



# The Role of Social Media Marketing for Attracting Attention of Students in Academic Institute

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## ABSTRACT

The research explores the effects of social media advertisements on student's perceptions and decision-making about academic institutions. Conducted mainly at JG University in Ahmedabad. the study has a quantitative approach using a structured questionnaire circulated to 100 students through Google Forms. The study intended to analyse how social media marketing influences student engagement, insight, and psychological responses, and how it influences their choices in picking out an educational institute.

The key findings shows that consistent posting, preferably 3–5 times per week, suggestively increases engagement, as well as likes, shares, and comments for institute's page. Instagram appeared as the most effective platform among students. While content that is both professional and informative gathers the highest trust and satisfaction among potential students. The research investigates places of interest that is a strong online presence and a visually interesting, student fixated content approach positively impacts the institution's brand image and potential student's decision-making processes.

The research is inadequate by its small sample size and focus on inner city students. It suggests that the future study should contain more diverse population across multiple regions for broader understandings. The recommendations for academies include

increasing posting frequency, varying content arrangements, discovering additional social media platforms such as YouTube, and highlighting informative, relevant, and visually engaging content to improve student engagement and institutional branding.

## KEYWORDS:

Social media marketing, academic institutions, brand image, student's perception, content creation, digital platform.



## INTRODUCTION

The effects of social media marketing for attracting students in academic institute. Social media has seemed to be an influential tool for announcement, engagement and brand positioning. Altering the method through organizations interconnect with their possible audiences. Amongst these sections facing the move. The education institutes have increasingly accepted social media advancement as a tactical method to request and recall potential students. Through the growing competition among universities, colleges, and private institutions thought-provoking potential students has developed more than unbiased showcasing academic intelligence. This includes structuring an influential digital existence that vibrates with the values, interests, and behaviors of today's tech savvy students. Social media platforms such as Instagram, YouTube, Facebook, and LinkedIn offer academic organizations unusual chances to attach with potential students in real time. These platforms provide the broadcasting of visualized content, success stories, campus life insights, live Q&A sessions, influencer collaborations, and targeted statements all of which play a important role in persuading student's decisions once picking an institution. Not like traditional marketing methods, social media permits two-way communication, allowing students to involve with institutions through likes, shares, comments, or direct messages.

The students of new generation who are describe as the today's academic potentials; they employ a significant amount of time on social media. According to new studies, A huge proportion of students notice educational institutions online beforehand visiting their official websites or communicating with admissions department. This behavioral swipe which has made social media marketing not just an opportunity, but a necessity for academic institutions looking for remaining relevant, rising visibility, and ultimately affecting the enrolment decisions.

Although the use of social media in educational institute marketing is widespread, there is a necessity to judgmentally examine its real effectiveness in seizing student's attention and persuading their academic choices. It is important to study what kinds of content work optimum, which platforms have the highest influence, and how diverse influences such as message trustworthiness, emotional appeal, timing, and personalization affects student's engagement. Furthermore, understanding the psychological and behavioral replies of students to social media advertisements can help institutions expand their marketing policies and improve their recruitment results. Consequently, this research pursues to discover the properties of social media marketing on attracting students to academic institutes, with a specific attention on how such marketing approaches grasp students' attention and influence their observations and decisions making. Through this study, academic marketers, institutional leaders, and content creators can increase important perceptions into the digital performances of students and the marketing dynamics that figure registration trends in the modern educational areas.

## LITERATURE REVIEW

**(Hein, 2025)**The article clarifies how private universities successfully use social media like Facebook, Instagram, and YouTube etc, to grab students' attention through ads, engaging interesting content, and encouraging word-of- mouth. In the COVID-19 pandemic there was increased dependence on social media for outreach, making it a vital tool for joining with potential students remotely. To recover these efforts, universities need to better knowledge of various student groups and focus on trustworthy storytelling to build trust and loyalty. Being responsive to students' evolving needs and demand will help the institutions in attracting and retaining more students in a competitive digital world.

