

Factors analysis on brand image creation of Educational Institutions on Students

Sanjay Basu,

Research Scholar, SKBU, Purulia, West Bengal -723104

Email: sanba20@gmail.com

Abstract: Examining the impact of the university's brand image on students is the main objective of the research. A company's brand is essential to its ability to connect with the target markets it is attempting to enter, and it also has a big influence on how customers perceive and choose the products and services these companies provide. In today's highly competitive education industry, the importance of brands as external symbols for academic institutions such as universities has expanded. Institutions are quickly developing a more business-like strategy to maintain their place in the market and make the most of the limited financial and human resources available to them. Several cutting-edge methods are employed to accomplish this. The statistical software SPSS 26.0 was utilised for doing the data analysis. The percentage approach, average and mean scores, standard deviation, the ANOVA test, and other statistical methods were used to analyse the most important data.

Key Words: Brand Image, Students, /colleges/ Technical Institution, University.

1. INTRODUCTION:

In recent years, institutional involvement in marketing and branding initiatives has increased manifold in college campuses. The reputation of the university and its standing in various rankings parameters are frequently tried to be improved. The battle to draw the best and brightest students is more fierce than ever. (Nehme Azoury, 2014).

A college or university today resembles a business more than a place of higher learning. Universities spend millions of dollars trying to improve their rankings and elevate their reputation. Today, a company's brand, the quality that has been built through painstaking labour and rigorous study, plays a significant role in its capacity to attract and retain customers. Without any doubt, universities aren't an exception. It is possible to estimate how much more likely clients will be to conduct business with a company based on its reputation. (Mazzarol, 1998).

The brand is essential in establishing a connection between companies and their target markets and has a big impact on how customers view and decide on the products and services those companies offer. In the very competitive education sector today, brands have gained more significance as external emblems for schools. Institutions are increasingly adopting a business-like model through the use of strategies like value marketing and performance in order to stay competitive and make the most of their limited financial and human resources. A company's organisation may benefit from branding if the company has been around for a while. In order to make the most of their human and financial resources, institutions will benefit from using the best school brands. A good reputation is necessary for universities' brand studies. (Holly Tompson, 2013)

Today's college students are more conscious of their expenditures than ever before. Due to competition, private colleges with a bad reputation in the market suffer in the higher education market. Colleges and universities should prioritise their students and make a concerted effort to increase their desire to learn. If all schools run in the same way, the general public won't be able to tell them apart. To attract and retain students as paying consumers, institutions must exhibit a creative and distinctive marketing image. A school's reputation with potential students, their families, and the general public should be positive. Customer buy-in is crucial for any company eagerly looking to foster long-term sustainability, consumer adherence to business procedures, goods, and services.

College students attending public colleges should feel and imbibe more school spirit as a result of the brand's stellar reputation. Consumer brand loyalty is influenced by a number of factors other than just how a product looks. Customers that are loyal to a brand will continue to use it even if a competitor's product is better in terms of value, convenience, or quality. Businesses can spend less on advertising thanks to their devoted consumer base. As a result,



there is a closer bond between businesses and their distribution networks and less competition. The key to a company's financial success is the client loyalty to that brand. Because of this, rewarding brand loyalty is an effective brand management strategy. (Wilson, 2007)

1.1. Brand Awareness and Brand Image:

One of the crucial factors that influences how university students behave and how recently graduated individuals behave when pursuing their education at a higher level is brand awareness. What we mean when we talk about brand awareness is the capacity to recognise, recall, and identify a brand from others.

The objective of generating repeat purchases by clients is being significantly helped by brand awareness. Along with ensuring that consumers are aware of the brand, the objective is to get them to connect it to a specific product in order for it to have a strong impact on their purchasing decisions. Research from past studies has shown that brand awareness improves the brand's reputation. It will be easier to develop a favourable opinion of a particular company when people are more familiar with that brand. (Mulyono, 2016)

1.2. The branding of Higher Education (University):

A potential student's first and strongest impression of a school is its brand. A university's reputation suggests that its graduates will have strong career prospects and obtain an education of a specific calibre. In the sphere of education, a service is more than simply a collection of features; it's a sophisticated arrangement of advantages that meets the particular requirements of each and every client. Client satisfaction is crucial for brand equity. A potential student's view of the business is also influenced by the brand's reputation and appearance. Maintaining a positive public image is necessary to win the trust of college students as a target market. This makes going back to school beyond the typical four years required for a bachelor's degree a devoted commitment.

