อิทธิพลของการตลาดบนสื่อสังคมออนไลน์ต่อการรับรู้ตราแบรนด์และการบอกต่อของศิษย์เก่าที่มีต่อความตั้งใจสมัครเข้าเรียนมหาวิทยาลัย : การศึกษาเปรียบเทียบนักศึกษาเนปาลและนักศึกษาไทย

THE INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS AND ALUMNI WORD OF MOUTH ON UNIVERSITY ENROLLMENT INTENTION: A STUDY OF NEPALESE AND THAI STUDENTS

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บทคัดย่อ

วัตถุประสงค์ของการศึกษาคือ เพื่อประเมินและเปรียบเทียบอิทธิพลของการตลาดบนสื่อสังคมออนไลน์ของมหาวิทยาลัย การบอกเล่าปากต่อปากของศิษย์เก่า และการรับรู้ต่อแบรนด์ที่มีต่อการสมัครเข้าเรียนมหาวิทยาลัยที่คาดหมายของนักศึกษาชาวเนปาลและ นักศึกษาไทยในระดับปริญญาตรี กลุ่มละ 161 คน ที่ศึกษาระดับมัธยมปลายจนถึงปริญญาโท ในการรวบรวมและวิเคราะห์ข้อมูล ผู้วิจัยใช้เทคนิคการวิจัยเชิงปริมาณ วิธีการสุ่มตัวอย่างแบบสะดวกและแบบสำรวจออนไลน์ เพื่อรวบรวมข้อมูลจากผู้ตอบแบบสอบถามในประเทศไทยและเนปาล และใช้การวิเคราะห์การถดถอยพหุคูณ เพื่อทดสอบความสัมพันธ์ระหว่างตัวแปร จากผลการวิจัยพบว่า การตลาดผ่านสื่อสังคมออนไลน์มีอิทธิพลอย่างมากต่อการตลาดแบบปากต่อปากผ่านศิษย์เก่าและการรับรู้ต่อแบรนด์ ในขณะที่การบอกต่อแบบปากต่อปากของศิษย์เก่ามีความสำคัญทางสถิติต่อการรับรู้ต่อแบรนด์ด้วยเช่นกัน นอกจากนี้ การรับรู้ต่อแบรนด์ยังส่งผลต่อความตั้งใจในการสมัครเข้าเรียนมหาวิทยาลัยในกลุ่มนักศึกษาทั้งเนปาลและไทย อย่างไรก็ตาม การตลาดผ่านสื่อสังคมออนไลน์ไม่มีนัยสำคัญทางสถิติต่อความตั้งใจในการสมัครเข้าเรียนมหาวิทยาลัยของนักเรียนไทย ตรงกันข้ามในชุดข้อมูลของกลุ่มตัวอย่างนักศึกษาชาวเนปาลพบว่า การการตลาดแบบปากต่อปากผ่านศิษย์เก่าไม่มีความสัมพันธ์ทางสถิติต่อความตั้งใจในการสมัครเข้าเรียนมหาวิทยาลัยของนักศึกษา ผลวิจัยที่ได้จากหัวข้อวิจัยนี้สามารถนำไปใช้ประโยชน์โดยฝ่ายรับสมัครนักศึกษาของมหาวิทยาลัยในสองประเทศ เพื่อนำไปปรับปรุงความพยายามในการรับสมัครนักศึกษาและเป็นข้อมูลพื้นฐานในการวางกลยุทธ์ต่อไป

คำสำคัญ : การตลาดผ่านสื่อสังคมออนไลน์ การรับรู้ต่อแบรนด์ การตลาดแบบปากต่อปากของศิษย์เก่า ความตั้งใจในการสมัครเข้าเรียน

