis and data interpretation which are performed dependent on presumption. There are four kinds of research philosophies of insight among which some of them have been examined here.

Ontology philosophy suggests that researchers will collect data to make analysis to link between findings and real-world environment. The things in nature are proved through the research philosophy.

The Epistemology manages experiences of making conclusion. It manages learning techniques and significant of learning and its probability (Saunders et al 2012). This philosophy manages the methods for learning and the methods for making separation among right and wrong. Ontology characterizes information and epistemology characterizes the methods for making sense of learning styles.

The interpretivism is a piece of subjective research which researchers use for gathering data which afterward is break down (Bryman and Bell, 2015). The researcher interprets findings of the study to make conclusion on the research issue. They trust that the realism is exists as social setting. This philosophy mainly focuses on viewpoints of research participants for a particular research problem. The researcher makes analysis of the data which has been collected through interview which is interpreted by the analysts of interpretivism philosophy.

In Positivism philosophy, the researcher sees the problem in only scientific way. It is assumed that the researcher will collect data and interpret in objective way (Saunders et al, 2012). The findings

of the research are often quantifiable. Statistical analyses are heavily used in this research philosophy.

This researcher has picked interpretivism philosophy since the research goes for investigating the challenges of benefits of using digital marketing by KAMK in Bangladesh for attracting students. In interpretivism, data is accumulated through perception, interview and after that explanation is made through consistent interpretation and that is the reason the researcher has picked the philosophy for leading the study.

4.2 Research method

There three types of research method most popularly used by researchers. These are –qualitative method, quantitative method and mixed method.

Qualitative research method deals with details information and the information is explanatory where descriptive information is collected from the source (Saunders et al, 2012). Both the primary and secondary research data is collected from the sources under the research method. The research method exploits understanding regarding the issue and reasons and effects of the issue. The method also helps to get insight information regarding particular issues and then helps to build hypothesis. Both structured and unstructured questionnaire methods are applied to collect required data under this research method.

While qualitative research deals with explanatory data the quantitative research deals with numerical data (Saunders et al, 2012). The research method identifies and quantifies the problem and then generates numerical data to analyze the problem. The larger sample of population's opinion and ideas are collected and then variables are measured to uncover concerning issue. The data is collected through structured method and the data is mostly collected through survey, interview and online communication method.

Mixed method uses both quantitative and qualitative method for conducting study. The problem which requires both opinion of experts and involves large population requires using mixed method research.

Method applied

Here the research topic is “Digital Marketing and its Challenges and Opportunities in Bangladesh”. The researcher is interested how many students concerned regarding the programs provided by the university and how many people think positively regarding the university. Here the researcher requires both numerical data and explanatory data. So, the mix method research has been used to conduct the research. The researcher prepares interview and survey questionnaire and then provides those questionnaires to potential respondents and then collected data to analyze. Here the mixed method has been used since the method ensures depth understanding regarding the topic and also offset weakness which is inherent to each separate method itself. The method is also beneficial since triangulation which is interpreting several meanings of findings while examining similar scenario. This helps to interpret the phenomenon with accuracy from different perspectives and for these reasons the mixed methods have been applied.

4.3 Data collection process

In this research, both numerical and explanatory data are required. The researcher has applied mixed methods to conduct the research and then analysis has been made. Two sources have been used to collect data. One source is primary source that ensures availability of raw data and another resource is secondary which ensures processed data. The researcher has prepared questionnaire and then provided that questionnaire to potential respondents to answer the questions. Moreover, the researcher has directly communicated with the potential respondents and then asked them questions regarding.

Interview method for collecting data has been used where the researcher has directly asked those questions about digital marketing of KAMK and their interest regarding the university. The researcher has ensured ethical factor while collecting data and no alteration has been made during data collection and authentic source has been used.

Primary data collection

The primary source is the provider of raw data which is collected conducting survey and communicating directly with the potential respondents. The researcher has prepared structured

questionnaire and then provides those questionnaires to be responded and then data is collected. Moreover, the researcher takes interview of the respondents and then asks them questions on the issue. The respondents answer the questions and expected data is collected. Primary data is also collected through observation. The data has been collected from 2 officials of the KAMK, 5 students of KAMK from Bangladesh and 30 Bangladeshi students who are interested in outgoing for higher education.

The researcher conducted an interview of 2 officials from KAMK to investigate their viewpoint on digital marketing initiatives of KAMK to attract more students from Bangladesh. They were asked some open-ended questions including the present use of digital tools for marketing of KAMK's degree programs. They were also asked about the present strategy for attracting foreign students in their university.

The researcher also interviewed 5 Bangladeshi students who are currently studying and/or have recently completed their bachelor/master's program at KAMK. They were interviewed to interpret their experience of gaining admitted into KAMK. They were asked about how they had heard about KAMK, the reason of their choice of this university and the challenges they faced while getting admitted into KAMK and coming to Finland. Their practical experience is invaluable for designing a suitable marketing program for KAMK in Bangladesh.

Lastly, the researcher collected data by conducting a survey on prospective Bangladeshi students who want to go abroad for pursuing higher education. The researcher wanted to reveal the current mindset of Bangladeshi prospective students about education in Finland and in KAMK. The researcher wanted to explore the use of different social media by Bangladeshi students to suggest a suitable design for the digital marketing program of KAMK in Bangladesh. The main participants of this survey are college and university students of Bangladesh who want to pursue foreign degree for their higher education. The researcher used some Bangladeshi contacts to collect email IDs of such students. The researcher sent invitation for survey to about 50 students through Google Forms. About 60% of the students responded and participated in survey. The researcher asked for their free opinion without any inducement for ensuring reliability of the study.

Secondary data collection

The secondary data is collected through from secondary sources. Secondary data is defined as the data which has already been used by another party and then been processed (Bryman and Bell, 2015). The secondary data is information for one party and data for another research party. Journal, research articles and newspaper information may be used as secondary data. The secondary data required for this study are the number of foreign students studying in Finland, the number of Bangladeshi students studying abroad, the use of digital marketing techniques by KAMK etc. This data was collected from different online sources.

4.4 Sampling Technique

The researcher mainly used convenient sampling for this research. The population of the research is very small considering the number of officials of KAMK and the number of Bangladeshi students currently studying/studied in KAMK. Therefore, the convenient sampling was suitable for this research. Moreover, the prospective students from Bangladesh were also chosen conveniently since all students from Bangladesh do not want to go abroad for higher studies.

4.5 Data analysis process

In this research, both qualitative data and quantitative data have been used. The qualitative data has been validated to ensure that no alteration is made while editing and analyzing collected. The data collected from interview are analyzed qualitatively. Interpretation technique has been used for analyzing such data. On the other hand, data collected from survey was analyzed using charts and frequencies. The results are presented using charts. MS Excel was used to analyze the data.

4.6 Reliability and validity of the research

Reliability refers to the correctness of the research outcomes which mean that the research outcome will be authentic and accurate every time. If the research findings and results are similar every time, then the research is reliable for decision making. On the other hand, if the research

findings vary over time and fail to generate accurate results, the research is not reliable for making decisions. Reliability is of two types where internal reliability means the ability of an analysis to generate accurate results and external reliability means generating a result that is expected by the analysts. Here the research on digital marketing is accurate and the research outcomes are reliable for making decisions.

