



(RESEARCH ARTICLE)



## Integrated marketing campaign, brand equity and its influence on students' intention to enroll in divine word college of Calapan; Basis for strategic campaign

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### Abstract

The strategic use of major communication platforms is a critical determinant of a student's intention to enroll in an institution. An institution's communication strategy is about creating a personalized, engaging, trustworthy digital and personal experience that validates a student's choice and transforms their interest into a final enrollment decision. Therefore, it is essential to understand the factors that influence the intention of students to enroll in an institution. This study aimed to know the students' intention to enroll in Divine Word College of Calapan with the use of different major communication platforms and brand equity. It analyzed the relation of integrated marketing campaigns (advertising, sales promotion, events and experiences, public relations, social media marketing, mobile marketing, direct marketing and personal selling) and brand equity to intention to enroll. The research employed a quantitative descriptive design using survey questionnaires to collect data from a sample of 200 respondents from the selected school feeder both private and public. The findings revealed that major communication platforms with brand equity significantly influenced the students' intention to enroll in Divine Word College of Calapan. A significant relationship was observed between the major communication platform, brand equity and students' intention to enroll in Divine Word College of Calapan, with digital presence, consistency and synergy as key drivers. Based on these insights, the researchers recommend the institution to optimize strategic marketing to attract students effectively.

**Keywords:** Integrated Marketing Campaigns; Brand Equity; Intention to Enroll

### 1. Introduction

In recent years, integrated marketing communication (IMC) is dominating and influencing the organization's communications and marketing strategies. The rapid advancement of social media platforms has fundamentally altered the marketing landscape, moving away from traditional one-way broadcasting toward a multifaceted environment where consumers actively shape brand narratives through real-time interaction and information sharing. Different organizations globally are now actively engaged customers through social media platforms as they allow different modes of communication. Integrated marketing communication (IMC) allows customer interactions, collaboration, knowledge, and information sharing related to their preference to support brands [1].

Integrated marketing communication (IMC) campaign being a relatively useful tool for educational institutions, it has emerged as a force able to reach out into the minds of prospective students and sway their decision to enroll. There is a significant positive correlation between a student's perception of an institution's IMC and their final choice of school [2]. Marketing campaigns are an effective tool for building strong educational institutions in increasing

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enrollment rates and promoting academic programs. It is important for educational institutions to manage social media marketing in order to maintain a positive view of the generation Z target audience so that they still have brand

awareness and a good brand image of educational institutions when they meet competitors, therefore they have engagement and have a long-term decision to stay engaged when it comes to choosing an educational institution for them [3].

Based on the identification of the problem, schools must have appropriate marketing strategies that are tailored to the satisfaction of prospective students. Based on this, it is important for researchers to know the influence of integrated marketing communication campaigns on the intention of prospective students to enroll in educational institutions, taking into account the variables of customer satisfaction, brand awareness, and brand image [3]. This study also wants to understand the extent to which customer satisfaction, brand awareness, and brand image act as mediating variables in the relationship between integrated marketing campaigns and intention to enroll. This research helps to understand the impact of major communication platforms on enrollment intention by highlighting communication platforms, advertising, sales promotion, events and experiences, public relations/ publicity, social media marketing, mobile marketing, direct marketing and personal selling. Secondly, the findings of this study can improve the effectiveness of integrated marketing communication campaigns by identifying the High Extent activities in attracting potential learners. Third, this study provides scientific evidence to support more informed decision-making in brand development and marketing strategies. Fourth, the research results can contribute to the academic literature on integrated marketing communication campaigns and share insights with researchers and practitioners. Fifth, this research is beneficial to various parties, including foundations, organizations, marketers, educators, and policy makers, in improving integrated marketing campaigns, providing education, and designing relevant guidelines. As such, this research has the potential to provide significant benefits to organizations and society at large.

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## 2. Review of Related Literature

In this study, Integrated Marketing Communications (IMC) serves as the independent variable, encompassing multiple communication tools such as advertising, sales promotion, events and experiences, public relations, social media marketing, mobile marketing, direct marketing, and personal selling. In today's fiercely competitive realm of higher education, Integrated Marketing Communications (IMC) have emerged as a crucial approach for institutions to effectively connect with prospective students[4]. This emphasizes that IMC enhances brand coherence and customer engagement by ensuring that all communication channels work together to deliver a consistent institutional narrative. Their research demonstrates that well-coordinated IMC strategies directly influence prospective students' perceptions, ultimately increasing institutional enrollment and brand performance. Moreover, Fardiansyah et al. [5] examined the impact of E-Integrated Marketing Communication (E-IMC) on brand equity in new higher education institutions. Their research confirms that digital integration directly influences prospective students' perceptions of university quality and institutional reputation. In a localized study on the Philippine education sector, demonstrated that effective IMC campaigns are not merely about reach, but about addressing specific institutional pain points. This analysis revealed that 'Student Support' serves as a critical determinant of enrollment intention, suggesting that successful IMC strategies must highlight these support services to effectively influence prospective families in a post-pandemic environment [6].

### 2.1. Advertising

Advertising plays a crucial role in informing, attracting, and persuading prospective students regarding the educational opportunities offered by higher education institutions. Digital advertising significantly enhances consumer engagement, strengthens brand recall, and ultimately influences decision-making behavior[7] . In the evolving landscape of educational marketing, advertisements that successfully balance informative content with emotional resonance significantly shape student attitudes toward academic institutions [8]. Current research suggests that while utility-driven engagement helps prospective students evaluate an institution's offerings, emotional involvement is what fosters deeper brand connections and favorable attitudes [9]. Moreover, the integration of interactive and visually rich features in digital advertising has become essential for building institutional trust and user involvement [10]. These interactive platforms allow prospective students to move beyond passive information consumption, actively engaging with realtime feedback and peer-driven social signals, which ultimately reduces the perceived risk of enrollment decisions [11].

## **2.2. Sales Promotion**

In higher education, sales promotion strategies commonly include scholarships, tuition discounts, grants, and other financial assistance programs that aim to increase the accessibility and attractiveness of institutions. These incentives not only reduce the financial burden on students and their families but also enhance the perceived value of the educational services offered [12]. Financial incentives are among the High Extent factors affecting students' choice of universities, especially in developing countries where economic constraints are prevalent. Tuition-related promotions significantly enhance students' perception of value, making institutions more appealing compared to their competitors.

