

Assessing social media and influential marketing on brand perception and selection of higher educational institute in India

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ABSTRACT

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In the rapidly evolving landscape of higher education, Social media marketing (SMM) has evolved a critical factor in shaping brand perception (B.P.) and the decision-making process of prospective students in India. This paper intends to explore the intricate dynamics among Social media (S.M.), influencer marketing, and the selection of higher academic institutes (HEIs), focusing on understanding how these factors shape students' perceptions. We conducted this research on 560 students, who represented the research's population. SEM-PLS was applied to analyze the data and acquire procedures. Surveys on the Internet were used. Employing exogenous/endogenous elements to create sequences, the SEM approach examines causal associations among elements. It provides solutions to research into causation in dimensional and structural frameworks. According to the research's findings, selecting HEI is positively impacted by SMM initiatives. The aspects of SMM activities (electronic word-of-mouth (eWOM), personalization, interaction, and trendiness) affect the HEI selection. In addition, personalization and two have an impact on perceptions of the brand. Understanding and utilizing the efficacy of S.M. and influencer marketing will be crucial for HEIs looking to draw in and hold on to potential students as the higher education environment keeps evolving in the age of digitization.

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1. Introduction

Social media (S.M.) is a digital environment where people share content and interact. Influencer marketing uses people with massive online communities to promote products and services. Brands might target customers more effectively by leveraging the reputation of influencers, encouraging genuine connection, and influencing customer behavior using trusted online personalities. S.M. networks have emerged as influential instruments in today's online world, exerting a considerable impact on numerous areas of human behavior, such as decision-making procedures. One domain where this impact is notably significant is the choice of tertiary educational institutions (Alam, 2023; Salinas & Lozano, 2019). The integration of S.M. and effective advertising methods has fundamentally transformed people's views and selection of educational organizations, molding their perspectives, preferences, and, eventually, their choices. The research examines the complex interplay among S.M., influential advertising, and their influence on how brands are perceived and chosen in the environment of higher education. S.M. networks have emerged as essential means for communication, disseminating information, and relating with others (Al-Rahmi et al., 2022; Alam et al., 2024). Platforms including Facebook, Instagram, Twitter, LinkedIn, and YouTube have revolutionized global communication, enabling billions of users to communicate, share circumstances, and access information. In the sector of higher education, potential students constantly use S.M. platforms to acquire information,

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investigate campus culture, establish connections with other students and professors, and assess the many services provided by educational institutions (Leyrer-Jackson et al. 2018, Alam, 2017).

In India, SM networks are essential resources for students looking for HEIs. Such networks create it easier for counterparts and graduates to share knowledge, conduct evaluations, and discuss, leading to more informed decisions. Prospective students utilize these platforms to obtain information, suggestions, and real-life experiences, influencing their selections of HEIs in India. S.M. and significant advertising significantly impact individuals' perceptions of higher educational institutions. Institutions intentionally shape their online image by curating information, showcasing testimonials, offering virtual tours, and hosting live sessions to attract prospective students (Chung, 2020). Influencers have a vital role in magnifying these messages, equipping legitimacy and integrity to institutional perspectives. Consequently, how people perceive a brand is closely connected to the online presence that institutions establish and the support they acquire from powerful individuals. S.M. networks greatly enable peer influence, which significantly impacts the formation of brand impressions and decision-making procedures between potential learners (Palla & Sheikh, 2021). The formation of institutional identities is influenced by user-generated material, reviews, and suggestions provided by current learners and graduates. Peer-shared authentic narratives profoundly impact prospective learners, offering essential perspectives on campus civilization, academic challenges, extracurricular involvement, and the entire student experience (Khan & Aas, 2019; Yusuf et al., 2016).

Despite the prevalence of S.M. and the impact of advertising, the procedure of making decisions about higher education is complex and ever-changing (David et al., 2018). Potential learners are overloaded with a multitude of information, viewpoints, and choices, which complicates and adds complexity to the decision-making process. To cultivate confidence among their intended audiences, institutions must adjust by ultimately adopting openness, authenticity, and interaction on their digital platforms (Perrault et al., 2019). Although the combination of S.M. and influential advertising has a clear and significant effect, it also raises problems and ethical concerns in the higher education sector. The integrity of information shared through digital platforms is doubted due to concerns about reliability, publication, and visibility related to sponsored material and recommendations. Institutions and influencers combined must respect ethical requirements and ensure that promotional initiatives match the optimum intentions of potential students (Chen et al., 2022; Lipp et al., 2022; Alam & Abunar, 2023).