Validity refers to following every step of the research methods and approaches to analyze data and draw conclusions. In this research, data is collected and then an analysis is made to make a decision on the particular issue. To collect data and analyze data, there are some scientific methods which have been followed to make the conclusion effective and fruitful. The validity of the research is ensured when all the methods are applied properly to conduct the research. Here the research is valid since data has been collected from reliable sources without any influence and analysis has been done without any prejudice.

4.7 Constraints and challenges

The research was conducted on digital marketing by KAMK in Finland for the purpose of exporting education in Bangladesh. The digital marketing is expected to expand the market through attracting students to the programs. However, while conducting the research, the researcher faced several challenges such as shortage of funds, required tools for analyzing data, transportation and communication problems. Gathering information was not so easy. Moreover, the survey took time for collecting data as people were not interested to participate in the research process. As a result, time bound and shortage of funds were the main two problems that created constraints to conduct the research.

5 Analysis and findings

The researcher collected data from officials of KAMK, students of KAMK who are Bangladeshi and the students who are interested in going to Finland for higher studies. In this research data has been collected from 2 officials of KAMK, 5 Bangladeshi students in KAMK and potential students in Bangladesh who wish to go abroad for higher education. The findings of the interview and the survey questions have been analyzed here.

5.1 KAMK's use of digital marketing

Being an institution in the digital era, KAMK uses different digital marketing tools to ensure its online presence. Firstly, KAMK has a dynamic website containing all academic information. KAMK is found on the 3rd page of Google Search Engine when the keyword "University of Applied Sciences Finland" is used in Google. The University also has a Facebook page with 2684 followers (See Appendix 4). It seems that the page is actively managed. The page is updated regularly with different posts. However, only setback is that the page is managed in Finnish language which might be a problem for foreign students who do not know Finnish language. KAMK also has an active Instagram account with 1720 followers. KAMK uses a Twitter account with 779 followers (See Appendix 4).

5.2 Findings from officials of KAMK

The researcher communicated with two officials of KAMK regarding its degree programs and marketing strategies. The researcher found that, the officials think digital marketing tools such as Facebook, Twitter, Instagram, and LinkedIn will be the best tools for promoting the programs. The respondents also said that campaigning on programs and degrees should be conducted in the target market areas. They said that the University has potentiality of expansion and grasping the market since the university has unique programs such as e-sport business. They recommended promoting the programs and activities that the university is performing using the digital marketing tools. According to their opinion, the market should be segmented by degree programs and then the target market should be selected by the demand of the particular area. The officials emphasized marketing their education programs, the campus and the activities that the students

of the university are using. They think that the Asian region will be best suited for the marketing of the business programs and the target market of e-sports business is different countries, but the European region is best suited for tourism and sports program marketing considering the demand. Thus, they emphasized on promoting their programs in diversified areas using diversified and most frequently used digital media tools to reach a large market portion.

The researcher has found that the university thinks Bangladesh as a potential market for exporting education and digital media such as Facebook and, Twitter are the main instruments to market products in the country. The university considers the country as a prospective area to export education. The university has already exported education in India and is going to export in China and Pakistan. The authority of the university thinks marketing activities using digital marketing tools will inform Bangladeshi students about the programs of the university and then they will be attractive to get admission in KAMK. Digital technologies such as Facebook, Whatsapp, Twitter and Instagram are the media of digital marketing. Campaign and attending trade fair can be another option for advertisement in the region and more students will be attractive to get admission, however considering the cost and resources authority is interested to find out only the digital marketing opportunity and challenges.

The authority of the university has found some problems that are challenging to face by the Bangladeshi students. They have said that the students from Bangladesh are interested in getting admission, but they are not financially in sound position to afford their cost. Many students are not financially capable of paying tuition fees and that's why many students don't get admission in every year in spite of being selected to get admission. There is another problem regarding getting visa. The student doesn't get visa on time and that's why many potential students have to reject admission offer. The students who get visa have to overcome many obstacles. So, getting visa and financial problem are two main challenges that the students from Bangladesh have to face. One official of the university has said that for these obstacles and challenges they are not interested to focus on Bangladesh market at present but other one has said that they are interested to export education in Bangladesh despite the challenges. They expect that digital marketing will eliminate the challenges in some sort and then more segments of market will be reached.

Although Bangladesh is a potential market of exporting education by KAMK, there are several challenges while conducting digital marketing. The university may arrange a campaigning program to overcome those challenges. The country is technologically developed now and at present the country has its own communication satellite that has improved the technological sector of the

country. In this environment, digital marketing may be the best suited method to expand and export education in the country. The cost of education may be reduced to attract students through increasing their financial capability. So, the authority should emphasize on Bangladeshi market to attract students from Bangladesh and export education designed by KAMK. The Bangladesh is lower middle-income country and technologically developed in some extent. In this environment, marketing strategies should be designed in such a way so that the promotional activities can easily reach at the target market and the purpose of exporting education is achieved.

5.3 Findings from KAMK students who are from Bangladesh

Finland is developed country and education system of the country is international standards. Every year hundreds of students come from Bangladesh to be educated in Finland and many of them are students of KAMK. The researcher has communicated some of those students and has asked them several questions regarding degrees provided by KAMK. The students firstly opined that Finland is good for education and the system of education is improved to make its students skilled and efficient. The students have said that the university provides programs which are up to mark. Technologies and availability of other facilities like communication, transportation, residence and library facilities have attracted them to get admitted in the university. The programs of the university are unique. They have also said that the students were not informed about the university but with blessing of social media and consultancy firm they have known regarding the university. Then have searched website of KAMK and then known in detail about programs. The consultancy firms also active in Bangladesh and they market programs through using digital media tools. They think that promotional activities should be expanded in that area using digital media tools and the digital marketing is best suited strategy for marketing programs of the university. They have said that digital marketing tools are more attractive in Bangladesh than other tools to promote programs.

The researcher has asked which marketing strategies may be best suited in Bangladesh and which types of challenges the marketers may face in the country. The respondents have said that the social media marketing and advertisement are the most suited strategies for promoting programs of KAMK in Bangladesh. They have said that the authority of the university may emphasize on social media marketing. Because of expansion of technologies and proper application of those tools like Facebook, Instagram the potential market can get be known with the services provided by the university. Contents on programs and facilities might be written as blog which would be published

on social media site that would be read by students. The respondents have said that they have read blog published on social media site and then have got idea regarding degrees and programs of the university. Video published on Facebook, Instagram and YouTube had shown them the environment of the university, classrooms, programs and other facilities. The advertisement would have made them known regarding the university and programs provided by the university. The social media marketing and advertisement had persuaded them to get admission in the university.

They respondents have also said that the university authority may face several challenges in the Bangladesh while conducting their marketing activities in that country. The respondents have said that many foreign universities have targeted Bangladesh as potential market for exporting their programs and they are conducting their promotional activities in that region. So, the competition in the country may be faced by KAMK marketing for which the marketing should be made competitive marketing strategies to be competent in market. Marketing strategies of the competitors and their target market required being analyzed to make proper marketing strategies and avoid competition in market. The market is red ocean market and the competition creates challenges to attract customers. Some of the respondents have said that the university has not enough programs that may attract students. The Bangladeshi students mostly interested in the business and engineering degrees which are not available in the university. Though the university has been providing degrees on business programs, but the degrees are not adequate. So, lack of availability of programs is another challenge to attract customers. The marketing strategies of the university are not adequate to attract customers in this competitive market. Since the market is too competitive the authority must be up to date to create appropriate marketing strategies that will attract customers and will give competitive edge. Promotional activities like advertisement using satellite channel, social media marketing will be best suited marketing strategy for the university to enter into market.