This indicates that when students perceive that they are receiving greater benefits relative to cost, their likelihood of enrolling increases[13]. Financial considerations remain a dominant factor in higher education selection, influencing not only initial interest but also final enrollment decisions. This highlights that financial constraints including tuition fees and the availability of aid are frequently ranked as the High Extent factors in the student choice process, often outweighing other institutional attributes when families assess long-term affordability [14].

## **2.3. Events and Experiences**

Events and experiential marketing strategies are essential in providing prospective students with firsthand exposure to an institution's environment, culture, and offerings. Campus visits significantly enhance students' perceptions of institutional quality, facilities, and the overall environment, as physical presence allows prospective students to assess "campus fit" a critical psychological precursor to enrollment[15]. Moreover,[16] experiential marketing fosters emotional connections between institutions and prospective students, leading to stronger brand attachment and long term loyalty by allowing students to immerse themselves in the campus culture. Furthermore, [17] interactive experiences such as open houses positively influence student satisfaction and institutional choice by reducing perceived risk and humanizing the administrative process, enabling students to visualize their future integration into the university.

## **2.4. Public Relations**

Public relations (PR) is a vital component of integrated marketing communications, as it focuses on building and maintaining a positive image and reputation for the institution. It functions as a seminal source for understanding modern digital PR. Mogaji examines how educational institutions must leverage digital platforms not just for broadcasting, but for "engaging." The research emphasizes that digital PR through social media management, community engagement, and influencer-led content is the primary driver for modern student recruitment, particularly for Generation Z audiences who prioritize peer-to-peer verification and authentic institutional narratives[18]. Furthermore Agho[19], examined the relationship between public relations practices and the corporate image of the University of Benin. Their research highlights that public relations is a foundational mechanism for institutional branding, acting as the primary bridge between the university's internal values and its public reputation. The study reveals that consistent, transparent communication and proactive stakeholder engagement key components of a PR strategy significantly enhance the university's credibility.

### *2.4.1. Social Media Marketing*

Social media marketing has become one of the most powerful tools for engaging prospective students in the digital age. Platforms such as Facebook, Instagram, and TikTok enable institutions to communicate directly with their target audience, share information, and create interactive content that fosters engagement. Appel [20] found that social media marketing enhances brand awareness, customer engagement, and trust. Their study suggests that consistent and strategic use of social media can significantly influence consumer perceptions and behaviors. Social media interactions, including likes, shares, and comments, are critical in co-creating customer-based brand equity, as these actions serve as digital indicators of perceived institutional value. This implies that active engagement on social media strengthens the emotional connection between prospective students and the institution, fostering a sense of community even before enrollment[21]. Furthermore, [22] advanced digital marketing frameworks enable personalized and targeted communication, allowing institutions to tailor their messages to specific demographic segments and behavioral patterns, thereby increasing the precision and effectiveness of recruitment campaigns.

### *2.4.2. Mobile Marketing*

Mobile marketing is an increasingly important communication tool, as it allows institutions to reach prospective students through their smartphones and other mobile devices. [23] Recent research demonstrates that mobile marketing enhances customer engagement by providing real-time, personalized, and location-aware communication. This suggests that the ability to deliver timely and relevant messages directly influences prospective students'

enrollment decision-making processes. Furthermore, [24] revealed that mobile-friendly platforms, specifically those prioritizing responsive design and intuitive user experience (UX) significantly increase the likelihood of positive consumer interaction, as students increasingly rely on these platforms for "in-between" moments of academic exploration. Finally, [25] This study argues that mobile marketing strengthens student-institution relationships by facilitating continuous interaction, allowing universities to maintain a persistent digital presence that fosters long-term institutional loyalty.

#### *2.4.3. Direct Marketing*

Direct marketing involves personalized communication strategies such as emails, text messages, and targeted outreach, which allow institutions to communicate directly with prospective students. Chaffey and Ellis-Chadwick [26] found that personalized marketing significantly increases engagement and response rates. The evolution of higher education marketing necessitates a shift from mass broadcasting to direct, relationship-based communication. Recent literature supports the integration of direct marketing as a primary driver for institutional engagement and enrollment. Tuskej and Golob [27] emphasize that direct digital interaction specifically through personalized social media engagement is essential for transforming the student-university relationship from a transactional interaction into a long-term partnership. By fostering two-way communication, institutions can effectively humanize their brand, creating an environment of perceived support that is critical for prospective student buy-in. This relational approach is further validated by Ruangkanjanes et al., whose research establishes a direct link between behavioral engagement and enrollment intent. Their findings confirm that when marketing activities are targeted and interactive, they significantly boost "brand equity," acting as a psychological mediator that lowers the barriers to enrollment [28]. Essentially, the direct marketing of specific, relevant information increases the perceived value of the institution in the eyes of the prospect.

#### *2.4.4. Personal Selling*

Personal selling manifested through direct, face-to-face or virtual interaction between institutional representatives and prospective students is a critical driver of institutional trust. As Rozhenkova [29] demonstrates, these direct, one-on-one interactions effectively reduce the 'dissonance' or uncertainty that students experience when evaluating their higher education options. By providing personalized guidance, institutional representatives can clarify expectations and build a foundation of trust, which significantly increases the likelihood that a prospective student will commit to the institution. It is, [30] concluded that personalized communication strengthens emotional connection and perceived value. This indicates that students are more likely to choose institutions that provide individualized attention.

#### *2.4.5. Brand Equity*

Brand equity is a critical factor that influences students' perception and choice of educational institutions. It reflects the overall value of a brand based on awareness, associations, perceived quality, and loyalty. It is, [31] found that brand equity has a significant impact on behavioral intentions, including purchase and enrollment decisions. Research by Lopez-Fabellar [32] highlights that institutional confidence, a core component of brand equity, is no longer merely about symbolic recognition; it is derived from data-informed practices, industry-aligned curricula, and transparent governance. Their study demonstrates that when students perceive an institution as having high "brand confidence," they are significantly more willing to commit resources, effectively reducing student turnover and transfer rates. Moreover, brand equity serves as a critical factor that reinforces the effectiveness of these communication strategies by increasing trust and reducing uncertainty. Overall, the literature supports the idea of well-integrated marketing.

#### *2.4.6. Theory of Planned Behavior*

The Theory of Planned Behavior, developed by Icek Ajzen [33] states that an individual's intention to perform a behavior is influenced by attitude, subjective norms, and perceived behavioral control. In the context of this study, students' attitudes toward an institution are shaped by marketing communications such as advertising and social media content. Subjective norms are influenced by peer recommendations, online reviews, and community perceptions, which are often communicated through social media and public relations efforts. This explains that students' intention to enroll is shaped by their attitudes, perceived social influences, and their level of control over the decision.

