

# Factors of Electronic Word-of-Mouth Communication and Social Media Influencers on Tiktok That Relate to Chinese Students' Decision to Study in The Master of Business Administration Program at Srinakharinwirot University

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Received: 22 October 2025 | Revised: 24 November 2025 | Accepted: 18 December 2025

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## Abstract

Amidst intensifying competition in higher education and the growing reliance of consumers, particularly Chinese students who are highly tech-savvy, heavily engaged with short-form video content on platforms like TikTok, and trust word-of-mouth and social media influencers, on online information for decision-making, this study investigates key digital factors influencing enrollment decisions. The research aimed to: 1) examine the personal characteristics of Chinese students; 2) investigate the levels of electronic word-of-mouth (e-WOM), social media influencers on TikTok, and decision-making toward enrolling in the Master of Business Administration (MBA) program at Srinakharinwirot University; and 3) explore the relationship between e-WOM, TikTok influencers, and enrollment decisions. The sample consisted of 37 Chinese master's students from the Faculty of Business Administration for Society. This study employs a quantitative survey research method. A questionnaire with a reliability of 0.98 was employed, and data were analyzed using percentage, mean, and Pearson's correlation coefficient. The findings revealed that the majority of respondents were female, aged 21-30, single, and unemployed. The overall levels of e-WOM communication, TikTok influencers, and enrollment decision-making were rated as good. Moreover, both e-WOM and TikTok influencers showed a statistically significant positive correlation with enrollment decisions at the 0.01 level. This study offers valuable preliminary academic insights and practical recommendations specific to the context under investigation. However, owing to the small and specialized sample size, further research is warranted involving a larger and more diverse population. The practical recommendations include the necessity for educational institutions to design effective digital marketing communication strategies. This strategy should prioritize disseminating course information in Chinese through easily accessible online channels, coupled with utilizing credible influencers who possess a thorough understanding of the curriculum, thereby effectively generating interest and promoting the enrollment decisions of prospective Chinese students.

**Keywords:** Electronic word-of-mouth (e-WOM), Social media influencers, TikTok, Enrollment decision, Chinese students

## Introduction

As universities face increasingly fierce competition in marketing communications and customers hold the power of decision-making, Srinakharinwirot University has continuously changed, improved, and developed its operational systems and service models to maintain its large customer base. This has been done by creating and using marketing communications to build an image that supports various services to meet the needs of all customer groups, professions, and ages. Although promotional activities play a crucial role in the success of marketing plans by functioning as marketing communications, relying on promotional activities alone is not sufficient (Boone & Kurtz, 1995). This is because they cannot convey all marketing messages to customers completely. According to modern marketing concepts, the university's image is also very important in consumer decision-making (Dangkong, 2008). In the context of international student recruitment, particularly from China, these challenges are pronounced. Currently, society is developing rapidly, causing various organizations to need knowledgeable and capable personnel to develop their organizations. Most people want to increase their opportunities for career advancement, income from qualification upgrades, or have a desire to pursue a career or start their own business. These reasons drive the need for higher education beyond the bachelor's degree level. At present, both domestic and international educational institutions, both private and public, are offering more master's degree programs and competing at a high level to present the outstanding products of each institution.

Due to the problem of failing university entrance exams in China, studying abroad has become an alternative for unsuccessful candidates to pursue higher education and improve their future career prospects. Thailand is one of the countries that many Chinese students are increasingly interested in for their higher education studies (Prachachat, 2023). Thailand has become one of the top destinations for Chinese students seeking higher education, especially after the COVID-19 pandemic. When the Chinese government announced the relaxation of quarantine regulations for incoming travelers and reopened the country on January 8, 2023, Thailand became one of the countries that Chinese people flocked to in large numbers for tourism, business investment, and retail trade. Similarly, there is a growing trend of Chinese students coming to study at Thai universities. Besides, Chinese students of Generation Y, born between 1981 and 2000 (Anuratphanich, 2016), are a group with high income and purchasing power as they are part of the working-age population. Chinese students tend to rely on information from social media when making purchasing decisions. Research shows that 84% of Chinese students are influenced by opinions heard or read on social media when making purchase decisions, and 51% trust product reviews from bloggers more than their friends. Moreover, Chinese students have a lifestyle closely related to technology. They enjoy consuming information through the internet and social media and prefer online shopping. According to the

