

Digital Marketing's Role in Influencing Students' Decision-Making for Engineering Programmes in Private University

Helmy Habib¹; Siti Amirah Othman^{2*}

¹Student Services & Marketing Department, Asia Pacific University of Technology & Innovation

²Faculty of Artificial Intelligence, Universiti Teknologi Malaysia

DOI: <https://doi.org/10.47772/IJRISS.2026.100700519>

Received: 25 July 2026; Accepted: 30 July 2026; Published: 06 August 2026

ABSTRACT

The purpose of this study is to examine the role of digital marketing in influencing students' decision-making when enrolling in engineering programmes at a private university in Malaysia, with a specific focus on Asia Pacific University of Technology & Innovation (APU). The research addresses the problem of increasing competition in higher education and the need for universities to understand which digital marketing strategies most effectively influence prospective students' enrolment decisions. A quantitative research methodology was adopted using a cross-sectional survey design, where data were collected from 148 Malaysian and international engineering students through a structured questionnaire. The study investigated three digital marketing strategies that are social media marketing, content marketing, and online advertising, and their relationship with students' decision-making using Pearson correlation analysis. The findings reveal that all three digital marketing strategies have a positive and statistically significant relationship with students' decision-making at the 0.01 significance level. Among the strategies examined, content marketing demonstrated the strongest influence, followed by online advertising and social media marketing. The study concludes that well-structured and informative digital marketing efforts play a crucial role in shaping students' enrolment decisions and recommends that private universities prioritise content-driven and targeted digital marketing strategies to enhance student recruitment for engineering programmes.

Keywords: Digital marketing; decision making; higher education; enrolment; private university

INTRODUCTION

The global landscape of higher education has undergone a significant transformation, primarily driven by advancements in digital technology and the increasing demand for more accessible and personalized student engagement strategies. As traditional recruitment methods become less effective, universities are turning to digital marketing as a primary tool for attracting prospective students (Chaffey & Ellis-Chadwick, 2019). Digital marketing strategies, such as social media outreach, content-driven platforms, online advertising, and virtual events, have emerged as effective means of offering engaging, informative, and interactive experiences for students (Paladin, 2018). These digital platforms have increasingly become the primary source of information for students, allowing them to explore academic programs, campus life, and institutional reputation long before making enrolment decisions. In Malaysia, the higher education sector is both competitive and diverse, with universities competing for a blend of Malaysian and international students. Asia Pacific University of Technology & Innovation (APU) has emerged as a leader in this space, being recognized as the top institution for international students in the country and ranked number 2 in Malaysia in the AppliedHE ranking (The University, 2025). With a broad range of programs, particularly in the School of Engineering, APU attracts a diverse student body. As the demand for accessible and personalized recruitment strategies grows, APU must continuously refine its digital marketing efforts to engage prospective students effectively. This research aims to investigate how digital marketing influences the decision-making process of students enrolling in higher education, focusing on APU. The study will explore how various digital marketing strategies impact students' awareness, interest and ultimately their decision to enrol in academic programmes at the university, specifically in the School

of Engineering. The role of digital marketing is crucial in shaping prospective students' decisions, as it facilitates their exploration of programs and institutions through online platforms.

Understanding the cognitive process of decision-making is vital in this context. When selecting a university, students gather information, evaluate alternatives, and choose an institution that aligns with their academic goals, personal preferences, and lifestyle. This process is increasingly influenced by the digital marketing strategies employed by universities. For Malaysian students, factors such as affordability, proximity, and parental influence play significant roles in their decision-making process (Tan & Lee, 2022). International students, on the other hand, tend to be more influenced by university rankings, program offerings, and cultural inclusiveness (Sidhu, Ho, & Yeoh, 2013; Chen & Chen, 2019).

Given the widespread reliance on digital content during the decision-making journey, students now consult university websites, social media pages, virtual tours, and peer reviews to gather information about their potential institutions before making an enrolment decision. As such, it is essential to understand how various digital marketing channels, especially those targeting multicultural student segments, influence students' decisions. Despite the increased usage of these digital platforms, limited research exists on how digital marketing specifically impacts the decision-making process of students within the Malaysian context, particularly concerning both Malaysian and international students. This study seeks to fill this gap by analysing the effectiveness of various digital marketing strategies in influencing the enrolment decisions of Malaysian and international students at APU, particularly in the context of the School of Engineering. By doing so, the research aims to provide insights into how universities can optimize their digital marketing campaigns to improve student recruitment and increase enrolment rates in a highly competitive academic environment.