The research has found that Bangladesh is a prospective market for the university to export education in spite of several challenges. The university may grasp opportunities also available in the market. Since the university has targeted Asia for its business programs, Bangladesh may be good market for it. The opportunities that the university may grasp while conducting digital marketing are interest of people to go abroad for education, technological improvement and large market which is potential. The people of the country are becoming eager to go abroad to be educated in foreign country. They are interested in business programs which are available for the Asian students. The university may grasp the opportunity through facilitating business programs for Bangladeshi students. On the other hand, digitation of technologies or the technological

improvement is another opportunity. With the blessing of technology, the authority of the university can easily reach at the targeted segments of Bangladesh and thus can persuade them to get admission in KAMK. The technological improvement has ensured easy access to potential students who use social media and connected with globe using technologies like internet, computer, and mobile phone and so on. The technology has developed electronic devices and online platform that has made communication easier for the university to reach at target market. The opportunity may be grasped by the university. The extension of market is another opportunity for the university. There are many students who are eagerly interested to go abroad but because of availability of proper information they couldn't make admission decision. So, using digital marketing techniques the university may attract the portion of the market.

The challenges in Bangladesh are financial problems, visa problems. The Students who get admission in the university faced several problems like funding problem to meet tuition fees, problem in speaking fluently in English, complexity in visa process. The mentioned challenges are faced by the students who get chance to be admitted in the university. Because of financial problem many students cancel their chance of admission in the university. Since some students couldn't speak in English admission has been cancelled. The students who have been admitted have faced problem at beginning of their academic life though gradually they have learnt English properly. The visa process is another problem which hinders the motivation of going abroad. The process of getting visa is too lengthy and in sometimes the application for visa is cancelled. The process is prolonged and after long awaits the students get visa. This lengthiness demotivates the students to get admission in the universities in Finland.

The researcher has asked the students for recommendation that will expand market of KAMK in Bangladesh. The respondents have said that the authority of the university should emphasize on marketing strategies and reducing challenges that the students face after being admitted. They have recommended reducing tuition fees for Bangladeshi students and taking steps with the help of government to reduce lengthiness in visa processing. The reduction of challenges and adding business programs in curriculum should be advertised using social media tools. The promotional activities will inform people about the university and their programs. Thus, the prospective market would be loyal market to KAMK.

5.4 Survey results conducted in Bangladesh

The researcher conducted survey in Bangladesh to gather opinion of the students who are willing to go abroad for their higher education. Opinion of the potential respondents has been collected through survey which has been conducted via Google form which has been sent to participants via email. Survey link was also shared on a Facebook group (Bangladeshi Incoming Students Finland) of Bangladeshi potential students. 92 respondents have been sent the form via email and via printed paper which has been responded by 31 respondents. The 33.7% of the participants has been responded to the survey. The research findings have been analyzed here:

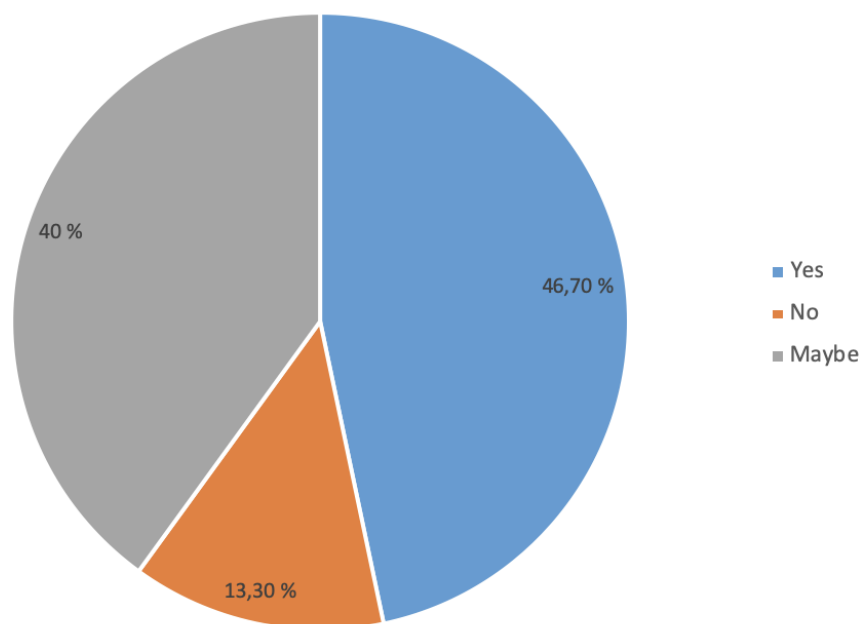


Figure 2: Finland as a good destination for higher education. (Source: Survey results)

The researcher asked the respondents whether Finland is a good destination for higher education or if they will consider Finland for their higher study abroad. Among the respondents, 46.7% have said that they Finland is a good destination for higher study. A few portions which are almost 13.3% have said that they are not interested to go Finland for higher education purpose. 40% of the respondents have choose maybe. Either they don't want to go abroad for study, or they didn't think about it yet. But here majority of the respondents have said that they are interested to go Finland for higher education purpose.

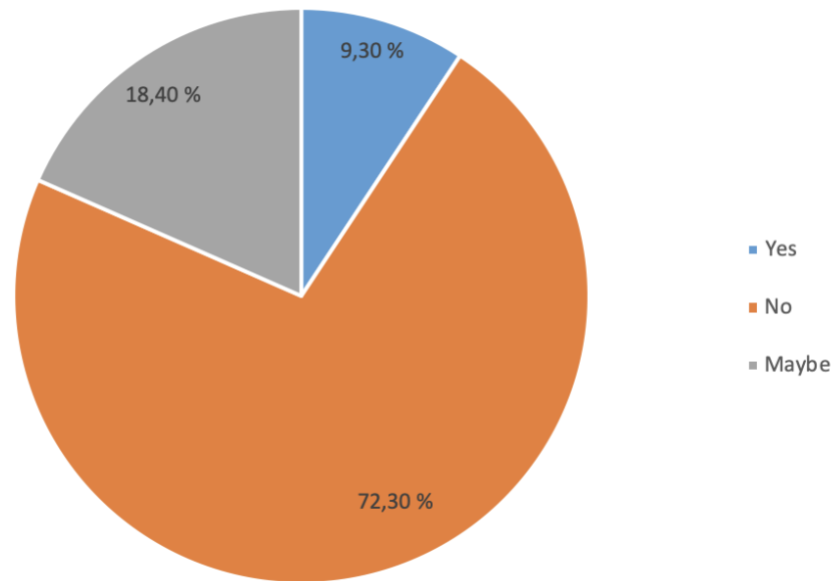


Figure 3: Whether students knew about KAMK before the survey. (Source: Survey results)

KAMK provides education services and the university is focusing on exporting education. Bangladesh is a prospective country to export education. The researcher here asked the potential students regarding KAMK and asked them whether they have heard about this university before this survey. About 72.3% of the respondents said that they had not heard about the university before the survey and other 9.3% said they have heard about the university. The rest 18.4% was not sure whether they have heard or not and did not give any direct answer to the question.