Datareportal (2024) report, Chinese internet users spend significant time online, with platforms like TikTok being major contributors to daily usage. When Chinese students are impressed with a product, they often spread the word through word-of-mouth. Additionally, the use of influencers or social media opinion leaders can also help in product purchase decisions (Bangkok Bank, 2020). TikTok, with its algorithm-driven, short-form video format, offers high virality and engagement, making it a particularly potent medium for reaching and influencing the Gen Y Chinese demographic.

Currently, most institutes are already promoting their products through social media channels using social media influencers on various platforms such as Facebook, YouTube, Twitter, Instagram, etc. (Courbet et al, 2013). This is considered a suitable marketing strategy for businesses, aligning with current consumer behavior where social media plays a significant role in consumers' daily lives from waking up to going to bed. It presents a marketing opportunity for various brands to promote their products (Suriwan et al., 2016). Electronic word-of-mouth communication and social media influencers through university TikTok accounts are marketing communication processes that require various forms of persuasion to convey meaning and transmit ideas through different media to target groups regarding products or services. They aim to persuade and motivate consumers about goods or services, leading to awareness, recognition, appreciation, and ultimately desire for the products or services (Belch & Belch, 2009; Boone & Kurtz, 1995).

Srinakharinwirot University needs to differentiate its product by using various media to create consumer awareness. It must establish a strong brand positioning, which means making the product occupy a place in consumers' minds and demonstrating how it differs from competitors. Advertising is used when there's a need to create motivation and stimulate consumer awareness. If the product is already well-known to the general public (educated), but we want to reinforce brand positioning and create product differentiation, marketing communication must come from efficient tool factors to create successful marketing communication. This includes guidelines and perspectives in management operations that can make Srinakharinwirot University successful and well-received by target groups.

Based on the importance and background mentioned, the researcher recognizes that electronic word-of-mouth communication and social media influencers on TikTok are crucial targets for university operations. Moreover, these variables have not been studied in the context of universities before. Thailand has become a highly popular destination for international students, especially those from China. In recent years, the number of Chinese students pursuing education in Thailand has shown consistent high growth. Therefore, the researcher is interested in studying the factors of electronic word-of-mouth communication and social media influencers on TikTok that relate to Chinese students' decision to study in the Master of Business Administration program at Srinakharinwirot University. This research aims to benefit the development and improvement of the university, enhance its image, improve the perception of teaching quality, and develop marketing communications to influence the decision-making of target groups in the future.

## Research Objectives

In this research, the researcher has set the following objectives:

1. To study the personal characteristics of Chinese graduate students, including gender, age, education level, status, job position, average monthly income, and work experience.
2. To examine the level of electronic word-of-mouth communication and the influence of social media influencers on TikTok, as well as the decision to study of Chinese students in pursuing a Master of Business Administration program at Srinakharinwirot University.
3. To investigate the relationship between electronic word-of-mouth communication and social media influencers on TikTok with the decision to study of Chinese students in pursuing a Master of Business Administration program at Srinakharinwirot University.

## Literature Review

This section reviews the relevant literature and prior research that forms the theoretical foundation for this study. The review is organized into three main parts: 1) Electronic Word-of-Mouth (e-WOM) Communication, 2) Social Media Influencers, and 3) The Decision-Making Process for Educational Enrollment.

### 1. Electronic Word-of-Mouth (e-WOM) Communication

Electronic Word-of-Mouth (e-WOM) has become a pivotal force in modern marketing, defined as any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet (Hennig-Thurau et al., 2004). In the context of higher education, e-WOM functions as a critical source of information that prospective students trust, often more than traditional university-controlled messaging.