This paper intends to examine the intricate dynamics among SM, influencer marketing, and the selection of HEIs, focusing on understanding how these factors shape students' perceptions

Section 2 includes a list of related works. Section 3 presents the methodology. Section 4 indicates the findings. Section 5 discusses the study, and Section 6 presents the conclusion.

2. Related works

Alshabeb and Almaqrn (2018) investigated university learners' utilization of S.M. programs and their impact on language learning, specifically examining the most effective ways to utilize mobile technology. Furthermore, the abovementioned findings impacted learners' attitudes toward using S.M. platforms during lessons.

Al-Rahmi et al. (2018) suggested active collaborative learning and participation via S.M. enhanced learners' studying behaviors and promoted group conversations. Therefore, integrating these tools could be promoted in higher education organizations for education and training purposes. The results also revealed that student contentment, perception of S.M.'s comfort of utilization, and perception of its utility favorably impacted their cooperative education and participation, eventually leading to improved learning achievement.

Alt (2018) evaluated the hypothesis that difficulties adapting to an academic environment might manifest in increased use of S.M. for recreational purposes in the classroom. The pathway analytical findings indicated that the association between imbalance to academia and S.M. Utilization was contingent upon the association between imbalance to academia and "fear of missing out (FoMO)".

Moghavvemi et al. (2018) investigated the utilization and effectiveness of S.M. and mobile gadgets in facilitating the movement of materials and contact with academics in higher education organizations outside physical boundaries. Based on that finding, utilizing online S.M. for interactive education enabled students to become more innovative, adaptable, and focused on investigation.

Article written by Kumar et al. (2019) investigating higher education institutions incorporated S.M. into considerable aspects, such as enrollment, campus events, and graduate connections. A suggested structure facilitated the development of effective S.M. strategies and encouraged stakeholder engagement.

An article written by Ibrahim et al. (2019) developed a structural equation model and conducted confirmatory factor analyses to understand better how learners could effectively employ the social networking platform (Facebook) for educational interests. The findings of the analysis could provide valuable insights into using social networking platforms within an educational setting.

Sleeman et al. (2020) emphasized the potential individual influence of utilizing online resources for educational purposes from the perspective of overseas students. These results had ramifications for selecting websites for using S.M. in learning and how it might affect the education of international learners in higher education for establishing connections.

Manca (2020) examined the extent to which S.M. networks such as Instagram, Pinterest, Snapchat, and WhatsApp have become essential to higher education's education and the studying process. The investigation findings indicated that while the use of WhatsApp had been extensively analyzed, data on Instagram, Pinterest, and Snapchat were scarce. Sobaih et al. (2020) investigated the degree to which university employees and students utilized SM platforms as the primary and official means of educational interaction. The findings indicated that students' utilization of S.M. had facilitated its efficient application for supporting formal instruction and education. Saima and Khan (2021) determined the impact of different qualities for S.M. influencers upon their legitimacy and, eventually, customer purchasing intentions in India. The results indicate that reliability, informational quality, and entertainment values significantly impact influencer reputation and indirectly impact customers' purchasing intentions. Al-Maatouk et al. (2020) investigated the disparities in the research concerning the utilization of S.M. for educational purposes and its influence on the learning achievements of learners in educational institution establishments. Hence, the investigation suggested that the alignment between "tasks–technology fit (TTF)" and the inclination to utilize SM enhanced learners' active participation and facilitated their effective exchange of competence, information, and conversations. Siddiqui et al. (2021) discovered the elements influencing the reliability of eWOM stimulations using social networking sites (SNSs) using an empirical framework that provides theoretical and practical insights. The suggested paradigm explains how customers utilize SNSs to share information and how it affects the perception of brands and online purchasing intentions. Sijabat et al. (2022) indicated that the S.M. has evolved as a potent instrument that could reach a broader range of people. In contrast, when marketing a product, choosing the suitable media to reach both present and prospective consumers is critical. S.M. influencers would successfully promote the business's brand to present and prospective consumers. Rana et al. (2022) structured and completed with a conceptual examination of the present circumstances and possibilities for Indian higher education institutions (IHEIs). The research incorporates the ideas of positioning approaches in the setting of IHEIs. It provides pertinent information to IHEI stakeholders as well as leaders to strengthen its international position approaches, as well as provides suggestions for further study. A study by Sengupta and Vaish (2023) was obtained to investigate S.M. utilization in higher education institutions. The research supported the many features of S.M. application in higher educational institutions. The most significant influence of S.M.'s employment on higher educational institutions was determined to occur in learning-teaching, conversations, public relations, and networking. Sivakumar et al. (2023) Investigated the efficacy of social media as an educational instrument and its effects on sharing knowledge between students at universities and colleges. The research utilized cognitive, social, and connective concepts to create a framework investigating the impact of individual incentives and social networking characteristics on sharing knowledge. The research indicated that S.M. might facilitate information sharing while increasing student enthusiasm and efficiency. Building upon the literature analysis, this study seeks to establish a framework for integrating digital advertising to enhance B.P. and influence student decision-making in selecting HEI. Fig. 1 shows the structure of the conceptual model.