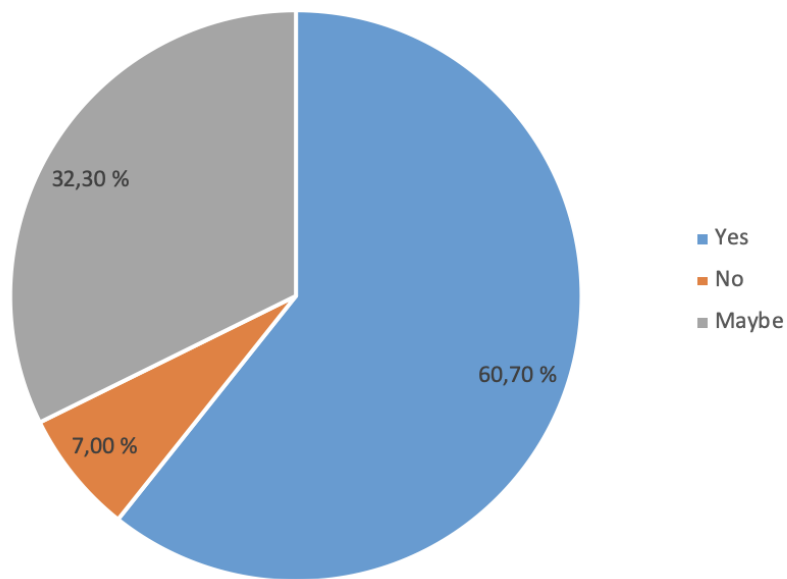


Figure 4: Effectiveness of digital marketing to expand KAMK's education market in Bangladesh. (Source: Survey results)

The respondents were asked if they think that digital marketing will help to expand KAMK's education market in Bangladesh. Majority of the students have said that digital marketing would be effective in the country to expand education market of KAMK. Only a few portions of the respondents have answered negatively and said digital marketing would not be effective in the region. And more than third of the participants said that they don't have clear idea about this.

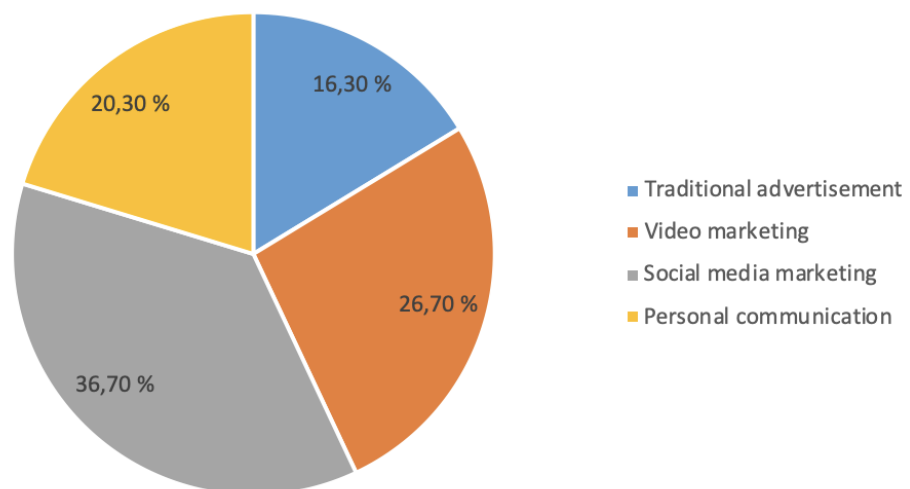


Figure 5: Marketing strategies should be applied by KAMK (Source: Survey results)

Marketing may be traditional along with digital marketing but there are many tools of marketing which promote products among the target market. The most suited media for KAMK those may be applied effectively in Bangladesh are advertisement, social media marketing, personal selling and video marketing. Most of the respondents which are equivalent to 36.7% have said that social media marketing would be more effective in Bangladesh to attract new students. 26.7% of the respondents have said video advertisement would be effective where the advertisement may be using satellite channel, YouTube or other digital media. 16.3% and 20.3% have said that traditional marketing and personal selling will respectively be the best media of marketing. Through proper implementation of the marketing strategies KAMK will be able to export its educational programs in Bangladesh which is prospective market for the university.

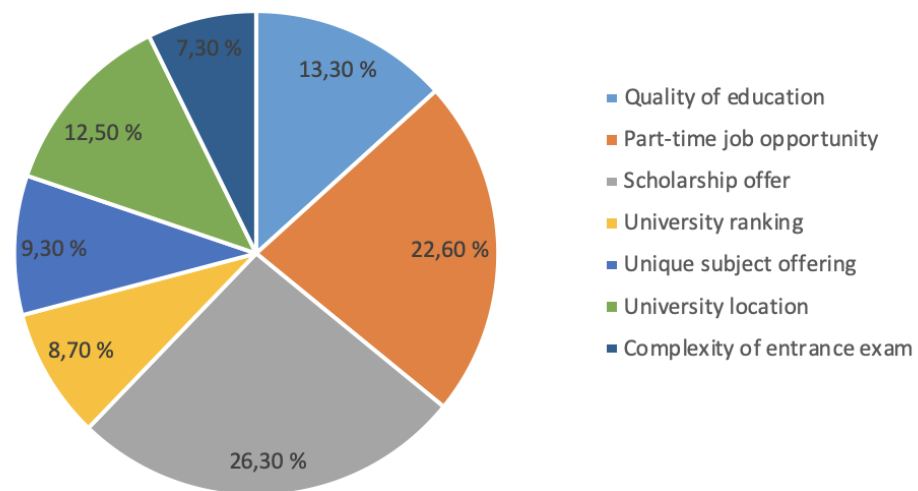


Figure 6: Factors leading to university selection (Source: Survey results)

The survey participants were offered with a list of factors that they will consider while making their choice of the university or while applying for higher studies abroad. More than quarter of the respondents said that scholarship offered by university will be main factor for them while choosing their future university. 22,6% of the respondents said part-time job opportunity during studies will affect their university selection process. 13,3% of the respondent point out quality of education as the factor for choosing university. And 12,5% of the respondents said they will consider university location during university selection. Few respondents also select the university ranking, subject offering, complexity of entrance exam as a factor during university selection for higher studies.

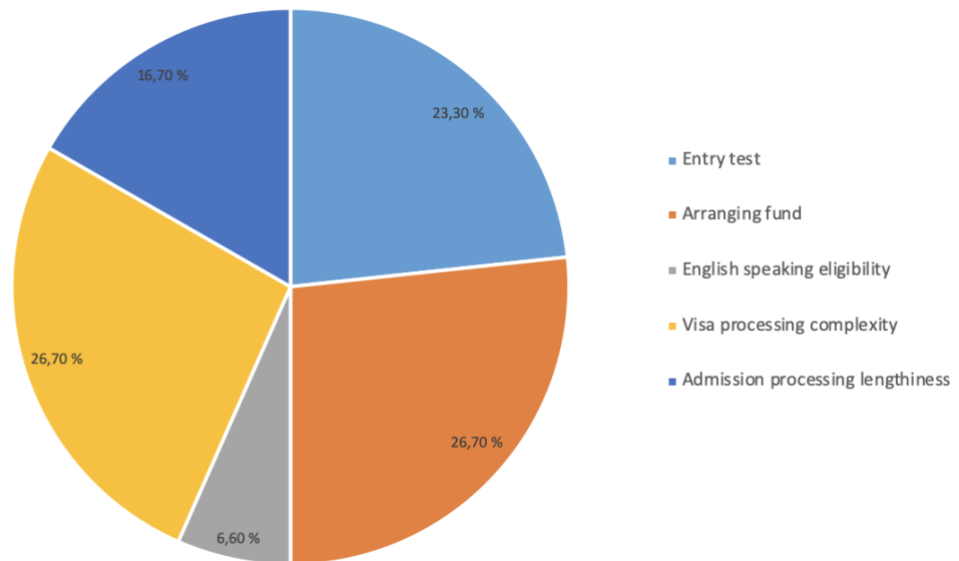


Figure 7: Challenges may be faced by Bangladeshi students in admission process (Source: Survey results)

