

# Student Feedback on Marketing Initiatives of San Sebastian College-Recoletos De Cavite

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## Abstract

This study assesses the extent of student feedback on marketing initiatives of San Sebastian College-Recoletos de Cavite. It focuses on the four factors under marketing initiatives namely content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness, and influence on enrolment decision. This study employed a quantitative research design particularly descriptive comparative and descriptive correlational. The results revealed the high extent on student feedback on marketing initiatives. No significant difference were found

on content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness, and influence on enrolment decision when grouped according to level of education. However, findings revealed that content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness significantly relate to influence on enrolment decision. The findings highlight the importance of marketing initiatives on enrolment decision of the students.

**Keywords:** Student feedback, marketing initiatives, influence on enrolment decision

## INTRODUCTION

High education institutions increasingly rely on marketing initiatives including social media, digital campaigns, websites, and other integrated promotional strategies. This helps on attracting and retaining students in competitive environments (Labausa et al., 2023; De Ramos & Briones, 2024). Research conducted in the Philippines shows that public relation, websites, scholarship, social media, and most of all the word-of-mouth considered as the most effective marketing communication platforms for enrollment (Dagumboy, 2022). Other than that, student satisfaction and perception with marketing mix have been examined using the frameworks such as the 7Ps and 8Ps to investigate the effectiveness and areas need for development and improvement (Technium Social Sciences Journal, 2024).

The recent trends highlight the importance of transparency, authenticity, and data-driven approaches in engaging with Generation Z students (Oak Theory, 2025). Student feedback plays an important role in order to determine the strengths and weaknesses of the school. Student's own evaluation, suggestions, and even sentiments has emerged as a primary source of insights for understanding effect of marketing strategies (Aryal, 2021). Methods such as interactive survey, qualitative feedback tools, real-time polls, and sentiment analysis have enabled educational institutions to gather authentic student voice and use it to refine the approach in communication (Shaik et al., 2023; FasterCapital, 2024).



This research will focus on determining the students' feedback on marketing initiatives of San Sebastian College-Recoletos de Cavite. Although prior studies in the Philippine Higher Education Institutions explored the marketing practices through the use of service-marketing frameworks or STP models (De Ramos & Briones, 2024; Technium Journal, 2024) and various international studies also highlighted the role of interactive feedback tools and sentiment analysis (Gunarto & Hurriyati, 2020) and mostly focused on general trends in marketing for universities (EducationCubed, 2025).

There is a clear gap in student-centered evaluation at San Sebastian College-Recoletos de Cavite. No Study to date has systematically collected and analyzed student feedback regarding marketing initiatives and overall effectiveness of their communication. Examining how the students from San Sebastian College-Recoletos de Cavite perceive and respond to marketing initiatives needs to be addressed. Determining it can be a vital factor for institutional success as well as for continuous improvement.

### **Statement of the Problem**

This study focuses on determining the student feedback on marketing initiatives of San Sebastian College-Recoletos de Cavite. The findings provided valuable insights for the institutions to develop and improve the marketing strategies of the institution. This research will specifically answer the following questions:

1. What is the extent of marketing initiatives feedback of San Sebastian College-Recoletos de Cavite in terms of content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness, and influence on enrolment decision when taken collectively?
2. Is there a significant difference on the marketing initiatives feedback of San Sebastian College-Recoletos de Cavite in terms of content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness, and influence on enrolment decision when grouped according to level of education?
3. Does content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness significantly relates to influence on enrollment decision?
4. What is the proposed marketing initiatives strategies?

### **Hypothesis**

Based on the inferential problems drawn, the following hypotheses was postulated:

1. There is no significant difference on the marketing initiatives feedback of San Sebastian College-Recoletos de Cavite in terms of content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness, and influence on enrolment decision
2. There is no significant relationship on the marketing initiatives feedback in terms of content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness, and influence on enrollment decision.

## **RESEARCH METHODOLOGY**

### **Research Design**

This study employed a quantitative research design particularly descriptive comparative and descriptive correlational. The primary objective was to investigate the students' feedback on the marketing initiatives of San Sebastian College-Recoletos de Cavite. This design intends to describe how the variables relates to each other (Mukherjee & Singha, 2019). A survey questionnaire distributed to gather the data needed in the study.

### **Research Locale**

The study was conducted within San Sebastian College-Recoletos de Cavite located in Cavite City.



### **Research Respondents**

The respondents for this study were students enrolled in San Sebastian College-Recoletos de Cavite, specifically Senior High School and College students.

### **Instrumentation**

The instrument used in this research was adapted and modified from different studies related to student feedback on marketing initiatives. It underwent validity using Lawshe Content Validity involving three (3) validators. The overall computed CVR is 0.9091.