The Malaysian higher education sector is witnessing intensified competition among universities to attract both Malaysian and international students. Asia Pacific University (APU), recognized as the number one institution for international students in Malaysia (The University, 2025), faces growing pressure to implement strategic digital marketing approaches that effectively engage this diverse student population. While digital marketing tools have been widely adopted, the specific effectiveness of different strategies in influencing enrolment decisions among Malaysian and international students remains insufficiently understood. Especially of very large intakes that occurs during September or each year at APU. From an engineering standpoint, the optimization of digital marketing is crucial to enhancing user experience and maximizing student engagement across cultural and geographic boundaries as APU has a strong international focus.

Moreover, university students' decision-making processes are increasingly driven by digital exposure, with online platforms serving as primary sources for information and communication (Krishnan, 2014). Despite this trend, there is a lack of comprehensive research focusing on how Malaysian and international students uniquely respond to digital marketing initiatives deployed by universities such as APU. This gap limits the ability to engineer tailored digital marketing solutions that consider diverse cultural contexts and behavioural patterns inherent to these student groups. Finally, there remains a significant gap in understanding which digital marketing tools such as social media, email campaigns, or virtual events exert the greatest influence on the enrolment decisions of Malaysian and international students at APU. This knowledge deficit leads to suboptimal allocation of marketing resources and missed opportunities to enhance recruitment effectiveness through technologically sophisticated and culturally sensitive digital marketing strategies. Addressing this issue necessitates an integrated approach combining marketing insights with digital engineering to develop adaptive platforms capable of meeting the distinct needs of a global student body.

Research Objectives

The objectives of the research are:

RO1: To identify digital marketing strategies in influencing students' decision-making when enrolling at Asia Pacific University.

- RO2: To evaluate the impact of these digital marketing strategies on students' decision-making processes regarding engineering programmes at Asia Pacific University.
- RO3: To recommend a comprehensive digital marketing strategy to increase the number of students' enrolment rates for Engineering programmes.

LITERATURE REVIEW

Digital Marketing in Higher Education

Digital marketing has fundamentally transformed recruitment strategies for higher education institutions worldwide. According to Kusumawati (2019), research findings, higher education institutions (HEIs) must gain competitive advantage due to the increasing competitions and the way to do it would be through marketing as part of their internal capabilities and resources. According to Chaffey and Ellis-Chadwick (2019), digital marketing integrates various online channels including social media, content marketing, email marketing, and online advertisements to engage target audiences effectively. The accessibility and interactivity of these channels offer universities a platform to build brand awareness, showcase academic offerings, and provide real-time communication with prospective students.

Key Channels of Digital Marketing

First, social media marketing platforms such as Facebook, Instagram, LinkedIn, and TikTok have become primary venues for universities to connect with potential students (Kusumawati, 2019). Paladan (2018) emphasize that social media marketing allows universities to create communities, promote events, and share authentic student testimonials, which influence prospective students' perceptions and trust. According to research by Alnaser et. al., 2020, it was found that there was a correlation between social media platforms and students' admission related decision-making process due to the easily accessible academic information over social media. Second, content marketing which providing valuable content such as blogs, webinars, videos, and virtual campus tours helps universities educate and engage students. Hamdan & Zhen, (2021). highlights that rich, targeted content plays a pivotal role in moving students through the enrolment funnel by addressing their information needs and reducing uncertainties. Lastly is online advertising which search engine marketing and display ads allow universities to target specific demographics based on behaviour and preferences. Dehghani and Tumer (2015) demonstrate that well-crafted online advertising campaigns increase visibility and improve click-through rates, directly impacting inquiries and applications.

Students' Decision-Making in Higher Education Enrolment

Students' decision-making for university enrolment is a multifaceted and often prolonged process. Hossler et. al. (1999) outlines a three-phase model: predisposition, search, and choice. Initially, students form preferences influenced by family, peers, and social context. During the search phase, they gather detailed information, often digitally, before making a final decision. According to the research by Jani et al. (2010), the internet was the second source after family and friends being the first for finding out about studying in Malaysia. This shows that digital marketing plays a big role in students' decision-making to study in Malaysia and in this studies context, on the enrolment at APU of international students. The factors influencing this process include academic reputation, program relevance, cost, location, campus culture, and perceived outcomes (Kotler & Fox, 1985). Moreover, digital information sources increasingly dominate this process, with students seeking virtual tours, online reviews, and social media interactions to supplement traditional advice (Mazzarol & Soutar, 2002). Cultural background significantly impacts decision-making preferences as was found in research by Jani et.al (2010).