Abstract

The purpose of the study is to evaluate and compare the impact of university social media marketing strategies, alumni’s word of mouth, and brand awareness on prospective university enrollment among 161 Nepali and 161 Thai students with bachelor's degrees. For data gathering and analysis, researchers used a quantitative research technique, the convenience sample approach, and an online survey were administrated to collect data from respondents in Thailand and Nepal for the study. Multiple regression analysis was applied to test the relationships between the variables. According to the research findings, social media marketing has a considerable influence on word-of-mouth marketing via alumni and brand awareness, while alumni word-of-mouth is also statistically significant on brand awareness. Furthermore, brand awareness is significantly related to enrollment intention in both Nepali and Thai data sets. However, social media marketing had no statistical impact on Thai students' enrollment intentions. In contrast, the Nepali dataset revealed an insignificant link between alumni word of

mouth and university student enrolment. The findings of this article may be used by a university recruiting team to improve student recruitment efforts in both nations and make well-informed judgments based on information for strategic formulation.

Keywords: Social Media Marketing, Brand Awareness, Alumni Word of Mouth Marketing, Enrollment Intentions

1. Introduction

The advent of social media and the proliferation of social media platforms have opened new avenues for businesses and organizations to expand their marketing efforts to strengthen their brands and boost sales. Social media has shown to be a very effective tool for forging and maintaining connections with customers (Geho & Dangelo, 2012). Compared to traditional media, social media significantly enhances the distribution of information and offers better accessibility and flexibility (Lester, 2012). As a result, organizations now have departments dedicated to social media marketing to build relationships and increase brand recognition. Social media platforms do more than just publish advertisements; they can also organically establish solid relationships with potential and long-term consumers while raising brand recognition. More frequently, we see customers actively contacting businesses to ask questions and provide feedback on the goods or services they received. Customers' input may be a valuable resource for the development of products and services, business procedures, research and development, and marketing. As a result, the growth of social media and its ability to effect consumers' decisions have had a favorable impact on universities. Higher education institutions are becoming more interested in using social media as a tool for marketing (Constantinides & Zinck Stagno, 2011). Students utilize social media networking sites to research degrees, colleges, and the opinions of alumni who attended their target universities (Shields & Peruta, 2019).

Similar to this, customers' buying decisions are heavily influenced by word of mouth (WOM). The advancement of the internet has increased the WOM's power of impact even further. Positive Alumni WOM can help universities reach out to and build trust with their target market which in turn, will assist in boosting enrollment in the universities. Moreover, positive alumni WOM helps universities reach international markets, strengthen the target customers' capacity to recall and recognize a brand and build trust in potential international students Marketing professionals that intend to use and track WOM as a marketing technique now have more power due to the Internet's accessibility, reach, and transparency (Kozinets et al., 2010). Educational institutions must be vigilant and adapt to changing trends to stay competitive and ensure visibility and should actively contact students and carry out recruiting and marketing initiatives in accordance.

Research objectives

The main objectives of this research are

1. Explore the effect of Social Media Marketing on the prevalence of Word-of-Mouth Marketing,

2. Analyze the effect of Social Media Marketing and Word of Mouth on brand awareness of universities and student enrollment in Nepal and Thailand

3. Observe the effect of brand awareness and word of mouth on student enrollment at universities in Nepal and Thailand

4. Observe the effect of brand awareness on student enrollment of universities in Nepal and Thailand

2. Literature Review

Due to the widespread use of social media and globalization, it is crucial for universities to become more strategic in their student recruiting efforts, whether they are for domestic or foreign students. Students utilize social media networking sites to research degrees, colleges, and the opinions of alumni who attended their target universities (Shields & Peruta, 2019). This is to combat the atmosphere of fierce global rivalry among institutions (Choudaha, 2013). Social media has proven to be an extremely potent tool to create and maintain relationships with consumers (Geho & Dangelo, 2012). When colleges and universities use social media as a marketing tool, it might improve student enrollment and help potential students make better-informed judgments about their academic options and institutional preferences (Constantinides & Stagno, 2012).