Positive brand perception may be crucial in lowering the risk of providing such a service, particularly in the university setting where quality reviews after consumption are so prevalent. Therefore, the ability of a great brand to reduce stress and simplify selection is crucial. To put it another way, the brand serves as a differentiator and provides guidance to customers on how to make a purchase.

The evaluation of the university's educational quality and, as a result, how the public views the institution are influenced by a wide range of other elements. There are many factors to take into account, including staff qualities, location, firm size and history, and bilateral agreements. Many educational institutions have been seen to utilise a brand management strategy to improve their market position. Last but not least, the university's reputation in the community and industry have an impact on how its brand develops. (Vukasović, 2015)

1.3. Perception of Branding in Higher Education Service:

Similar to other professional services, evaluating a higher education institution's offer is a challenging task that cannot be completed until the service has been used. In order to reassure students about the dependability of the service before they commit to using it, branding is highly appreciated by marketers.

Individuals frequently take into account a university's reputation and brand when they think of it, both of which are made up of the ideas that people have formed through time. It aids in establishing an emotional connection between the institution and its constituents as well as aids in explaining the organization's underlying principles. A university's reputation is influenced by a variety of external factors, such as the calibre of its faculty and administration, its location and size, the length of its existence, and its participation in foreign exchange programmes. (Nagwa El Gazzar, 2012).

2. LITERATURE REVIEW:

According to Pragya P. Harsha and Smita Shah's (2011) research on "Creating Brand Value of Higher Education Institution", environmental changes have an impact on how higher education institutions operate, which has led to a rise in the importance of higher education branding across both private and public institutions. They claim that since education is a service, its branding is determined by the impressions that users have of it. The emphasis that the higher education institutions must now place on producing value.

Karen E. Hinton (2012) in her studies *A Practical Guide to Strategic Planning in Higher Education* has shown that many people working in the field of higher education are not aware of the elements that make up a strategic plan or what is needed to put one into action and keep it going. According to the author, her study will outline the components of a successful process and offer a practical overview of what strategic planning at the post-secondary level should entail. The author also emphasises the use of the Gap Analysis technique in the implementation of any strategic



plan because, in her opinion, Gap Analysis creates an atmosphere in which department or division goals or initiatives can reach the strategic or institutional level.

[Karen E. Hinton (2012),—A Practical Guide to Strategic Planning in Higher Education| ISBN 978-1-937724-13-9.]

Myroslava Hladchenko (2013) in his study talks about four higher education institutions-Johannes Gutenberg University Mainz, Münster University of Applied Sciences (Fachhochschule Münster), Cologne University of Applied Sciences (Fachhochschule Köln), and Montan University Leoben. In his research on “Balanced Scorecard: A Strategic Management System of the Higher Education Institution,” he prepared a comparative analysis using the Balanced Scorecards model.

[Myroslava Hladchenko (2013) Balanced Scorecard – a strategic management system of the higher education institution| published in International Journal of Educational Management, Vol. 29 Issue: 2, pp.

(Charles Dennis, 2017) Finding new students is one of the main problems facing institutions in the intensely competitive higher education industry of today. Not just when they are enrolled in the programme, but also after they have graduated, HEIs must maintain contact with their students. Little earlier research has been done on the value of great branding and how it affects academic institutions. This study aims to add to a field that hasn't received much attention by looking at the importance of brand qualities in the context of the higher education industry.

3. Objectives of the Study:

1. To identify the best practices in Higher Education and their impact on brand image of the institute.
2. To understand the perception of students for a good educational brand and its impact on the admission process.
3. To find out the core competencies of the Higher Educational Institutes and its impact on the Brand Image.

4. Hypothesis of the Study:

- 4.1. Hypothesis 1- H01- There is no significant impact of best practices in higher education on brand image of the institute.
- 4.2. H11 - There is significant impact of best practices in higher education on brand image of the institute.
- 4.3. Hypothesis 2- H02: There is no significant association between student's perception of a good educational brand and the admission process of the institute.
- 4.4. H12: There is a significant association between student's perception of a good educational brand and the admission process of the institute.
- 4.5. Hypothesis 3- H03: There is no significant impact of Core Competencies on the Brand Image of Higher educational Institutes.
- 4.6. H13: There is a significant impact of Core Competencies on the Brand Image of Higher educational Institutes.

5. Research Methodology:

This article covers methods, measurements, ethical issues, data collection, and analysis. In the context of academia, research is an intellectual endeavour. According to researchers, the research process entails describing and redefining problems, coming up with hypotheses for potential solutions, acquiring data, drawing conclusions, and testing the findings to see if they support the hypotheses.

