The Impact of Social Media on International Students' Recruitment Process in Türkiye[1]

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ABSTRACT

The focus of the study is to assess the effect that social media has on the international student recruitment process in Türkiye. The data was collected from 345 respondents by using questionnaires. The data analysis was done based on frequency, percentages for demographic traits, descriptive statistics, and regression analysis. Based on the results, the study concludes that social media usage plays a positive role in stimulating the intentions of international students in the selection of Universities, the study concludes that to some extent the intentions for social media development be enhanced to generate the proper generation of positive intentions by the organisation regarding social media. The study concludes that social media has had a high effect on attitudes of the international students towards Universities. Also, it shows that there is a need for the development of social media since it can generate improved decisions by the students in terms of their attitudes. The study proves that social media has a positive effect on the international students' search process for the University. It also makes it obvious that social media can generate effective students University search and application processes. The results indicate that there is a low effect of social media on students' applications in Universities. The study concludes that there is a need for stimulating social media to the students' search processes and finally social media has a positive effect on international students' 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 recommends that there is a need for Universities to develop social media so that those with the attitude of joining the University apply there is need for the development of social media sites to enable and

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

INTRODUCTION BACKGROUND OF THE STUDY

The study focus on two study variables of the impact of social media as the independent variable and the international student's recruitment process in Türkiye as the dependent variable. The invention of ICT has brought a series of changes in the way people and the organisation function, communicate, conduct transactions and recruit for the business (Zeisser, 2017). The effect of social media and technology on purchasing behaviours and the decision making process for the education institution is adapted to the new trends and development to get the responsive effects in adoption, implementation in recruitment and marketing tools and techniques. The restrictions on the use of social media are still an issue for continuation in expansion in Arab countries (Zuehlke, 2015).

Globally, Universities are having a number of factors and constraints in the design and implementation of the market in terms of goals and strategy. Some of the factors and constraints are the lack of knowledge to be an expert in usage of the social media for marketing, poor usage of internet-based marketing technique in expanding the target, a complex of marketing and recruitment strategy and processes that has the potential for the student in the devices for social media platforms and application (Glassford, 2015).

The statistics for technology development have continued to provide an effect on the education institution in covering the mechanism for the techniques that communicate the attractions and perspectives of the students in countries (Engelke, 2017). The traditional media and marketing campaigns for the expansive and have a limitation in reaching the international students in the University that have been recognised through potentiality for social media in the capitalisation for the promotion of the program and attractions for the students. In Türkiye like many Europe-

an countries have been in the employment of social media in developing recruitment for students. The venture into development for the web leads to the explosion in social media that include social network sites such as Facebook, Twitter and MySpace, wikis, blog site hosted for service, video sharing and web application for among many others. The study reveals that social media provide attraction for young people especially teenagers the example of the recent survey that indicates 73% of the European and 347 million users on the social network site. The most popular social network site in Europe is 62% is registered for the users.

STATEMENT OF THE PROBLEM

Students joining Universities are taken to be the digital end of the social network generation (Suny, 2013) because of the usual engagements of the networking activity, this is supported by the figures from 2012 in the PEW internet project that indicated that 73% of the online children and 72% young adults are comprised of the prospective University students in the usage of social media sites for the cases of many functions. Zeisser (2017) argued that social media is used by international students in assisting the University in taking decision making; this is in line with the provisions of Levitz (2012) who contend that 46% of students visited Universities through Facebook and 69% of liked the University online page. Many studies conducted have not tried to provide a remedy to this and most Universities are neither less aware nor completely aware that social media can be used in the recruitment of students and instead heavily rely on the mainstream media that continue to increase the operational costs for the organisations. The study hence intends to evaluate the effect of social media on international students' decisions of university and courses.

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) To establish the effect of social media on the intention of international students to the University.

2) To establish the effect of social media on the attitudes of international students to the University.

3) To establish the effect of social media on the international students' search process for the University.
4) To establish the effect of social media on international students' applications for the University.
5) To establish the effect of social media on international students' choice of University.

LITERATURE REVIEW SOCIAL MEDIA

Lanier (2017) defined social media as a group of internet applications that are hinged on the ideological and technological foundation of the websites and allow creating the exchange for user-based content. The broad environment reveals the simple collaboration in the projects for Wikipedia and includes the sites and blogs like Twitter, content communities like YouTube and social networks like Facebook and virtual social worlds are seriously used in the life amongst the people in the communities.