The potential respondents who are interested to go abroad for education have been asked that which types of problems they may face during admission process. The respondents have highlighted arranging fund and complexity of visa process as the challenges if they go for admission. More than quarter of the participants mention these two challenges. KAMK may collaborate with government to minimize the complexity of visa processing procedures and facilitating residential amenities. Entry test is another challenge for Bangladeshi students. 23,3% of the respondents select this option as a challenge during admission process. 16,7% of the respondents have also said that the prolonged process of the admission in foreign university disheartens them to get admission. Only a few participants mention English language eligibility as a challenge for admission process.

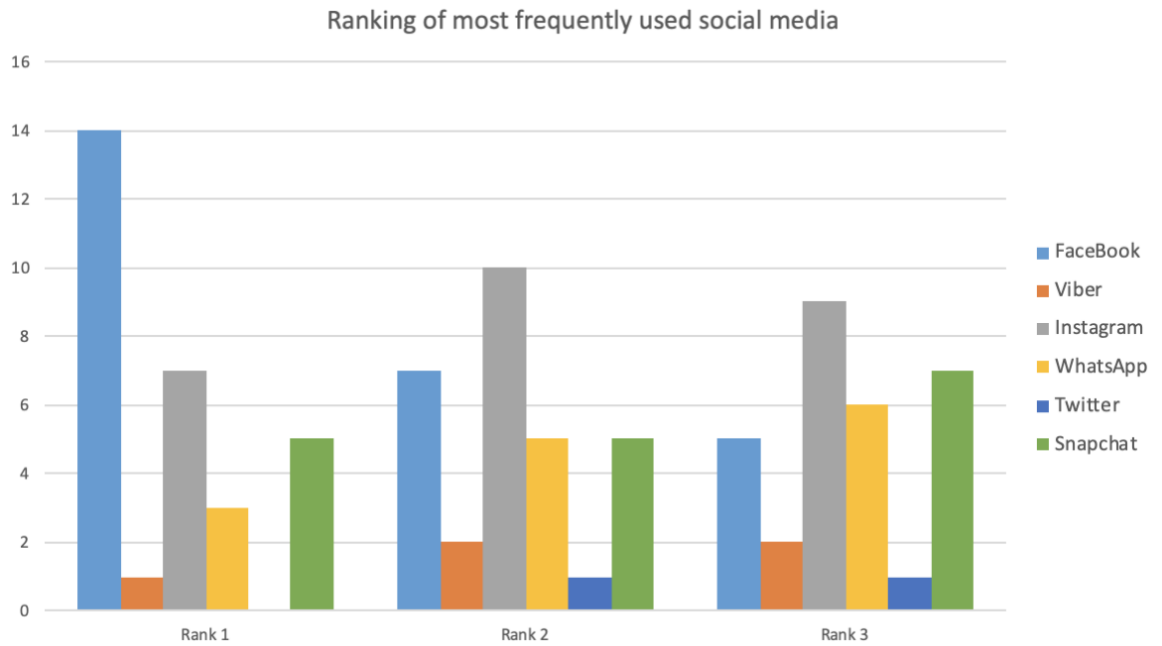


Figure 8: Ranking of most frequently used social media (Source: Survey results)

The respondents were asked to rank social media by their use preferences. Almost half of the respondents choose Facebook as their first choice. Nearly a fourth of participants ranked Instagram as their first choice. Five respondents ranked Snapchat as their most regularly used social media, while three choose WhatsApp. For the rank two Instagram came as first followed by Facebook, Snapchat, WhatsApp, Viber and Twitter.

Most popular social media among respondents

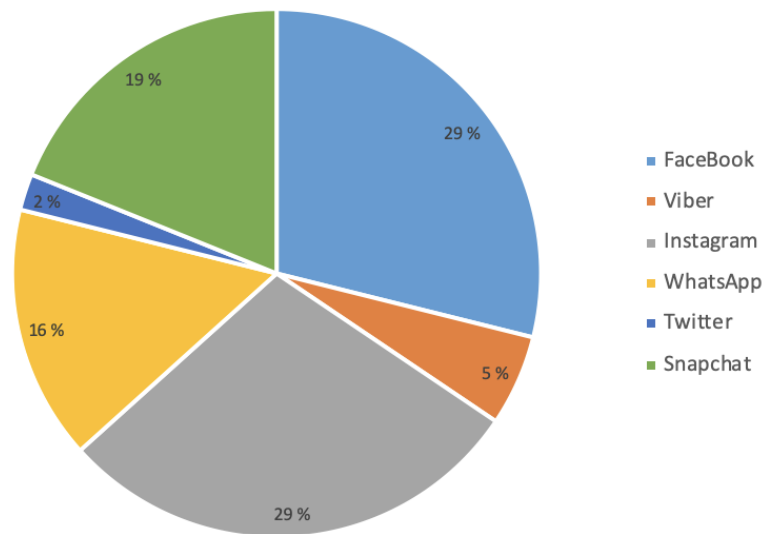


Figure 9: Most popular social media among respondents (Source: Survey results)

Based on the ranking of most frequently used social media researcher put all the mentioned social media into a pie chart to find out the most popular social media among participants. Facebook and Instagram jointly came first as the popular social media. Snapchat came as second with nineteen percent and WhatsApp came third with sixteen percent result.

Most preferred subject for studying in KAMK

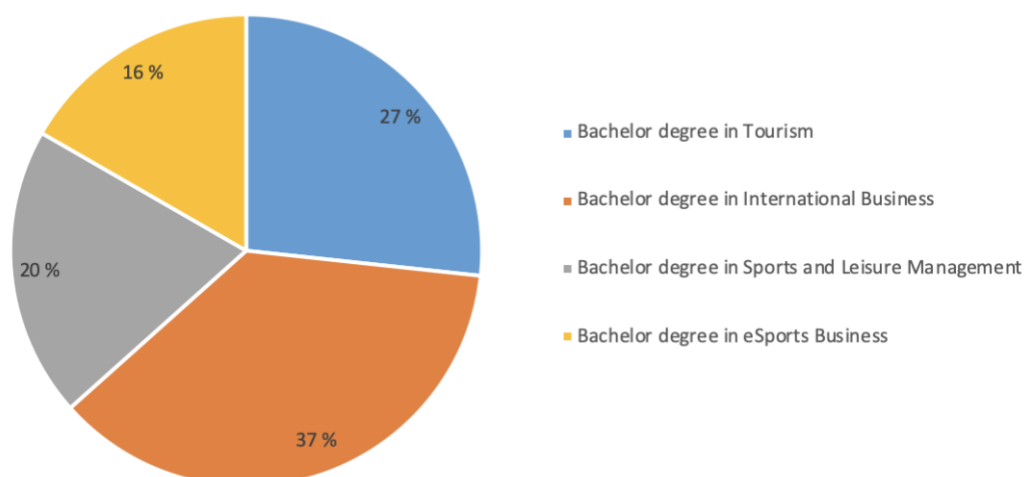


Figure 10: Most preferred subject for studying in KAMK (Source: Survey results)

More than third of the respondents said that they mostly prefer degree in international business. Degree in tourism was preferred by more than a quarter of the participants. A fifth of the respondents told they will prefer sports and leisure management for study while 16.7% said they would prefer to study in esports.