**(Shruti Shukla, 2025)** This study explain how digital marketing affects student perception on higher education by the tools like social media, virtual tours, and customized content. It highlights digital approaches' role in enhancing trust, and engagement, though it emphasizing the position of mobile and technologies.

**(Agus Sriyanto, 2024)**The study explains how Instagram based social media marketing influences on students' point of view and interest in higher education in Indonesia. It explores that the trust built through reliable and engaging content such as students testimonials and campus videos, mostly facilitates this effect. Brand



recognition also plays a role in firming trust but doesn't directly affect students' intentions. The research highlights trust as key for effective marketing.

**(Malpica, 2024)** This study finds how Instagram announcements influence international students' decisions on following higher education in Dublin. It discloses that students are highly influenced by video-based content, personal stories, and authentic engagement on Instagram. Universities that efficiently showcase their campus life, alumni success stories, and interactive content tend to attract the attention of more international applicants. Essentially, Instagram is like a virtual campus visit, making students feel linked and confident about their decision even before joining.

**(Professor Adegbuyi, 2024)** The study discovers how social media technology effects student enrolment in private universities in Uganda, highlighting a commercial marketing perspective. It finds that platforms like social media suggestively increase the likelihood of students selecting to enroll. Universities that aggressively utilize these digital media tools not only progress their visibility but also build strengthen relationships with potential students. By tactically leveraging social media channels, these institutes can efficiently enhance their image, communicate exclusive value proposals, and to attract a greater number of students in a competitive educational surrounding.

**(Barus, 2023)** social media is changing how colleges link with students, using these platforms like Instagram, Facebook, twitter etc., to show campus life and build brand image. Whereas these hard works are promising, it's uncertainty that which content exactly impacts student choices, and measuring honest engagement remains a task. Universities should create reliable, concise and consistent messages and develop a better way to recognize what determine student's interest. Addressing confidentiality concerns and negative feedback is also major role. however, social media suggest great possibility to strengthen the bond with student, but approaches must focus on honest communications and clear branding to be truly impactful

**(Shabadi, 2023)** This study explores into in what way college students in Manipal visualize and interact with digital advertising, seeing-through that they are usually open to engaging with ads that are emotionally appealing, related to their individual interests, and relevant through storytelling or characters. They trust users' reviews and like sharing content that vibrates with their experiences, humour, or social messages. Though, while they're approachable, advertisers need to be aware not to interrupt or overwhelm, and should expertise socially mindful, visually attractive, and relatable drives to actually connect. Complete understanding of these preferences can help brands generate more meaningful and impactful digital ads for young customers.

**(Sandra J.R. Kainde, 2023)** This study observes how social media advertising impacts students' perceptions and loyalty to their educational institutes. It highlights that lively engagement on platforms like Instagram, Facebook etc., can definitely shape students' perception toward their schools by building a favourable image and providing treasured information. These enhanced perceptions, in return, foster stronger loyalty, students are more probable to endure supportive and recommending their institutes. Basically, when colleges and high schools efficiently utilize social media to join and communicate, they can improve how students feel about the school and inspire long-term commitment and support.

**(Kusumawati, 2018)** The study discovers how digital marketing affects Indonesian students' university selections, with the primary source of information being social media and website. Despite widespread use, universities frequently lack detailed, engaging content custom-made to student requirements and fail to successfully operate the campaign. Key gaps include limited knowledge of students' choices, inadequate strategic use of digital media channels, and underutilization of data analytics. Resolutions include creating student-centred content, enhancing digital platforms, accepting data- driven strategies, and balancing the digital with traditional media to increase students' engagement and decision-making.



**(Nmezi, 2013)** This research examines university students' replies to social media marketing, precisely focusing on Facebook users at Eastern Mediterranean University. It emphasizes the growing effect of social media as a marketing tool, emphasizing how advertising efforts on these platforms shape students' point of view, attitudes, and purchasing attitude. The study highlights the role of social media in appealing young audiences, developing awareness, and possibly influencing their decisions, while also seeing the limitations of the research opportunity confined to students' social media usage inside the university background. Generally, it validates that social media advertising suggestively influences students' intellectual attitudes and consumption patterns.