One of the crucial elements that influences prospective students' behavior is brand recognition (Mulyono, 2016). Brand awareness is one of the important factors that affects the behavior of prospective students as well as alumni continuing education (Mulyono, 2016). It is becoming a crucial component of higher education institutions' marketing efforts because of the fiercer competition in that sector (Bohara et al., 2022). Marketing professionals who use and track WOM as a marketing tactic, have more power and potential because to the Internet's accessibility, reach, and openness (Kozinets et al., 2010). Various sources of information, such as teachers, friends, dependable advisers, relatives, and family members, may have an impact on prospective students (Chen & Zimitat, 2006). It goes without saying that recommendations and referrals from acquaintances and relatives have a significant impact on students' decisions to enroll in institutions (Mazzarol & Soutar, 2002). Additionally, Mazzarol and Soutar (2002), also suggested that students seek advice and referrals from the alumni of the intended universities through social media to listen to the alumni’s experiences and manage their expectations accordingly.

Conceptual Framework

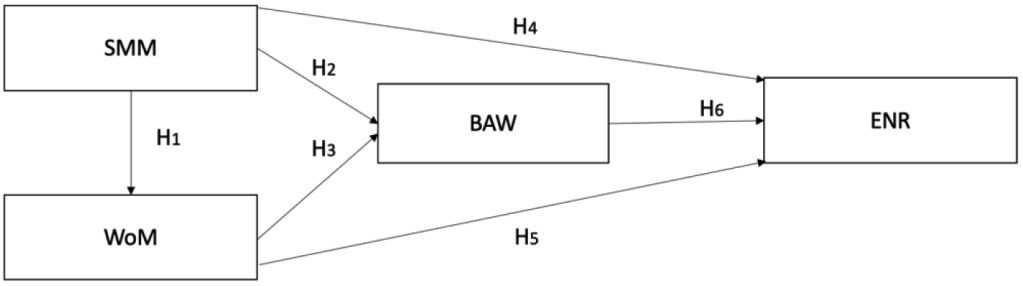

Figure 1 Conceptual Framework

3. Research Methodology

The study adopted a quantitative research approach for data collection and analysis, using Survey as the preferred data collection tool. Close-ended questions were asked, and the Likert Scale was used as the scaling method. A pilot study was conducted to test out the survey questions, which were simplified further based on the responses. The sample populations are Nepali and Thai people with an undergraduate degree. The sample size of participants was calculated based on the formula proposed by (Green, 1991) viz. N 50+ 8m, where N is the sample size and m is multiple correlation. Multiple Regression Analysis was used for both Nepali and Thai dataset to find the relationships between the study variables. SPSS was used as a method of analyzing the data collected from the survey. For this study, primary data was used.

4. Empirical Results

Before the analysis of the data construct validity was determined, Cronbach's alpha was used to test items of the scale, correlation coefficient and multiple regressions were used to get answers to the research questions and test the hypothesis.

4.1 Socio-demographic Characteristics

The total data collected from respondents was 322, where 161 respondents were Nepali students, and the other 161 participants were Thai students.

Table 1 Summary of Socio-demographic Characteristics

Variables	Nepalese		Thai	
	Frequency	Percentage (%)	Frequency	Percentage (%)
Age group				
18-23	50	31.056	60	37.267
24-29	101	62.733	79	49.068
30-35	10	6.211	22	13.665
Tota	**161**	**100**	**161**	**100**
Gender				
Female	75	46.584	71	44.099
Male	86	53.416	90	55.901
Total	**161**	**100**	**161**	**100**
Type of Institution				
Public	96	59.627	58	36.025
Private	65	40.373	103	63.975
Intention to enroll				
Yes	98	60.870	105	65.217
No	18	11.180	20	12.422
Maybe	45	27.950	36	22.360
Total	**161**	**100**	**161**	**100**

4.2 Reliability Analysis of Study Variables

The reliability analysis for each variable was conducted to examine the internal reliability of each scale for the sample used in this study. Reliability measures of each variable have been shown in table 2.