5.5 Discussion

From the analysis above, it is revealed that the university has some weaknesses in digital marketing. From the analysis and SEO ranking of the University website, it is found that the SEO activities of the university are not satisfactory. Moreover, KAMK uses Facebook, Instagram and Twitter accounts in Finnish language, which may be a major impediment for digital marketing of KAMK's degrees for foreign students.

Digital marketing expands the market of an organization through attracting the target market which is determined by segmenting the market into different segments by following market quality. While conducting digital marketing the marketing executives face challenges that they overcome to grasp an opportunity and increase market share. The research finding has shown that KAMK will be able to attract students from Bangladesh through digital marketing strategies. Constantinides & Zinck Stagno (2012) also found that digital marketing tools, especially social media marketing, is effective in attracting foreign students. The university applies website marketing, search engine optimization marketing and social media marketing strategies to attract target market. The research also discovered that the marketing executives of the university will face challenges such as competition in the market but the opportunities of large market and technological improvement in Bangladesh will help to overcome such challenges. Azmat and Coghill, (2005) have said that in this digital era of globalization, the marketing executives must face challenges such as increasing competition and customer awareness that have been found in the Bangladeshi market. The students who go for education in foreign countries must face several problems e.g. cultural diversity, language variation, funding problems and visa processing problems (Sherry and Others, 2010). The students from Bangladesh will also face some problems e.g. arranging funds to pay tuition fees, lengthiness in visa processing and entry test. The problems create impediments for the Bangladeshi students to go for foreign education. The digital technologies will increase the opportunity for marketing products in the target market area and

technological advancement expands the opportunities to advertise services using digital media (Margaryan and Others, 2011).

The scenario of technological advancement in this era and student's attraction to social media will facilitate the education export of the university. The social media has become more popular day by day and this media has the most influence on individuals' decision-making process. The media immediately publishes the news of products and services and reach a large portion of the market. The number of users of social media has increased by 17% since 2017. Most of the social media users in Bangladesh prefer Facebook, Instagram, WhatsApp, Twitter and Viber for communicating with each other. Therefore, it is indicated that social media marketing is the main digital marketing tool through which KAMK can promote its education services in Bangladesh. In addition to this, Search Engine Optimization and Google Ads can be used by the University.

The benefits of the University for using digital marketing are its low cost and wide reach. The analysis above implied that most of the prospective students from Bangladesh use social media and digital devices. Therefore, KAMK can reach its target audience easily with a low cost. If it can attract more students from Bangladesh, its reputation can enhance in other South Asian countries as well.

5.6 Limitations

The research project was aimed to analyze the education market of Bangladesh and then evaluated students' perception regarding programs and degrees provided by KAMK. The researcher collected data in a systematic way and then an analysis has been made to determine whether the market is viable to expand. While conducting the research, the researcher faced several problems which have been outlined below:

- The collection of data was too demanding tough because the participants were not willing to provide information.
- It was quite difficult to find students after completing HSC and graduation.
- The time allocated for the research was also limited.
- The resources and budget for conducting the research were also limited.

6 Recommendations and conclusion

The research findings have been analyzed and discussed based on the collected information. The analysis has shown that the university has some limitations to conduct digital marketing in Bangladesh. To overcome those limitations here recommendations have been made.

6.1 Recommendations for better digital marketing

Digital marketing refers to marketing of products and services using digital technologies through digital platforms such as Facebook and Instagram. KAMK provides international degree programs around the globe where Asia is mainly targeted for business programs; Europe is for sports and tourism where esports is expected to be exported in different countries. Here the institution is willing to conduct digital marketing in Bangladesh for which some recommendations have been given below:

- The social media has become popular media to young generations who use the media by using digital devices for example mobile phone, tablet and laptop. KAMK is recommended to create content on their programs and facilities provided by them and then publish the content using digital platforms such as Facebook, Instagram, Snapchat.
- The university is recommended to frequently apply search engine optimization techniques against specific keyword, so that the target students can easily find KAMK website and their expected programs.
- University can use alumni network and their success stories to attract new students and may use alumni network to do the job of personal selling.
- The university may share their events via online through podcasting and live streaming of the events. In this era of technology, many students would be able to be reached since young people use online platforms.
- The university authority should reconsider about scholarship and tuition fees. Full free tuition may offer to top student of the year or based on the entrance examination. KAMK may consider contacting with the government authority to reduce visa processing

complexity. The immigration authority of Finland can be contacted to help students from Bangladesh to reduce complexity of visa processing and processing time.

6.2 Digital Marketing Plan for KAMK

KAMK needs to make a digital marketing plan to conduct their digital marketing activities to influence the target market. The plan for digital marketing has been made in this project paper. Firstly, the university has to analyze the situation which may apply the SWOT analysis technique to determine the potentiality of digital marketing. After analyzing SWOT, the authority has to determine whether the marketing activities would be able to attain the marketing goals which have been set in line with the overall goal of the university. The objectives of the marketing plan must be SMART to attract a large market by 20% of the existing market share. While defining the goals of the marketing plan, the university has to define the strategies for marketing which would be applied in Bangladesh. KAMK may adopt different strategies for marketing its products but content marketing, social media marketing and advertising are considered best suited for the university to reach a large portion of the market. The marketing plan must be adjusted to the organizational goals which are the basis of the marketing goals to be attained through adopting appropriate marketing.

KAMK should employ a professional digital marketing agency situated in Bangladesh who will be able to design its digital marketing campaign more effectively due to its understanding of the local culture. SEO and Facebook marketing should be given more focus for attracting students from Bangladesh. An English Facebook page with a message facility should be kept answering student queries. A regular newsletter can be sent to prospective students via email, Facebook or Instagram story along with traditional post. A specific budget allocation should be made by the authority of KAMK to make digital marketing campaigns successful. Moreover, a blog should be created by KAMK to give the students advice regarding admission, entry test and visa processing. Lastly, KAMK should employ an agent in Bangladesh who will answer student queries physically and promote KAMK's degrees.

6.3 Conclusion

Digital marketing ensures the expansion of the market through attracting customers and creating brand loyalty helps to retain customers. KAMK is an international organization that provides education services internationally. The organization has targeted a segment of the market in the Asian region where Bangladesh is a potential and prospective market for the university. Digital marketing would be effective for the university to expand business and attract new customers. There are many digital marketing tools along platforms which will help the university to conduct digital marketing. While conducting digital marketing activities, the university may face several challenges which have been discussed in the findings section of the paper. The opportunities have also been found; they can be helpful for the institution to grasp a large portion of the market and increase the market share. The digital marketing strategies will be effective for the institution to promote programs and activities of the university in Bangladesh and attract students from the country. While making a digital marketing plan KAMK has to consider internal and external factors that have an influence on the decisions in digital marketing. To discover the opportunities and challenges, the university has to analyze the situation through the SWOT analysis technique and then the overall condition of the market. The objectives of the marketing plan should also be set and they must be in line with the objectives of KAMK. To expand the market and attract a large portion of the market, the university must put emphasis on promotional activities through advertising, personal selling and direct communication using advanced technologies such as Facebook, SEO, website, Instagram and Snapchat. Market segmentation is also essential to select the best profitable and suited segment in the market. Therefore, considering the findings of the research the conclusion is that digital marketing will be beneficial for KAMK in order to be capable of exporting education in Bangladesh overcoming challenges and grasping opportunities from the market.

