

**T.C.
ISTANBUL AYDIN UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE IMPACT OF SOCIAL MEDIA ON INTERNATIONAL STUDENTS
RECRUITMENT PROCESS IN TÜRKİYE**

MASTER'S THESIS

Muhammad RAHEEL

**Department of Business
Business Administration Program**

NOVEMBER, 2022

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APPROVAL PAGE

DECLARATION

I hereby declare with the respect that the study “The Impact of Social Media on International Student’s Recruitment Process in TÜRKIYE”, which I submitted as a Master thesis, is written without any assistance in violation of scientific ethics and traditions in all the processes from the project phase to the conclusion of the thesis and that the works I have benefited are from those shown in the Bibliography.
(.../.../2022)

Muhammad RAHEEL

FOREWORD

First, I would like to express my endless gratitude to God for being who I am right now and helping me to find patience, strength within myself to complete this thesis.

I would also like to thank my family not only for encouraging me to go abroad for a master's degree but also for teaching me to chase my dreams and never give up.

I feel very fortunate to have Assoc. Prof. Dr. ILKAY KARADUMAN as my supervisor and want to express my appreciation for guiding me within the whole research process in a patient and effective manner.

Prof. Dr. ILKAY KARADUMAN is not only professional in his field, but a person with a great heart that keeps encouraging me.

Finally, I would like to acknowledge the important contribution of Istanbul Aydin University to my life, not only from an academic perspective but helping to meet great people that inspire, challenge, support and motivate me.

November, 2022

Muhammad RAHEEL

THE IMPACT OF SOCIAL MEDIA ON INTERNATIONAL STUDENTS RECRUITMENT PROCESS IN TÜRKIYE

ABSTRACT

The main focus of the study is to assess the effect that social media has on international students recruitment process in TÜRKIYE. The data was collected from 345 respondents who provided the information from the respondents using the questionnaires. The data analysis was done based frequency, percentages, descriptive statistics, regression analysis. The study results based on the first objective conclude that social media usage play a positive role in stimulating the intentions of the international students in the selection of the Universities, the study conclude that to some extent the intentions for the social media development be enhanced to generate proper generation of positive intentions by the organisation in regard to social media. On the study objective, the study conclude that social media has had a fairly high effect on attitudes of the international students towards the Universities. The study concludes that there is need for the development of the social media since it can generate improved decisions by the students in terms of the attitudes. The study conclude that social media has a positive effect on international students search process for the University. The study concludes that the state of the managerial efficiency through social media can generate effective students University search. On the fourth research question regarding the effect of social media on international student's applications for the University. The results indicate that there is a slightly low effect of social media on student's applications in the Universities. The study concludes that there is need for stimulating social media to the students search processes. Then finally social media has a positive effect on international student's choice of University in TÜRKIYE. The study concludes that limited effectiveness is generated through the management of the students to generate consensus on the choice of the University in TÜRKIYE. The study recommend that there is need for the Universities to develop the social media so that those with the attitudes of joining

the University to apply there is need for the development of social media sites to enable and provide attractions of the people online in the bid to improve the students attitudes to the Universities. there is need for the improvement and provision of the study programs on the social media that can enable effective search by the students who are in need of joining the Universities, there is further need for re-development of the sites of social media in order to have them accessible, supporting courses application and evaluation so as to improve and attract more students on the online recruitments for the students.

Keywords: Education, International Students, Education in Turkey, Universities, Undergraduate, Postgraduate, DoctorA

SOSYAL MEDYA'NIN TÜRKİYE'DEKİ ULUSLARARASI ÖĞRENCİ KABUL SÜRECİNE ETKİSİ

ÖZET

Çalışmanın odak noktası, sosyal medyanın Türkiye'deki uluslararası öğrenci işe alım süreci üzerindeki etkisini değerlendirmektir. Veriler, anketler kullanılarak 345 katılımcıdan toplanmıştır. Veri analizi, frekans, demografik özellikler için yüzdeler, tanımlayıcı istatistikler ve regresyon analizi temelinde yapıldı. Sonuçlara dayanarak, araştırma, sosyal medya kullanımının, üniversitelerin seçiminde uluslararası öğrencilerin niyetlerini teşvik etmede olumlu bir rol oynadığı sonucuna varmıştır, araştırma, sosyal medya geliştirme niyetlerinin bir dereceye kadar, uygun içerik üretmek için geliştirildiği sonucuna varmıştır. kurum tarafından sosyal medya ile ilgili olumlu niyetlerin oluşturulması. Çalışma, sosyal medyanın uluslararası öğrencilerin üniversitelere yönelik tutumları üzerinde yüksek bir etkiye sahip olduğu sonucuna varmıştır. Ayrıca, öğrencilerin tutumları açısından daha iyi kararlar verebildiğinden sosyal medyanın geliştirilmesine ihtiyaç olduğunu göstermektedir. Çalışma, sosyal medyanın uluslararası öğrencilerin Üniversiteyi arama sürecinde olumlu bir etkisi olduğunu kanıtlıyor. Ayrıca sosyal medyanın etkili öğrenciler Üniversite arama ve başvuru süreçleri üretebileceğini açıkça ortaya koymaktadır. Sonuçlar, sosyal medyanın üniversitelerdeki öğrenci başvuruları üzerindeki etkisinin düşük olduğunu göstermektedir. Çalışma, öğrencilerin araştırma süreçlerine sosyal medyanın teşvik edilmesinin gerekli olduğu ve son olarak sosyal medyanın uluslararası öğrencilerin Türkiye'deki Üniversite tercihi üzerinde olumlu bir etkisi olduğu sonucuna varmıştır. Çalışma, Türkiye'de Üniversite seçimi konusunda fikir birliği oluşturmak için öğrencilerin yönetimi yoluyla sınırlı bir etkililiğin üretildiği sonucuna varmıştır. Çalışma, Üniversitelerin sosyal medyayı geliştirmelerine ihtiyaç olduğunu, böylece Üniversiteye katılma tutumlarına sahip olanların, başvuruda bulunmaları için çevrimiçi insanların çekiciliğini sağlamak ve sağlamak için sosyal medya sitelerinin geliştirilmesine ihtiyaç olduğunu önermektedir. Öğrencilerin

üniversitelere karşı tutumlarını geliřtirmek. Üniversitelere kaydolmak isteyen öğrencilerin etkili arama yapmalarını sağlayacak sosyal medyadaki çalışma programlarının geliştirilmesi ve sunulmasına ihtiyaç vardır, ayrıca sosyal medya sitelerinin erişilebilir olması için yeniden geliştirilmesine ihtiyaç vardır. Öğrenciler için çevrimiçi işe alımlarda daha fazla öğrenciyi geliřtirmek ve çekmek için kurs başvuru ve değerlendirmesini desteklemek.