Table 2 Values of Cronbach Alpha for Different Instruments for the Nepali and Thai datasets

Variable	Nepali	Thai
Social Media Marketing	.956	.899
Word of Mouth	.954	.872
Brand Awareness	.953	.867
Enrollment Intention	.954	.901

For the Nepali dataset, the Cronbach's alpha value increases after drop of two items in Social Media Marketing. Therefore, two items were dropped for higher reliability. In general guidelines, the Cronbach's alpha value is highly acceptable when it exceeds 0.7. For the Nepali dataset, each dimension has acceptable Cronbach's alpha and alpha values vary in the range of α = 953 to α = .956. In the above table, all the values are above 0.7, hence, it is highly accepted. For the Thai dataset, each dimension has acceptable Cronbach's alpha and alpha values vary in the range of α = .867 to α = .901. In the above table, all the values are above 0.7, hence, it is highly accepted.

4.3 Multiple Regression Analysis

In multiple regression analysis, set of regression models were run simultaneously on both datasets to examine and test the effect of independent variables: Social Media Marketing, Word of Mouth, and Brand Awareness- on the dependent variable-enrollment intention. At first regression analysis was conducted for Nepali dataset and then regression analysis was conducted for Thai dataset.

4.3.1 Findings of the Nepali Students

To examine the relationship of Social Media Marketing with Word of Mouth, a regression was conducted. The regression results (table 3) shows that Social Media Marketing has significant influence on Word-of-Mouth Marketing.

1) The hypothesis testing of Social Media Marketing (SMM) on Word-of-Mouth Marketing

The regression result showed that the overall model was highly significant (F value 1789.218, and p-value = 0.000). The R^2 value showed that 81.7% of the variation and the beta value of SMM while regressing the WOM was 0.954, indicating a strong positive and significant relationship between SMM and WOM which supports H_1.

Table 3 Regression Analysis for Dependent Variable: Word of Mouth Marketing (Nepali students)

Model	Unstandardized Coefficients							
	B	Std. Error	t value	p value	R Square	Adj R-squared	F	Sig
Constant	.189	.104	1.820	.070	.817	.817	1789.218	.000
SMM	.954	.023	42.299	.000*				

Note. * p>0.01, H_1: Social Media Marketing (SMM) ➡ Word of Mouth Marketing (WoM)

2) Hypothesis testing of the Social Media Marketing and Word of Mouth on a Brand Awareness

As shown in Table 4, The regression result displayed in table shows that the overall model is a good fit for the data (F value 710.312, and p-value =0.000). The R^2 value shows 78.1% of the variation. The regression result showed that 78.1% of the variation in the dependent variable of SMM and WOM is explained by the independent variable (BAW). The beta value between SMM and BAW is 0.470. There is a moderate positive relationship between SMM and BAW. The second research hypothesis (H_2) it is found statistically significant (β= 0.470, p-value > 0.001). Similarly, the beta value between WoM and BAW was 0.506, p-value > 0.001). Both hypotheses H_2 and H_3 are acknowledged.

Table 4 Regression Analysis for Dependent Variable: Brand awareness (Nepali students)

Model	Unstandardized Coefficients							
	B	Std. Error	t value	p value	R Square	Adj R-squared	F	Sig
Constant	.102	.120	.848	.397	.781	.780	710.312	.000
SMM	.470	.061	7.735	.000*				
WoM	.506	.058	8.776	.000*				

Note. * p>0.01, H_2: Social Media Marketing (SMM) ➡ Brand Awareness (BAW), H_3: Word of Mouth (WoM) ➡ Brand Awareness (BAW)

3) Hypothesis testing of the SMM, WoM, and BAW on Enrollment Intention

The regression result displayed in table 5 shows that the overall model was a good fit for the data (F value 770.376, and p value =0.000). The R^2 value shows .247 as the controlled variables (SMM, WOM, and BAW) explains 24.7% of the variance in ENR. The regression result shows that SMM is significant as p = 0.001 and BAW is highly significant as p < 0.01. The p-value= 0.000 for the regression between WOM and BAW indicates a statistically significant relationship between the two. The beta value between SMM and ENR is 0.180. This shows positive but not very strong relationship and supports H_4. The beta value between word of mouth and enrollment intention is 0.178. This shows a positive but not very strong relationship between WOM and ENR, therefore, H_5 is accepted. Conversely, the beta value between BAW and ENR is 0.602. This shows a strong positive and significant relationship between BAW and ENR i.e. H_6 is supported.