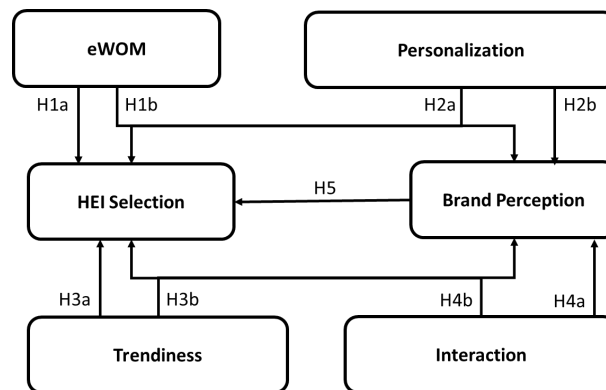


Fig. 1. Conceptual model

3. Investigative Methodologies

The study sample consists of 560 students from HEIs. The individuals are derived from four departments: the HEI of Science and Technology (130 learners), the HEI of Health Sciences (144 learners), the HEI of Computer Science (150 learners), and the HEI of Law and Business (136 learners).

The sample refers to a subset of the individuals that serve as the primary data source for investigating its features. The analysis employs a "Structural Equation Modeling (SEM)," with the sample size meeting predefined conditions for analysis. The study sample was selected using the Proportional Selection approach. Sampling is conducted at every Department concerning the existing research programs, according to the predetermined quantity of samples. A total of 320 students were sampled.

The statistics utilized are primary information acquired from the respondents, specifically new learners of HEIs. The principal method of data gathering is the utilization of questionnaires, specifically by distributing them to participants. The Statistical

evaluation methodology employed in the paper is a statistical approach that enables the examination of causal links among several variables. The causal links between complex variables might be derived from one or several endogenous or multiple exogenous factors. Every “exogenous and endogenous” factor is a “latent variable” generated from multiple indicators or express factors. SEM allows for the investigation of research topics about causality in both dimensional and structural approaches.

4. Investigative outcomes

Investigation findings in social media with powerful marketing significantly influence the public view of higher education institutions in India. Positive social media endorsement and review might improve the perception of the brand and impact prospective students' decision-making processes. In contrast, negative reviews or controversies influence brand perception and discourage future candidates from selecting the institution. As a result, maintaining a promising online reputation and effective S.M. management is critical for HEIs. The investigation outcomes include analysis of the measuring systems, assessment of the structured systems, and interventional testing. They are described below.

4.1 Analysis of the Measuring System

The assessment of the outer system, also known as the measuring system, is conducted to determine the validity and dependability of the system. Converging Validation seeks to establish the accuracy of the connections among indications and their underlying structures or factors. The assessment of converging Validation for the measuring system with reflexive indications is conducted by examining the association among the item value or component value and the estimated latent factor value or construct value using the PLS program. A factor is considered incredibly authentic if its loading factor is above 0.80. However, a measurement range with a loading factor between 0.6 and 0.7 is sufficient. The study utilized a factor loading threshold of 0.80.