The power of e-WOM lies in its perceived authenticity. Research indicates that consumers, particularly in the decision-making process for high-involvement products like education, rely heavily on peer opinions. This is especially true for Chinese students, who exhibit a strong tendency to seek information from social media. A study by the Bangkok Bank (2020) highlighted that 84% of Chinese students are influenced by opinions heard or read on social media, and 51% trust product reviews from bloggers more than their friends. This underscores the shift from traditional information sources to digital peer recommendations.

e-WOM can be disseminated through various online platforms, including social networking sites (e.g., Facebook, Weibo) and online chat rooms/forums (e.g., specialized educational forums, group chats). These platforms facilitate the sharing of experiences, opinions, and detailed accounts of university life, program quality, and faculty, which significantly shape the perceptions of prospective students (Dangkong, 2008). The credibility and volume of this user-generated content can effectively build or erode a university's reputation, making it a key variable in the student decision-making journey.

## 2. Social Media Influencers

Social media influencers are individuals who have built a substantial following on digital platforms and can persuade their audience through their authority, knowledge, or relationship with their followers (Courbet et al., 2013). Influencer marketing has evolved into a mainstream strategy, as influencers can humanize a brand and deliver marketing messages in a more organic and engaging way than traditional advertising.

Influencers are often categorized by their follower count and reach: Mega-Influencers: Celebrities or individuals with millions of followers, offering massive reach and brand awareness; Macro-Influencers: Well-known figures within a specific niche (e.g., education, business) with followers typically in the hundreds of thousands, offering a balance of reach and relevance, and Micro-Influencers: Individuals with a smaller, highly engaged community (often 1,000-100,000 followers) who are perceived as highly authentic and trustworthy experts in a very specific area.

The effectiveness of influencers stems from their ability to create parasocial relationships with their followers, fostering a sense of trust and reliability. Studies have shown that influencer endorsements can significantly impact brand equity, particularly brand associations (Wiedmann & von Mettenheim, 2021). When an influencer creates content about a product or service, it allows consumers to develop a connection with the brand. This is supported by Ramadhani & Isnawati (2022), who found that the use of social media influencers, especially micro-influencers who foster high interaction, positively impacts brand equity and consumer perceptions.

On platforms like TikTok, which is characterized by short-form, viral video content, influencers can present university life, program highlights, and student testimonials in a dynamic and relatable format, making them a potent tool for reaching younger demographics, including Generation Y and Z students.

## 3. Decision-Making for Educational Enrollment

The decision to pursue a graduate degree, particularly in a foreign country, is a complex, high-involvement process influenced by a multitude of factors. Traditional models highlight the importance of factors such as university reputation, program quality, cost, and location (Baloglu & McCleary, 1999).

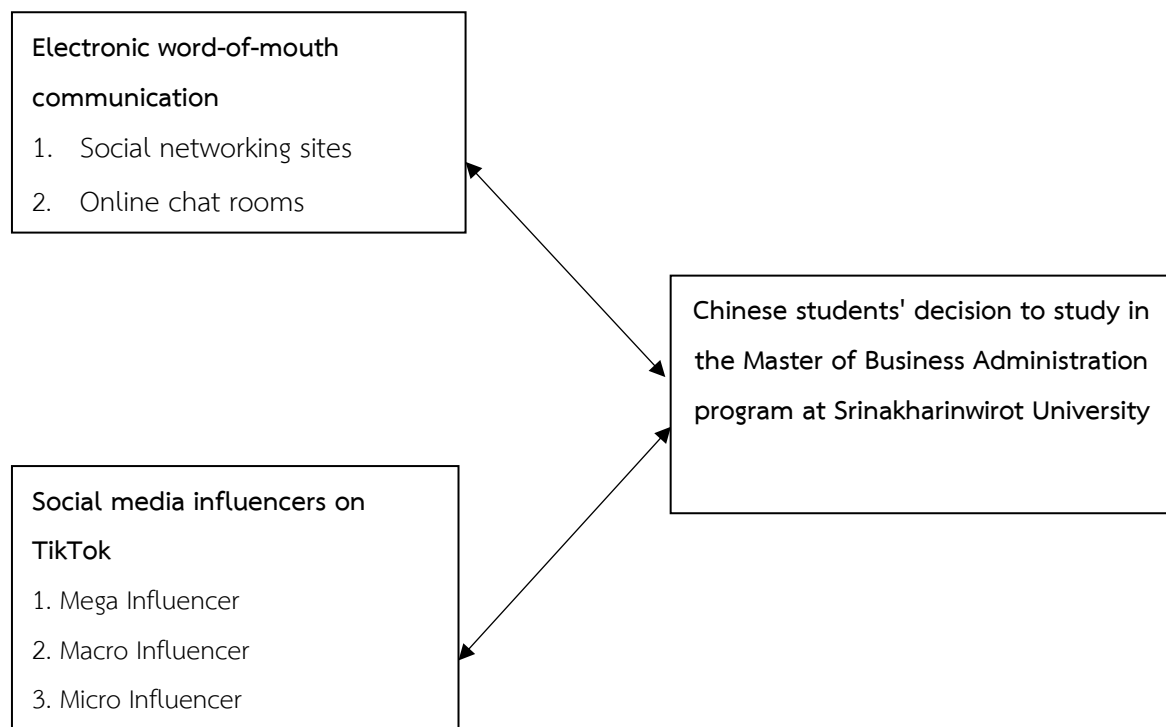
However, in the digital age, the decision-making process is increasingly mediated by online information. The concept of the university "image" is crucial, as it represents the overall picture of beliefs, attitudes, and impressions that a prospective student holds (Coban, 2012). This image is no longer shaped solely by official brochures or websites but is actively constructed through e-WOM and influencer content. A positive evaluation of the executive image (university leadership and reputation) and perceived value for money can create motivation and lead to a decision to enroll (Lombart & Louis, 2014).