The first part of the instrument contains the demographic profile of the students such the level of education, the grade or year level, and the primary marketing initiative where they learn about San Sebastian College-Recoletos de Cavite.

The second part of the instrument were questions pertaining to marketing initiatives feedback divided into four (4) factors namely: Content Relevance and Clarity of Marketing Messages (Kotler & Keller, 2016), Channel Effectiveness and Reach (Mangold & Faulds, 2009), Authenticity and Trustworthiness (Goldsmith & Goldsmith, 2007), and Influence on Enrollment Decision with a total of 28-item questionnaires to be rated using a 4-point Likert scale.

### **Ethical Consideration**

Confidentiality and voluntary participation are strictly observed; the respondents have the right to withdraw to participate in the study. The researcher provided the respondents the copy of the informed consent form informing the researcher that the respondents agree to participate in the study. Thus, the risk and benefits were also indicated in the consent form.

### **Data Analysis**

The data collected from the survey underwent rigorous quantitative analysis using Statistical Package for the Social Sciences (SPSS) to analyze each question. Descriptive and inferential statistics were employed to interpret the finding and draw a comprehensive conclusions. Frequency and percentage were used to analyze demographic data. Mean and standard deviation was used for the extent of marketing initiatives feedback of San Sebastian College-Recoletos de Cavite in terms of content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness, and influence on enrolment decision when taken collectively.

The Mann Whitney-U test and Analysis of Variance (ANOVA) were utilized for significant difference on the marketing initiatives feedback of San Sebastian College-Recoletos de Cavite in terms of content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness, and influence on enrolment decision when grouped according to level of education.

Spearman rho was used for significant relationship on the marketing initiatives feedback in terms of content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness, and influence on enrollment decision.

## **RESULTS AND DISCUSSION**

This section presents the findings of the study, addressing the research problems regarding the extent of marketing initiatives feedback, the significant difference and relationship between the factors.

**Table 1**  
*The Level of Education of the Respondents*

Level of Education	Frequency	Percentage
Senior High School	219	66.97
College	108	33.03
<b>Total</b>	<b>327</b>	<b>100%</b>

Table 1 presents the distribution of the respondents depending on their level of education. It shows that 219 (66.97%) was senior high school students, while the remaining 108 (33.03%) were college students.

**Table 2**  
*The Grade/Year Level of the Respondents*

Grade/Year Level	Frequency	Percentage
Grade 11	111	33.94
Grade 12	108	33.03
First Year	16	4.89
Second Year	26	7.95
Third year	41	12.54
Fourth Year	25	7.65
<b>Total</b>	<b>327</b>	<b>100%</b>

Table 2 present the distribution of the respondents depending on their grade or year level. Out of 327 respondents, the largest portion were from Grade 11 with 33.94%. Followed by Grade 12 students with 33.03%. First Year has 4.89%, Second Year has 7.95%, Third Year with 12.54%, and lastly, Fourth year with 7.65%.

**Table 3**  
*The Primary Marketing Initiative where Students Learn about SSC-R de Cavite*

Primary Marketing Initiative Students Engaged With	Frequency	Percentage
School Website	60	18.35
Online Advertisement	46	14.07
Social Media (Facebook, Instagram, Tiktok)	81	24.77
Word-of-Mouth (Family, Relatives, Friends, Alumni)	47	14.37
School Events	22	6.73
Career Fair or Exhibits	27	8.26
Printed Advertisement (Brochures, Flyers, and Tarpaulins)	33	10.09
School Representatives or Admission Officers	11	3.36
<b>Total</b>	<b>327</b>	<b>100%</b>

Table 3 present the primary marketing initiative where most of the students learn about San Sebastian College-Recoletos de Cavite. Most of the respondents learned about San Sebastian College-Recoletos de Cavite through social media (24.77%) such as the Facebook, Instagram, and Tiktok. While 18.35% of the students engaged through school website. Some of the students were engaged with the word-of-mouth (14.73%), online advertisement (14.07%), and printed advertisement (10.09%) such as brochures, flyers, and tarpaulins. Lastly, a least number of student were informed about the institutions through career fair or exhibits (8.26%), school events (6.73%), and school representatives or admission officers (3.36).