Anahtar Kelimeler: Eğitim, Uluslararası Öğrenciler, Türkiye'de Eğitim, Üniversiteler, Lisans, Yüksek Lisans, DoktorA

TABLE OF CONTENT

DECLARATION	i
FOREWORD	ii
ABSTRACT	iii
ÖZET	v
TABLE OF CONTENT	vii
ABBREVIATIONS	x
LIST OF TABLES	xi
LIST OF FIGURES	xii
I. INTRODUCTION	1
A. Background of the study	1
B. Statement of the Problem	4
C. Research Objectives (General Objective)	4
1. Specific Objective	4
D. Research Hypothesis	5
E. Scope of the study	5
F. Significance of the study	5
G. Conceptual Framework	7
H. Thesis outline	7
II. METHODOLOGY	8
A. Introduction	8
B. Research Design.....	8
C. Research Population.....	8
1. Sample Size	9
2. Sampling techniques and Procedure	9
D. Data Collection Methods.....	9
1. Survey	9
E. Data collection Instrument	10
1. Questionnaire	10

F.	Pretesting (Validity and Reliability)	10
1.	Validity of Research Instrument	10
2.	Reliability of the instrument.....	11
G.	Data Collection Procedure	11
H.	Data Analysis	11
İ.	Ethical Consideration	12
J.	Limitations of the study	12
III.	DATA ANALYSIS	13
A.	Introduction	13
B.	Demography of the respondents.....	13
C.	Factor and Reliability Scales Analysis.....	15
D.	D. Descriptive statistics on Social media in selection of students	17
E.	Descriptive statistics on International students recruitment process in TÜRKIYE	18
1.	H01: Social media has a significant effect on the intention of international students.....	20
2.	H02: Social media play a significant effect on attitudes of international student's to the University.	22
3.	H03: Social media has a significant effect on international students search process for the University.	23
4.	H04: Social media has a significant effect on international student's applications for the University	25
5.	H05: There is a significant effect of social media on the international student's choice of University.....	26
IV.	DISCUSSIONS, CONCLUSION AND RECOMMENDATION.....	29
A.	Introduction	29
B.	Discussion of findings.....	29
1.	Effect of social media on intention of international students to the University	29
2.	Effect of social media on attitudes of international students to the University	29
3.	Effect of social media on international students search process for the University.....	30

4. Effect of social media on international student’s applications for the University.....	30
5. Effect of social media on international student’s choice of University	31
C. Conclusions	31
D. Recommendations	32
V. REFERENCES.....	34
APPENDICES	40
RESUME.....	45

ABBREVIATIONS

SPSS : Statistical Package for Social Scientists

UIS : Organization of statisticians (UIS)

UNESCO : United Nations Expanded Scientific Cultural Organisaition

US : United States

LIST OF TABLES

Table 1: Profile of Respondents	14
Table 2: Validity and reliability	16
Table 3: Descriptive statistics on Social media in selection of students.....	17
Table 4: Descriptive statistics on International students recruitment process in Türkiye.....	18
Table 5: Whether social media has a significant effect on the intention of international students	21
Table 6: Social media play a significant effect on attitudes of international student's to the University.....	22
Table 7: Social media has a significant effect on international students search process for the University.	24
Table 8: Social media has a significant effect on international student's applications for the University	25
Table 9: Whether there is a significant effect of social media on the international student's choice of University	27

LIST OF FIGURES

Figure 1: Conceptual framework shows effect that social media on international students recruitment process in Türkiye.....	7
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I. INTRODUCTION

A. Background of the study

The study focuses on the recruitment of overseas students in TÜRKIYE as the dependent variable, and the impact of social media as the independent variable. This chapter is structured in accordance with the study's background, problem description, objectives, research questions, hypothesis, scope, and importance.

The development of ICT has resulted in a number of changes in how individuals and organizations interact, communicate, conduct business, and hire new employees. Organizations have incorporated ICT and technological advancement into their operations in an effort to build strong communication processes that will support their operations through production and marketing management strategies. This is done in an effort to take the proper direction for the workplace environment that is constantly changing. The creation of social media through innovations and development has had an impact on organizations, enabling the identification of efficient channels for providing customers and consumers with communication that is sustainable with their consumer bases. The communication and marketing constraints do not exist for the Universities and education institution that attempt for the influence on the decision making processes (Zeisser, 2017).

Traditional information sources like print and broadcast media, friends, family, and websites that dominate university course information that is growing for many studies to teenagers and the overwhelming suggestion to the prolific use of the internet and specific focus on the internet and particular social media applications are examples of traditional information sources. The primary goal of social media platforms like Facebook, Twitter, Google, and university courses for information management for prospective students (Yamamoto, 2016). The procedure for choosing overseas students takes part in the legislative framework for the current social media revolution, which affects people's actions, choices, beliefs, and perceptions. Because of the dissatisfaction with media technology in communication,

there is now fierce competition among universities, and there are rules for the organization (Flew, 2016).

The influence of technology and social media on consumer behavior and the decision-making process puts pressure on educational institutions to adapt to new trends and developments and become responsive in the use of recruitment and marketing tools and strategies. The limitations on social media use continue to be a problem for the Arab nations' continued expansion. In 2011, just 30% of the population in the region had access to the internet (Zuehlke, 2015). The percentage is a little bit high, and 27% is not in the Pacific. Even though the Arab environment is still expanding, the intriguing issue for foreign social media sites like Facebook, YouTube, and Twitter is still the large population for the Arab regions.

Universities around the world face a variety of challenges while designing products and putting them into action. The first using state social media in the changing decision making and communication choice and processes that is potential for students in the devices for social media platforms and applications, the expanding complex for the marketing and recruitment strategy and practices, the lack of knowledge for the expert for the usage of the social media for the marketing for the poor in the internet-based for marketing technique (Glassford, 2015).

The statistics for technological advancement have continued to have an impact on educational institutions, encompassing the mechanisms for the approaches that convey the interests and viewpoints of pupils throughout nations. The battle among large schools in the country is not just for the students; it is also for the environment in which they accept students from all over the world (Engelke, 2017). The potential of social media in the capitalization for the promotion of the program and attractions for the students has been recognized as opposed to the traditional media and marketing's expansive and having a constraint for reaching the international students in the University.

Numerous American universities have made use of social media's limited potential and its function in building connections to attract international students. Yale University, Rochester, and Johns Hopkins University, among many other Universities like Oregon, Harvard, and Princeton University, are examples of well-known universities that have used social media. As a result, 92 of the top 100 universities in the United States use social media to promote the potential of their

programs for students. Despite the fact that the average social media site is used for 3.7 hours per day, Facebook continues to be the biggest problem for social media (Gafni & Deri, 2016).

The 2011–2012 USA Report reveals that Americans, especially those between the ages of 18 and 24, spend a lot of time online (Brand Watch, 2015). Comparatively more Americans between the ages of 18 and 24 spend time on social media. 82% of people aged 25 to 34 use mobile devices. The findings showed that more people are using modern gadgets like smartphones and tablets (EduPASS, 2016). The total number of mobile users worldwide who belong to the social networking watch in 2012 is 6.5 billion. The continents of Africa and Asia, particularly in the Pacific, are predicted to provide 65% of the world's mobile subscriptions in 2015, with a population of 7.5 billion.

The University offers the outcomes for a variety of the market-related aspects and restrictions on design and implementation of the aim and strategy. The first using state social media in the changing decision making and communication choice and processes that is potential for students in the devices for social media platforms and applications, the expanding complex for the marketing and recruitment strategy and practices, the lack of knowledge for the expert for the usage of the social media for the marketing for the poor in the internet-based for marketing technique (Glassford, 2015).

Social media is being used in TÜRKIYE, like in many other European nations, to boost student recruitment. The decision to create for the web results in the rise of social media, which includes, among many others, wikis, blog sites hosted for services, video sharing, and online applications, as well as social network sites like Facebook, Twitter, and MySpace. The study found that social media, especially among youths, attracts young people, with a recent survey showing 73% of Europeans and 347 million users of social networking sites as an example. The 62% of users who have enrolled on the site make it the most popular social media platform in Europe.