EFFECT OF SOCIAL MEDIA ON ATTITUDES OF INTERNATIONAL STUDENTS

Communal mediums provide an effect on the attitudes of international students. The attraction for recruitment in international students' states that university integration is effective when the social medial tool and applied form exist in marketing the mechanisms for the additional budget in spending too many resources (Spraggon, 2014). Social media has an influence on attitudes of international students' recruitment attitudes. The information for the perspective that determines the students for the posts on the University websites includes the programs for the courses, tuitions, admission schedules, scholarships grants, photos, videos, schools facility, prospectus, school history, university achievement and prominent alumni among many others.

Social media networking has emerged and expanded over the years and it has provoked marketers and managers to use this networking as a part of their marketing communication (Kim & Wang , 2017). Social media marketing generally induces the attitudes of international students. Some researchers have described social media as a way to connect or interact with current and potential customers with the main aim of maintaining or building a relationship (Felix, 2017).

Social media support in the provision of marketing which induces attitudes in ways to reach out to a large audience where they can attract new potential customers and interact with the existing ones (Harrysson, 2016). For reaching their target audience and potential customers, businesses use a wide range of marketing strategies and tactics.

Ballweg et al. (2019) investigated the prevalence and influence of social network websites in Turkey (SNW) content on job applicants reactions to their prospective immediate supervisor and toward applying for the job. Richer media possess the capacities or channels needed to communicate information that is high in volume, complex, ambiguous, susceptible to multiple interpretations or unfamiliar to receivers (Frasca and Edwards, 2017).

EFFECT OF SOCIAL MEDIA ON THE INTENTION OF INTERNATIONAL STUDENTS

Social media affect the intention for the admission of students to colleges in the US highlighting the need for college and University students in the use of social media for recruiting students into Universities (Stageman, 2015).Social media is good in incorporating of the social media sites needed such as Facebook and Twitter in the use of social media grows for universities that may on the means for values addition information experiences for the prospective students (Spraggon, 2014). The information is customised in the respective students in a possible thorough gathering of the personal information needed for the development of the possibilities in seeing how the students see many others in the school look for the college particulars, contact for the questions in the selection of the university in the specific criteria needed in the students' selections (Szkudlarek, 2015).

Social media marketing is an effective process by which companies build a strong relationship with customers, communicate with them and deliver online marketing offerings via social media platforms (Rahman, 2017). Social media can influence the intention of the users in a transparent as social media attracts a huge audience that is directly or indirectly linked or associated with the company. Also, the people associated with the company want to know each and everything about the company (Lacoste, 2016). Social media influencers are known as individuals whom others view as valid sources of what to purchase (Tuten & Solomon, 2015). Influenc-

er marketing has become essential within brands marketing strategies as customers are relying more on the opinion of others when it comes to purchasing something.

Social media can be used by recruiters as a platform to inform applicants about the type of opportunities available, the skill and competency required for the job and the nature of the workplace. Tools such as Google analytics/Facebook analytics have been used for producing and posting relevant content to the target audience. By doing this, recruiters can satisfy the need of the applicant regarding content and volumes of information (Wazed and Ng, 2015). The fast speed of communication and the wide reach are also important characteristics that make social media very different from other prior forms of communication (Lam, 2016). Further, recruiters can also use social media to establish the credibility of the information sought by the applicants.

Schivinski and Dabrowski (2016) found that social media communication has a positive influence on brand attitude, which further influences purchase intention. The researcher proved that firm-created social media communication has been viewed as credible and reliable and hence attracts more customers. Similarly, in the context of hoteliers, Raab et al. (2016) found hotelier social media communication style and information quality positively relate to customers' loyalty. The friendly dimension of the social media-based communication style along with the interactive and professional display of social media communication increased the information credibility and extended satisfaction leading to enhanced customer loyalty.

EFFECT OF SOCIAL MEDIA ON INTERNATIONAL STUDENTS SEARCH PROCESS FOR THE UNIVERSITY

Barnes and Mattson (2016) did a study on social media use of admission offices at institutions for higher education. The study shows the order for establishing the responses for the phone concerning the use of social media for institutions for the market. The results show that social media admission continues to increase social media familiarity continues increased compared to 63 in 2008, with 95% of the admission through social media, then 85% in 2008 for the reports providing social media as important in the increment of the students' recruitments. Barnes and Lescault (2016) contend that the adoption of social media in admissions for marketing pur-

poses in accredited colleges in the United States, the study was done in 456 in the admission for marketing purposes for the surveys in the colleges and universities.