#### *2.4.7. Brand Equity Theory*

The study is also grounded in Brand Equity Theory, particularly the model proposed by Kevin Lane Keller [34]. This theory explains that brand equity is built through brand awareness, perceived quality, brand associations, and loyalty. This study emphasizes that students are more likely to choose institutions with strong and positive brand perceptions. Through effective IMC strategies, Divine Word College of Calapan can build brand awareness, strengthen its reputation,

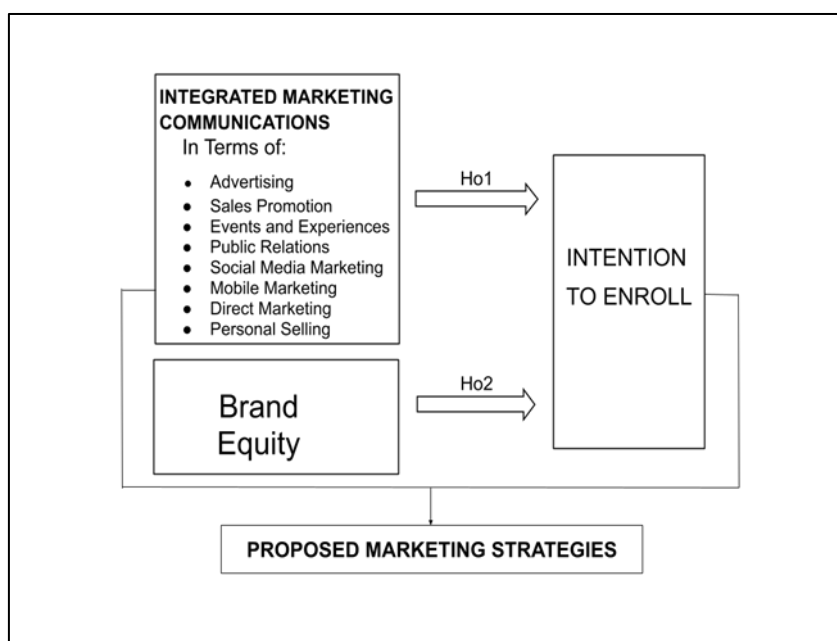
and establish trust among prospective students. As brand equity increases, students develop greater confidence in the institution, which significantly enhances their intention to enroll.

#### 2.4.8. Hierarchy of Effects Model

Lastly, the Hierarchy of Effects Model, developed by Lavidge and Steiner [35], explains the stages consumers go through before making a decision: awareness, knowledge, liking, preference, conviction, and action. In this study, integrated marketing communication tools guide prospective students through these stages. This explains the step-by-step process by which students move from awareness to actual enrollment. Integrated marketing communication tools guide students through these stages beginning with awareness through advertising and social media, followed by interest and preference developed through events, experiences, and direct marketing, and ultimately leading to the decision to enroll. This process highlights how coordinated communication efforts systematically influence students' behavior. Advertising and social media create awareness, while events and direct marketing provide knowledge and engagement. Public relations and personal selling help develop liking and preference, ultimately leading to conviction and the decision to enroll. This theory is relevant because it illustrates how communication strategies systematically influence students' decision-making process.

### 2.5. Scope and Limitations

The study is limited to Grade 12 senior high school students from selected public schools such as, Oriental Mindoro National High School and Canubing National High School and private schools including the Divine Word College of Calapan Basic Education and Luna Goco Colleges, Inc. in Calapan City, with data gathered primarily through self-administered questionnaires. As such, the findings may not be generalizable to students outside the geographic area or to those belonging to different academic levels. Furthermore, the study concentrates solely on the promotional aspect of Divine Word College of Calapan and does not examine other factors that may influence enrollment decisions, such as tuition costs, institutional reputation, or parental influence. Since the study relies on self-reported data, there may be response biases or varying interpretations regarding the effectiveness of the communications. It is limited only to the Divine Word College of Calapan, so the results may not apply to other educational institutions. Despite these limitations, the study aims to provide valuable insights that can help the institution to improve their marketing communication tools and strengthen their brand presence.



**Figure 1** Conceptual Framework of Integrated Marketing Campaign and Brand Equity on Student's Intention to Enroll

### 2.6. Conceptual Framework

The Integrated Marketing Communications (IMC) which includes advertising, sales promotion, events and experiences, public relations, social media marketing, mobile marketing, direct marketing, and personal selling of Dagumboy [36] serves as the independent variables. It serves as a strategic catalyst for institutional growth by harmonizing diverse promotional channels to influence student decision-making. This allows educational institutions to optimize enrollment

outcomes while maintaining cost-efficiency. In this study, the IMC mix functions as the independent variable, utilizing mass outreach tools like social media and print advertising alongside high-engagement tactics such as personal selling and career orientations.

The dependent variable in the framework is the factor, which is brand equity that influences the intention to enroll. Sylvia Rizard [37] the universities' reputations are strongly affected by their brand equity which, in turn, affect students' intention to choose the universities (a direct measure of enrollment intention).

The study's output is a marketing plan aimed at improving integrated marketing communications and student's intention to enroll. It will be shaped by how integrated marketing communications and brand equity affect student's intention to enroll. Optimizing marketing plans will help the strategy to be more focused on several preferences and aspirations of the students to engage and increase the number of student's intention to enroll.

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### 3. Hypothesis

- Ho1: There is no significant relationship between the extent of major communication platforms and intention to enroll.
- Ho2: There is no significant relationship between the extent of brand equity and intention to enroll.

#### 3.1. Statement of the Problem

This study aims to determine the influence of “Integrated Marketing Communications” and Brand Equity to the Intention to Enroll in Divine Word College of Calapan”, it will accurately answer the following research question:

- What is the extent of DWCCs integrated marketing communications as perceived by prospective students in terms of:
  - advertising;
  - sales promotion;
  - events and experiences;
  - public relations and publicity,
  - social media marketing,
  - mobile marketing,
  - direct marketing, and
  - personal selling?
- What is the extent of DWCCs brand equity (BE as perceived by prospective students)?
- What is the prospective student's overall intention to enroll (IE) at DWCC?
- Is there a relationship between DWCC's integrated marketing communications strategies and the prospective students' overall Intention to enroll (IE)?
- Is there a relationship between DWCC's brand equity and the prospective students' overall Intention to enroll (IE)?
- Based on the finding of the study, what (name of the output) can be proposed?