B. Statement of the Problem

Due to their frequent networking activities, students who enroll in universities are considered to be the digital descendants of the social network generation (Sunny, 2013). This is supported by data from the PEW Internet Project from 2012, which showed that 73% of online children and 72% of young adults used social media sites for a variety of purposes. Zeisser (2017) suggested that overseas students utilize social media to help the university make decisions; this is in line with Levitz (2012)'s claims that 46% of students visited universities through facebook and that 69% of students liked a university's online page. Similar to how universities actively participate in social media, Taylor (2008) argues that social media can help universities with branding if it is built and attained successfully. In order to increase awareness and draw in more students, universities use social media to its full advantage by encouraging involvement, engagement, and collaboration (Constantinides & Zinck Stagno, 2014). The numerous studies that have been done have not attempted to address this, and most universities are not less aware of or completely unaware of the potential of social media for student recruitment. Instead, they heavily rely on mainstream media, which continues to drive up the operational costs for organizations. The purpose of the study is to assess how social media influences international students' choices of university and subject.

C. Research Objectives (General Objective)

The main focus of the study is to assess the effect that social media has on international students recruitment process in TÜRKIYE.

1. Specific Objective

- 1) To establish the effect of social media on intention of international students to the University.
- 2) To establish the effect of social media on attitudes of international students to the University.
- 3) To establish the effect of social media on international students search process for the University.
- 4) To establish effect of social media on international student's applications for

the University.

- 5) To establish the effect of social media on international student's choice of University.

D. Research Hypothesis

H01: Social media has a significant effect on the intention of international students.

H02: Social media play a significant effect on attitudes of international student's to the University.

H03: Social media has a significant effect on international students search process for the University.

H04: Social media has a significant effect on international student's applications for the University.

H05: There is a significant effect of social media on the international student's choice of University.

E. Scope of the study

The study will examine the effect of social media on TÜRKIYE's recruitment of international students. The purpose of the study was to ascertain the impact of social media on prospective international students' intentions, attitudes, search processes, preferences, and applications. From January to August 2021, a total of 8 months will be spent doing the study. The study, which will concentrate on Turkish universities, will be carried out in Istanbul, TÜRKIYE.

F. Significance of the study

The goal of the project is to improve how effectively universities use social media for student recruiting so that they can draw in more international applicants. The study can therefore serve as a foundation for promoting social media use as a means of generating better decision-making in the social media and reducing costs other than those associated with the mainstream media, both of which will serve to improve student development, particularly in terms of better decision-making for

universities and student achievement.

The project will give the university access to widely-used social media tools that might yield useful information about tactics for attracting people and fostering communication as a possible recruiting ground for students. Therefore, the research aims to identify the ways in which the use of social media might advance and improve student recruiting.

The study will help the university, which in turn will help the international students, by creating a marketing environment and ensuring that there are avenues for student contact. With this arrangement, a large number of students will be forced to remain at home and easily conduct a search for a school or university, with the exception of giving information from sources other than media social media and relevant information search.

Finally, by introducing a social media plan that may improve and enrich the University for future developments, the study will contribute to the administration of marketing information and social media.

Academic research in the realm of academia provides universities with information on the marketing efficacy of social media platforms as well as strategies for luring international students. The report provides an overview of the difficulties faced by universities in relation to social media usage given the intricate and ever-evolving nature of the internet, changes in technology in social media, and decisions made by users when using the internet.

Universities and colleges will benefit from the study by receiving the resources they need to investigate widely-used social media sites in order to discover methods for attracting communities of potential students. As a result, the study offers suggestions for effective social media application techniques to support the success of international students.

International students. The study is a benchmark for international students since it offers strategies for increasing the marketing's effectiveness in facilitating student communication. Universities serve as role models for improving social community development for individuals and communities through social media.

By permitting the communication values for social media and concentrating on the impact of social media in the processes of international students, the study

aids in social media marketing. The study adds to the body of marketing literature that is necessary to improve social media for academic institutions and scholars.

G. Conceptual Framework

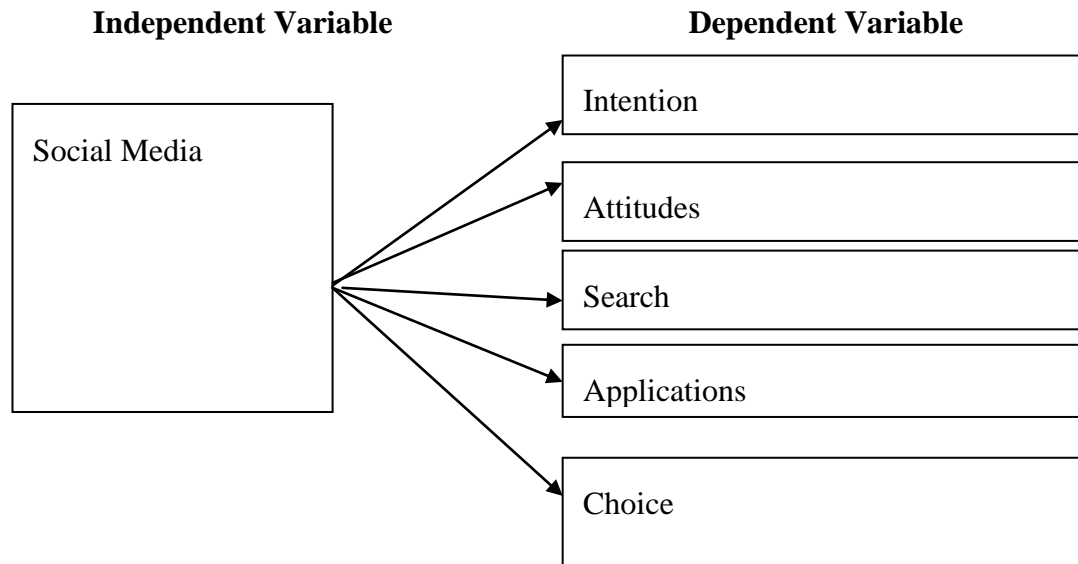


Figure 1: Conceptual framework shows effect that social media on international students recruitment process in Türkiye.

H. Thesis outline

The five chapters that make up the research structure include an introduction, which presents the study background and problem statement, followed by study objectives and questions, justification for the study, and an outline. The final chapter presents a literature review that is based on the study's goals. The methodology is presented in the third chapter and comprises the study design, demographic, sample, sampling methods, tools and data collecting, ethical issues, data analysis, and study constraints.

II. METHODOLOGY

A. Introduction

The study design, demographic, sample, sampling methods, data collection techniques, and instruments—along with the determination of validity, data analysis, and study limitations—are presented in this research chapter.

B. Research Design

The study will employ a descriptive research design based on a quantitative method, which will entail describing the data using inferential statistics based on regression analysis on student recruitments and social media. The design offers information that is pertinent to the study's setting. For the purpose of comprehending the actions and personalities of the research design Mugenda and Mugenda, the descriptive design is in fact ideal (1999). The research design encourages the achievement of the appropriate acceptable form in obtaining the necessary data for the study's findings.

C. Research Population

The study's primary focus will be on five universities as it asks students about how they recruit students through social media. The study will take into account 5 universities from Istanbul, TÜRKIYE (the five will be the ones with the largest percentage of international students), who have a combined student body of 2500. This population is consulted because it has a sufficient knowledge of the idea that social media is used to recruit students and because it is aware of this practice. The population is considered necessary for gathering the study's data, hence the research is regarded appropriate.

1. Sample Size

In order to pick the respondents for the study, the researcher will use a solvane formula. The researcher will offer the data in accordance with the formula used to choose the population/Sample for the study. The following information is included in the study's file.

$$n = \frac{N}{1+Na^2}$$

Where, N= Total Population

n=sample size

a= correlation coefficient 0.05)

$$\frac{n = 2500}{1+2500(0.05)^2}$$

$$\frac{n = 2500}{7.25}$$

$$n = 345$$

A sample of 345 respondents will be selected to participate in the study.