Spraggon (2015) investigated the use of social media for students' University searches such as market tools needed for business schools in the collection of data from 20 business school students and done with questionnaires in the marketing officers who attained the information for the institutions. The results show that there exists a disconnection between the theory and practice coming to the marketing and social platforms. Barnes (2014) conducted a study on social media and its effect on students' search in the US highlighting the colleges and Universities through that use of social media in recruiting the searching the students. The findings show that 53% of the students in the schools reported that monitoring the internet for business and conversations in the institutions is an active enabler for monitoring the internet for posts in conversations and institutions that supports the notion for the social influences for the social media.

According to wisemetrics, the half-life of a tweet that is, the time in which you get 50 per cent of all the clicks and views is approximately 24 minutes. While on Facebook, a post has only 90 minutes of half-life at best (wisemetrics, 2019). The half-life of Pinterest is 3.5 months. This means a single pin lasts approximately 1,680 times longer than a Facebook post (Kohler, 2019).

Organizations have been using their existing staff to share Information about the role of their company in their achievement. Also, existing employees may create their groups on separate platforms for networking and sharing photographs with fellow employees that are not controlled by the organization. Sites also exist to post views on employers, for example, Glassdoor and Rate My Employer, which may help the employer in establishing the credibility of the information to be provided to the applicants (Neuhofer et al., 2015).

EFFECT OF SOCIAL MEDIA ON INTERNATIONAL STUDENT'S APPLICATIONS FOR THE UNIVERSITY

Varsity Outreach (2015) surveyed 2000 colleges and universities to determine if the use of Facebook in recruitment for students was good. The

application of the tool was to 150 college students who completed the survey. Despite the low rate of 7.5% the findings showing that the growth concerning the use of social media recruitment.

Merrill (2015) set to establish if utilisation of social media for application of the international issues for efforts. The institutions for high education responded to the online survey that include some of the Germany, New Zealand, and Canada. A similar form of the studies shows that Facebook, Twitter, YouTube and linked were the major tools used in the recruitment of international outreaches.

Lanier (2017) conducted interviews with social media and marketing experts finding out that the specific digital tools for the achievement of market purposes and applicable for students in the Universities. The study established that the tools used for the purposes including online video sharing like YouTube provided that a high level of education is of value in reaching of the platforms needed for the perspectives.

Razani (2015) argued that the students are engaged with the counsellors and administrators concerning the specialisation in aiding the students in the universities making decisions. The students, counsellors and admission experts represent the online communities where the information is shared prospectively through experiences of the communities in the college connection with Facebook among other social media.

Ahmed, Dar, Tahir and Masood (2018) conducted a study on social media and student applications for the University in Turkey. The goal of this paper is to think about the maximum popular long-variety interpersonal communiqué website, Facebook, and other online net-based social networking systems (OSMNs) considering a relationship or fellowship. This paper talked about the philosophy that can direct the research of the informal community Facebook (FB) and represent the shape of the Web Mining stage. Finally, special mechanical difficulties were investigated which were lying under the challenge of removing records from FB and looking at the approximately creeping operator's usefulness (Ahmed et al, 2018). This research functions the possibilities of online life inside the instructional setting by way of collective getting to know and improves the understudies 'scholarly execution.

Social media has prompted a revolution within the last century in students recruitment. Almost everyone has got admission to social media in special ways. The rapid increase and availability of community and era as smartphones and private computers (PCs) have made social media accessible to anyone. Social media are online platforms that decorate international and interpersonal conversations and sharing amongst their users (Masoud et al, 2019).

EFFECT OF SOCIAL MEDIA ON THE INTERNATIONAL STUDENT'S CHOICE OF UNIVERSITY

Singh (2015) conducted research on the effect of social media on students, universities, and officers in the provision of public institutions for higher education. Social media for effectiveness, Capex.com recommend that high education for Facebook pages for engagement for the maintenance of social presence in the order for the platform for the effectiveness in marketing strategy. Stagon (2010) also conducted a study in testing the assumption for the use of social media among 403 prospective students in the Netherlands and the roles in the media plays in the decisions making processes for the particular university. Constantinides & Stagno (2014) did a survey of 400 students revealing that high school determination affects social media on the decisions for attendance in colleges, the confirmation reported that Stagno (2010) show that many students confirmed that the information sources affected the college students.