Hossler and Gallagher's Student Choice Model

This study is underpinned by Hossler and Gallagher's Student Choice Model (1987), which provides a comprehensive framework for understanding how prospective students make higher education decisions. The model proposes that students' choice of institution and academic programme occurs through three

sequential stages: predisposition, where students develop aspirations toward higher education; search, where they actively seek and evaluate information about institutions and programmes; and choice, where they compare available alternatives before making their final enrolment decision. Throughout these stages, students are influenced by multiple factors, including institutional reputation, programme characteristics, family, peers, financial considerations, and information sources. In the contemporary digital landscape, digital marketing has become a critical information channel that supports the search and choice stages by providing accessible, timely, and persuasive content through university websites, social media platforms, online advertisements, and other digital communication channels. Consequently, Hossler and Gallagher's Student Choice Model offers an appropriate theoretical foundation for this study, as it explains how digital marketing activities shape prospective students' perceptions and influence their decision-making when selecting engineering programmes at private universities.

The Relationship Between Digital Marketing and Students' Decision-Making

Research consistently shows that digital marketing has a measurable impact on students' enrolment decisions. Kusumawati (2019) found that digital marketing helps students identify their need, which is the first critical step in the student decision making process in choosing a programme. Hossain & Sakib (2016) found that social media marketing builds emotional connections and trust, which enhances the likelihood of application and enrolment. Similarly, Hamdan and Zhen (2021) reveal that content marketing helps students move from awareness to consideration by delivering relevant information tailored to their needs.

In the research by Harbi & Ali (2022), they report that universities employing integrated digital marketing strategies experienced increased engagement metrics such as website visits, social media interaction, and ultimately higher application numbers. However, their study also notes that certain channels may be more effective depending on student demographics and program types. Despite these insights, there remains limited research distinguishing how digital marketing influences Malaysian and international students differently, especially at institutions like APU, which boasts a strong international student presence. This study aims to fill this gap by identifying which digital marketing strategies are most effective for different student groups and how these strategies affect the decision-making process.

Research Gap

Despite the growing importance of digital marketing in higher education recruitment, existing literature reveals several gaps that this study aims to address. First, while numerous studies highlight the overall effectiveness of digital marketing channels such as social media, content marketing, and online advertising in influencing students' enrolment decisions (Chaffey & Ellis-Chadwick (2019), there is limited research that specifically examines which strategies have the greatest impact on decision-making within the Malaysian context, especially at leading universities like Asia Pacific University. Given that APU is ranked number one for international student enrolment in Malaysia, understanding how digital marketing influences these two groups differently is crucial but underexplored. Furthermore, there is a lack of comprehensive research focusing on how universities can optimize their digital marketing resource allocation by identifying the most effective channels and strategies tailored to diverse student demographics. This gap limits the ability of institutions to design targeted marketing campaigns that maximize enrolment outcomes efficiently. This study addresses these gaps by investigating the specific digital marketing strategies that influence students' decision-making at APU, differentiating between Malaysian and international students, and recommending optimized marketing approaches to enhance enrolment rates for engineering programmes.

Conceptual Framework

The conceptual framework presented in Figure 1 below is based on the premise that digital marketing strategies specifically social media marketing, content marketing, and online advertising significantly influence students' decision-making processes during higher education enrolment. The framework considers student demographics (Malaysian and international students) as a moderating factor that affects

the relationship between digital marketing efforts and enrolment decisions. This framework provides a structured lens through which the research hypotheses are tested, and findings interpreted.

Figure 1. Conceptual framework

RESEARCH METHODOLOGY

Data Collection

Primary data will be collected through an online structured questionnaire distributed to enrolled engineering students at APU of September intakes of 2024 and 2025. The questionnaire will include closed-ended questions measuring perceptions of various digital marketing strategies and their impact on decision-making. The online mode enables efficient access to the respondents who can answer at any point of time during the day allowing ease and flexibility and on any device of their choice, example through laptops or smartphones. Secondary data, such as university enrolment statistics and digital marketing campaign reports documentation from APU will also be reviewed to complement the primary data and provide contextual background.