5.1. Research Design:

The best method to adopt for a specific set of research aims and circumstances is determined by the study design. A methodical strategy for culling data and analysis can be developed using the research questions that were posed at the start of the project. This report intends to investigate the brand image of university education and students using a descriptive research design. A descriptive study can be carried out in a variety of ways, both qualitative and quantitative. In this study, researchers used both quantitative and qualitative approaches. It uses a combination of approaches. Determining the investigation's aims and objectives, as well as collecting and analysing participant data, are critical steps in the research process. This study's emphasis is on “Brand Image of University Education and Students”. In the figure, the study plan is given below:

5.2. Research Approach:

The most crucial element of any project is the methodology. The objectives of the study will determine the best research strategy. The best way to evaluate “The study of the Investigation on Brand Image of University Education and Students” is to use a descriptive survey research method. The usage of already-developed questionnaires will be used to

collect data. When responding to the survey, respondents have the option of selecting between structured and open-ended questions.

5.3. Sample and sampling technique:

To sample is to choose a portion of a larger group in order to draw conclusions about the target population. There are two different kinds of sampling methodologies: probability sampling and non-probability sampling. Since a random sample is taken at random from the entire population, selecting one from a target population is known as probability sampling. Instead, non-probability sampling chooses the sample population to ensure that the representative sample is not skewed. The study used purposeful sampling in its qualitative analysis because its objective was to investigate the phenomenon of compliance techniques employed by businesses to analyse the Brand Image of University Education and Students.

5.4. Methods and Tools used:

The data was compiled through a survey. In social science, there are many ways to gather data, and surveys are one popular method. Every survey makes an effort to use a representative sample to characterise or explain the characteristics or opinions of the population. To analyse the report on the brand image of university education and students in the selected individual, checklists were developed. The survey information was gathered from key employees and leaders.

5.5. Sample size:

Total sample size is 70.

6. Data Analysis:

In order to find and highlight crucial information for decision-making, inferences are produced from raw data in data analysis. The data preparation process, which includes the phases of data entry, editing, and coding, requires a previous round of data analysis. It's critical to ensure that the data you receive is correct and that software tools can be used to analyse it quickly. These data were entered into a spreadsheet in order to conduct the study. Each respondent's responses were assigned a numerical value before being recorded into a spreadsheet to help identify them. Using the SPSS toolkit, the data was analysed and modelled. Data from this study were analysed using the statistical programme SPSS 26.0. The percentage method, average/mean scores, standard deviation, ANOVA test, and other statistical techniques were used to analyse the important data. By using percentage analysis, the most crucial aspects of the study were brought to light. A useful tool for comparing and analysing pertinent data is percentage analysis. This is the easiest method to employ to convey any and all information that is required. The gathered data allows for the ability to view the broader picture. Graphs are frequently used to make percentage analyses more visually attractive.

6.1. Test:

1. "In this part, we have defined the test for independent and dependent variables": "ANOVA Test"
2. If a sizable discrepancy in the population mean is discovered, the parametric test uses a one-way ANOVA analysis of variance to investigate the means of two or more independent groups to determine what is going on. The "variables" in this test are referred to as "Dependent variable" and "Independent variable" (also known as a factor or variable of grouping).
3. Depending on the value of this variable, instances are separated into two or more distinct levels. In statistics, a one-way analysis of variance is represented by the letter F. It is possible to analyse an independent variable with k groups using the F statistic. For all of the F statistical components, the F statistic is more frequently employed than the paired or independent sample t-test.

6.2. Significance level:

The level of statistical significance was predetermined. The value of 0.05 is utilised initially.

Research Objectives:

To how students are affected by the university's brand image

Hypothesis:

Null Hypothesis: The brand image of a university education has a tremendous impact on students.?

Alternative Hypothesis: The university's brand image has no discernible effect on education or students.

Result:

A complete justification for how the survey results should be interpreted. In the study, analyses of variance (ANOVA) were employed. ANOVA is used to demonstrate the link between variables when there are more than two, with one variable acting as the independent variable and the other as the dependent variable. It is used to determine whether there is any impact of the brand image of university education on students.