For Chinese students specifically, lifestyle factors play a significant role. Their deep integration with technology, spending an average of over 12 hours per day online (Electronic Transactions Development Agency, 2020), means that digital touchpoints are critical. Their reliance on social media for information consumption and purchasing decisions makes them particularly susceptible to marketing communications

delivered through e-WOM and influencers (Bangkok Bank, 2020). Internal factors such as motivation, perception, and self-concept are also activated and shaped by the information encountered in online chat rooms and social networks (Singhanart, 2015).

The literature establishes a clear connection between digital marketing communication and consumer decision-making. E-WOM provides authentic, peer-sourced information that builds trust, while social media influencers offer curated, persuasive content that enhances brand associations and reach. Together, these factors serve as critical external inputs that shape the perceived image and value of an educational institution, thereby directly influencing the enrollment decision-making process of prospective students.

While extensive research exists on e-WOM and influencers in commercial product marketing, their application in the context of higher education, specifically for attracting Chinese graduate students to Thai universities, remains underexplored. This study aims to fill this gap by investigating the relationship between e-WOM, social media influencers on TikTok, and the decision of Chinese students to enroll in the MBA program at Srinakharinwirot University. The conceptual framework guiding this research, as shown in Figure 1, posits that these two independent variables are significantly related to the dependent variable of enrollment decisions



**Figure 1** Conceptual Framework

## Research Methodology

### Population and Sample

This study employs a quantitative research method with individual-level analysis units. The population consists of 37 Chinese graduate students currently enrolled in the Faculty of Business Administration for Society at Srinakharinwirot University (data as of September 2024). A limitation of this study is its small sample size ( $N=37$ ), which constrains the generalizability of the results.

### Research Instrument

1. Review of literature, concepts, theories, and related research to inform questionnaire creation.
2. Determine the structure and questions of the questionnaire.
3. Test the questionnaire for both validity and reliability:

**Content validity** is tested by experts using the Item Objective Congruence Index (IOC). Questions with an IOC value less than 0.5 are discarded.

**Reliability** is tested by administering the revised questionnaire to 40 target individuals who are not part of the research sample. The results are statistically analyzed, aiming for a Cronbach's alpha coefficient of no less than 0.70 (Prasithrathsint, 2007). This questionnaire achieved a reliability value of 0.98, indicating high reliability.

4. Refine the questionnaire to ensure validity and reliability before use in the research.

### Data Collection

Data were collected via an online questionnaire distributed directly to the target population in September 2024. Procedures included follow-up reminders to ensure a high response rate and data completeness.