Population and Sampling

Population can be described as a group of individuals that are selected to collect primary data. Sources of drawing samples for collecting responses from the individuals belong to the sample size (Prata et al., 2019). The study will target a sample of 240 students (both Malaysian and international) enrolled in APU's School of Engineering. The sample will be selected using the Krejcie and Morgan table, and 148 students will be identified as the sample size.

Research Instruments

Research instruments used for the study include the Likert scale-based questionnaire used for collecting data for the study. A suitable number of questions will be designed in alignment with each independent variable. On the other hand, a single question will be designed related to the dependent variable. This entire research instrument will be provided to the respondents of the survey method to collect data through recording their answers. At the same time, demographic questions will also be provided as a part of the research instrument to understand the age, gender, and the engineering programme they are enrolled in. This information is essential for analyzing variations in responses based on student background.

The primary tool for data collection in this study is a structured questionnaire as well as a 5-point likert scale as valuable instruments designed to gather quantitative data from enrolled students under the School of Engineering at Asia Pacific University. The questionnaire is developed by adapting and combining validated measurement scales from prior research on digital marketing and student decision-making and subject matter expert lecturers under the School of Engineering, ensuring relevance and reliability. It consists of several sections aimed at capturing comprehensive information relevant to the study objectives. There are several closed-ended questions based on the variables. In addition, each designed question for the researcher has five options: strongly agree, agree, disagree and along with disagree strongly.

The subsequent sections focus on students' exposure to various digital marketing strategies such as social media marketing, content marketing, and online advertising. Respondents are asked to indicate the frequency and perceived effectiveness of these channels in influencing their awareness and interest in APU for the engineering programmes that are offered. Another important part of the questionnaire assesses students' decision-making processes. Questions explore how digital marketing content affected their evaluation of programs, trust in the institution, and ultimately their enrolment choice. To ensure clarity, validity, and reliability, the questionnaire will be pilot tested with a small sample of students who share similar characteristics with the target population before full deployment. Feedback from the pilot phase will be used to refine question wording, format, and response scales to minimize ambiguity and improve respondent comprehension. The online administration of the questionnaire through Google Form provides



a practical and accessible means for reaching a broad and geographically diverse sample, including international students who may be located in various countries. Additionally, using an online platform enables efficient data management and reduces manual entry errors. IBM SPSS software is utilised in this data analysis process to assess each variable including its link to the others (Rahman & Muktadir, 2021).

RESULTS

The analysis was performed using IBM SPSS Statistics based on data collected from 148 respondents through a structured questionnaire. Both descriptive and inferential statistical techniques were employed to analyse the collected data and to examine the relationships between social media marketing, content marketing, online advertising, and decision-making.

Demographic Profile of the Respondents

A total of 148 valid responses were collected and included in the analysis. The demographic information was gathered to provide an overview of the respondents' background and to ensure the suitability of the sample for the study. The demographic variables included in the questionnaire comprised basic respondent information such as gender, age group, nationality, current programme, name of programme and year of study. Table 1 below is the descriptive statistics, including frequencies and percentages, were used to summarize the demographic data. Males make up 66.9% of the sample while females make up 33.1% of the sample.

In terms of the age group of participants, 62.2% of the respondents were between the ages of 18 and 22 years old, 27% were between the ages of 23 years old and 27 years old, 6.8% were below 18 years old, and 4.1% were between the ages of 28 and above years old. The nationalities consisted of 25.7% Malaysians, 8.8% of both Bangladeshis and Chinese, 6.8% of Indian and Pakistani, 5.4% of Indonesian, 4.7% of Egyptians, 4.1% of Sudanese, 3.4% of Mozambican, Kenyan and Palestinian, 2.7% of Yemeni & Syrian, 2% of Gambian, Maldivian, Iranian and Eritrean, 1.4% of Vietnamese and 0.7% of Papua New Guinean, Uzbek, Tunisian, Russian, Kazakhstani and Filipino. The current programmes that they are enrolled in are 68.9% in Bachelor's degree programmes, 15.5% in Foundation in Engineering programme, 8.8% in Postgraduate programme and 6.8% in Diploma programme. The names of the programmes includes 30.4% in Mechatronics engineering, 18.9% in Computer engineering, 15.5% in Foundation in engineering programme, 8.8% in Master of science in computing, 7.4% in electronic and electrical engineering and mechanical engineering and 4.7% in diploma in mechatronic engineering. Their years of study include 50.7% of the respondents being in Year 1, 28.4% being in Year 2, 11.5% being in Year 3 and 9.5% being in Year 4. Overall, the demographic results indicate that the majority of respondents were male and aged between 18 and 22 years. As shown in Table 2, most respondents were enrolled in Bachelor's degree programmes mainly Mechatronic and Computer engineering with 45 respondents studying Mechatronics engineering followed by 28 respondents studying computer engineering. The respondents represented a wide range of nationalities including 24 nationalities and years of study ranging from year 1 to year 4, indicating a diverse sample suitable for examining the relationships between digital marketing strategies and decision-making.