Table 5 Regression Analysis for Dependent Variable: Enrollment intention (Nepali students)

Model	Unstandardized Coefficients							
	B	Std. Error	t value	p value	R Square	Adj R-squared	F	Sig
Constant	.192	.096	1.993	.047	.247	.852	770.376	.000
SMM	.180	.052	3.453	.001*				
WoM	.178	.050	3.546	.000*				
BAW	.602	.040	15.034	.000*				

Note: * p>0.01) H_4: Social Media Marketing (SMM) ➡ Enrollment Intention (Enr), H_5: Word of Mouth (WoM) ➡ Enrollment Intention (Enr), H_6: Brand Awareness (BAW) ➡ Enrollment Intention (Enr)

4.3.2 Findings from the Thai Students

1) The hypothesis testing of the Social Media Marketing on Word of Mouth

The regression result displayed in table 6 shows that the overall model was highly significant (F value 189.658, and p value =0.000). The R^2 value shows 54.9% of the variation in WOM which is explained by SMM. The beta values of SMM (β = 0.752, p >0.001) indicate that SMM has a positive relationship with WOM. In turn, bachelor students' perception of word-of-mouth marketing is substantially responsive in enrolling at a university. Therefore, the H_{1a} is supported.

Table 6 Regression Analysis for Dependent Variable: Word of Mouth Marketing (Thai students)

Model	Unstandardized Coefficients							
	B	Std.	t value Error	p value	R Square	Adj	F R-squared	Sig
Constant	.972	.234	4.149	.000*	.549	.546	189.658	.000
SMM	.752	.055	13.772	.000*				

Note: *p>0.01, H_{1a} : Social Media Marketing (SMM) ➡ Word of Mouth Marketing (WoM)

2) The hypothesis testing of the Social Media Marketing and Word of Mouth on a Brand Awareness

The regression result displayed in table shows that the overall model was highly significant (F value 165.784, and p value =0.000). The R^2 value shows 68.1% of the variation in WOM and indicates that there is a statistically positive relationship between SMM and BAW among Thai students (β = 0.292, p > 0.001). Bachelor's degree students are typically influenced primarily by appealing social media marketing aimed at improving the university's brand awareness. Ultimately, H_{2a} is endorsed.

Additionally, the beta value between WOM and BAW (β = 0. 666, p > 0.001). In this regard, WOM has a strong connection with BAW. Remarkably, bachelor's degree students are impacted by alumni word of mouth to friends and others, which is well carried through the attractiveness of institution brand awareness. Ultimately, hypothesis H_{3a} is endorsed.

Table 7 Regression Analysis for Dependent Variable: brand awareness (Thai students)

Model	Unstandardized Coefficients							
	B	Std.	t value Error	p value	R Square	Adj	F R-squared	Sig
Constant	.179	.227	.791	.430	.681	.677	165.784	000
SMM	.292	.075	3.909	.000*				
WoM	.666	.074	9.052	.000*				

Note: *p>0.01, H_{2a} : Social Media Marketing (SMM) ➡ Brand Awareness (BAW), H_{3a} : Word of Mouth (WoM)➡Brand Awareness (BAW)

3) Hypothesis testing of the SMM, WoM, and BAW on Enrollment Intention

The conclusion, as F value = 80.320, p = 0.001, R2 = 0. 583, prevails a statitically significant interconnection between the variables, as the controlled variable explains over 58 percent of the variance in enrollment intention as shown in Table 8.