ANOVA			
	Mean Square	F	Sig.
Beautification and size of campus & effects on the Brand of the Educational Institute	8.787	5.149	.001
Strong Attendance of student and effect on brand	4.827	2.675	.039
Placement of students and effects on brand	15.422	10.262	.000
Various specialisations and effect on brand.	8.002	5.450	.001
Profile of teachers and effect on brand	10.925	7.595	.000
Teachers and student's ratio and brand effect	2.439	1.045	.391
Huge academic in fractures and brand image	4.579	2.918	.028
International students exchange programme and brand image	1.708	.879	.482
Age of the institution and its brand value	4.017	2.117	.089
Location of the institution and its brand value	5.526	2.753	.035
Wide alumni network and its brand image	2.838	1.493	.214
Carrier advancement and growth to employees and its brand	2.574	1.208	.316
CTC from placement and its brand	8.192	3.935	.006
Students skill development programme and brand.	12.524	9.572	.000
Strong communication channels and automation and brand image	13.135	8.034	.000
Performance measurement and accountability effect on brand image	6.184	4.252	.004
Ranking of the institutions and its brand	6.067	2.722	.037

The above table discusses the ANOVA test on think that there is any Impact of the Brand Image of University education on students. In Building size/largeness projects the Brand of the Educational Institute, its F value is 5.149 and Sig. value is 0.00. In an institute reflects on rigid attendance structure, it is a branded Educational Institute, Its F value is 2.675 and Sig. value is 0.03. In The teaching aids/methods used in an institution decides on branding an educational institution, Its F value is 10.262 and Sig. value is 0.00. In The number and kind of specializations and Facility offered, projects the Brand of the educational institute, Its F value is 5.450 and Sig. value is 0.00. In High standard/ quality of teaching staff creates a Brand name to the education institution, Its F value is 7.595 and Sig. value is 0.00. In A Branded Educational Institute will always have a low student-teacher ratio, Its F value is 1.045 and Sig. value is 0.39. If the campus is huge and attractive, the Education institution is branded, Its F value is 2.918 and Sig. value is 0.02 If an Institute has Student exchange programs with international business schools, do you perceive it to be a branded Institute, Its F value is 0.879 and Sig. value is 0.48. In If the institute has been in existence for quite a long period, do you consider it a good brand institute, Its F value is 2.117 and Sig. value is 0.08. In The Institute is branded or not depending upon the city where it is located, Its F value is 2.753 and Sig. value is 0.03. If an institution has a strong alumni network, do you consider it a branded educational institution, Its F value is 1.493 and Sig. value is 0.21. In Branded institutes provide fair amount of compensation and benefit, Its F value is 1.848 and Sig. value is 0.13. In Branded institutes give scope for career development and growth opportunities, Its F value is 1.208 and Sig. value is 0.31. In Quality of placements decides whether an institute is branded or not, Its F value is 3.935 and Sig. value is 0.00. In Branded institutions give scope for students' soft skill/ communication skills developments, Its F value is 9.572 and Sig. value is 0.00. In Branded institutes provide support and opportunity for research work, Its F value is 0.816 and Sig. value is 0.52. In Transparency and clarity is maintained in internal communications in branded institutes, Its F value is 8.034 and Sig. value is 0.00. In Branded institute maintains fairness regarding performance management and accountability issues, Its F value is 4.252 and Sig. value is 0.00. In Rankings and reputation define an institute to be branded, Its F value is 2.722 and Sig. value is 0.03.



7. Discussion:

The Investigation on Brand Image of University Education and Students has been determined using a number of different techniques. Here the researcher used a descriptive research strategy to compile data and statistics for the current study. The descriptive research design depends on the interpretation of various facts and statistics. Primary and secondary sources of data and information were both used in this investigation. The primary data was gathered via an organised questionnaire. The researcher was able to collect the most pertinent data possible because this questionnaire included both closed- and open-ended questions. The survey was done online using a form that was distributed to the respondents because it was not possible to physically collect the responses.

Additionally, the researcher used secondary sources to gather data. The current study drew on previously published papers and articles for additional data. Various publications in periodicals, online books, and other websites have also identified specific investing tendencies. The sample size for this study was chosen while keeping in mind the restrictions on sample collection. This study used a sample of 70 people who were involved in the education industry. These individuals, whose ages ranged from 21 to 45, have been taken into account. For this study, the researcher chose convenience sampling. The sample techniques used made it easier to gather data and information for the current research.

8. Conclusion:

The analyses' findings led us to the conclusion that students' decisions are significantly influenced by the reputation of the university's brand. Image and reputation are becoming increasingly important in the fields of marketing and public relations. The results of our poll show that a brand's capacity to attract new pupils is significantly influenced by its reputation. More and more academic institutions are emphasising the need for marketing-related curriculum in their curricula. Due to this, a lot of colleges have started investing in marketing campaigns to set themselves apart in the higher education market.

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