**(Teodora Septiana 1\*, 2025)** This study addresses the problem of how effective social media advertising is in increasing new student enrolments, particularly when supported by brand image as an intervening variable. The findings reveal that social media advertising has a positive and significant effect on student enrolment, both directly and through strengthening brand image, with statistically significant t and F values ( $p < 0.05$ ). The model explains 68.8% of the variation in new student numbers, indicating a strong combined influence of the variables. The study concludes that integrating strategic social media advertising with the development of a strong brand image is essential for attracting new students in higher education institutions.

**(Muhammad Azim Uddin Sarder, 2024)** This study examines how social media platforms—Instagram, LinkedIn, Facebook, and YouTube—influence educational institutions' branding strategies in the digital era. Using a mixed-method approach, including case studies of universities in Bangladesh, social media analytics, surveys, and interviews, the research evaluates platform effectiveness and engagement. The findings show that Instagram excels in visual storytelling, LinkedIn strengthens professional credibility, Facebook supports community building, and YouTube effectively reaches younger audiences, though challenges such as negative feedback and message consistency remain. The study concludes by offering practical branding strategies for educational institutions to optimize their social media presence.

**(MAKRYDAKIS, 2021)** This study examines the role of digital marketing in attracting students to public higher education institutions in Greece amid ongoing digital transformation. Using a qualitative approach, in-depth interviews were conducted with rectors and vice-rectors from 10 representative Greek universities to explore their perceptions. The findings reveal that university administrators view digital marketing as highly influential in attracting prospective students, particularly high school graduates. The study concludes that adopting digital marketing strategies is a high priority for Greek public universities, as it significantly impacts students' university selection decisions.

**(Rand Al-Dmour, 2024)** This study examines how social media quality mediates the impact of marketing mix strategies—namely product quality, pricing, location, and promotional activities—on the decision-making of international students choosing Jordanian universities. Using survey data from 2,000 students, the research finds that effective marketing strategies significantly influence enrolment choices, with social media interactions such as reviews and ratings playing a crucial role in shaping perceptions and guiding students' decisions. The findings underscore the importance for educational institutions to strategically manage their social media content to attract international students.

**(Lungelo Princess Funeka, 2022)** This study explores the effectiveness of marketing and public relations strategies used by a University of Technology in KwaZulu-Natal, South Africa, to attract and retain quality students. Through interviews with corporate affairs staff and focus groups with 60 students, the research found that while traditional marketing strategies are widely implemented, strengthening school–university relationships are essential. The findings highlight the strong impact of word-of-mouth marketing through alumni, staff, students, and community members. The study concludes that delivering high-quality teaching, facilities, and student support encourages positive experiences that enhance institutional reputation and student attraction.



## RESEARCH GAP

However earlier studies have detected that social media marketing in higher education's has extreme importance on interaction, trust-building, brand image, or platform-specific approaches. The restricted research widely inspects how social media advertisements simultaneously influence institutional marketing effectiveness and student's psychological mind-set, perception, and decision-making procedure. Therefore, a gap exists in analysing the mutual influence of social media advertising on both institutional results and student behaviour in higher education.

## OBJECTIVE

- To perceive the effects of social media advertisements on educational institutions in tempting and engaging potential students.
- To analyse student's understandings and inner responses to social media advertisements of the institutions.
- To evaluate the connection between social media advertisements and student's decision-making technique about the selection of institutions.

## RESEARCH DESIGN

This research is a quantitative research design to observe the influence of social media advertisements on students for academic institutions. The project was selected to collect the measurable data and insights into students' perspective and psychological behaviours for an academic institute influenced by social media marketing.

## DATA SOURCES

**Secondary Data:** in the study the secondary data was collected from the online portals and websites.

**Primary Data:** In this study, primary data was collected to analyse the impact of social media marketing on students of an educational institute. The data was collected straight from the potential cluster of people using an organized Google Form (questionnaire), which involves a series of questions planned to understand student's actions, attitudes, perception, and replies to social media advertising. Meanwhile the information was collected first handed from the contestants exactly for this study, it succeeds as a primary data.