The regression result shows that SMM does not appear to be significant to ENR as β = 0.292, and p > 0.05, hence H_{4a} is disapproved for the Thai dataset. While, WOM has a positive connection with ENR (β = 0.212, and p < 0.05). As word of mouth from alumni is a powerful kind of marketing, it can have a significant impact on prospective students' decisions to enroll in university. Ultimately, H_{5a} is accepted. Lastly, it was to be seen that BAW shows the positive and significant relationship with ENR. It is crucial for a university to establish and maintain brand awareness in order to attract and retain

customers. A strong brand awareness can lead to increased enrollment as customers are more likely to trust and choose a brand they are familiar with, as a result, hypothesis H_{6a} is authorized.

Table 8 Regression Analysis of of the SMM, WoM, and BAW on Enrollment Intention of Thai Students

Model	Unstandardized Coefficients							
	B	Std. Error	t value	p value	R Square	Adj R-squared	F	Sig
Constant	.837	.243	3.442	.001	.583	.575	80.320	0.001
SMM	.122	.084	1.453	.148				
WoM	.212	.097	2.184	.030*				
BAW	.458	.086	5.326	.000**				

Note: **p>0.05, **p>0.001, H_{4a} : Social Media Marketing (SMM) ➡ Enrollment Intention (Enr), H_{5a} : Word of Mouth (WoM) ➡ Enrollment Intention (Enr), H_{6a} : Brand Awareness (BAW) ➡ Enrollment Intention (Enr)

4.4 Comparison between Nepali and Thai datasets

As displayed in table 9, the comparison of the results between Nepali and Thai dataset found that. First, H_1, H_{1a}: Both data sets are significantly statistical between SMM and WOM. Thus, H_1, H_{1a} are supported. Second, H_2, H_{2a}: Both the datasets showed positive and significant relationship between SMM and BAW. Thus, H_2, H_{2a} are supported. Third, H_3, H_{3a}: WoM has significant effect on BAW of universities in Nepal and Thailand among the students of the respective countries both the datasets showed positive and significant relationship. Both data sets are significantly statistical between SMM and BAW. Thus, H_3, H_{3a} are verified. Fourth, H_4, H_{4a}: SMM has significant effect on Enr of universities in Nepal however SMM does not have significant effect on Enr and Thailand. The Nepali dataset showed positive and significant relationship between SMM and Enr, however, the Thai dataset showed positive but not significant relationship. Therefore, H_4 is only endorsed. Fifth, H_5, H_{5a}: The relationship between WoM and Enr the Nepali dataset showed negative relationship. WoM does not seem significant in the Enr of Nepali students. Conversely, the Thai dataset showed positive and significant relationship between WoM and Enr. Therefore, H5a is only endorsed. Sixth, H_6, H_{6a}: BA has significant effect on Enr of universities in Nepal and Thailand. Both the datasets showed a positive and significant relationship between BAW and Enr. H_6, H_{6a} are endorsed.

Table 9 Summary of Hypothesis Evaluation

H	Hypothesized path	β Nepali	Sig.	Result	β Thai	Sig.	Thai Result
$H_{1,1a}$	SMM ➡ WOM	0.954	.000***	Accepted	.752	.000***	Accepted
$H_{2,2a}$	SMM ➡ BAW	0.47	.000***	Accepted	292	.000***	Accepted
$H_{3,3a}$	WOM ➡ BAW	0.506	.000***	Accepted	666	.000***	Accepted
$H_{4,4a}$	SMM ➡ ENR	0.18	.001**	Accepted	.122	.148	Rejected
$H_{5,5a}$	WOM ➡ ENR	0.178	.000***	Accepted	.212	.030*	Accepted
$H_{6,6a}$	BAW ➡ ENR	0.602	.000***	Accepted	.458	.000***	Accepted

5. Discussion

The study focused on the comparative study of the role of Alumni's WoM as well as Brand Awareness in terms of the relationship between Social Media Marketing strategies of universities and the intention of Nepali and Thai students to enroll in universities.