2. Sampling techniques and Procedure

Using sampling procedures, a sample can be taken from the entire population. Both probability-based and non-probability sampling strategies will be used by the researcher. Purposive sampling will be used to give respondents an opportunity to gather the useful data for the study.

D. Data Collection Methods

1. Survey

According to the observation of the options in the system for obtaining the information in the questionnaires that provide a right to provide a preferred and appropriate choice for the study due to versatility, time effectiveness, and cost efficiency in the form of efficiency, the study will use questionnaires in order to obtain the quantitative data in the study research. The degree of efficiency for

developing the scale of obtaining field data for obtaining what is required for the investigation.

E. Data collection Instrument

The researcher will collect data through the use of questionnaire.

1. Questionnaire

The respondents will be asked a series of brief questions that have been crafted to fit the study's objectives in order to collect data for the study. The questionnaires, which will be based on a five-point scale and be essentially structured with regard to the study's particular measurable variables, will be used. On a scale of 1 to 5, 1 indicates severe disagreement, 4 agree, 3 are unsure, and 5 strongly agree. The social media questionnaire will be based on the Barnes & Mattson (2010) and Barnes & Mattson (2011) scales (2010). Using Cappex.com's scales, international students' intentions were determined (2010). The Eagly & Chaiken attitude measures will be used to measure attitudes (2015). The search procedure, application, and decision are based on (Chapman and Litten, 1984), Kusumawati (2016), and Lanier's earlier studies (2015). The researcher and/or any other research helper that the researcher appoints will personally deliver the approved questionnaires to the respondents in the universities.

F. Pretesting (Validity and Reliability)

1. Validity of Research Instrument

According to Mugenda & Mugenda (1999), the degree of consistency with which a questionnaire is used determines its validity. A number of tools will be used to measure validity and give the informants proof. The tool validity test is performed on the questionnaires to see whether they are appropriate, with a focus on improving the tool quality. It takes steps to get questionnaires that are applicable, valid, and acceptable for the study's variables and constructs. By using scales developed by earlier authors and anchored precisely to the aspects of the investigation, this instrument is given validity.

2. Reliability of the instrument

Testing the pilot sample will reveal whether the research tools are reliable. When selecting the questions to employ, the validity will be examined. The Cronbach Coefficient Alpha computation through SPSS is to be used in conjunction with the reliability scale to evaluate and test the data in order to achieve and measure the levels of reliability reached in the various scales of the study.

G. Data Collection Procedure

Following the distribution of the questionnaires for data collection, the respondents will be reachable through email and the questionnaires will be distributed to the various respondents. When the questions are completed, the respondents will return the completed forms back to the researcher through email. Additionally, the researcher will meet the students in person whenever possible to give them the physical questionnaires, which they will complete and promptly return to the researcher.

H. Data Analysis

The research will be analyzed using descriptive and inferential statistics, both of which will be anchored in SPSS. Descriptive statistics will primarily consist of mean and standard deviations, while inferential statistics will consist of regression analysis to ascertain the type of relationship that exists between the study's variables. The scale created as follows will serve as the foundation for the descriptive statistics based on the study.

4.24 – 5.00	Strongly Agree	Very Good
3.43 - 4.23	Agree	Good
2.62 – 3.42	Not Sure	Fairly Good
1.81 – 2.61	Disagree	Poor
1.00 - 1.80	Strongly Agree	Very Poor

At a significance level of 0.05, regression analysis will be performed to demonstrate the nature of the relationship between social media and student recruitment at universities. The study will use linear regression analysis to determine

how social media affects university recruiting of students. The 95% confidence interval (0.05) level of significance will serve as the basis for the decision rule, and significance will be taken into account at this level.

I. Ethical Consideration

In addition, respondents will be assured of confidentiality in the management of any information submitted, and the researcher will ask permission to have or enable them to supply information necessary for the data that will be required.

The researcher shall uphold privacy and confidentiality in order to keep personal information private and prevent exploitation of subjects by respondents by maintaining integrity.

In order to maintain objectivity, the researcher will refrain from lying or engaging in other dishonest behavior, such as giving participants misleading impressions by withholding facts to foster intimacy.

The information will be gathered and presented to the field as gathered by the researcher, who will only report accurate information and refrain from fabricating any data other than that gleaned from respondents.

J. Limitations of the study

To get the information from the respondents, the researcher will need to coordinate with several universities. This could make it more difficult to get enough data for the study. For the study, the researcher will use research assistants to get accurate data.

Limited or nonexistent response from some respondents due to concern for victimization or loss of work, particularly among university staff, given the possibility that other institutions may view the research as a source of competition. Data collecting will be improved by using straightforward questionnaires and a promise that the information is primarily academic.

III. DATA ANALYSIS

A. Introduction

This part is in charge of the presentation, interpretation, and analysis of the findings based on information gathered from the field with reference to the topic of evaluating the impact that social media has on the recruitment of international students in TÜRKIYE. The researcher distributed more than 345 questionnaires aiming to reach 345 respondents, and the data acquired was presented, analysed, and interpreted in the form below. The data collected was based on 345 respondents from the questionnaires that were sent out and were returned from the field. In order to offer the information and data based on the data acquired from the field, the analysis presented the information based on demography for frequency and percentages, descriptive statistics, and regression analysis. The objectives were to determine the impact of social media on international students' intentions to attend universities, their attitudes toward universities, their search for universities, their applications to universities, and finally the impact of so.

B. Demography of the respondents

Based on the students' gender, age, education level, marital status, level of income, and time spent using social media in their search processes, demographic information on the respondents was provided.

Table 1: Profile of Respondents

Parameter	Category	Frequency	Percent
Gender	Male	131	38.0
	Female	214	62.0
	Total	345	100.0
Age	20-30	261	75.7
	30-40	72	20.9
	40-50	12	3.5
Education	Total	345	100.0
	Diploma	47	13.6
	Degree	240	69.6
	Student	58	16.8
Experience	Total	345	100.0
	1-5 Years	250	72.5
	6- 10years	59	17.1
	10 Years above	36	10.4
	Total	345	100.0
Marital Status	Single	304	88.1
	Married	41	11.9
	Total	345	100.0
	<4250TRY	110	31.9
	4250-5000TRY	24	7.0
	5000-6000 TRY	124	35.9
Income	>6000TRY	87	25.2
	Total	345	100.0

Source: Primary Data, (2022)

Male respondents made up 131 (38%) of the respondents, while female respondents made up 214 (62%) of the study's respondents. The study's findings show that although information was gathered from both male and female respondents, female respondents made up the majority of the study's respondents. The findings are definitely important for the study's decision-making.

Results on the respondents' ages show that respondents aged 20 to 30 made up the majority of respondents (261, or 75.7%), followed by respondents aged 30 to 40, with 72 respondents (20.9%), and respondents aged 40 to 50, with 12 respondents (3.5%). The study's findings demonstrate that the majority of respondents were young people, and information gathered from the field is sufficient to support the conclusion that young adults make up the majority of social media users.

The findings on the respondents' educational backgrounds show that 240 (69.6%) of the respondents had degrees, followed by 58 (16.8%) students and 47

(13.6%) respondents who held diplomas. The study's findings show that the information obtained is crucial for making decisions because it came from informed responses from respondents who were essentially students and may have used social media for university recruitment.