Slideshare (2014) argued that the perspective of social media was good in generating high institutional performance through the application process for the decisions made, the free students incoming at Marquette University revealed that in getting better findings, the experience for the application process reduced.

Social Media Week (2015) contend that international student recruitment is inherently complex, as it requires a deeper understanding of local markets and differences in student decision-making processes. These differences are amplified by the language and cultural contexts of countries. Social media offers a potent solution with its ability to adapt to the needs of prospective students from a wide range of languages and cultures. According to eMarketer the most effective marketing strategy is sponsored

social messages transmitted through a person with a great online audience: an influencer. Araujo (2017) believes it's the impact and diffusion of the communicated message that matters. In De Veriman's views opinion leaders as the de facto influencer. Araujo (2017) considered celebrities and public figures as the high-reach influencers. Khamis (2016) refers to influencers as micro-celebrities.

Figure 1: Conceptual Framework Shows Effect that Social Media on International Students' Recruitment Process in Türkiye

RESEARCH MODEL
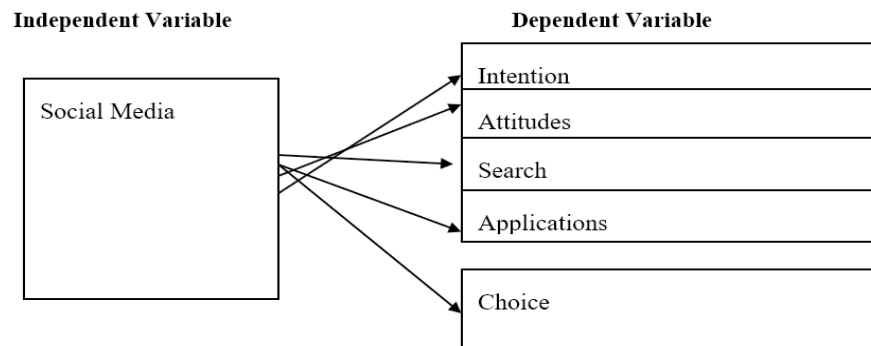
RESEARCH HYPOTHESIS

H_1: Social media has a significant effect on the intention of international students.

H_2: Social media play a significant effect on the attitudes of international students to the University.

H_3: Social media has a significant effect on the international students search process for the University.

H_4: Social media has a significant effect on international students' applications for the University.

H_5: There is a significant effect of social media on the international student's choice of University.

Research methodology and Findings

RESEARCH METHOD

The research used a descriptive research design based on the quantitative research approach, the design involve the description of the data through the use of inferential statistics based on regression analysis on social media and students recruitments. The design provides information appropriate in the study context**.**

SAMPLE

The study considered 5 Universities from Istanbul Türkiye (the five with the highest number of international students) with a total population of 2500 students. A sample of 345 respondents was selected to participate in the study. Purposive sampling was employed to provide a chance for the respondents to collect viable information for the study.

DATA COLLECTION METHOD AND TOOLS

SURVEY

The study used a questionnaire survey method in attaining the quantitative data in the study research due to the observation of the options in the system for attaining getting the information in the questionnaires that provide a right to provide a favourite and right choice for the study due to versatility, time effectiveness and cost efficiency in the form of efficiency.

QUESTIONNAIRE TOOL

The study used questionnaires to elicit data from the respondents the questionnaires were composed of short questions that were designed to suit the objectives of the study. The scale of 5 which includes 5 strongly agree, 4= Agree, 3= Not sure 2= Disagree and 1= strongly disagree). The questionnaire was based on social media and will be based on the scales of Barnes & Mattson (2010) and Barnes & Mattson (2010). The intention of international students was based on the scales of Cappex.com (2010). Attitudes will be measured on the scales of Eagly & Chaiken (2015). The search process, application and choice are based on the previous works of (Chapman and Litten, 1984), Kusumawati (2016) and Lanier (2015).