Multiple Regression Analysis was used for both Nepali and Thai dataset to find the relationships between the study variables. In line with the first hypothesis, the study concludes the SMM has significant effect on the WoM marketing of universities in Nepal and Thailand. The finding is supported by previous studies which confirm that online communities and social media facilitate Word of Mouth and influences consumer behavior. They also corroborate that online communities are social proxy for individual association encouraging people to share and participate in WOM activities (Cheung et al., 2008; Subramani & Rahogopalan, 2003).The second hypothesis, SMM has significant effect on the BA of universities in Nepal and Thailand. As suggested by Constantinides and Zinck Stagno (2012), social media supports participation and engagement that if tapped, has extraordinary potential to increase the visibility and brand awareness of university and attract more students. The third hypothesis, Alumni's WoM has significant effect on BA of universities in Nepal and Thailand among the students of the respective countries. As suggested by Polyorat (2011) universities especially in Thailand should provide alumni positive experience to encourage positive WoM which in turn affects the brand awareness and perception of the universities. The fourth hypothesis, SMM has a significant effect on student Enr of universities in Nepal. The Nepali dataset showed positive and significant relationship between SMM and Enr, however, the Thai dataset showed a positive but not significant relationship. Galan et al. (2015) also believe universities' social media can be exploited as student recruitment tool. The fifth hypothesis, WoM has a positive effect on student Enr of universities in Nepal and Thailand. The sixth hypothesis, BA has significant effect on student Enr of universities

in Nepal and Thailand. Both the datasets showed positive and significant relationship. Brand awareness is one of the important factors that affects the behavior of prospective students as well as alumni continuing education (Mulyono, 2016). BA seems to increase the Enr more for Thai students rather than the Nepali students.

6. Conclusion

Managerial Implications

Social Media Marketing has a significant effect on Word-of-Mouth marketing, and universities can use analytics and AB testing to increase brand awareness and visibility. They also need to be present online on social media to answer and interact with prospective students. Alumni's Word of Mouth seem highly significant in the enrollment intention of Thai students, therefore Thai universities and recruiters can collaborate with alumni to leverage alumni's testimonials and employ their alumni to encourage enrollment. Universities should prioritize alumni's testimonials in their social media marketing plan to increase student recruitment. The marketing team can collaborate with the alumni and create testimonials in the form of blogs, podcasts, and videos. Universities can also share the accomplishments of their alumni in their social media accounts to impress and attract prospective students. Universities can use social media to increase brand awareness and visibility to attract more students and localize their content to fit the preferences of their target audience via blogs, podcasts, videos, online seminars, workshops, and social media posts. Universities can collaborate with their alumni by making them student recruiters and working out a compensation system to connect with international students, creating a student recruitment and outreach team with staff, current students, and alumni. They should also be present online on social media to answer and interact with prospective students. Institutions can reestablish contact with their alumni and solicit financial contributions from them for international student recruitment. This study will help universities and higher educational institutions set SMART marketing goals, curate, create and market content accordingly, and inform independent marketing consultants of the difference in Nepali and Thai students' enrollment intentions.

Theoretical Implication

This study helps to expand knowledge, understanding and application of social media marketing strategies of universities, alumni's word of mouth as well as brand awareness in terms of Nepali and Thai students' enrollment intention. It fills the gap in the literature and provides applicable knowledge on Alumni's Word of Mouth and the use of Social Media Marketing to amplify the effectiveness of alumni's testimonials.

Limitations and Future Studies

Future studies should focus on socio-demographic aspects such as income level, education level, marital status, and employment status, and more to create marketing plans and student recruitment strategies for specific social media platforms. In addition, future studies could also differentiate and focus on specific social media platforms such as Facebook, Instagram, etc.

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