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### 4. Materials and Methods

This is a quantitative study that employed a descriptive method with correlational analysis to determine the influence of intention to enroll on major communication platforms and brand equity. By integrating descriptive and correlational analysis, this study seeks to provide empirical evidence on how Divine Word College of Calapan's integrated marketing communication influences prospective students' enrollment decisions. Descriptive correlational research design is used to identify the characteristics and relationships between variables [38]. The researcher utilized this design in order to discover relationships among variables which are the major communication platforms and brand equity.

The respondents of this study are Grade 12 Senior High School students from selected private and public schools in Calapan City that are recognized as major sources of potential college enrollees for Divine Word College of Calapan. The private schools include Luna Goco Colleges, Inc., and Divine Word College of Calapan itself. The public schools involved in the study are Oriental Mindoro National High School (OMNHS) and Canubing National High School (CNHS). Purposive sampling was used to select the respondents. Since the objective is to assess the influence of marketing campaigns on the intention to enroll at Divine Word College of Calapan.

To determine the questionnaire's reliability, the researchers utilized a test-re-test approach with 30 respondents from different schools that are not from the schools that are being mentioned for the respondents. The reliability statistics will be calculated using Cronbach alpha. A subsequent test-retest pattern confirmed the stability of the instrument, with alpha values remaining consistent between 0.7 but below 0.8

A four-point likert scale was applied to ensure that the strength/intensity of experience is linear on a continuum from strongly agree to strongly disagree, and makes the assumption that attitudes can be measured. The likert scale ranging from 1- 4 (1 - Strongly disagree, 2 - Disagree, 3 - Agree, 4 - Strongly agree) was used in identifying their intention to enroll.

#### 4.1. Ethical Considerations

Prior to the administration of the research instruments, informed consent was obtained from all respondents. The purpose of the study, the voluntary nature of participation, and the assurance of confidentiality and anonymity were clearly explained. Participation was not coerced, and respondents were informed that they had the right to refuse or withdraw from the study at any point.

## 5. Results and Discussion

**Table 1** Extent of Influence of Advertising on Intention to Enroll

| Statements   | Mean | Standard Deviation | Rank | Verbal Interpretation |
|--|------|--------------------|------|-----------------------|
| 1. I have heard and seen Divine Word College of Calapan's enrollment campaigns.  | 3.30 | 0.547              | 4    | Moderate Extent       |
| 2. I can directly raise questions during orientations, talks, or even on social media about Divine Word College of Calapan.          | 3.06 | 0.403              | 5    | Moderate Extent       |
| 3. I encountered Divine Word College of Calapan's posts while browsing my social media applications.                                 | 3.45 | 0.517              | 1    | Moderate Extent       |
| 4. I can see various advertisements such as tarpaulins, brochures and flyers promoting enrollment at Divine Word College of Calapan. | 3.36 | 0.530              | 2    | Moderate Extent       |
| 5. I have heard some of my peers talk about enrolling at Divine Word College of Calapan, which also encouraged me to enroll.         | 3.34 | 0.506              | 3    | Moderate Extent       |
| Overall Mean   | 3.30 | 0.509              |      | Moderate Extent       |

The statement "I encountered Divine Word College of Calapan's posts while browsing social media" got the highest mean of 3.45. This shows that social media is the main way students become aware of the school. An active social media presence improves visibility and influences how students perceive the school [39].

Meanwhile, the statement "I can directly ask questions during orientations or on social media" got the lowest mean of 3.06. This means that although communication channels are available, they are not the main factor affecting students' decisions. Zhu et al. (2023) explained that ease of access to communication does not strongly influence engagement and preference.

The overall mean of 3.30 shows that advertising affects students' intention to enroll. Hussain et, al. [40] stated that credible advertising helps build trust, which increases students' intention to enroll.

**Table 2** Extent of Influence of Sales Promotion on Intention to Enroll

| Statements  | Mean | Standard Deviation | Rank | Verbal Interpretation |
|---|------|--------------------|------|-----------------------|
| 1. I have seen and heard about the scholarship program of Divine Word College of Calapan.   | 3.27 | 0.562              | 3    | Moderate Extent       |
| 2. I am aware that Divine Word College of Calapan provide incentives such as varsity, brass band and student leader discounts.                | 3.36 | 0.557              | 2    | Moderate Extent       |
| 3. I am aware that Divine Word College of Calapan offers Basic Education, Undergraduate and Graduate programs.                                | 3.38 | 0.543              | 1    | Moderate Extent       |
| 4. I believe that Divine Word College of Calapan offers flexible payment plans and installment options for tuition fees.                      | 3.26 | 0.530              | 4    | Moderate Extent       |
| 5. I am aware that Divine Word College of Calapan promotes scholarships for Indigenous (Mangyan) and Person with Disabilities (PWD) students. | 3.25 | 0.562              | 5    | Moderate Extent       |
| Overall Mean  | 3.30 | 0.551              |      | Moderate Extent       |

The statement "I am aware that Divine Word College of Calapan offers Basic Education, Undergraduate, and Graduate programs" got the highest mean of 3.38. This shows that most Grade 12 students are aware of the school's programs. According to Kango, Kartiko, and Maarif [41], promotional efforts of schools can influence students' decisions in choosing a college.

On the other hand, the statement "I am aware that Divine Word College of Calapan promotes scholarships for Indigenous (Mangyan) and PWD students" got the lowest mean of 3.25. This means that although the school offers promotions, many students are still not aware of them. Kumar and Shah (2016) explained that sales promotions like discounts and incentives can affect decision-making.

The overall mean of 3.30 shows that sales promotion plays an important role in students' intention to enroll. Promotions in education positively influence students' decisions, especially when supported by a good school image [42].