7 Suggestion for future research

Research is the investigation of information regarding a particular issue for the purpose of finding useful information from the core of the object. The marketing of education in Bangladesh by KAMK would help the university to find the information regarding the Bangladeshi market and they know the factors that hinder the export of education in Bangladesh. The research also indicated to the opportunities that will facilitate the marketing of education programs provided by KAMK. Further research can be done to explore the student segments which will be targeted for attracting KAMK. Moreover, further research can also be done whether the University has to redesign its degree programs for Bangladeshi and South Asian students to meet the internal academic demand of these countries. The further research will help KAMK to determine the marketing goals and to design new courses to meet the market demand. Therefore, the scope of the future research is in the field of knowing how the demand for education programs has changed and which types of programs are mostly demanded by the students of KAMK

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Appendices

Appendix 1: Questionnaire for KAMK officials

1. What kind of digital tools, marketing methods and other practices used by KAMK to attract foreign students?
2. What differentiates KAMK degree programs from other universities?
3. What is KAMK's primary market?
4. Do you consider Bangladesh as a prospective country for exporting education?
5. What is your marketing strategy for attracting students from south-east Asia, more specifically from Bangladesh?
6. What are the challenges of exporting education in Bangladesh?
7. What challenges students face while applying for KAMK from Bangladesh?
8. Do you have a comprehensive financial aid policy for student coming for outside EU/EEU area?

Appendix 2: Questionnaire for Bangladeshi Students studying in KAMK

01. Do you think Finland a good destination for higher studies?
02. How did you hear about KAMK before admission?
03. Which factor influenced you most to select KAMK for admission?
04. Do you think digital marketing will help to expand education market of KAMK in Bangladesh?
05. What marketing strategies should be applied by KAMK in Bangladesh?
06. What are the challenges of KAMK that may be faced in Bangladesh?
07. What are the opportunities for KAMK in Bangladesh?
08. What challenges you faced during admission in KAMK?
09. What are your recommendations for KAMK to expand its education in Bangladesh?

Appendix 3: Questionnaire for survey

01. Do you think Finland is a good destination for higher education?

- Yes
- No
- Maybe

02. Did you hear about KAMK before?

- Yes
- No
- Maybe

03. Do you think digital marketing will help to expand education market in Bangladesh?

- Yes
- No
- Maybe

04. What marketing strategies should be applied by KAMK?

- Traditional advertisement
- Video marketing
- Social media marketing
- Personal communication

05. Which factor influence you most while choosing university for higher study abroad?

- Quality of education
- Part-time job opportunity
- Scholarship offer

- University ranking
- Unique subject offering
- University location
- Complexity of entrance exam

06. What challenges you may face while getting admission to a foreign university or KAMK?

- Entry test
- Arranging fund
- English speaking eligibility
- Visa processing complexity
- Admission processing lengthiness

07. Which social media do you use most frequently? Rank them in order. (Please don't choose same option more than once)

	Instagram	Viber	LinkedIn	WhatsApp	Facebook	Snapchat	Twitter
Rank 1							
Rank 2							
Rank 3							

08. Which subject would you like to study in KAMK?

- Bachelor's degree in Tourism

- Bachelor's degree in international business
- Bachelor's degree in Sports and Leisure Management
- Bachelor's degree in eSports Business

Appendix 4: Digital Presence of KAMK

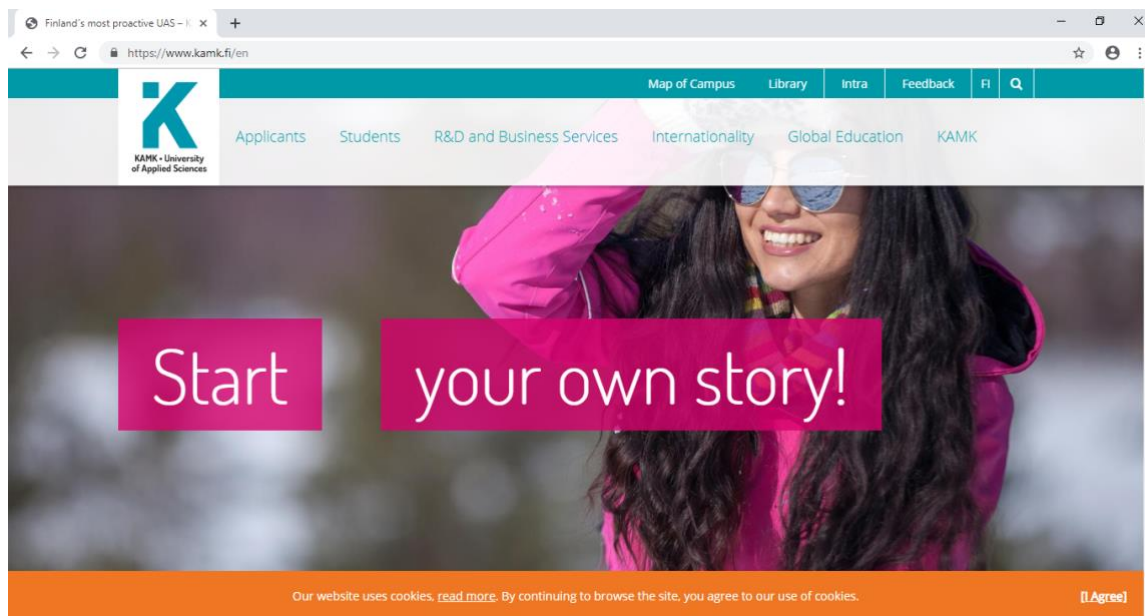


Figure: Home page of KAMK’s website.