According to study findings, the majority of respondents had experience using social media for university recruitment. Of the respondents, 250 (72.5%) had experience using it for less than six years, 59 (17.1%) had experience using it for between six and ten years, and 36 (10.4%) had experience using it for more than ten years. The study's results show that the majority of respondents have used social media for student recruiting purposes in Turkish universities for at least a number of years.

When it came to the marital status of respondents, it was discovered that 304 (88.1%) of respondents were single, while 41 (11.9%) of respondents were married. The study's findings show that the information was obtained based on field replies, which reveal that it was mostly obtained from a single respondent.

The bulk of respondents (124; 35.9%) were in the income range of 5000–6000 TRY, followed by those earning less than \$4250 TRY (110; 31.9%), and those earning more than 6000 TRY (87; 25.2%), while 24 (7%) were respondents. The findings imply that social media is used across a range of economic levels because the study's findings demonstrate that the majority of respondents come from sources with a moderate level of income.

C. Factor and Reliability Scales Analysis

The confirmatory factory and reliability analysis tests made up of the various scales used in the study variables are shown in the study section. Social media had 12 questions, followed by 5 each for international students' intentions, attitudes, and search processes, 4 each for their applications, and 4 each for their choices. Prior to testing the study's KMO measure for the sample based on the explained variance percentages indicated in Table 4.2, it is important to ensure that the scale's study items are valid and reliable.

Table 2: Validity and reliability

Items	Social Media	Item Loading	Explained Variance %
SM1	Face book updates from college fans page stream directly into the new feeds	.770	28.17
SM2	The advice and opinions through the fan page wall and discussion tab	.727	
SM3	Twitter list the features that enable one to organize University/ college in the interest for attracting clients	.736	
SM4	You tube provide user generated content for University or college videos and clips	.589	
SM5	You tube provide lecturers from a college's best professors that give idea on the academic culture for University	.531	
SM6	Flik photo host for the many students for prospective colleges and University	.685	
SM7	Geotagging allow the view of maps of college campuses and surrounding areas	.557	
SM8	Blogs funs read the college news articles	.897	
SM9	UNIGO provide filtering student reviews by the type of students making them.	.642	
SM10	There is prediction of chances for college connections on face book, campus Buddy built on top of face book platform	.763	
SM11	There are school networks for leverages on official school data, such as official grading records and admissions statistics along with social connections.	.594	
SM12	College confidential campus vibe section lets college seekers fill out visit reports and share photos, videos, first impressions. Intention of international students	.647	
I1	I intend to seek and go to a reputable University	.838	15.41
I2	My intensions are to attain a University with low costs	.798	
I3	I intend to join a University that provide quality education	.834	
I4	My intensions are to join virtual connected University	.541	
I5	In intend to join a University that has marketable courses Attitude of international students	.846	
A1	Iam feel comfortable joining a reputable University	.760	17.06
A2	I am comfortable attaining my course offered in a proper environment	.737	
A3	The structural location of the University attracts me to join it	.572	
A4	I am pleased with a University that has a proper online coverage	.605	
A5	The structural orientation of the building provide me an attraction to a University Students search process	.525	
SS1	I attain information about the search from my teacher	.895	13.76
SS2	My education counselors/ parents/ advisors provide me information on the University for search	.841	
SS3	I do my search from my family members who have information on the University	.828	
SS4	I attain the information on the courses offered and determine preference	.701	
SS5	I search to get the stability of the University in education Student Application	.743	
SA1	I apply to the University with high low tuition costs	.839	13.76
SA2	I apply to University that is best situated for my desired course	.805	

Table 2: (con) Validity and reliability

Items	Social Media	Item Loading	Explained Variance %
SA3	I apply to a University that is located closer to my home country/ vicinity	.552	
SA4	I apply in the University that is accessible both online and physically Student's Choice	.838	17.50
SC1	I chose a University that meet my financial capacity	.790	
SC2	I choose a University that offers partial or some sponsorship	.665	
SC3	I chose a University were access to part-time employment is possible	.674	
SC4	My university selection choice is focused the terms and conditions of the University	.555	
	P-value		0.001

Source: Primary data, 2022

Based on test scales that were above 0.5, the results from the tests reveal that all items were taken for the tests since no items were truly removed. The findings in Table 4.2 demonstrate the validity and reliability of the results.

D. D. Descriptive statistics on Social media in selection of students

Table 3: Descriptive statistics on Social media in selection of students

Descriptive statistics on Social media	Mean	Std. D	Interpretation
Face book updates from college fans page stream directly into the new feeds	3.715	.943	Moderately High
The advice and opinions through the fan page wall and discussion tab	3.510	1.164	Moderately High
Twitter list the features that enable one to organize University/ college in the interest for attracting clients	3.826	.746	Moderately High
You tube provide user generated content for University or college videos and clips	4.104	.759	High
You tube provide lecturers from a college's best professors that give idea on the academic culture for University	4.031	.808	High
Flik photo host for the many students for prospective colleges and University	3.617	.963	Moderately High
Geotagging allow the view of maps of college campuses and surrounding areas	3.721	.907	Moderately High
Blogs funs read the college news articles	3.753	.770	Moderately High
UNIGO provide filtering student reviews by the type of students making them.	3.513	.896	Moderately High
There is prediction of chances for college connections on face book, campus Buddy built on top of face book platform	3.823	.873	Moderately High
There are school networks for leverages on official school data, such as official grading records and admissions statistics along with social connections.	4.066	.689	High
College confidential campus vibe section lets college seekers fill out visit reports and share photos, videos, first impressions.	3.652	1.029	Moderately High
Social Media	3.778	.575	Moderately High

Source: Primary data, 2022

According to the findings in Table 4.3, which describe statistical data on the use of social media in student selection, the total mean responses about social media usage in TÜRKIYE's university recruiting were moderately high with a mean of (M=3.778) and a standard deviation of . The fact that 575 is viewed as fairly high suggests that social media usage is somewhat prevalent among the responses to the students' perspectives presented in TÜRKIYE. It is necessary that the idea of the options for choosing the responses be presented in the study.

E. Descriptive statistics on International students recruitment process in TÜRKIYE

Table 4: Descriptive statistics on International students recruitment process in Türkiye

Descriptive statistics on students recruitment	Mean	Std. D	Interpretation
I intend to seek and go to a reputable University	4.278	.827	Good
My intensions are to attain a University with low costs	4.031	1.131	Good
I intend to join a University that provide quality education	4.449	.894	Good
My intensions are to join virtual connected University	3.753	1.136	Fairly Good
In intend to join a University that has marketable courses	4.171	.986	Good
intention of international students	4.136	.744	Fairly Good
Iam feel comfortable joining a reputable University	4.310	.988	Good
I am comfortable attaining my course offered in a proper environment	4.414	.892	Good
The structural location of the University attracts me to join it	4.171	.874	Good
I am pleased with a University that has a proper online coverage	3.788	1.096	Fairly Good
The structural orientation of the building provide me an attraction to a University	3.997	1.018	Fairly Good
Attitude of international students	4.136	.776	Good
I attain information about the search from my teacher	3.997	.983	Fairly Good
My education counselors/ parents/ advisors provide me information on the University for search	3.895	1.031	Fairly Good
I do my search from my family members who have information on the University	3.858	1.042	Fairly Good

Table 4: (con) Descriptive statistics on International students recruitment process in Türkiye

