

**The Impact of Social Media Marketing Communications on
Student Enrollment Intentions with mediating role of Brand
Image: A Case of Higher Education Institutions (HEIs) of the
Twin Cities**



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ABSTRACT

This study investigated the impact of Social Media Marketing Communications (SMMC) on Student Enrollment Intentions (SEI) among higher education institutions (HEIs) in the twin cities of Rawalpindi and Islamabad, Pakistan, with Brand Image (BI) as a mediating variable. A sample of 201 students was collected through convenience sampling from prominent universities. Data were analysed using PLS-SEM via SmartPLS with 5,000 bootstrap subsamples. Results demonstrated a significant positive effect of SMMC on Brand Image, which significantly predicted Student Enrollment Intentions. However, the direct effect of SMMC on SEI was non-significant, while the indirect effect through Brand Image confirmed full mediation. These findings suggest Social Media Marketing Communications (SMMC) influences enrollment decisions exclusively through Brand Image (BI) rather than direct persuasion, carrying practical implications for university marketing teams in developing brand-centred digital communication strategies.

Keywords: Social Media Marketing Communications, Brand Image, Student Enrollment Intentions, Higher Education Institutions, PLS-SEM, Pakistan

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DEDICATION

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