DEMOGRAPHY OF THE RESPONDENTS

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
	Total	**345**	**100.0**
Experience	1-5 Years	250	72.5
	6- 10years	59	17.1
	10 Years above	36	10.4
	Total	**345**	**100.0**
	Single	304	88.1
Marital Status	Married	41	11.9
	Total	**345**	**100.0**
	<4250TRY	110	31.9
	4250-5000TRY	24	7.0
	5000-6000 TRY	124	35.9
	>6000TRY	87	25.2
Income	**Total**	**345**	**100.0**

Source: Primary Data, (2022)

Results in table 1 first present a demographic response of age of the respondents, the results reveal that male respondents were 131(38%) of the respondents, female respondents were 214(62%) of the study, the study findings indicate that the majority of respondents for the study were females although information was attained from both male and female. Results on the age of the respondents indicate that the age of the respondents were majorly 20-30 who were 261(75.7%) respondents while those the age of 30-40 were 72(20.9%) respondents and finally those 40-50 years were 12(3.5%) of the respondents. Results on the educational qualifications of the respondents reveal that degree respondents were 240(69.6%) who were degree holders while students were 58(16.8%) of the study and finally diploma holders were 47(13.6%) of the respondents. Results on the experience of the respondents indicate that the majority of respondents were experienced with social media in university recruitment, the study indicates that those with 1-5 years were 250(72.5%) of the respondents, those of 6-10 years were 59(17.1%) respondents and finally, 36(10.4%) respondents were for above 10 years. In terms of the marital status of respondents, it was found that the majority of respondents were single who were 304(88.1%) of the respondents while the married respondents were 41(11.9%) of the respondents. Results on the income level of the respondents indicated that the majority of respondents were in the income level of 5000-6000 TRY with 124(35.9%) respondents, those of <4250TRY were 110(31.9%) respondents while >6000TRY had 87(25.2%) respondents while 24(7%) respondents.

FACTOR AND RELIABILITY SCALES ANALYSIS

The study section presents the confirmatory factory and reliability analysis tests composed of the different scales employed in the study variables for the scales of the study. Social media had 12 items, Intention of international students, Attitude of international students and students search process each had 5 items each, then Student Application had 4 items and student's Choice had 4 items. The study items are valid and reliable from the scale before continuing to test the hypothesis of the study based on KMO measures for the sample based on explained variance percentages shown in Table 2.

Table 2: Validity and Reliability

Items	Social Media	Item Loading	Explained Variance %
SM1	Social Media	.676	28.17
	Intention of international students	.771	18.70
	Attitude of international students	.639	15.41
	Students search process	.801	17.06

Student Application	.758	13.76
Student's Choice	.671	17.50
P-value		0.001

Source: Primary data, 2022

H₁: Social media has a significant effect on the intention of international students

Table 3: 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

ANOVAᵃ

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

Coefficientsᵃ

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

The study on the effect of social media on the intention of international students to the University, the regression results provided the findings with the r-value of .557 indicating that social media has a 55.7% effect on intention of international students to the University. The study shows that social media explain the intention of international students with moderate effects, the rest of the percentage of 44.3% is explained by other factors other than social media. The standard error estimate was .61923 indicating that the data is closely related in the view of the information needed.

The findings for the study based on ANOVA results reveal that there the P-value was 0.000, since the p-value was less than the 95% confidence interval, the study indicates that social media and the intention of international students to the University are related. The study indicates that social media is significant in stimulating of the students' intentions of international students. Based on the findings, the researcher rejects the null hypothesis and adopts the alternative hypothesis and concludes that there is a significant effect of social media on the intentions for international students.

H₂: Social media play a significant effect on the attitudes of international students' to the University

Table 4: Social Media Play a Significant Effect on Attitudes of İnternational 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

ANOVAᵃ

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

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
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 effect of social media on the attitudes of international students to the University, the regression results provided the findings with the r-value of .581 indicating that social media has a 58.1% effect on the attitudes of international students to the University. The study shows that social media explain the attitudes of international students to the University with moderate effects, the rest of the percentage of 41.9% is explained by other factors other than social media. The standard error estimate was .63333 indicating that the data is closely related in the view of the information needed.

The findings for the study based on ANOVA results reveal that there the P-value was 0.000, since the p-value was less than the 95% confidence interval. The study indicates that social media is significant in the stimulation of attitudes of international students to the University. Based on the findings, the researcher rejects the null hypothesis and adopts the alternative hypothesis and concludes that there is a significant effect of social media on the attitudes of international students to the University.

H$_3$: Social media has a significant effect on international students search process for the University

Table 5: 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		
		B	Std. Error	Beta	t	Sig.
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

The study on the effect of social media on international students search process for the University, the regression results provided the findings with the r-value of .584 indicating that social media has a 58.4% effect on the international students search process for the University. The study shows that social media explain international students' search process for the University with moderate effects, the rest of the percentage of 41.6% is explained by other factors other than social media.

