

**Impact of Social Media Marketing on Student Attraction towards Education
Institutions: Mediating Impact of Student Engagement with Special Reference to the
Banking Sector in Sri Lanka**

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Social media marketing is expressed through the awareness of products or brands to the customer and the attraction of effective engagement, which stimulates the customers. This study explores the intricate relationship between social media marketing strategies employed by IBSL and student attraction, further investigating the mediating influence of student engagement within the banking sector in Sri Lanka. Researchers used a multistage quantitative approach, including a survey of 364 people from various Sri Lankan ethnicities. Analysis revealed a positive relationship between IBSL's social media marketing strategies, student engagement with those strategies, and student interest in banking qualifications. These findings offer valuable insights for marketing managers in the banking education sector. By developing robust social media marketing strategies, educational institutions can attract more students and increase profitability. The study also offers recommendations for policymakers. By understanding how social media marketing can influence student interest, policymakers can create policies that strengthen educational offerings in the banking sector, ensuring its continued growth and relevance in Sri Lanka's evolving educational landscape.

Keywords: *Banking Sector, Social Media Marketing, Student Attraction, Student Engagement*