**Table 4***The extent of marketing initiatives feedback*

<b>Marketing Initiatives Feedback</b>	<b>Mean</b>	<b>SD</b>	<b>Interpretation</b>
Content Relevance and Clarity of Marketing Messages	3.21	0.463	High Extent
Channel Effectiveness and Reach	3.10	0.499	High Extent
Authenticity and Trustworthiness	3.24	0.461	High Extent
Influence on Enrollment Decision	3.13	0.524	High Extent
<b>Overall</b>	<b>3.17</b>	<b>0.486</b>	High Extent

The overall extent of marketing initiatives feedback of San Sebastian College-Recoletos de Cavite was found to be high extent with an overall mean of 3.172. This suggest that while San Sebastian College-Recoletos de Cavite is making efforts on their marketing, there is still a room for improvement to attain a “very high extent”. Among the factors under the marketing initiative feedbacks, the authenticity and trustworthiness has the highest mean of 3.24 while channel effectiveness and reach has the lowest mean of 3.10.

In terms of content relevance and clarity for marketing messages (Mean = 3.21, Std. Dev. = 0.463), this shows that the marketing messages are effective, complete, and timely communicated. It also implies that content of the marketing initiatives are relevant, informative, and can address the concerns and questions of the students regarding the school. Chen and Lee (2022) stated that clear and concise messaging about the program outcomes and career significantly enhances student engagement. Additionally, Garcia and Perez (2021) indicated that marketing materials that resonate with the student’s personal goals and provide a clear detail about the course or program are mostly prioritized.

The channel effectiveness and reach (Mean = 3.10, Std. Dev. = 0.499) has a high extent. This implies that the marketing initiatives were effective on giving awareness on students about the school which help and encourage them on deciding to enroll. A study conducted by Kim and Park (2023) shows the importance of multi-channel marketing strategies including email, social media, and websites on maximizing dissemination of information and student engagement. Moreover, various channels significantly influence the students drive to further explore the institution due to accessibility of information as well as the convenience (Rodriguez & Santos, 2020).

As per the authenticity and trustworthiness (Mean = 3.24, Std. Dev. = 0.461), it has a high extent. This implies that informations presented in the schools marketing initiatives and promotional materials are authentic, relatable, trustworthy, and can be trusted. Students seek a genuine representations of the campus life, academic rigor, and the student support. Brown and Davis (2024) discovered that testimonials from the students and even faculty through clear communication about the school values build trust among prospective student applicants. Moreover, a study revealed that the perceived honesty and the absence of deceptive information in marketing materials directly correlate with the higher possibility of application (Miller & White, 2022).

In terms of influence on enrollment decision (Mean = 3.13, Std. Dev. = 0.524), this shows that the marketing initiatives of the school convince and influence the students decision to enroll. This also implies that the students considered the marketing initiatives play a vital role on their application for admission. A strong correlation with enrollment rates has been found with a well-crafted marketing content that effectively communicates the unique selling propositions of the institutions as well as the student success stories (Green & Hall, 2023). Similarly, a study conducted by Thompson and Williams (2021) showed that an easily accessible application process and a clear calls to action, frequently communicated through marketing significantly streamline the enrollment journey.

**Table 7**
*Difference on the Marketing Initiatives Feedback as Assessed by SSC-R de Cavite Students*

	Group	Mean	sd	p-value	Significance at 0.05	Status of Hypothesis
Content Relevance and Clarity of Marketing Messages	SHS	3.230	0.456	0.084	Not Significant	Accepted
	Colleg e	3.177	0.475			
Channel Effectiveness and Reach	SHS	3.121	0.491	0.303	Not Significant	Accepted
	Colleg e	3.069	0.517			
Authenticity and Trustworthiness	SHS	3.258	0.438	0.334	Not Significant	Accepted
	Colleg e	3.209	0.505			
Influence on Enrollment Decision	SHS	3.132	0.500	0.827	Not Significant	Accepted
	Colleg e	3.119	0.573			

The difference on the marketing initiatives feedback in terms of content relevance and clarity of marketing message (p-value = 0.084), channel effectiveness and reach (p-value = 0.303), authenticity and trustworthiness (p-value = 0.334), and influence on enrollment decision (p-value = 0.827) when grouped according to level of education shows no significance with all had a p-value higher than 0.05. This implies that level of education alone is not a strong differentiator for how the groups perceive the marketing initiatives factors. Marques et al. (2023) found that digital natives possess similar cognitive patterns when interpreting online messages, particularly in educational settings regardless of their level. Additionally, message credibility and authenticity are not necessarily judged based on audience's level of education, but often on content consistency, transparency, and presentation (Shamim & Islam, 2022). Moreover, Smith and Jones (2024) stated that when the marketing message are well-targeted and clear such as those that are emotionally engaging, relevant, and informative, can yield uniform responses across demographic segments.