## Research Approach

The was collected first handed through the questionnaire from the students of JG university who have enrolled their admission.

## Research Instrument

A **Structured Questionnaire** is designed with both closed-ended and scaled questions to ensure consistency and ease of data analysis.

## Sampling Design

- **Sampling Frame:** Students from Ahmedabad city.
- **Sampling Unit:** Individual students.
- **Sample Size:** 100 respondents.
- **Sampling Method:** Cluster Sampling as the group of people are students.
- **Data Collection Procedure:** the data was collected in the form of questionnaire as a google form.

The data included closed ended questions.

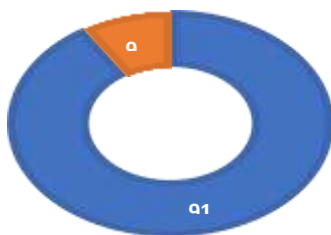
- **Data Analysis Tools:** The collected responses were analyzed using MS Excel.
- Mean and percentage were used to summarize the responses to understand them clearly.
- **Time Frame:** The primary data was collected within 1 week after the formation of the questionnaire. The secondary data took almost of 2 weeks for collection.
- **Limitations of the Study:** This questionnaire was filled by the relatively small number of groups. Generally, from inner-city academic institutions. Which results into the conclusions may not entirely reflect the knowledges of students in countryside or diverse educational surroundings.



Future study with a wider and more diverse population is suggested for more comprehensive understandings.

## DATA ANALYSIS & INTERPRETATION

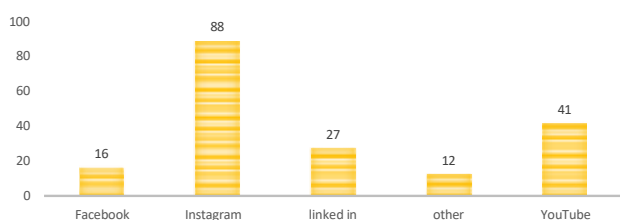
### 1. Do you follow your institute on social media platform?



Option	Responses	Percentage
Yes	91	91%
No	9	9%
<b>Total</b>	<b>100</b>	

The study suggests that a maximum of respondents (91%) follow their academy on social media, signifying strong student engagement and institutional visibility. This suggests that social media advertisements and content strategies are effective in attracting students and maintaining their interest. A higher number of followers reflects stronger brand presence and institutional recognition among students. When students actively follow their university, it indicates trust, loyalty, and continuous engagement with institutional updates. This engagement helps the university expand its reach, enhance brand equity, and attract more prospective students, thereby fulfilling the objective of using social media advertisements as an effective student attraction and engagement tool.

### 2. Which social media platform does your university uses?

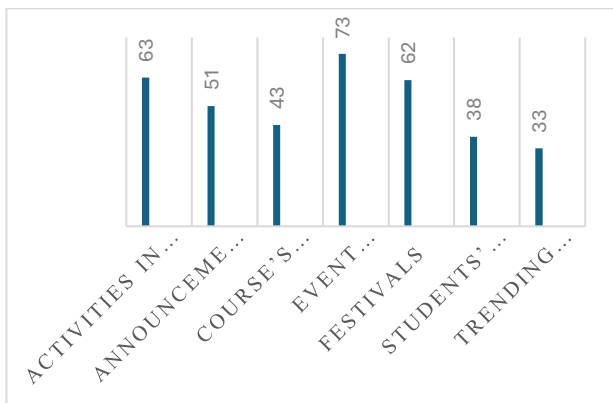


Platforms	Responses
Facebook	16
Instagram	88
linked in	27
Other	12
YouTube	41
<b>Grand Total</b>	<b>184</b>

Instagram is the broadly used social media platform by the academy, accounting for 47.8% of total responses, which stipulates that it assists as the prime channel for engaging students. Minor platforms such as YouTube (22.3%) and LinkedIn (14.7%) are moderately used, while Facebook (8.7%) and other platforms (6.5%) show negligible engagement. This proposes that the academy should emphasis the maximum of its content creation and campaigns on Instagram to make the most of reach and interaction with students. YouTube can be used to supplement Instagram with video-based content, such as event highlights and campus tours, while LinkedIn can attend professional and student networking purposes. Fewer importance is needed on Facebook and other platforms except targeting specific niche audiences. To sustain strong engagement and recall, the academy should guarantee Instagram content is frequent, creative, and engaging, using posts, stories, and reels efficiently.