Descriptive statistics on students recruitment	Mean	Std. D	Interpretation
I attain the information on the courses offered and determine preference	4.208	.760	Good
I search to get the stability of the University in education	4.275	.782	Good
Student Process	4.047	.745	Good
I apply to the University with high low tuition costs	3.892	.884	Fairly Good
I apply to University that is best situated for my desired course	4.310	.914	Fairly Good
I apply to a University that is located closer to my home country/ vicinity	3.860	1.170	Fairly Good
I apply in the University that is accessible both online and physically	3.930	.982	Fairly Good
Student's applications	3.998	.745	Fairly Good
I chose a University that meet my financial capacity	4.382	.714	Good
I choose a University that offers partial or some sponsorship	4.243	.898	Good
I chose a University were access to part-time employment is possible	4.240	.897	Good
My university selection choice is focused the terms and conditions of the University	4.310	.875	Good
Student's Choice	4.294	.675	Good
Overall Mean	4.122	.721	Good

Source: Primary data, 2022

Results from Table 4.4's descriptive statistics on the process for hiring international students in TÜRKIYE showed that, overall, the avenues for hiring were good, with an overall mean of $M=4.122$ and a standard deviation of $SD=.721$. This indicates that the situation with regard to hiring foreign students in TÜRKIYE was generally good. The findings show that international students' intentions, aspects of their decisions, processes, applications, and attitudes all need to be considered.

Regarding the study, it was said that the average ($M=4.136$) and standard deviation ($SD=.744$) for the aim of overseas students were both considered to be reasonably acceptable. The results of the survey show that there was generally favorable intention toward the overseas students, suggesting that this intention is prevalent throughout the nation.

Responses on the disposition of international students had a mean of 4.136 and a standard deviation of .776 that was considered favorable. The study's findings

show that the international students' attitudes toward using social media were largely positive, indicating that these attitudes are typically prevalent in the study situations.

The study's findings demonstrate that the search process for students is generally good among communities and that the foundation of the students' search is based on the use of social media in their university search. The mean responses provided were 4.047, and the standard deviation was .745 interpreted as good. It was also discovered that the students' search process is generally good.

Regarding the study responses on the subject of student applications, it was discovered that the mean was 3.998 and the standard deviation was .745 interpreted as reasonably good meaning that the student applications for the courses are typically regarded as good with the responses provided as generally fairly above the study contention in the study findings.

The study's findings regarding the student's choice had a mean of 4.294 and a standard deviation of .675, which are both interpreted as good, indicating that the student's choice is generally in good condition. The mean responses are also interpreted as good, indicating that the stakes in the student's choice are the study's objective focus.

1. H01: Social media has a significant effect on the intention of international students.

The study's initial goal was to determine how social media affects prospective international students' decisions to attend the university. To achieve the study's goal, researchers developed a hypothesis that looked at whether social media significantly influences international students' intentions.

Table 5: Whether social media has a significant effect on the intention of international students

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.557 ^a	.310	.308	.61923		
a. Predictors: (Constant), Social Media						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.059	1	59.059	154.021	.000 ^b
	Residual	131.523	343	.383		
	Total	190.582	344			
a. Dependent Variable: intention of international students						
b. Predictors: (Constant), Social Media						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.414	.222		6.375	.000
	Social Media	.721	.058	.557	12.411	.000
a. Dependent Variable: intention of international students						

Source: Primary data, 2022

With an r-value of .557, the regression analysis of the study on the impact of social media on the intention of overseas students to attend the university revealed that social media had a 55.7% influence on this intention. The study demonstrates that social media has a limited ability to explain the intentions of overseas students; the remaining 44.3% of the percentage is explained by factors other than social media. The data are closely linked in terms of the information needed, as shown by the standard error estimate of .61923.

The results of the study's ANOVA reveal that the P-value was 0.000. Because this value was below the 95% confidence interval, the study suggests a connection between social media and the intention of overseas students to attend the university. The study shows that social media plays a significant role in influencing the goals of overseas students.

Since the significant values fell below the threshold of 0.05, the regression coefficients based on the data presented in the results show that social media has a significant value of 0.000 and is significantly influencing the intents of the international students. The results, which fell below the 95% confidence interval,

showed that social media can influence recruitment intentions for students. Based on the data, the researcher rejects the null hypothesis, accepts the alternative hypothesis, and comes to the conclusion that social media has a major impact on international students' intents.

2. H02: Social media play a significant effect on attitudes of international student's to the University.

The study's second goal was to determine the impact of social media on the perceptions of the university among international students. To achieve its goal, the study's premise sought to determine whether social media has a sizable impact on how prospective overseas students perceive the university.

Table 6: Social media play a significant effect on attitudes of international student's to the University.

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.581 ^a	.337	.335	.63333		
a. Predictors: (Constant), Social Media						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.979	1	69.979	174.465	.000 ^b
	Residual	137.579	343	.401		
	Total	207.557	344			
a. Dependent Variable: Attitude of international students						
b. Predictors: (Constant), Social Media						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.173	.227		5.168	.000
	Social Media	.784	.059	.581	13.209	.000
a. Dependent Variable: Attitude of international students						

Source: Primary data, 2022

The study on the impact of social media on the opinions of overseas students toward the university produced regression results with an r-value of .581, showing that social media has a 58.1% influence on their opinions. The study demonstrates that while social media can explain a moderate amount of the views of overseas students toward the university, the remaining 41.9% of the percentage is explained by factors other than social media. The data are closely linked in terms of the

information needed, as shown by the standard error estimate of.63333.

The results of the study's ANOVA reveal that the P-value was 0.000. Because this value was below the 95% confidence interval, the study suggests a connection between international students' perceptions toward the university and social media. According to the study, social media significantly influences how positively international students view the university.

The results suggest that social media has a significant impact on international students' attitudes toward the university because the significant values were below the value of 0.05 with regard to the regression coefficients based on the data presented in the results, which show that the constant and social media have a significant value of 0.000. The results fell below the 95% confidence limit, indicating that social media can influence how foreign students perceive the university. The researcher comes to the conclusion that social media has a substantial impact on how international students perceive the university after rejecting the null hypothesis and adopting the alternative one in light of the findings.

3. H03: Social media has a significant effect on international students search process for the University.

Establishing the impact of social media on the university search process for overseas students was the third goal of the study. To achieve the study's goal, researchers created a hypothesis that aimed to determine whether social media has a sizable impact on how prospective international students seek for universities.

Table 7: Social media has a significant effect on international students search process for the University.

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.584 ^a	.341	.339	.60605		
a. Predictors: (Constant), Social Media						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.295	1	65.295	177.771	.000 ^b
	Residual	125.984	343	.367		
	Total	191.279	344			
a. Dependent Variable: Student Process						
b. Predictors: (Constant), Social Media						
Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.184	.217		5.454	.000
	Social Media	.758	.057	.584	13.333	.000
a. Dependent Variable: Student Process						

Source: Primary data, 2022

According to the study's findings on the impact of social media on international students' university search processes, which were based on regression analysis, social media has a 58.4% influence on those processes (r-value:.584). The study demonstrates that social media helps to understand how foreign students search for universities. The remaining 41.6% of the percentage, which has moderate effects, can be attributed to variables other than social media. The data are closely connected in terms of the information needed, as shown by the standard error estimate of.60605, which was calculated.

The results of the study's ANOVA reveal that the P-value was 0.000. Because this value was below the 95% confidence interval, the study suggests a connection between social media and international students' university search processes. According to the report, social media significantly influences how actively prospective international students seek for universities.

Since the significant values were below the value of 0.05, the regression coefficients based on the data presented in the results suggest that social media has a considerable impact on international students' university search processes. The

constant has a significant value of 0.000. The results fell below the 95% confidence limit, indicating that social media can influence how foreign students perceive the university. Based on the data, the researcher rejects the null hypothesis, accepts the alternative theory, and comes to the conclusion that social media has a substantial impact on how prospective international students seek for universities.