### Data Analysis

To address research objectives and test hypotheses, data processing includes:

1. Analyze general data using frequency and percentage for demographic information such as gender, age, education level, status, job position, average monthly income, and work duration.
2. Analyze electronic word-of-mouth communication levels (Social networking sites and Online chat rooms), Social media influencers on TikTok levels (Mega Influencer, Macro Influencer, Micro Influencer), and decision-making levels for enrolling in graduate studies at Srinakharinwirot University using a 5-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). Calculate mean and standard deviations.
3. Analyze Pearson's Product Moment Correlation coefficient to determine relationships between two independent variables, each measured at the interval scale (Vanichbuncha, 2010).

## Results

To address the objectives of this research, the researcher has summarized the findings into 3 parts:

1. Demographic characteristics of Chinese students studying in the Master of Business Administration

program at Srinakharinwirot University. 2. The level of electronic word-of-mouth communication and social media influencers on TikTok, and the decision to study in the Master of Business Administration program at Srinakharinwirot University by Chinese students. And 3. The relationship between electronic word-of-mouth communication and social media influencers on TikTok and the decision to study in the Master of Business Administration program at Srinakharinwirot University by Chinese students, as follows:

**Part 1:** Demographic information of respondents

Out of 37 respondents, the majority were female (22 people, 59.45%), aged between 21-30 years (27 people, 72.97%), with a bachelor's degree or equivalent (35 people, 94.59%). All respondents were single (37 people, 100.00%), mostly unemployed (25 people, 67.56%), with a monthly income of 55,001 - 65,000 baht (32 people, 86.48%), and work experience of 4-6 years (23 people, 62.16%).

**Part 2:** Information on the level of electronic word-of-mouth communication, social media influencers on TikTok, and the decision to study in the Master of Business Administration program at Srinakharinwirot University by Chinese students

The analysis of electronic word-of-mouth communication had an average of 3.89. When considering individual aspects, Chinese students had positive opinions in all areas, including social networks and online chat spaces, with averages of 4.17 and 3.75, respectively. Regarding social media influencers on TikTok, Chinese students had positive opinions in all areas, including Mega Influencers, Macro Influencers, and Micro Influencers, with averages of 3.89, 3.82, and 3.79, respectively. The decision to study in the Master of Business Administration program at Srinakharinwirot University by Chinese students was at a good level, with an average of 3.98.

**Part 3:** Inferential data analysis to test 3 hypotheses, as follows:

**Hypothesis 1:** Electronic word-of-mouth communication, consisting of 2 aspects: social networks had a Sig. value of 0.000, which is less than 0.01, meaning that social networks have a relationship with the decision to study in the Master of Business Administration program at Srinakharinwirot University by Chinese students, with a correlation coefficient of 0.832, indicating a very high correlation in the same direction and statistically significant. Online chat spaces had a Sig. value of 0.000, which is less than 0.01, meaning it has a relationship with the decision to study, with a correlation coefficient of 0.688, indicating a high correlation in the same direction, which is consistent with the hypothesis.

**Hypothesis 2:** Marketing communication aspects of direct marketing, promotion, personal selling by university staff, and public relations had a Sig. value of 0.000, which is less than 0.01, meaning that Micro Influencers, Mega Influencers, and Macro Influencers have a relationship with the decision to study in the Master of Business Administration program at Srinakharinwirot University by Chinese students, with correlation coefficients of 0.786, 0.750, and 0.687, respectively, indicating high correlations in the same direction and statistically significant, which is consistent with the hypothesis.



**Table 1** shows the relationship between electronic word-of-mouth communication and social media influencers on TikTok and the decision to study in the Master of Business Administration program at Srinakharinwirot University by Chinese students

Factors	Chinese students' decision to study in the Master of Business Administration program at Srinakharinwirot University		Relationship	Direction
	r	Sig.		
<b>Electronic word-of-mouth communication</b>				
Social networking sites	0.832**	0.000	Very High	Same
Online chat rooms	0.688**	0.000	High	Same
<b>Social media influencers on TikTok</b>				
Mega Influencer	0.750**	0.000	High	Same
Macro Influencer	0.687**	0.000	High	Same
Micro Influencer	0.786**	0.000	High	Same