Table 1. Demographic Profile

Gender		
	N	%
Male	99	66.90%
Female	49	33.10%
Age Group		



	N	%
18-22	92	62.20%
23-27	40	27.00%
Below 18	10	6.80%
28 and above	6	4.10%
Nationality		
	N	%
Malaysian	38	25.70%
Bangaldeshi	13	8.80%
Chinese	13	8.80%
Indian	10	6.80%
Indonesian	8	5.40%
Pakistani	10	6.80%
Egyptian	7	4.70%
Sudanese	6	4.10%
Mozambican	5	3.40%
Kenyan	5	3.40%
Yemeni	4	2.70%
Palestinian	5	3.40%
Syrian	4	2.70%
Gambian	3	2.00%
Maldivian	3	2.00%
Iranian	3	2.00%
Vietnamese	2	1.40%
Eritrean	3	2.00%
Papua New Guinea	1	0.70%
Uzbek	1	0.70%



Tunisian	1	0.70%
Russian	1	0.70%
Kazakhstani	1	0.70%
Filipino	1	0.70%
Year of Study		
	N	%
Year 1	75	50.70%
Year 2	42	28.40%
Year 3	17	11.50%
Year 4	14	9.50%

Table 2. Name of Programme

Name of Programme	Frequency
Mechatronic Engineering	45
Electrical and Electronics Engineering	11
Computer Engineering	28
Mechanical Engineering	11
Diploma in Engineering	10
Foundation in Engineering	23
Petroleum Engineering	7
Master of Science in Computing	13

A reliability analysis was conducted to assess the internal consistency of the measurement items used to measure the study variables. Cronbach's alpha coefficient was employed as it is widely used to evaluate the reliability of Likert-scale instruments. A Cronbach's alpha value of 0.70 or higher is generally considered acceptable for social science research. After analysing the data using SPSS, the results of the reliability analysis indicate that all constructs demonstrated good internal consistency.

The Cronbach's alpha value for the measurement scale was overall 0.844 which exceeded the recommended threshold of 0.70, confirming that the items used in this study, social media marketing (SMM), content marketing (CM), online advertising (OA), and decision-making (DM) were reliable and suitable for further analysis. Similarly, based on the findings Cronbach's alpha value for each of the variables above 0.70 shows suitability. Value of 0.895 for DM, 0.74 for OA, 0.769 for CM and 0.754 for SMM exhibit acceptable internal consistency and reliability.

Demographic Profile of the Respondents

Pearson correlation analysis was conducted to examine the relationships between the independent variables social media marketing (SMM), content marketing (CM), and online advertising (OA) and the dependent variable, decision-making (DM). Pearson's correlation coefficient was considered appropriate as the data satisfied the assumptions of normality and were measured using a continuous Likert scale after data cleaning. The results in Table 3 below indicate that all three independent variables have positive and statistically significant relationships with decision-making at the 0.01 significance level. Social media marketing shows a weak positive relationship with decision-making ($r = 0.334$, $p < 0.001$).

Similarly, online advertising demonstrates a weak positive relationship with decision-making ($r = 0.369$, $p < 0.001$). In contrast, content marketing exhibits a moderate positive relationship with decision-making ($r = 0.429$, $p < 0.001$). Among the independent variables, content marketing has the strongest association with decision-making, followed by online advertising and social media marketing. This suggests that content marketing may play a more influential role in shaping decision-making compared to the other marketing strategies examined.

Additionally, strong positive correlations were observed among the independent variables themselves, particularly between social media marketing and online advertising ($r = 0.802$), social media marketing and content marketing ($r = 0.694$), and content marketing and online advertising ($r = 0.723$), all significant at the 0.01 level. While these correlations indicate that the marketing strategies are closely related, they remain below the threshold that would indicate severe multicollinearity. Overall, the findings support the hypotheses that social media marketing, content marketing, and online advertising are positively associated with decision-making.