Table 1

Outer Loaded (measuring system) variable

	Brand perception	Personalization	eWOM	Interaction	Trendiness	HEI selection
BP1	0.713	-	-	-	-	-
BP2	0.815	-	-	-	-	-
BP3	0.846	-	-	-	-	-
BP4	0.824	-	-	-	-	-
BP5	0.781	-	-	-	-	-
E1	-	-	0.749	-	-	-
E2	-	-	0.792	-	-	-
E3	-	--	0.763	-	-	-
E4	-	-	0.825	-	-	-
E5	-	-	0.866	-	-	-
IN1	-	-	-	0.733	-	-
IN2	-	-	-	0.755	-	-
IN3	-	-	-	0.897	-	-
IN4	-	-	-	0.874	-	-
IN5	-	-	-	0.756	-	-
P1	-	0.757	-	-	-	-
P2	-	0.885	-	-	-	-
P3	-	0.826	-	-	-	-
P4	-	0.886	-	-	-	-
P5	-	0.717	-	-	-	-
TR1	-	-	-	-	0.868	-
TR2	-	-	-	-	0.745	-
TR3	-	-	-	-	0.833	-
TR4	-	-	-	-	0.844	-
TR5	-	-	-	-	0.777	-
HEI1	-	-	-	-	-	0.714
HEI2	-	-	-	-	-	0.788
HEI3	-	-	-	-	-	0.841
HEI4	-	-	-	-	-	0.800
HEI5	-	-	-	-	-	0.717
HEI6	-	-	-	-	-	0.780
HEI7	-	-	-	-	-	0.785
HEI8	-	-	-	-	-	0.760
HEI9	-	-	-	-	-	0.742
HEI 10	-	-	-	-	-	0.728

Table 1 demonstrates that most variables for every variable in this research possess loaded factors ranging from 0, which indicates that variables with a loaded factor exceeding 0.80 exhibit a high level of integrity, thereby satisfying the criteria for convergent reliability. Discriminating Validation is employed to ascertain that each notion within a construct or latent factor

is distinct. Adequate Discriminating Validation in models is achieved when the connection between a structure and its measuring product is higher than the connection between the structure and other components.

Table 2
Discriminating Validation

	Brand perception	personalization	eWOM	Interaction	Trendiness	HEI selection
Brand Perception	0.797	-	-	-	-	-
Personalization	0.518	0.817	-	-	-	-
eWOM	0.693	0.473	0.800	-	-	-
Interaction	0.490	0.459	0.463	0.806	-	-
Trendiness	0.525	0.369	0.470	0.499	0.8015	-
HEI selection	0.694	0.541	0.679	0.533	0.588	0.766

The findings of the “Fornell-Larcker Criterion cross-loaded (CCL)” connection between the structure and its variable is higher compared to the connection with other structures, indicating that Table 2. Therefore, it can be inferred that all latent structures or factors already possess strong Discriminating Validity, with the variables inside the construct's indicator block outperforming variables in other regions.

The assessment of the outer system involves evaluating convergent validity and discriminant validity and also examining established dependability. Construct dependability can be determined by evaluating the composite dependability and Cronbach's alpha (C.A.) values derived from the indication block that evaluates the structure. A structure is deemed reliable if the composite dependability (CD) and C.A. values exceed 0.80. Table 3 displays the SmartPLS output findings for CD and C.A. levels.

Table 3
Values of CD and CA

	Brand perception	Personalization	eWOM	Interaction	Trendiness	HEI selection
CA	0.856	0.874	0.859	0.865	0.875	0.927
CD	0.900	0.913	0.902	0.906	0.912	0.940
Average variance extracted (AVE)	0.630	0.662	0.634	0.644	0.658	0.582

The system displays the CD and C.A. values for all structures above 0.80. Table 3 shows the findings of the SmartPLS output. Thus, based on the necessary minimal value restrictions, all structures have acceptable reliability. When the AVE result is more than 0.6, it shows that the variable under test is eligible.