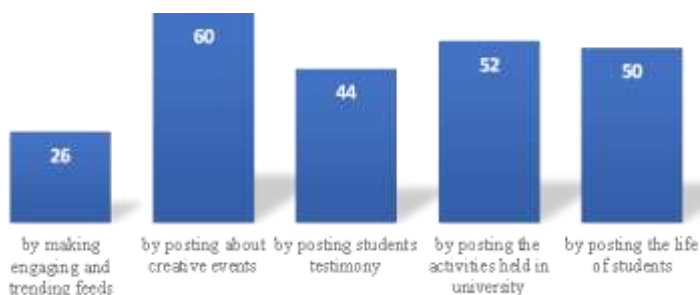
**3. What type of content does your university post?**



Options	Responses
activities in campus	63
announcement	51
course's available in university	43
event promotions	73
festivals	62
students' achievement	38
trending reels and posts	33

Event promotions and campus activities appeal the most attention. Content diversity matters the most to students and makes them respond to posts that show academic lifestyle, achievements, and events. The institutes should focus more on creative events and campus activities along with trending reels which can be used for the purpose of increase engagement but it should not be the main focus.

**4. According to you how can one attract the student for an academic institute through social media platform?**



by making engaging and trending feeds	26
by posting about creative events	60
by posting students testimony	44
by posting the activities held in university	52
by posting the life of students	50
<b>Grand Total</b>	<b>232</b>

The study results specifying that creative event posts are the most efficient way to attract students. Content showing campus life, campus activities, and student-centric experiences also plays an important role in engaging the potential audience. According to the respondents, posting creative events is the most effectual form of social media advertisement for capturing the attention of potential students.

**5. How effective is the social media marketing for your university?**



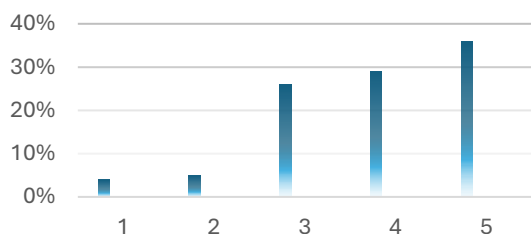
Options	Responses	Percentage
1	6	6%
2	1	1%
3	25	25%
4	26	26%
5	42	42%
<b>Total</b>	<b>100</b>	

The study observes that the social media advertising as extremely effective, with an average rating of 3.97 out of 5. A maximum number of respondents rated it 4 or 5 awarding that students mentally admit that the effect of social media on the organization's image and statement. This imitates a positive perception to the academy's



digital existence. The high efficiency rating suggests that students mentally associate social media activity with trustworthiness, relevance, and institutional strength. So, social media advertising not only recommends information but also absolutely impacts student’s attitudes and perception toward the institute.

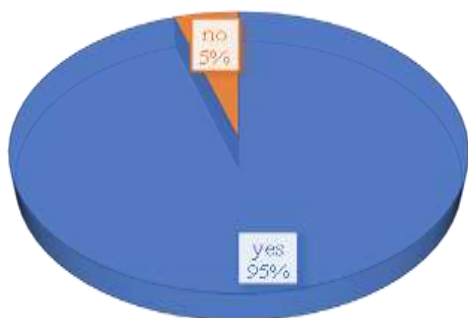
**6. How likely are you to trust information about an academic institution based on its social media?**



Options	Responses	Percentage
1	4	4%
2	5	5%
3	26	26%
4	29	29%
5	36	36%
<b>Total</b>	<b>100</b>	

The research finds that students have a reasonably high level of trust in information shared by the academy on social media with an average rating of 3.88. A maximum of respondents selected ratings 4 and 5, representing that students are psychologically influenced to have trust in and accepted the content posted by the academy. This belief reflects a positive perception of the institution’s trustworthiness and transparency. When students trust the information shared online, it supports brand equity and improves overall brand awareness. Consequently, the results propose that social media not only helps as a communication tool but also builds psychological assurance and trust toward the institute.