**Table 3** Extent on Influence of Events and Experiences on Intention to Enroll

| Statements  | Mean | Standard Deviation | Rank | Verbal Interpretation |
|---|------|--------------------|------|-----------------------|
| 1. I heard that Divine Word College of Calapan holds fun events such as Siglakasan and College Days, which make me want to enroll.  | 3.42 | 0.561              | 1    | High Extent           |
| 2. Knowing that Divine Word College of Calapan organizes educational trips makes me more interested in becoming a student.  | 3.36 | 0.538              | 2    | High Extent           |
| 3. Finding out that Divine Word College of Calapan organizes academic workshops and seminars, makes me feel the school is committed to excellence that influence my decision to consider enrolling. | 3.28 | 0.492              | 4    | High Extent           |
| 4. I heard that Divine Word College of Calapan allows students to join regional and national competitions, which inspires me to consider enrolling.   | 3.32 | 0.537              | 3    | High Extent           |
| 5. I learned that Divine Word College of Calapan has a research Colloquium where students share their projects, which makes me more confident about the school.                                     | 3.23 | 0.515              | 5    | Moderate Extent       |
| Overall Mean  | 3.32 | 0.528              |      | High Extent           |

The statement “I heard that Divine Word College of Calapan holds fun events such as Siglakasan and College Days, which make me want to enroll” got the highest mean of 3.42. This shows that school events strongly attract students. HemsleyBrown and Oplatka [43] stated that campus events like open days and fairs help students better understand the school and influence their decision to enroll.

Meanwhile, the statement “I learned that Divine Word College of Calapan has a research Colloquium where students share their projects” got the lowest mean of 3.23. This means that many students are still not aware of this activity. Academic activities help students see their future academic path and can increase their interest in the school [44].

The overall mean of 3.32 shows that events and experiences play an important role in students’ intention to enroll. Alhdiy et al. (2019) stated that school events create positive impressions and strongly influence students’ decision to choose an institution.

**Table 4** Extent of Influence of Public Relations on Intention to Enroll

| Statements  | Mean | Standard Deviation | Rank | Verbal Interpretation |
|---|------|--------------------|------|-----------------------|
| 1. Hearing that Divine Word College of Calapan has a student publication, The DWCC Gazette, makes me feel that the school values student voices and motivates me to enroll. | 3.27 | 0.534              | 4    | High Extent           |
| 2. I can see that Divine Word College of Calapan celebrates recognition day to honor outstanding students, which makes me want to study there.                              | 3.34 | 0.513              | 3    | High Extent           |
| 3. Seeing that Divine Word College of Calapan hold forums such as Tapatans and invites guest speakers makes me more interested in the school.                               | 3.21 | 0.542              | 5    | Moderate Extent       |
| 4. I can see that Divine Word College of Calapan is featured in local media for its achievements, which gives me a good impression of the school.                           | 3.35 | 0.518              | 1.5  | High Extent           |
| 5. I heard that Divine Word College of Calapan visits other school to promote its programs, and it makes me consider enrolling.   | 3.35 | 0.498              | 1.5  | High Extent           |
| Overall Mean  | 3.32 | 0.521              |      | Moderate Extent       |

The statements “I can see that Divine Word College of Calapan is featured in local media for its achievements” and “I heard that the school visits other schools to promote its programs” both got the highest mean of 3.35. This shows that media exposure and school visits influence students’ intention to enroll. Public relations activities like school visits and media features help shape the school’s image and affect students’ decisions [45].

Meanwhile, the statement “Seeing that Divine Word College of Calapan holds forums such as Tapatans and invites guest speakers” got the lowest mean of 3.27. This means that many students are not fully aware of these activities. Abdullah, Aziz, and Ibrahim [46] explained that public relations activities increase visibility and improve students’ perception of a school.

The overall mean of 3.30 shows that public relations plays an important role in increasing students’ awareness and intention to enroll. Ivy (2016) stated that publicity and media exposure help strengthen a school’s reputation, which influences students’ decision to choose an institution.

**Table 5** Extent of Influence of Social Media Marketing on Intention to Enroll

| Statements  | Mean | Standard Deviation | Rank | Verbal Interpretation |
|---|------|--------------------|------|-----------------------|
| 1. Divine Word College of Calapan's use of social media to announce events, competitions, and academic workshops makes me feel that I would be part of an active community. | 3.51 | 0.511              | 1    | High Extent           |
| 2. Seeing post that feature that achievements and success stories of current students and alumni inspires me and strengthens my intentions to enroll.                       | 3.38 | 0.534              | 2    | High Extent           |
| 3. The school's quick and helpful responses to inquiries of social media make me trust the institution and motivate me to enroll.   | 3.38 | 0.522              | 5    | High Extent           |
| 4. Divine Word College of Calapan's clear social media advertisements explaining course offering and the admission process help me consider enrolling.                      | 3.29 | 0.474              | 4    | Moderate Extent       |
| 5. Seeing positive posts and updates about Divine Word College of Calapan on social media makes me feel confident about the school and influences my decision to enroll.    | 3.37 | 0.514              | 3    | High Extent           |
| Overall Mean  | 3.39 | 0.511              |      | High Extent           |

The statement "Divine Word College of Calapan's use of social media to announce events, competitions, and academic workshops makes me feel part of an active community" got the highest mean of 3.51. This shows that social media strongly influences students' intention to enroll. Social media helps improve accessibility and student engagement [47]. Meanwhile, the statement "Clear social media advertisements explaining course offerings and the admission process help me consider enrolling" got the lowest mean of 3.29. This means students find these advertisements less helpful in their decision. Jayanti and Hariyati (2020) found that marketing communication, including social media ads, still affects students' choices.

The overall mean of 3.36 shows that social media plays an important role in influencing students' intention to enroll by building trust and improving perception. Oh [48] stated that marketing communication tools like advertising and promotion are important factors in students' decision-making.

**Table 6** Extent of Influence of Mobile Marketing on Intention to Enroll

| Statements   | Mean | Standard Deviation | Rank | Verbal Interpretation |
|--|------|--------------------|------|-----------------------|
| 1. Seeing mobile ads (via social media) about Divine Word College of Calapan's programs catches my attention and makes me seriously consider enrolling.  | 3.20 | 0.491              | 3.5  | Moderate Extent       |
| 2. Easy mobile access to the latest issue of The DWCC Gazette shows that the school caters to students and encourages me to enroll.  | 3.20 | 0.466              | 3.5  | Moderate Extent       |
| 3. Watching short video summaries of student research projects on mobile platforms makes me trust the quality of Divine Word College of Calapan's education and influences my enrollment decision. | 3.24 | 0.493              | 2    | Moderate Extent       |
| 4. Divine Word College of Calapan's use of mobile alerts (SMS or app notifications) and quick webinars for notifications or seminars increase my confidence in the school's academic quality.      | 3.19 | 0.426              | 5    | Moderate Extent       |

|  |      |       |   |                 |
|--|------|-------|---|-----------------|
| 5. Seeing engaging photos and short videos of DWCC's educational trips on mobile platforms (e.g., Facebook) makes me more interested in enrolling. | 3.30 | 0.520 | 1 | Moderate Extent |
| Overall Mean   | 0.23 | 0.479 |   | Moderate Extent |

The statement "Seeing engaging photos and short videos of DWCC's educational trips on mobile platforms makes me more interested in enrolling" got the highest mean of 3.30. This shows that mobile content strongly attracts students. Shelby Moquin [49] stated that social media helps schools connect with prospective students in a more engaging way. On the other hand, the statement "Mobile alerts (SMS or app notifications) and quick webinars increase my confidence in the school's academic quality" got the lowest mean of 3.19. This means students find these methods less effective. Salesforce's Connected Student Report (2021) found that students prefer more personalized communication from schools.