**Table 4**
*Relationship between Content Relevance and Clarity of Marketing Messages, Channel Effectiveness and Reach, Authenticity and Trustworthiness, and Influence on Enrollment Decision*

Correlates	Computed r	p-value	Significance at 0.05	Status of Hypothesis
Content Relevance and Clarity of Marketing Messages to Influence on Enrollment Decision	0.676	< .001	Significant	Rejected
Channel Effectiveness and Reach to Influence on Enrollment Decision	0.721	< .001	Significant	Rejected
Authenticity and Trustworthiness to Influence on Enrollment Decision	0.747	< .001	Significant	Rejected

A strong positive correlation (Spearman's rho = 0.676, p-value = < .001) between content relevance and clarity of marketing messages to influence on enrollment decision has been found which implies that a clear and relevant marketing message can influence the decision of the current student. Bohara et al. (2022) found that content quality as well as the relevance and coherence served as a significant predictor of

enrollment decisions, particularly in educational settings. Additionally, a strong statistical associations has been found between well-crafted digital content strategies and student's decision to enroll (Labausa et al. 2023).

A strong positive correlation (Spearman's  $\rho = 0.721$ ,  $p\text{-value} = < .001$ ) between channel effectiveness and reach to influence on enrollment decision has been found which implies that effective and high-reach channels helps the institution to engage with the target audiences at key decisions – heightening awareness and prompting actions. Rajkumar et al. (2022) found that student decision making were influenced significantly by digital platforms such as Facebook, Youtube, Instagram, and websites that offers convenient, accessible, and timely information, specifically when officially manage and responsive.

A strong positive correlation (Spearman's  $\rho = 0.747$ ,  $p\text{-value} = < .001$ ) between authenticity and trustworthiness to influence on enrollment decision has been found which implies that when marketing messages feel genuine and transparent about the school values, limitations, and show real students experiences, it build trust that promotes a willingness to act such as in enrollment. Authenticity with transparency signals sincerity that reduces skepticism towards promotional messages and cultivates trust (Frontiers in Communication, 2025). Additionally, Perera et al. (2022) stated that social media marketing enhanced brand equity of the institutions by the perceived credibility that in return affects enrollment intention.

**Table 5**
*Proposed Marketing Initiatives Strategies*

Objectives	Strategies/Activities
Enhance Institutional Brand Awareness	<ol style="list-style-type: none"> <li>1. Develop a digital ecosystem expansion that optimize the website for search engines (SEO)</li> <li>2. Create a faith-based and values-centered branding promoting the Augustinian Recollect identity and student transformation.</li> <li>3. Forge strategic school partnerships with feeder high schools for academic collaborations and promotional linkages.</li> </ol>
Strengthen Community Perception	<ol style="list-style-type: none"> <li>1. Enhance campus experience optimization by designing an open campus weekends that includes spiritual formation, student testimonials, and academic demonstration.</li> <li>2. Empowered alumni by featuring successful alumni in "Recoletos Built Me".</li> </ol>
Promotes Long-term Engagement with Prospective Students, Alumni, and Stakeholders	<ol style="list-style-type: none"> <li>1. Establish an alumni empowerment and referrals system that will build linkages and partnerships.</li> <li>2. Establish a strategic school and Local Government partnership by collaborating with the LGUs and NGOs on civic educational programs and by involving students and alumni in joint community engagement initiatives.</li> </ol>

## CONCLUSION

The study concludes that extent of the marketing initiatives feedback of San Sebastian College-Recoletos de Cavite as assessed by the students is high. While strengths were observed in content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness, and

influence on enrollment decision, these factors can still be improved. A significant difference was not found in the students' feedback on marketing initiatives between senior high school and college students.

On the other hand, a strong positive and statistically correlation was established between the factors of marketing initiatives feedback. This finding directly supports the objective of the study by demonstrating that improvements in marketing initiatives and strategies can lead to a more favorable enrollment rates. The factors content relevance and clarity of marketing messages, channel effectiveness and reach, authenticity and trustworthiness, and influence on enrollment decision, underscoring their vital role in communication and enrollment as well.

The findings provide an empirical evidence of the role and the current state San Sebastian College-Recoletos de Cavite's marketing initiatives on its enrollment and communication. In an increasingly competitive educational landscape, effective and empowered marketing initiatives and strategies is key factors for enhancing and shaping the institutional image. Schools should give attention on improving their marketing strategies and communication in an innovative way to promote the institution's image and achieve a two-way engagement with their prospect students.

## RECOMMENDATION

To further enhance the marketing initiatives of the institution, the researcher recommend the following:

- Develop an innovative and comprehensive marketing strategies and campaign to improve the communication of the institution towards its target audience.
- Employ an annual research on the effectiveness of the marketing initiatives to understand the strength, weakness, and improvements needed by the institution.
- Conduct an evaluation from other stakeholder to gain a deeper understanding of their perception.
- Deepen collaboration with other institutions and industry for benchmarking best practices in the field of marketing.

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