

Drivers of Student Enrolment Intention: Engagement and Co-creation for Meaningful Experiences at University Open Days

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Abstract

The present study aims to contribute to the growing body of research in customer engagement and co-creation experiences. As universities are increasingly employing marketing techniques for recruitment, this research employs a sample of 456 useful responses from prospective students attending open days at one UK university to test a model of customer engagement, co-creation experience and behavioural outcomes. Findings suggest that customer engagement operationalised with cognitive, affective and behavioural dimensions has significant impact on customer co-creation experience, satisfaction, enrolment intention and word-of-mouth recommendations. However, the study finds no significant direct impact of co-creation experience on student enrolment intention and word-of-mouth recommendations. The findings have major implications for management of open days seeking to create unique experiences.

Keywords: *Customer Engagement; Co-creation Experiences; Higher Education*

Track: Relationship Marketing