4.2 Structure System Assessment

The structure system test (inner system) in SMART PLS utilizes Bootstrapping and Blindfolding techniques. Structure system tests are conducted to examine the associations among underlying structures. Table 4 shows the outcomes of hypothesis testing.

Table 4
Path Coefficient

	<i>T statistics</i>	<i>P values</i>	Coefficient	<i>Decision</i>
eWOM→ HEI selection	4.927	0.000	0.279	H1 accepted
eWOM→Brand perception	7.161	0.000	0.367	H1b accepted
Personalization → HEI selection	3.302	0.001	0.153	H2a accepted
Personalization →Brand Perception	3.145	0.002	0.146	H2b accepted
Trendiness→ HEI selection	3.416	0.001	0.194	H3a accepted
Trendiness→Brand Perception	1.666	0.098	0.089	H3b rejected
Interaction→Brand Perception	1.225	0.225	0.061	H4a rejected
Interaction→ HEI selection	1.987	0.049	0.092	H4b accepted
Brand perception→ HEI selection	3.041	0.002	0.195	H5 accepted

Table 4 displayed the outcome of data processing, indicating that five hypotheses were confirmed while two hypotheses were disproven. These findings indicate that the many elements of SMM, including interaction, trendiness, personalization, and eWOM, have a notable and favorable impact on the HEIs selection process. Within the realm of SMM, two factors, namely interaction and trendiness, do not substantially influence B.P. However, the remaining variables demonstrate a positive and significant impact.

4.3 Testing Intervention

Table 5 displays the outcomes of the computation of the indirect effect.

Table 5
Particular Indirect impact

	Personalization→Brand Perception→ HEI selection	eWOM→Brand Perception→ HEI selection	Interaction→Brand Perception→ HEI selection	Trendiness→Brand Perception→ HEI selection
Coefficient	0.035	0.076	0.019	0.025
T statistics	2.080	2.801	1.053	1.299
P values	0.039	0.005	0.298	0.198

The study shows that Company Image significantly influences the relationship between E-Service Quality and buying passion. At the same time, E-Trust plays a significant role in mediating this association, with a *t* – value of 1.975 and a *p* – value of 0.05. Table 5 reveals that the impact of Selling Marketing on buying passion, mediated by Company Images, has a *p* = 0.05. since *the* < 0.05, it can be inferred that Company Images strongly influence the connection between Selling Marketing and buying passion. The *p* – value < 0.05 indicates that E-Trust substantially mediates the association between Selling Marketing and buying passion. The structure system in this work is visually represented in Fig. 2.