The overall mean of 3.22 shows that mobile marketing plays an important role in influencing students' decision to enroll. Mobile marketing is an effective tool that can positively affect decision-making [50].

**Table 7** Extent of Influence of Direct Marketing on Intention to Enroll

| Statements   | Mean | Standard Deviation | Rank | Verbal Interpretation |
|--|------|--------------------|------|-----------------------|
| 1. Divine Word College of Calapan responds quickly and politely to student inquiries.  | 3.27 | 0.498              | 4    | High Extent           |
| 2. I appreciate that Divine Word College of Calapan directly reaches out to students through school visits or messages.                              | 3.29 | 0.554              | 2    | High Extent           |
| 3. Personalized communication from Divine Word College of Calapan (greetings, invitations, follow-ups) makes me feel valued.                         | 3.35 | 0.508              | 1    | High Extent           |
| 4. Divine Word College of Calapan's direct marketing efforts (messages, visits, or calls) help me better understand their programs and scholarships. | 3.28 | 0.512              | 3    | High Extent           |
| 5. Overall, Divine Word College of Calapan's direct communication positively influences my intention to enroll.                                      | 3.25 | 0.516              | 5    | High Extent           |
| Overall Mean   | 3.29 | 0.518              |      | High Extent           |

The mean score of 3.35 shows that students feel positive about DWCC's personalized communication, such as greetings, event invitations, and reminders. This makes them feel valued and important. Kotler and Keller (2016) explained that direct marketing is effective because it provides personalized information that can influence students' decisions and increase enrollment intention.

On the other hand, direct communication got a mean score of 3.25. This means students are satisfied with the updates and reminders they receive, but it is slightly less impactful. Labausa et al [51] stated that digital marketing helps attract students by making information easy to access online.

The overall mean of 3.29 shows that direct marketing positively influences students' intention to enroll. Dalisay and Balaria (2022) added that personalized communication helps students feel important and increases their interest in enrolling

**Table 8** Extent of Influence of Personal Selling on Intention to Enroll

| Statements   | Mean | Standard Deviation | Rank | Verbal Interpretation |
|--|------|--------------------|------|-----------------------|
| 1. Talking to the staff encourages me to explore the school's programs and offerings.      | 3.30 | 0.530              | 3    | High Extent           |
| 2. The staff explains the enrollment process in a way that is easy for me to understand.   | 3.32 | 0.488              | 2    | High Extent           |
| 3. DWCC representatives provide clear and complete information about the programs offered. | 3.35 | 0.476              | 1    | High Extent           |
| 4. I receive helpful details about tuition fees, scholarships and other requirements.      | 3.29 | 0.507              | 4    | High Extent           |
| 5. I feel that I can reach out to the staff anytime if I need more information.            | 3.27 | 0.506              | 5    | High Extent           |
| Overall Mean   | 3.30 | 0.501              |      | High Extent           |

The statement “DWCC representatives provide clear and complete information about the programs offered” got the highest mean of 3.35. This shows that clear information from staff strongly influences students’ decisions. Peruta and Shields stated that personal selling helps build emotional connections between students and the institution, which affects enrollment intention [52].

Meanwhile, the statement “I feel that I can reach out to the staff anytime if I need more information” got the lowest mean of 3.27. This means that direct access to staff is less Moderate Extent in students’ decisions. Choudhury and Kar (2017) explained that interactive communication helps students get answers and improves their interest in enrolling. The overall mean of 3.30 shows that personal selling has a positive effect on students’ intention to enroll. Dalisay and Balaria (2023) added that personal selling improves students’ perception of care and responsiveness from the institution, increasing enrollment intention.

**Table 9** Extent of Influence of Brand Equity on Intention to Enroll

| Statements   | Mean | Standard Deviation | Rank | Verbal Interpretation |
|--|------|--------------------|------|-----------------------|
| 1. I trust DWCC as a good and reliable school for college students.  | 3.46 | 0.499              | 2    | High Extent           |
| 2. People in Calapan city recognize DWCC as one of the best schools in the area.                                 | 3.48 | 0.520              | 1    | High Extent           |
| 3. Many students and parents speak positively about DWCC.  | 3.41 | 0.503              | 4    | High Extent           |
| 4. I am confident recommending DWCC to others because of its good reputation.                                    | 3.40 | 0.538              | 5    | High Extent           |
| 5. I am convinced that studying at Divine Word College of Calapan will help me grow academically and personally. | 3.45 | 0.527              | 3    | High Extent           |
| Overall Mean   | 3.44 | 0.517              |      | High Extent           |

People in Calapan City recognize DWCC as one of the best schools, with the highest mean score of 3.48. This shows that the school is well known for its quality education and strong reputation. Dalisay and Balaria (2025) stated that a strong brand image and trust make a school more positively viewed by students and the community.

The lowest mean is 3.40 for the statement about recommending DWCC to others. This still shows a positive response, meaning students recognize the school’s good reputation but are slightly less confident in recommending it. Chen [53] explained that a school’s image and student satisfaction influence word-of-mouth recommendations.

The overall mean of 3.44 shows that students have a positive perception of DWCC. Lacap and Cortez[54] stated that a strong school reputation increases student satisfaction and loyalty.