Table 3. Correlations Analysis

Correlations Analysis					
		SMM	CM	OA	DM
SMM	Pearson Correlation	1	.694**	.802**	.334**
	Sig. (2-tailed)	<.001	<.001	<.001	Sig. (2-tailed)
	N	148	148	148	148
CM	Pearson Correlation	.694**	1	.723**	.429**
	Sig. (2-tailed)	<.001		<.001	<.001
	N	148	148	148	148
OA	Pearson Correlation	.802**	.723**	1	.369**
	Sig. (2-tailed)	<.001	<.001		<.001
	N	148	148	148	148
DM	Pearson Correlation	.334**	.429**	.369**	1



	Sig. (2-tailed)	<.001	<.001	<.001	
	N	148	148	148	148

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

Hypothesis Testing Results

H1: There is a relationship between social media marketing and decision-making.

To conclude, Pearson correlation analysis shows a weak positive relationship between social media marketing and decision-making ($r = 0.334$, $p < 0.001$). Although the relationship is statistically significant, the strength of support is weak. Therefore, H1 hypothesis is accepted.

H2: There is a relationship between content marketing and decision-making.

To conclude, content marketing demonstrates a moderate positive relationship with decision-making ($r = 0.429$, $p < 0.001$), indicating that the relationship is both statistically significant and of moderate strength. Thus, H2 hypothesis is accepted.

H3: There is a relationship between online advertising and decision-making.

To conclude, online advertising exhibits a weak positive relationship with decision-making ($r = 0.369$, $p < 0.001$). While the correlation is statistically significant, the strength of support is weak. Therefore, H3 hypothesis is accepted.

CONCLUSION

This study was conducted to examine the relationship between digital marketing strategies namely social media marketing, content marketing, and online advertising and decision-making. Using data collected from 148 respondents and analysed through IBM SPSS Statistics, the study employed reliability analysis and Pearson correlation analysis to test the proposed hypotheses. This study was conducted to achieve three research objectives. The first research objective (RO1) was to identify digital marketing strategies influencing students' decision-making when enrolling at Asia Pacific University. The findings reveal that social media marketing, content marketing, and online advertising were identified as key digital marketing strategies influencing students' decision-making.

The second research objective (RO2) was to evaluate the impact of digital marketing strategies on students' decision-making regarding engineering programmes at Asia Pacific University. The results show that content marketing demonstrated a moderate positive impact, while social media marketing and online advertising showed weak positive impacts on decision-making. The third research objective (RO3) was to recommend a comprehensive digital marketing strategy to increase student enrolment in engineering programmes at Asia Pacific University. The findings led to recommending that institutions adapt to a content-focused digital marketing strategy supported by social media marketing and online advertising. Overall, the study successfully achieved all research objectives. The results demonstrate that while social media marketing, content marketing, and online advertising are positively related to decision-making, the strength of these relationships varies. Among the three strategies, content marketing emerged as the most influential factor in shaping consumer decision-making. The findings of this study provide several important managerial implications. Given that content marketing shows a moderate relationship with decision-making, managers and marketers should prioritize the development of high-quality, informative, and relevant content to better influence consumer decisions. Content strategies that focus on providing value, such as educational articles, reviews, and problem-solving information, may be more effective in guiding consumers through the decision-making process.

Although social media marketing and online advertising exhibit weak relationships with decision-making, they remain important supportive tools. Managers should use social media platforms to increase brand visibility and



engagement, while online advertising can be utilized to reinforce brand awareness and reach wider audiences. However, these strategies should be integrated with content marketing efforts rather than relied upon as standalone approaches. By adopting a balanced and content-driven digital marketing strategy, organizations can enhance overall marketing effectiveness and better influence consumer decision-making.

From an academic perspective, this study provides useful insights for researchers interested in digital marketing and consumer behaviour. The findings may serve as a reference for future studies examining similar relationships in different contexts or populations. Despite its contributions, this study has several limitations. Firstly, the data were collected from a specific group of respondents, which may limit the generalizability of the findings to other populations or settings. Second, the study relied on self-reported data, which may be subject to response bias. Third, the study focused only on three digital marketing variables, while other factors that may influence decision-making were not examined.

Future research is recommended to include a larger and more diverse sample to enhance the generalizability of the results. Additionally, future studies may consider incorporating other digital marketing elements, such as influencer marketing, email marketing, or website quality, to provide a more comprehensive understanding of factors influencing decision-making. Researchers may also employ different analytical techniques, such as regression or structural equation modelling, to further explore causal relationships among variables.

Conflict of Interest: I hereby declare that we have no conflict of interest related to this matter

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