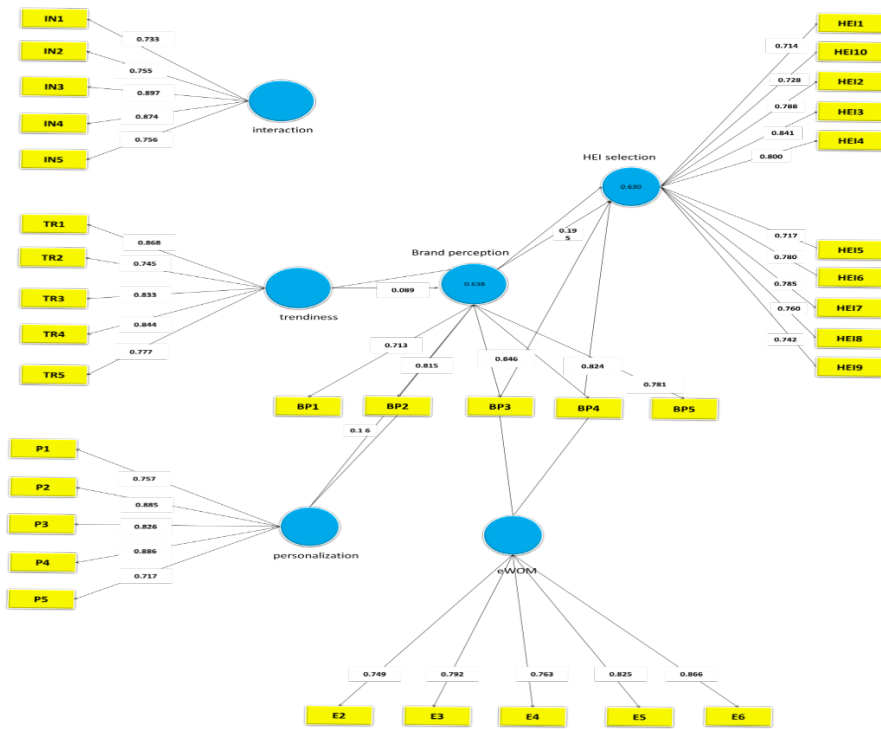


Fig. 2. SEM outcomes

5. Discussion

Interaction refers to the degree to which SMM operations facilitate the exchange of perspectives and data among various parties, including the brand, the customer, and other consumers. The findings of this study demonstrate that interaction exerts a favorable and substantial impact on the selection of HEIs. Customer engagement initiatives involving potential learners on S.M. significantly impact decision-making when selecting HEIs or pursuing HEIs. The findings of this paper corroborate the research undertaken by Malarvizhi et al. (2022) and Cheung et al. (2021), which identified the impact of S.M. operations, namely in terms of engaging with consumer behavior.

Customers actively engage with the “Social Media platform (SMP)” by connecting and exchanging perspectives with other customers with similar interests. This allows them to discuss the pros and cons of different services and solutions (Langaro et al., 2018). Customers engage with brands via S.M., irrespective of temporal, spatial, or medium-related constraints, leading to amicable attention and passion towards the brand. The findings of this study contradict the aforementioned assertion and the research conducted by Malarvizhi et al. (2022) and Masa'deh et al. (2021), demonstrating a favorable impact of interaction on B.P. This may be attributed to the HEI's limited engagement on its SMP or the need for more compelling interactions, resulting in minimal influence on brand recognition.

Trendiness refers to disseminating current and relevant information regarding products or services using SMP. S.M. users demand that fashion firms offer products that align with current trends and societal norms. When selecting HEIs, individuals often consider the prevailing trends in academic institutions. This includes the popularity of specific majors that align with the demands of the job market or the latest technological advancements. The paper results indicate that trendiness positively

and substantially impacted the HEIs selection process. Therefore, the HEI's most current updates shared on its SMP can improve the procedure of selecting a HEI. The findings of this study corroborate the research undertaken by Malarvizhi et al. (2022) and Cheung et al. (2021) that demonstrated the influence of trends on consumer behavior.

Customers utilize S.M. material to examine the products utilized by other customers and get information that aids in shaping their product selections based on current trends. Regularly posting the most recent brand content on S.M. positively impacts customers' unconscious minds by generating a feeling of novelty and being up-to-date, which enhances Brand commitment (Malarvizhi et al., 2022). The analysis outcomes indicate that trendiness did not have any effect on B.P. Berart's findings, contradicting the studies undertaken by Malarvizhi et al. (2022), Cheung et al. (2021), and Seo and Park (2017), which demonstrated a significant impact of trendiness on B.P. The lack of Trendiness impact on B.P. may be attributed to the HEIs' submission of outdated information that fails to capture the interest of potential students.

Personalization refers to the extent to which a product or service effectively conforms to customers' specific wants and interests (Seo & Park, 2017). SMM personalization refers to the extent of a brand's engagement in SMM activities, as measured by the level of personalized data retrieving choices and products offered (Cheung et al., 2021). Maintains advertising efforts through S.M. impact the growth of customer cognition processes. These SMM initiatives have the potential to influence customer choices when it comes to making buying choices. The findings indicate that personalization exerted a favorable and significant effect on the decision-making process regarding HEI selection. The findings of this study corroborate the findings of a study performed by Malarvizhi et al. (2022) and Cheung et al. (2021) that demonstrated the impact of personalization on consumer behavior, particularly concerning buying decisions. The SMM activity undertaken demonstrates a beneficial impact by offering personalized data-retrieving choices and solutions.

Personalized SMM activity can impact customers' cognitive abilities and brand attachment, leading to their predominant inclination toward a specific brand during purchase choices (Cheung et al., 2021). The investigation's findings corroborate the assertion mentioned earlier and align with previous research findings (Seo & Park, 2017) that demonstrated the impact of personalization on reputation within the framework of SMM activity (Mason et al., 2021). In addition to corroborating the conclusions of Malarvizhi et al. (2022) and Masa'deh et al. (2021), they discovered that personalization had a favorable and substantial impact on B.P.