**Note:** \*\* Correlation is significant at the 0.01 level (2-tailed).

## Conclusions and Discussion

This study contributes to the academic literature by applying digital marketing and consumer behavior theories to the underexplored context of international higher education in Thailand. Practically, it provides actionable insights for Thai universities to design targeted digital marketing strategies on contemporary platforms like TikTok to effectively attract Chinese students. Srinakharinwirot University is an educational institution with continuous activities and public relations, which is already well-known among Chinese students. This makes the Electronic word-of-mouth communication factor highly correlated with the decision to pursue graduate studies at Srinakharinwirot University. This aligns with Gao et al. (2020) research, which states that social networking sites represent brand symbols, allowing consumers to perceive the quality of products and services, leading to brand image recognition. Therefore, in brand image, service providers often have the same goal of wanting consumers to remember the brand. However, sometimes consumers may make decisions based on trends, values, or other factors, causing some brand-related variables to have no influence on consumer purchasing decisions. This also aligns with Coban (2012) concept, which states that image is the overall picture of beliefs, attitudes, and impressions of an individual or group. These manifestations may be true or false, and the image depends on each person's perspective

and beliefs. This causes the image expressed for consumers to perceive certain products and services not to determine the decision to purchase those products and services. Additionally, a good executive image will create motivation for students to come and study and add value to the university, contributing to the decision to pursue further education. This aligns with Baloglu & McCleary (1999) concept, which states that social networking sites are an important factor in making people aware of the value they will receive from learning, as well as perceiving or seeing value in what they have visited or experienced, which will affect behavioral patterns and lead to decision-making. Furthermore, it aligns with Zhang & Benyoucef (2021) concept, which states that if the evaluation of the executive image feels worthwhile and valuable for what is received, a decision will be made.

Online chat rooms are factors related to the thought process or feelings of individuals towards the decision to study abroad, which are greatly influenced by internal factors such as motivation, perception, learning, beliefs, attitudes, personality, and self-concept. This aligns with Liu et al. (2022) concept, which states that Online chat is a measure of an individual's feelings, which differ in each person's thoughts and feelings. It can be generally said that Online chat will be a variable used in decision-making. Since universities must continuously conduct teaching and learning, as well as communicate in a way that can show or appear to outsiders to create understanding and correct perception about the university, when sufficient information is received, individuals can plan for their decision to pursue further education. This aligns with Kim et al. (2023) concept, which states that disseminating the image to society and the public is an important step, using the process of sending information through various media. The distribution of information is most important, so it is necessary to find ways to communicate social responsibility clearly. If there is a good image of social responsibility, consumers will be more likely to decide to use those products or services. Additionally, it aligns with Kotler & Lee (2005) research, which found that effective Online chat rooms can make people have clear perceptions and recognize details or phenomena occurring within that organization, making the image of social responsibility significantly influence decision-making.

Srinakharinwirot University must prioritize teaching quality, as it determines the performance of academic staff and the overall efficiency and effectiveness of the university. If communicated through social media influencers on TikTok, the perception of teaching quality will help consumers make better decisions, making it easier and faster for them to access information. Research findings show that social media influencers on TikTok are a factor that Srinakharinwirot University must prioritize because they influence students' decision-making. The university must create awareness among students about what they receive from their education in relation to their tuition fees and communicate the university's developments that benefit students. This aligns with Lim & Guzman (2023) research, which emphasizes the importance of communicating educational quality and campus facilities through digital influencers to create satisfaction, pride, and positive word-of-mouth among prospective international students.

Macro Influencers have a high impact on the decision to pursue a master's degree, but less so than Micro Influencers and Mega Influencers. This is consistent with the hypothesis. Mega Influencers influence brand equity, particularly brand associations, as brands often use social media influencers as brand

representatives. When influencers create content about products or services, brands repeatedly share this content across various social media platforms, allowing consumers who frequently use social media to develop a connection with the brand. This aligns with Wiedmann & von Mettenheim (2021) research, which found that influencer marketing strategies can enhance brand equity. Micro Influencers also influence brand equity, particularly brand associations. As Micro Influencers have fewer followers, they tend to have more interactions with their audience compared to other types of influencers. When Micro Influencers present products to their followers, they may engage in conversations, resulting in stronger brand associations among their followers. This is consistent with Ramadhani & Isnawati (2022) research, which found that the use of social media influencers, particularly micro-influencers, significantly impacts brand equity and purchase intention. Furthermore, a study by Chen & Sarial-Abi (2024) specifically on Chinese consumers found that micro-influencers are perceived as more trustworthy and relatable than mega-influencers for niche decisions like educational choices, which supports our finding of their high correlation.