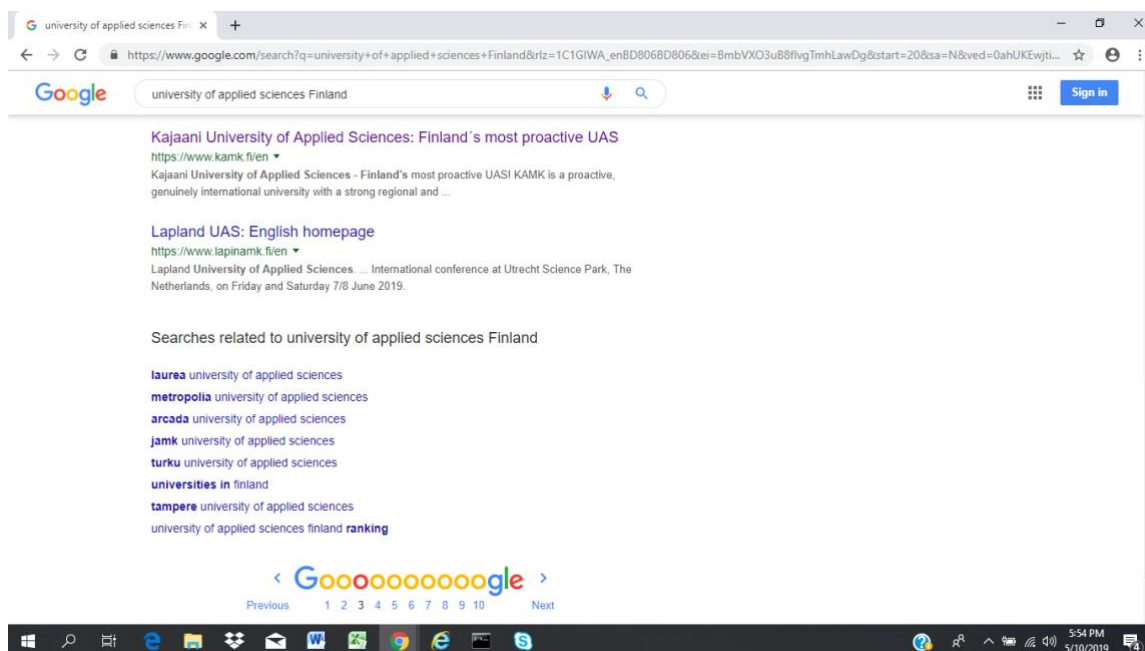


Figure: Ranking of KAMK in Google Search Engine on 3rd Page (Search keyword: University of applied sciences Finland).

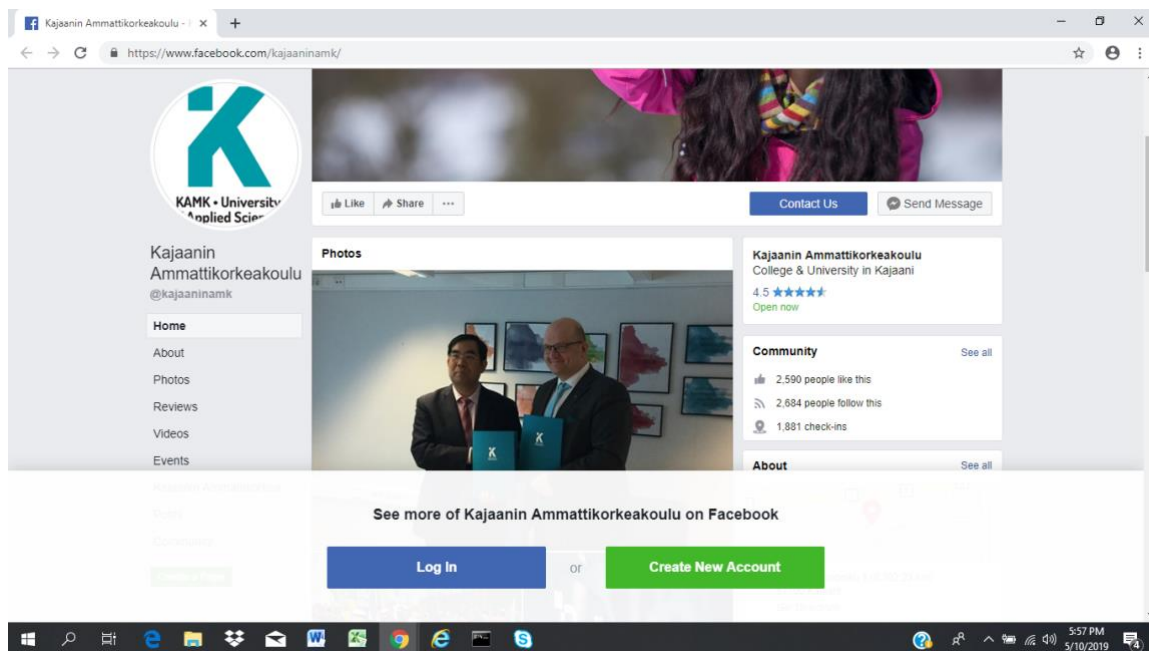


Figure: Facebook Page of KAMK

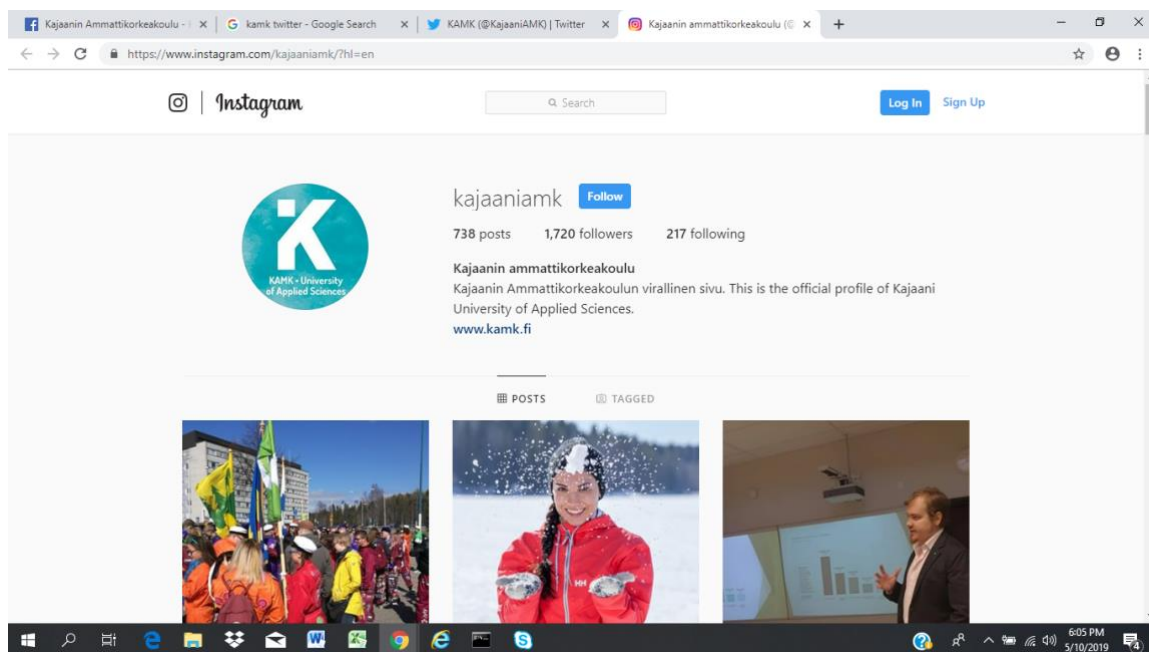


Figure: Instagram account of KAMK.

Kajaani ammattikorkeakoulu - x kamk twitter - Google Search x KAMK (@KajaaniAMK) | Twitter x Kajaani ammattikorkeakoulu (i) x +

Home About Search Twitter Have an account? Log In

#kamk

K
KAMK • University of Applied Sciences

Tweets 563 Following 161 Followers 779 Likes 809 [Follow](#)

KAMK
@KajaaniAMK
Kajaani ammattikorkeakoulu KAMK on monialainen, tekevä korkeakoulu joka sijaitsee Kajaanisssa Vimpelinlaakson kampuksella.
Kajaani

Tweets Tweets & replies Media

KAMK @KajaaniAMK · 40m
KAMK avaa kaivosalan yhteistyötä Kiinaan. Shandongin teknillisen yliopiston johdon vierailun yhteydessä allekirjoitettiin yhteistyösopimus. #KAMK #yhteistyösopimus #ShandongUniversityofTechnology #osaaminen #kaivosala #kaivosteollisuus #kesäkoulu

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Figure: Twitter account of KAMK.