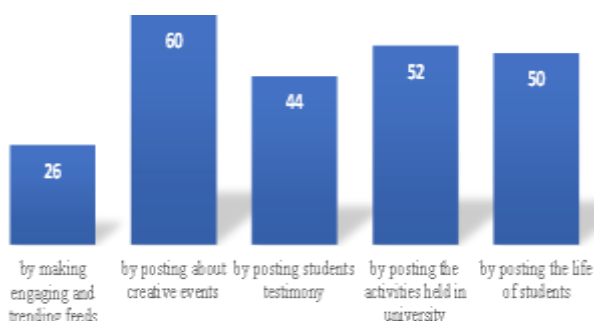
**7. Does social media marketing helps in creating brand image?**



Options	Responses	Percentage
Yes	95	95%
No	5	5%
<b>Total</b>	<b>100</b>	

The research reveals that 95% of respondents wires that social media advertising helps in producing the brand image of the institution. This specifies that students psychologically subordinate the academy’s social media existence with its complete reputation and identity. Brand image plays a critical role in persuading perception of potential students, as it forms a psychological scenario of the organization in the minds of students. A strong and positive brand image progresses trustworthiness and builds sensitive connection. So, social media achieve as a powerful tool in prompting student’s understanding and consolidating the image of academy.

**8. According to you how can one attract the student for an academic institute through social media platform?**



by making engaging and trending feeds	26
by posting about creative events	60
by posting students testimony	44
by posting the activities held in university	52
by posting the life of students of students	50
<b>Grand Total</b>	<b>232</b>



The study designates that creative event-based content is the most effective method to grab student's attention through social media. A majority of respondents nominated creative events, followed by university activities and student life in campus posts. This recommends that engaging and active content plays an important role in persuading student's attention and thoughts toward the academy. When students are exposed to interesting event related posts, it forms their perception and rises their possibility of engaging more or considering enrolment. Therefore, creative and student-focused content directly influence the decision-making process of potential students.

## FINDINGS

Social media marketing plays a vital role in interesting and attracting potential students, particularly through Instagram and creative event grounded content. The research shows that students energetically follow and interact with their academy's social media platforms. Students also validate a high level of psychological trust and positive perception to the content shared online. This belief strengthens the academy's brand trustworthiness and overall image. So, social media advertising suggestively influences student's decision-making procedure when selecting higher education institutions.

## RECOMMENDATION

The academy should preserve consistent and planned social media movement by applying an organized content calendar and increasing posting frequency. Instagram should keep on the primary platform, while exploring emerging platforms like threads to expand reach. Creative event promotions, campus activities, and student life content should be arranged to enhance engagement. To support awareness and trust, the academy must preserve a professional tone, line up content with institutional values, and offer reliable and educational updates. Highlighting student achievements and success stories can be positively inspire student's decision making. Overall, consistent, imaginative, and trustworthy social media strategy will attract students, build strong brand image, and support enrolment decisions.

## CONCLUSION

The conclusion of the study is regular and consistent posting (3–5 times per week) improves viewers engagement, builds trust, and increases visibility, serving the academy appeal potential students. Instagram, as the extremely popular platform among youth, should be the main focus for reaching present and potential students efficiently. Creative, student-focused content such as campus events and activities drives the maximum engagement and strengthens the linking with the audience. Dependable, visually attractive, and professional content strengthens the academy's brand image, positively influencing student's perceptions. Overall, a tactical, reliable, and engaging social media existence not only attracts and engages students but also supports knowledgeable decision making when selecting higher education institutions

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