4. H04: Social media has a significant effect on international student's applications for the University

Establishing the impact of social media on applications from prospective international students to the university was the study's fourth goal. To achieve the study's goal, researchers developed a hypothesis that looked at whether social media significantly influences how prospective overseas students apply to universities.

Table 8: Social media has a significant effect on international student's applications for the University

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.586 ^a	.344	.342	.60491		
a. Predictors: (Constant), Social Media						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.740	1	65.740	179.659	.000 ^b
	Residual	125.509	343	.366		
	Total	191.249	344			
a. Dependent Variable: Student's applications						
b. Predictors: (Constant), Social Media						
Coefficients ^a						
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	1.126	.217		5.197	.000
	Social Media	.760	.057	.586	13.404	.000
a. Dependent Variable: Student's applications						

Source: Primary data, 2022

With an r-value of .586, the regression results of the study on the influence of social media on attitudes international students' applications for the university revealed that social media has a 58.6% influence on those applications. The study demonstrates that social media has a moderate impact on how overseas students apply to universities, while other factors account for the remaining percentage of

41.4%. The data are closely similar in terms of the information needed, as shown by the standard error estimate of.6049.

Since the p-value was smaller than the 95% confidence interval, the study's findings, which are based on the results of an ANOVA, suggest that social media and applications for admission by international students to universities are related. According to the study, social media significantly influences the number of applications from prospective overseas students to the university.

Since the significant values were below the value of 0.05, the results suggest that social media has a significant impact on international students' applications to the university. Regression coefficients based on the data presented in the results show that the constant and social media have a significant value of 0.000. The results, which fell below the 95% confidence interval, showed that social media can encourage applications from international students to the university. The researcher draws the conclusion that social media has a major impact on overseas students' admissions to the university after rejecting the null hypothesis and adopting the alternative one in light of the findings.

5. H05: There is a significant effect of social media on the international student's choice of University.

The study's fifth goal was to determine how social media influenced which university overseas students choose. To achieve the study's goal, the researchers developed a hypothesis that looked at whether social media significantly influences how overseas students choose their universities.

Table 9: Whether there is a significant effect of social media on the international student's choice of University

Model Summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	.510 ^a	.260	.258	.58179		
a. Predictors: (Constant), Social Media						
ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.790	1	40.790	120.509	.000 ^b
	Residual	116.099	343	.338		
	Total	156.888	344			
a. Dependent Variable: Student's Choice						
b. Predictors: (Constant), Social Media						
Coefficients ^a						
Model		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
1	(Constant)	2.032	.208		9.746	.000
	Social Media	.599	.055	.510	10.978	.000
a. Dependent Variable: Student's Choice						

Source: Primary data, 2022

With an r-value of .510, the regression analysis of the study on the influence of social media on international students' attitudes and university preferences revealed that social media has a 51% influence on such decisions. The study demonstrates that social media has a moderate impact on how overseas students choose their universities, while other factors account for the remaining 49% of the explanations. The data are closely linked in terms of the information needed, as shown by the standard error estimate of .58179.

The results of the study's ANOVA indicate that the P-value was 0.000; because this value was below the 95% confidence interval, the study suggests a connection between social media and international students' choice of university. According to the study, social media significantly influences how international students decide which university to attend.

Since the significant values were below the value of 0.05, the results suggest that social media has a significant impact on international students' applications to the university. Regression coefficients based on the data presented in the results show that the constant and social media have a significant value of 0.000. The results

fell within the 95% confidence interval, indicating that social media can influence applications from international students to universities. The t-values for the constant (students' choice) and social media are 9.746 and 10.978, respectively, indicating the close relationship between the two sets of data. The researcher draws the conclusion that social media significantly influences international students' choice of university by rejecting the null hypothesis H_0 and adopting the alternative hypothesis H_1 .

IV. DISCUSSIONS, CONCLUSION AND RECOMMENDATION

A. Introduction

This chapter discusses the findings based on information gathered from the field on the impact that social media has on the selection of international students in TÜRKIYE. The section includes areas for additional research as well as the study's results and recommendations.

B. Discussion of findings

1. Effect of social media on intention of international students to the University

The study shows that social media plays a significant role in influencing the goals of overseas students. International students' intentions to attend the university are influenced by social media by 55.7%. The results are in line with those of Helou and Ab.Rahim (2014), who suggested that social networking sites' effects on students' educational presentations in Malaysia were established to be primarily for students engaged in social media use rather than use for educational objectives. Even agree with Gómez and Pedro's (2012) findings that students exhibit a helpful attitude while using social networks for educational purposes when discussing academic utilization of communal networks among college students. Even in agreement with Saw et al. (2015), who established the student's motivations for using social media sites among the main regular reasons for both international and domestic students to engage in public actions like speaking with friends, staying awake by watching friends, and maintaining relationships with others.

2. Effect of social media on attitudes of international students to the University

Social media has a 58.1% impact on how foreign students perceive the university. According to the study, social media significantly influences how positively international students view the university. According to (Spraggon, 2014),

the recruitment channels are afterwards integrated in a number of the common tools required for use, such as Facebook, emails, and messaging to the institution as a basis for events and written invitations. The results are consistent with those of Hall and Sivakumaran (2014), who found that international students in the United States should use a common medium for a range of activities that will aid them in adjusting to the way of life in a foreign country through their learning abroad experience.

3. Effect of social media on international students search process for the University.

Social media has a 58.4% impact on how prospective international students look for a university. According to the report, social media significantly influences how actively prospective international students seek for universities. The study conducted in 456 in the admission for the marketing reasons for the surveys in the colleges and universities, the data support Barnes and Lescault's (2016) contention that social media adoption in admissions for marketing purposes in accredited colleges in the United States. Even in agreement with those of Spraggon (2015), who examined the use of social media for students searching for universities as a necessary marketing tool for business schools through the collection of data from 20 students enrolled in business schools and done through questionnaires administered to marketing officers who collected the data for the institutions. Even agree with Barnes (2014), who carried the research on social media's impact on student recruitment in the US, highlighted the use of social media by schools and universities to attract prospective students.

4. Effect of social media on international student's applications for the University.

According to the study, social media significantly influences the number of applications from prospective overseas students to the university. The university's applications from international students are impacted by social media by 58.6%. The study demonstrates that social media moderately contributes to the explanation of applications from international students to universities. The results concur with those of Slideshare (2014), who argued that social media's perspective was beneficial in generating high institutional performance through the application process for decisions made. The free students incoming to Marquette University revealed that in

order to obtain better results, the experience for the application process was diminished. In agreement with Merrill's (2015) efforts to determine whether social media should be used to recruit people from around the world for the cause. High education institutions from countries like Germany, New Zealand, and Canada answered to the online poll. In accordance with findings from Glassford (2015), it was also demonstrated that Bowling Green State University employed social media platforms for student application recruiting. 6,450 participants from the freshman classes of 2009 and 2010 were given access to the online survey. The main comments from Facebook and YouTube, as well as their efficacy for getting informational admissions. Only 3.8% of the study's respondents were in favor of raising the questions about the representatives. Even concur with Lanier's (2017) research, which included interviews with senior media and marketing executives, revealed that students in universities might benefit from specific digital tools for market goals.