The level of eWOM is directly linked to the extent to which customers disseminate and publicize their brand impressions via SMP (Malarvizhi et al., 2022). Customers are exceptionally motivated and directed by internet evaluations and evaluations, which serve as the primary source of word-of-mouth information. Consumer choices about product selection might be significantly influenced by reviews posted by individuals or acquaintances on SMP (Farzin, 2021). The results showed that e-WOM exerted a favorable and substantial influence on the HEIs selection process. These findings corroborate the findings of a study performed by Malarvizhi et al. (2022) and Cheung et al. (2021) that demonstrated the impact of E-WOM on customer behavior, specifically with purchase decisions.

The impact of eWOM on brand reputation is considerably more potent because of its user-friendly nature, timely dissemination, lack of geographical limitations, and convenient accessibility (Cheung et al., 2021). Customers depend on eWOM partiality when choosing products and services because eWOM consistently influences potential customers throughout purchasing (Roy et al., 2021). Concurrently, there has been a significant surge in the utilization of S.M. by Indian customers to share their reviews about their shopping experiences (including feelings of dissatisfaction, satisfaction, or contentment) since the onset of the COVID-19 pandemic. The findings indicate that e-WOM has a favorable and substantial effect on B.P. These findings corroborate the studies conducted by Malarvizhi et al. (2022) and Masa'deh et al. (2021), which concluded that eWOM had a beneficial impact on B.P.

Brand perception refers to the cognitive process by which customers gain knowledge, recognition, and recall of a specific brand (Barreda et al., 2020). SMM activity enhances brand recognition and the establishment of brand reputation by enabling brands to engage with potential and current consumers (Seo & Park, 2017). Since SMM activity is not limited by time or location, a business's utilization of S.M. networks can efficiently educate, acquaint, and enhance B.P.

The study's findings indicate that B.P. strongly influences the decision to select a HEI, with a favorable and substantial impact. The findings corroborate the study conducted by (Barreda, 2020), which established a positive connection between a robust B.P. and many brand-related parameters such as brand image and Brand commitment. Furthermore, a connection was discovered between B.P. and Brand commitment and a readiness to contribute a higher value. Customers who identify a company's emblem are more inclined to recommend and willing to contribute a higher value for its items or services (Malarvizhi et al., 2022). Prior research has also demonstrated that a strong B.P. might enable brands to command higher pricing in the market.

6. Conclusion

Social media (S.M.) with influencer marketing significantly affect brand perceptions and a selection of Indian higher education institutes (HEIs). Prospective students depend on internet platforms for evaluations, testimonials, and opinions from influential people, which shape their perspectives and impact their decisions during the competing higher education environment. The competition among HEIs to attract potential students is intensifying. Having a favorable image is a means

to achieve victory in the competition. An excellent image is established through effective communication and precise focus. Since potential students now primarily rely on S.M. for communication, utilizing S.M. activities for promotional communication is the most effective marketing technique. The findings indicate that utilizing SMM purposes benefits the decision-making process in favor of HEIs. The factors that impact the decision to select HEIs in SMM include interaction, trendiness, personalization, and E-WOM. B.P. is influenced by personalization and eWOM. The association between connection and eWOM with the HEIs is partially influenced by B.P.; hence, B.P. does not influence the association between fashion and personalization and the HEIs. The findings of this study suggest that to enhance the HEIs for potential new students, the HEIs must engage in SMM efforts that are engaging, foster effective interaction with potential new students, deliver current and widespread information, offer service selections that respond to consumer preferences, and actively seek positive eWOM from likely new learners. S.M. and influential marketing might provide a restricted and curated perspective for higher education institutions in India, possibly disregarding critical factors such as the quality of faculty and facilities. Overreliance on internet information might need to pay more attention to the requirement for a thorough investigation, compromising the reliability of perceptions of brands as well as institution selections.

Future work in S.M. with influential advertising of higher education institutions in India will focus on developing platforms, tailored information, and data analytics. Developing genuine relationships, highlighting campus life, and stressing professional results may all improve a brand's perception and impact students' institution-choosing decisions.

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