The findings for the study based on ANOVA results reveal that there the P-value was 0.000, since the p-value was less than the 95% confidence interval, the study indicates that social media and international students'

search process for the University are related. The study indicates that social media is significant in stimulating of the international students search process for the University. Based on the findings, the researcher rejects the null hypothesis and adopts the alternative hypothesis and concludes that there is a significant effect of social media on international students search process for the University.

H₄: Social media has a significant effect on international student's applications for the University

Table 6: 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	.586ª	.344	.342	.60491

a. Predictors: (Constant), social media

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	65.740	1	65.740	179.659	.000ᵇ
	Residual	125.509	343	.366		
	Total	191.249	344			

a. Dependent Variable: Student's applications

b. Predictors: (Constant), social media

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
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

The study on the effect of social media on attitudes to international student's applications for the University, the regression results provided the findings with the r-value of .586 indicating that social media has a 58.6% effect on international student's applications for the University. The study shows that social media explain international students' applications for University with moderate effects. The findings for the study based on ANOVA results reveal that there the P-value was 0.000, since the p-value was less than the 95% confidence interval, the study indicates that social media and international students' applications for the University are related. The study indicates that social media is significant in the stimulation of international students' applications for the University. Based on the findings, the researcher rejects the null hypothesis and adopts the alternative hypothesis and concludes that there is a significant effect of social media on international student's applications for the University.

H₅: There is a significant effect of social media on the international student's choice of University

Table 7: 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	.510ª	.260	.258	.58179

a. Predictors: (Constant), social media

ANOVAª

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.790	1	40.790	120.509	.000ᵇ
	Residual	116.099	343	.338		
	Total	156.888	344			

a. Dependent Variable: Student's Choice

b. Predictors: (Constant), social media

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	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

The study on the effect of social media on attitudes international student's choice for the University, the regression results provided the findings with the r-value of .510 indicating that social media has a 51% effect on international student's choice for University. The study shows that social media explain international students' choice for University with moderate effects.

The findings for the study based on ANOVA results reveal that there the P-value was 0.000, since the p-value was less than the 95% confidence interval, the study indicates that social media and international students' choice for University are related. The study indicates that social media is significant in the stimulation of international students' choice of University. Based on the findings, the researcher rejects the null hypothesis Ho5 and adopts the alternative hypothesis H5 and concludes that there is a significant effect of social media on international students' choice of University.

CONCLUSIONS

The study results based on the first objective conclude that social media usage plays a positive role in stimulating the intentions of international students in the selection of Universities, the study concludes that to some extent the intentions for social media development be enhanced to generate the proper generation of positive intentions by the organisation in regard to social media. On the second objective, the study concludes that there is a need for the development of social media since it can generate improved decisions by the students in terms of attitudes. The study results presented indicated that search for Universities is conducted by social me-

dia. The study concludes that the state of managerial efficiency through social media can generate effective students University searches. The fourth research question is regarding the effect of social media on international students' applications for the University. The study concludes that there is a need for stimulating social media to the students' search processes. Then finally social media has a positive effect on international students' 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.

RECOMMENDATIONS

The study recommends that there is a need for the development of social media to enable those with the intentions of the students, especially those intending to join the Universities have a proper way of attaining the University. There is a need for Universities to develop social media so that those with the attitude of joining the University to apply there is a 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. The study on the third objective recommends that there is a need for the improvement and provision of study programs on social media that can enable effective search by the students who are in need of joining the Universities, the study provides avenues for generating the effectiveness of the sites for recruitment. There is a 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. The study finally recommends that social media be developed to have programs that can support the effectiveness of the organisation in undertaking to manage the students, especially creating a situation where the applications for students are conducted online by the students in the proper and available form necessary.

LIMITATIONS OF THE STUDY

In the process of carrying out this investigation, a number of limitations might be met. These limitations may obstruct the speed at which the study is carried out.

Some targeted respondents were not willing to set aside time to respond to the investigator's questions which may end up frustrating the researcher's efforts to collect substantial data, the researcher circulated more questionnaires to attain the sample needed.

The study required a lot of time to be dedicated to collecting substantial data from one respondent to another making observations, continuous review of literature, data analysis and report writing.

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