**Table 10** Summary on the Extent of Influence of Factors on Intention to Enroll

| Statements             | Mean | Standard Deviation | Rank | Verbal Interpretation |
|------------------------|------|--------------------|------|-----------------------|
| Advertising            | 3.30 | 0.525              | 3    | High Extent           |
| Sales Promotion        | 3.30 | 0.553              | 3    | High Extent           |
| Events and Experiences | 3.32 | 0.532              | 2    | High Extent           |
| Public Relations       | 3.30 | 0.524              | 3    | High Extent           |
| Social Media Marketing | 3.36 | 0.517              | 1    | High Extent           |
| Mobile Marketing       | 3.22 | 0.481              | 5    | Moderate Extent       |
| Direct Marketing       | 3.29 | 0.518              | 4    | High Extent           |
| Personal Selling       | 3.30 | 0.501              | 3    | High Extent           |
| Overall Mean           | 3.30 | 0.519              |      | High Extent           |

Social Media Marketing ranked highest (mean = 3.36), showing that it has the strongest influence on students' intention to enroll. Events and Experiences (mean = 3.32) also strongly affect students' decisions. Advertising, Sales Promotion, Public Relations, and Personal Selling (mean = 3.30) are also Moderate Extent factors that help shape students' intention to enroll. Direct Marketing (mean = 3.29) also shows a positive influence. Mobile Marketing ranked lowest (mean = 3.22), but it still plays a role in attracting students. Overall, all major communication platforms contribute to students' intention to enroll.

**Table 11** Summary on the Extent of Influence of Factors on Brand Equity

| Statements   | Mean | Standard Deviation | Rank | Verbal Interpretation |
|--------------|------|--------------------|------|-----------------------|
| Brand Equity | 3.44 | 0.517              | 1    | High Extent           |
| Overall Mean | 3.44 | 0.517              |      | High Extent           |

Brand Equity has a mean score of 3.44 and a standard deviation of 0.517, ranking 1st. This means it is the High Extent factor in students' intention to enroll. It shows that students care about the school's name, reputation, and overall image when choosing where to study. Overall, Brand Equity has a strong effect on students' decisions.

**Table 12** Current Level of Intention to Enroll

| Statements   | Mean | Standard Deviation | Rank | Verbal Interpretation |
|--|------|--------------------|------|-----------------------|
| 1. The location of the institution is convenient for me to attend class regularly.           | 3.37 | 0.523              | 1    | High Extent           |
| 2. The specific program/course I intent to take is offered at Divine Word College of Calapan | 3.35 | 0.498              | 2    | High Extent           |
| 3. The institution's history and reputation is a factor in my choice.                        | 3.33 | 0.492              | 4    | High Extent           |
| 4. I feel that the administration and faculty are approachable and caring toward students.   | 3.28 | 0.502              | 5    | High Extent           |

|  |      |       |   |             |
|--|------|-------|---|-------------|
| 5. Divine Word College of Calapan's physical facilities (classrooms, laboratories, library) meet my needs. | 3.30 | 0.493 | 3 | High Extent |
| Overall Mean   | 3.32 | 0.502 |   | High Extent |

The statement "People in Calapan City recognize DWCC as one of the best schools in the area" got the highest mean of 3.37. This shows that the school's location and reputation are important factors for students. Building a positive image and strong reputation helps attract students [55].

Meanwhile, the statement "I am confident recommending DWCC to others because of its good reputation" got the lowest mean of 3.40. This means students are still less confident in recommending the school. Promotion and family influence can positively affect students' decisions [56].

The overall mean of 3.32 shows that students' intention to enroll is influenced by the school's location, programs, facilities, and reputation. Rizard [57] stated that brand equity and service quality improve a university's reputation among stakeholders.

**Table 13** Correlation Analysis between Levels of Intention to Enroll to Major Communication Platforms

| Variables              | r - value | Description | Interpretation | Variables              |
|------------------------|-----------|-------------|----------------|------------------------|
| Advertising            | 0.3405    | Low         | Significant    | Advertising            |
| Sales Promotion        | 0.3666    | Low         | Significant    | Sales Promotion        |
| Events and Experiences | 0.3918    | Low         | Significant    | Events and Experiences |
| Public Relations       | 0.3155    | Low         | Significant    | Public Relations       |
| Social Media Marketing | 0.4142    | Moderate    | Significant    | Social Media Marketing |
| Mobile Marketing       | 0.3137    | Low         | Significant    | Mobile Marketing       |
| Direct Marketing       | 0.2616    | Low         | Significant    | Direct Marketing       |
| Personal Selling       | 0.6837    | High        | Significant    | Personal Selling       |
| Overall                | 0.3860    | Low         | Significant    | Overall                |

### 5.1. Critical r- value $df = 198 = 0.165$

The computed r-values show that major communication platforms have a relationship with students' intention to enroll, including advertising (0.3405), sales promotion (0.3666), events and experiences (0.3918), public relations (0.3155), social media marketing (0.4142), mobile marketing (0.3137), direct marketing (0.2616), and personal selling (0.6837). Therefore, the null hypothesis is rejected, meaning there is a significant relationship between these factors and students' intention to enroll.

Most factors show a low relationship with students' intention to enroll, such as advertising, sales promotion, events and experiences, public relations, mobile marketing, and direct marketing. Social media marketing shows a moderate relationship, while personal selling shows a high relationship, making it the strongest factor influencing students' intention to enroll.

**Table 14** Correlation Analysis between Levels of Intention to Enroll to Brand Equity

| Variable     | r - value | Description | Interpretation | Variable     |
|--------------|-----------|-------------|----------------|--------------|
| Brand Equity | 0.345     | Low         | Significant    | Brand Equity |

### 5.2. Critical r- value $df = 198 = 0.165$

Since the computed r-value of 0.345 for brand equity shows a low relationship, the null hypothesis is rejected. This means there is a relationship between brand equity and students' intention to enroll.

Table 15 Proposed Marketing Strategies

| STRATEGIC PILLAR       | OBJECTIVES   | FOCUS AREA              | ACTION STEPS  | PERSONS INVOLVED  | BUDGET ALLOTMENT    | KEY PERFORMANCE INDICATOR (KPI)                             | TIME FRAME     |
|------------------------|--|-------------------------|---|---|---------------------|---|----------------|
| Content Storytelling   | Build emotional connections with students.                               | Digital Presence        | Produce a "Student Life" mini-vlog on TikTok and Reels featuring real students from SBHTM and other departments.                              | Marketing Media Affairs Director, Faculty. Student influencers                            | Php 15,000 – 30,000 | Monthly increase in social media engagement (Likes/Shares). | February - May |
| Community Outreach     | Expands local visibility and awareness.                                  | Face-to-Face Engagement | "DWCC Roadshow": Visit rural barangays and SHS not just for flyers, but to offer free "Skills Taster" workshops                               | Admissions Director, CES Officers, Marketing and Media Affairs Staffs, Student Volunteers | Php 20,000 – 45,000 | Number of inquiry forms filled out during visits.           | March - May    |
| Alumni Advocacy        | Utilizes graduate success as credible social proof.                      | Reputation Building     | "The DWCC Legacy": Feature successful alumni on posters and social media banners with the message: "I started at DWCC, now I am [Job Title]." | Alumni Relations Officer, Successful Graduates, Marketing and Media Affairs Team          | Php 10,000 – 20,000 | Increase in "Word-of-Mouth" referrals.                      | April - June   |
| Instant Inquiry System | Minimizes enrollment friction by providing immediate real time response. | Direct Response         | Establish a "Dedicated Enrollment Concierge" a specific WhatsApp/FB Messenger team tasked with answering all Admission                        | Admission Officers, IT personnel  | Php 5,000 – 15,000  | Response rate and Lead-to-Applicant conversion ratio.       | May - August   |

