Abstract

Advertisements play a very important role in making educational institutions reach students belonging to rural and urban areas. The purpose of this paper is to find the impact of various types of advertisements on the area wise admission of students to Institutions, both in rural and urban areas of Bangalore. The objective is also to study, among the types, which has sustained or temporary influence. The type of advertisements used are television, handbills, social media, text messaging. The mining technique used is neural network which is considered to be a very good classifier. It is found that television and handbill have sustained impact; text messaging has temporary impact and social media and websites have no impact, in rural area. Television, Social media, and website have sustained, text messaging has temporary, and handbills have no impact in urban areas. Hence this study will help the institutions in adopting a novel strategy where in a particular or amalgamation of advertising can be chosen to effectively increase the popularity of institutions and hence admissions.
- Mark W Craven, Jude W Shavlik, "Using Neural Networks for Data Mining", Future Generation Computer Systems special issue on Data Mining.
- Donald F. Specht, "Probabilistic Neural Networks", 1990, 109-119
- Qi-Jun Zhang, Kulidip C. Gupta, "Artificial Neural Networks for RF and Microwave Design From Theory to Practice", 2003, vol-4.
- Daniel E. O'Leary, "Using Neural Networks to Predict Corporate Failure, 2005.
- "Review of the Applications of Neural Networks in Chemical Process Control - Simulation and Online Implementation", 1999, 55-68,
Keywords
Advertisements  classifier  sustained impact  temporary impact  Social media websites.