5. Effect of social media on international student's choice of University

The choice of university made by overseas students is influenced by social media in 51% of cases. According to the study, social media significantly influences how international students decide which university to attend. The research's findings concur. The results are consistent with those of Stagon (2010), who tested an assumption about social media use among 403 prospective students in the Netherlands and looked at how the media affected decision-making for that particular university. The findings support Social Media Today's (2015) assertion that students will be happy with their college choice if it performs in accordance with the information provided about its features. The majority of the 24 former Erasmus participants in zdem's (2013) qualitative survey agreed that the program had improved their academic performance.

C. Conclusions

The primary goal of the study is to evaluate the impact that social media has on TÜRKIYE's recruitment of overseas students. What impact does social media have on prospective international students' decision to attend the university? What impact does social media have on how foreign students perceive the university?

What impact does social media have on the university's quest for overseas students? What impact does social media have on applications from prospective overseas students to the university? What impact does social media have on the university of choice for international students?

The study's findings, which are based on the first objective, show that social media use helps international students make better decisions about which universities to attend. However, the study also shows that, to some extent, these students' intentions for social media development need to be improved in order to produce the right kind of positive intentions by the organization with regard to social media.

According to the study's findings, social media has a considerable impact on how prospective overseas students perceive universities. According to the study's findings, social media development is necessary since it can influence students' attitudes and help them make better judgments.

According to the study's findings, social media is helpful for overseas students when they look for universities. According to the study's findings, social media is used for university searches. The study comes to the conclusion that effective student university search can be generated by the managerial efficiency of social media.

Concerning the impact of social media on applications from prospective overseas students to the university, the fourth research question. According to the findings, social media has a somewhat negligible impact on college applicants. The study's findings suggest that social media should be encouraged to aid students' search efforts.

Finally, social media influences international students' choice of Turkish university in a favorable way. The study comes to the conclusion that managing the students to create consensus on the university decision in TÜRKIYE only produces a limited amount of efficacy.

D. Recommendations

The study suggests that social media should be developed to give those with educational goals, especially those planning to enroll in universities, a legitimate means of doing so.

There is a need for the creation of social media sites to enable and provide attractions of the people online in the effort to improve the students' attitudes toward the Universities. This will encourage individuals who have the attitude of entering the University to apply.

The third objective of the study makes the recommendation that study programs on social media should be improved and made available so that students looking to enroll in universities can search effectively. The study also offers ways to increase the effectiveness of recruitment websites.

In order to improve and draw in more applicants for online student recruitments, social media sites need to be updated to make them more accessible and promote course application and evaluation.

The study's last recommendation is that social media be developed with tools that can support an organization's efforts to manage students effectively, particularly by providing an environment where student applications are made online in the appropriate and available manner.

- Areas of further study

Due to budget limitations, the study only looked at a few possible pathways for investigating social media and student recruitment; therefore, additional research is required to complement this study on the following avenues.

Social media management and students University lookup

Factors that influence students' social media searches for Turkish universities

A comparison of social media and traditional media used for student recruitment

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APPENDICES

Appendix A: Research Questionnaire

Dear respondent,

I am a student of University conducting a study on the impact of social media on international student's recruitment process in TÜRKIYE. Please spare some time and answer the questions that follow. Your response will be kept strictly confidential and will only be accessed by the research team. The information provided will only be used for academic purposes in this study.

Thank you very much for your time and cooperation.

Yours Cordially,

.....

Researcher

Section A: Demographics of respondents (Pick the appropriate response)

1. Gender
 - 1) Male
 - 2) Female
2. Highest level of qualification
 - 1) Certificate
 - 2) Diploma
 - 3) Degree
 - 4) Student
3. Age
 - a) 20 - 30
 - b) 30 – 40
 - c) 40 – 50
 - d) 50+
4. How long have you worked in this organization
 - 1) 1-5years
 - 2) 6- 10years
 - 3) 10 Years above

The use of Likert scale were 1= Strongly disagree, 2= Disagree, 3= Not sure

4= Agree,

5= Strongly Agree.

Direction: please tick the column corresponding rating that best describes your response using the guide below

Score	Mode of Response	Description
5	Strongly agree	You agree with no doubt
4	Agree	You agree with some doubt
3	Not Sure	You are doubtful
2	Disagree	You disagree with some doubt
1	Strongly disagree	You disagree with no doubt

SECTION B: Social Media

Social Media		Rankings				
	Response	1	2	3	4	5
S ₁	Face book updates from college fans page stream directly into the new feeds					
S ₂	The advice and opinions through the fan page wall and discussion tab					
S ₃	Twitter list the features that enable one to organize University/ college in the interest for attracting clients					
S ₄	You tube provide user generated content for University or college videos and clips					
S ₅	You tube provide lecturers from a college's best professors that give idea on the academic culture for University					
S ₆	Flik photo host for the many students for prospective colleges and University					
S ₇	Geotagging allow the view of maps of college campuses and surrounding areas					
S ₈	Blogs funs read the college news articles					
S ₉	UNIGO provide filtering student reviews by the type of students making them.					
S ₁₀	There is prediction of chances for college connections on face book, campus Buddy built on top of face book platform					
S ₁₁	There are school networks for leverages on official school data, such as official grading records and admissions statistics along with social connections.					
S ₁₂	College confidential campus vibe section lets college seekers fill out visit reports and share photos, videos, first impressions. Liyagat and Sovita Gupta (2018). Jiménez-Rodríguez, Belmonte, Arcos and Castro (2021)					

SECTION C: Intention of international students

		Rankings				
	Intention of international students	1	2	3	4	5
DV ₁	I intend to seek and go to a reputable University					
DV ₂	My intensions are to attain a University with low costs					
DV ₃	I intend to join a University that provide quality education					
DV ₄	My intensions are to join virtual connected University					
Dv ₅	In intend to join a University that has marketable courses Albert (2018)					
	Attitude of international students					
DV ₆	Iam feel comfortable joining a reputable University					
DV ₇	I am comfortable attaining my course offered in a proper environment					
DV ₈	The structural location of the University attracts me to join it					
DV ₉	I am pleased with a University that has a proper online coverage					
DV10	The structural orientation of the building provide me an attraction to a University Zahra S (2012).					
	Students search process					
DV11	I attain information about the search from my teacher					
DV12	My education counselors/ parents/ advisors provide me information on the University for search					
DV13	I do my search from my family members who have information on the University					
DV14	I attain the information on the courses offered and determine preference					
DV15	I search to get the stability of the University in education Chaubey D.S, Subramanian K.R and Shivani J.(2011).					
	Student's applications					
DV16	I apply to the University with high low tuition costs					
DV17	I apply to University that is best situated for my desired course					
DV18	I apply to a University that is located closer to my home country/ vicinity					
DV19	I apply in the University that is accessible both online and physically Abdurrahman, Adem and Orhan (2018)					
	Student's choice					
DV20	I chose a University that meet my financial capacity					
DV21	I choose a University that offers partial or some sponsorship					
DV22	I chose a University were access to part-time employment is possible					

Dv23	My university selection choice is focused the terms and conditions of the University Saleh G and Nikolina L (2016).					
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Appendix B Ethical Approval Form

Evrak Tarih ve Sayısı: 30.09.2022-63713



T.C.
İSTANBUL AYDIN ÜNİVERSİTESİ REKTÖRLÜĞÜ
Lisansüstü Eğitim Enstitüsü Müdürlüğü

Sayı :E-88083623-020-63713
Konu : Etik Onayı Hk.

30.09.2022

Sayın MUHAMMAD RAHEEL

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 22.09.2022 tarihli ve 2022/15 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Alper FİDAN
Müdür Yardımcısı

Bu belge, güvenli elektronik imza ile imzalanmıştır.

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