

ABSTRACT

This study sought to assess the influence of digital marketing on students' choice of higher learning institution a survey of Institute of Accountancy Arusha and Tanzania Institute of Accountancy, by examining the use of digital marketing tools by higher learning institutions, determine the critical factors for selecting a digital marketing platform by higher learning institutions, and finally to analyse the relationship between digital marketing and student choice. A survey research design was used in this study. This study employed quantitative in the collection of relevant information concerning the objective of the study. Under this research, the target were students from the selected institutions and administration. Simple random sampling was used to pick samples from this research. Both primary and secondary data were used in the data collection exercise. Primary data was collected by using a questionnaire. Secondary data was collected from the electronic published sources. Data collected were processed and analysed using an excel computer program and the Statistical Package for Social Sciences (SPSS). The study reveals that both Institute of Accountancy Arusha and the Tanzania Institute of Accountancy uses digital tools for student enrollments, so these tools are well utilised. The study also reveals that target audience, budget, technology, user support, and priorities are the most factors to consider when selecting digital marketing platforms. Finally, the results indicate that there is a relationship between digital marketing and student choice, implying that digital marketing is used to recruit students. Therefore, the researcher concludes that digital marketing is a crucial aspect of an institution's growth and helps it establish a credible digital presence. Because the study reveals that digital marketing platforms play a virtual part in influencing a student's decisions, the researcher recommends that higher education institutions embrace their wider use.