|                     |   |                  |   |  |                     |   |             |
|---------------------|---|------------------|---|--|---------------------|---|-------------|
|                     |   |                  | questions within 10 minutes.  |  |                     |   |             |
| Experiential Events | Drives Enrollment by offering campus experiences. | Brand Experience | "Shadow a Student Day": Invite graduating SHS students to sit in on a real college class and eat at the canteen to feel the campus culture. | Student Affairs Director, Dean's, Student Organization | Php 30,000 – 60,000 | Number of "Open House" attendees who officially enroll. | June - July |

## 6. Conclusion

- The study found that among the key communication platforms, social media marketing exerts the strongest influence on students' intention to enroll at Divine Word College of Calapan. Institutional events and experiential activities also play a significant role in shaping enrollment decisions, suggesting that interactive and meaningful campus experiences effectively attract prospective students. Overall, the findings suggest that integrating digital, experiential, and traditional marketing approaches is crucial in influencing students' intention to enroll.
- The analysis of students' intention to enroll at Divine Word College of Calapan shows that several institutional factors strongly influence their decisions. The institution's reputation and the approachability of the administration and faculty were also found to be Moderate Extent, though to a slightly lesser extent. However, the somewhat lower confidence in recommending DWCC to others suggests that, while students appreciate the institution, there is still room to strengthen brand advocacy and positive word-of-mouth. Furthermore, the analysis of brand equity at Divine Word College of Calapan shows a High Extent that influence their enrollment decisions.
- The correlation analysis identified meaningful relationships between students' intention to enroll and both key marketing communication channels and brand equity. Most marketing approaches such as advertising, sales promotions, events and experiences, public relations, mobile marketing, and direct marketing were found to have a weak yet statistically significant association with enrollment intention. In contrast, social media marketing showed a moderate relationship, emphasizing the growing role of digital platforms in shaping students' decisions. Personal selling emerged as having a strong correlation, suggesting that direct and personalized engagement is particularly Moderate Extent in encouraging students to enroll. Furthermore, brand equity demonstrated a weak but significant effect, indicating that while a strong institutional reputation positively impacts enrollment intention, its influence is comparatively smaller.
- The study reveals that major communication platforms significantly influence students' intention to enroll, a pattern that mirrors the impact of brand equity. Statistical analysis confirms that brand equity plays a meaningful role in shaping these enrollment intentions. Consequently, the null hypothesis is rejected, leading to the conclusion that brand equity is a relevant driver for students considering enrollment at Divine Word College of Calapan.
- The study found that the communication platforms used by Divine Word College of Calapan have a strong effect on students' intention to enroll. Social media had the biggest influence, while mobile marketing had the smallest but still mattered. The results also showed that both the communication platforms and brand equity have a significant relationship with intention to enroll. Even though the relationship with brand equity was low, it was still important. Overall, the study shows that good marketing and a strong school brand help encourage students to enroll.

### Recommendations

- In accordance with the result, it shows that the Divine Word College of Calapan should focus on strengthening social media marketing. Social media platforms are the primary digital environments where the target

demographic (prospective students) gathers, shares information, and forms perceptions about institutions. Maximizing presence ensures DWCC meets students where they are.

- It is recommended that the Divine Word College of Calapan leverage its High Extent factors specifically, the convenient location and the availability of specific programs/courses in its marketing and recruitment strategies. The Divine Word College of Calapan has to initiate measures to improve faculty and administration approachability and the perception of care among students to effectively maintain and enhance student enrollment.
- Based on the findings of the correlation analysis, it is recommended that Divine Word College of Calapan should prioritize personal selling and social media marketing to effectively enhance students' intention to enroll. Personal selling, which showed the highest correlation, should be strengthened through personalized interactions such as one-on-one counseling, campus tours, open house events, and direct engagement with faculty, allowing students to feel valued and supported. Social media marketing, which demonstrated a moderate relationship, should be emphasized through consistent online communications, engaging content, interactive posts, and virtual campus tours to reach a wider audience and build interest and trust in the institution.
- Based on the outcome, The Divine Word College of Calapan should adopt an Integrated Marketing Communication strategy that focuses resources on high impact channels to maximize student enrollment intention. This shows that prioritizing and enhancing personalized interactions through the admissions team, as this channel shows the highest effectiveness.
- Based on the study's findings, it is recommended that Divine Word College of Calapan should strengthen its digital presence by posting more engaging content and responding promptly to student inquiries. Enhancing events and on-campus experiences is essential, as these significantly influence students' desire to enroll. Additionally, DWCC should reinforce its public relations efforts by increasing media exposure and community involvement. Optimizing mobile marketing through mobile-friendly content, SMS reminders, and an improved website can further support recruitment. Personalized communication through direct marketing and personal selling should be expanded to build stronger connections with prospective students. Lastly, Divine Word College of Calapan must continue strengthening its brand equity by maintaining consistent branding and highlighting academic excellence and student success.
- They may adopt the proposed marketing strategies that will help acquire a stronger positive impact on student's intention to enroll in Divine Word College of Calapan.

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## **Compliance with ethical standards**

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### *Disclosure of Conflict of interest*

The authors do not have any conflict of interest. They kept all the information confidential. The researchers made sure that they had privacy. And only used the information for school. They all agreed to take part in the study. And told them what it was about before we started that they could stop taking part at any time if they wanted to.

### *Statement of ethical approval*

The researchers followed the rules of the school and made sure all procedures were in line.

The people who took part in the study agreed to it. They did not ask for any information that could identify them. And kept all the answers safe so it can be used for school purposes.

### *Statement of informed consent*

All consent was gained from all individual participants involved in the study.

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