Finally, universities should have social media influencers on TikTok who provide sufficient information to those interested in further studies and can answer various questions well. This will help make the decision to pursue further education smoother and create a more impressive experience for interested individuals. Therefore, universities should provide training for their personnel in various areas such as creating a good impression and communication. This aligns with the concept of Kumar and Mulyono (2023), who stated that personal selling creates trust and confidence in consumers, affecting their ability to make appropriate decisions and maintain good ongoing relationships. Stern (1997) also mentioned that personal selling is the foundation of communication relationships in providing customer service, and organizations must learn the theory of close relationships to win customers' hearts. Marketing promotion for advertising and public relations using the influence of social media in the current era will create recognition for other learners as well. This is consistent with Harrigan et al. (2020) article, which explained that marketing promotion stems from the good feelings of service users, leading to deep commitment and repeat purchases of products and services they feel good about. Repeat purchases will be for the same brands. It also aligns with the research of Doscocil (2024), which found that respondents placed the most importance on marketing promotion, recommending relatives or friends to use the services of the securities company they use due to valuable marketing promotions that lead to word-of-mouth referrals.

Universities should organize public relations in various forms, such as radio, television, print media, or online media, to ensure that interested individuals can continuously access university promotions and be motivated to pursue further education. This is consistent with the article by Lee & Ma (2022), which explained that service recipient satisfaction in terms of service promotion is hearing positive information about service quality. If this matches the beliefs of service users, it will create increased motivation for service needs. It also aligns with the research of Ruangsopon (2013), which found that in studying the relationship between marketing mix factors and attitude factors affecting the decision to purchase life insurance from the Government Savings Bank, the sample group placed the most importance on public relations and utility aspects. Direct marketing as electronic word-of-mouth communication, and social media

influencers on TikTok is a tool that universities should use to communicate directly with those interested in further studies. Information or offers will be sent directly to interested individuals through communication channels that allow for immediate response, such as quick service, attentive care for those interested in further studies, and the ability to guide and solve problems for prospective students. These are important aspects for universities to create satisfaction for learners. This is consistent with the article by Tan et al. (2024), which stated that direct marketing is very important in service businesses, especially for front-line service providers or service users who represent the business and are part of the service. Therefore, service providers are crucial to the success of service delivery. Service providers play important roles in exchanging information between the organization and the external environment and acting as representatives of the organization in interacting with service users. The position of service provider is considered a demanding, challenging, and high-pressure job.

## Suggestions

1. Further studies should be conducted on other sample groups, potentially expanding the scope to include undergraduate students, to examine how the results differ. This can be used to develop related businesses, understanding various aspects that service users desire, and can be applied as organizational strategies.

2. Other factors affecting students' decision-making should be studied, such as motivation for using the service, trust in using the service, and satisfaction with the service. This type of study allows organizations to analyze data and use it for planning, to increase marketing applicants and expand the new user base.

3. Research should be conducted on other variables that may be related to the variables currently being studied, such as marketing mix variables and perceived value variables. This is to determine whether the marketing mix and customer-perceived value influence students' choice of university services.

4. As this research is quantitative, future studies could conduct in-depth or specific user group research to obtain data that will affect learners' decision-making, such as student users, undergraduate students, or elderly learners.

5. Other statistical methods should be used to analyze different aspects, such as Multiple Regression, which determines the influence between two variables measured on an Interval or Ratio Scale.

## Acknowledgement

This study was supported by the Faculty of Business Administration for Society, Srinakharinwirot University, Fiscal Year 2024. The researcher sincerely appreciates the Faculty's support and thanks all participants for their valuable contributions to the successful completion of this research.

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