

An empirical study on factors affecting branding of Higher Education Institutions of Nagpur City

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Abstract:

A reduction in risk and complexity is linked with making a purchase decision because of the guarantee of quality, origin and performance for the customer. In addition, the notion of brand management has gone well beyond the realm of the conventional consumer products marketer. Companies of all types and sizes are relying more and more on the power of their brand identity. The goal of this article is to identify the elements that contribute to the branding of Nagpur's higher education institutions. A p-value of less than 0.05 (p 0.05) indicates that advertising strategies of college have a significant impact on influencing college enrollment.

Keywords: Advertising, Branding, Higher Education Institute, etc.

1.1 Introduction:

In order for a company's brand to develop, it must fully comprehend and control every component of its network. In addition to distinguishing a product or service experience meaningfully for the consumer, a good brand ecosystem may also build excellent brand equity for the manufacturer," he said. These days, brands play a key role in helping businesses succeed and enabling individuals to have happier, healthier lives.

As long as it contains recognizable characteristics, such as a name or logo. When it comes to products and services, a specific brand's offerings are unique from those supplied by its competitors. Consumers who buy a certain brand may also show their uniqueness and raise their self-esteem by virtue of the product's symbolic importance, in addition to gaining the maximum value from the product's instrumental meaning (Slaughter et al., 2004). Firms are held accountable for the relevancy of the primary message communicated to the public through the adoption of brands.

Creating a brand image or a brand statement is a way for firms to convey their message to customers. A company's reputation might be harmed if the information provided is inaccurate (Crane, 2001). To put it another way, "Brands are a combination of practical and emotional principles. This is particularly true for physical items with a company's name or emblem where quality may be better managed.

1.2 Brand Positioning

"Position" generally refers to the specific location of a thing in relation to its surroundings. To strike a balance between "points of parity," or "brand sameness," and "points of difference," or "brand differentiation," American economist Chamberlin observed a significant challenge in the early 20th century⁴¹.

There are several ways to think about what it is to be "good," according to Callon et al., Meadel et al. and Rabeharisoa (2002)⁴². More than ever before, the importance of a company's brand positioning cannot be overstated (Hem & Teslo, 2005) ⁴³. (2003: 44) Ries and Trout Why??" is the most common question people ask. Our society has become excessively dependent on communication, which is why this has happened..

2. Literature Review:

Schoenfeld and Bruce (2005) performed a survey of business schools for the Graduate Management Admission Council (GMAC). Research regarding prospective students' perceptions on numerous sources used to assess top business schools was sorted into three categories. To pique people's interest in business schools, many forms of media were used.

School districts, college campuses, and news organizations

Although business school websites and communications with prospective students were included as school sources, personal

sources included word-of-mouth advertising and media sources included rankings given by media.. Media outlets were significantly less regulated than educational resources.

According to a separate survey, prospective students and administrators (the administration of b-schools) had different preferences in which b-schools they wanted to attend as graduates. A set of nine predetermined criteria guided the investigation. The following was the order of importance for potential students while looking for a graduate business school:-

- 1) Curriculum,
- 2) Cost of Programme,
- 3) Careers,
- 4) School Background,
- 5) Applications,
- 6) Enrollment,
- 7) Faculty,
- 8) Class Profile, And
- 9) Alumni While the Administrators Preferred-

Despite the fact that both groups emphasized the importance of a well-rounded education, there were significant discrepancies between them. Prospective students rated class profile information (such as age, citizenship, the number of women, and the percentage of people of color) eighth in their study, whereas schools ranked it third.

3.1 Research Objectives:

1. To understand the factors affecting Branding of Engineering Institutions.
2. To propose a model for Branding strategies for Engineering Institutions resulting in the Brand tactics yielding the successful promotional campaigns.

3.2 Research Hypothesis:

H0: Traditional promotional campaigns and Advertising tools are not very effective in Branding the Engineering Institutions.

3.3 Research Design:

A study design is a detailed plan defining the procedures to be followed in collecting and analyzing the data. This framework acts as a guide for collecting and analyzing data. Research might be exploratory, descriptive, or informative. Using a descriptive study approach, the elements influencing engineering institution Branding have been described.

3.4 Sampling Technique:

Data from engineering students and college representatives was gathered using a straightforward sampling strategy in the current study. 350 students participated in the study.

3.5. Data Collection:

Students and representatives of engineering institutions filled out a standardized questionnaire to gather primary data for this study..

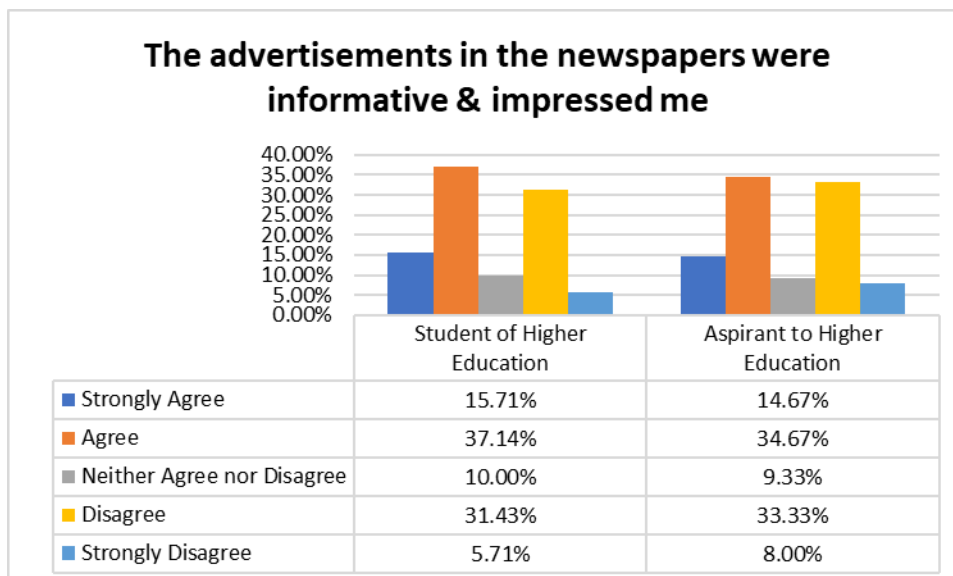
3.6 Rationale behind the study:

As a result, buyers have a greater sense of value in their purchases, which decreases risk and complexity in making a buying decision. As a result, the notion of brand management has gone well beyond the conventional marketer's reach. Brands are also becoming more significant for a broad variety of firms in a wide range of industries. The vast majority of the time, brands are created to transmit a company's image or message in a favorable manner" (Crane, 2001).

All types of intellectual property protection, such as copyright, trademarks, and patents, make this a legally protected mark. In addition, customers may save time and money by relying on brands to assist them locate high-quality products and services (Stone and Desmond, 2007). Branding also helps to create a relationship between the organization and its consumers. Consequently, buyers may grow to connect the brand's identity with it. It's no secret that branding has become a more important part of business schools' operations.

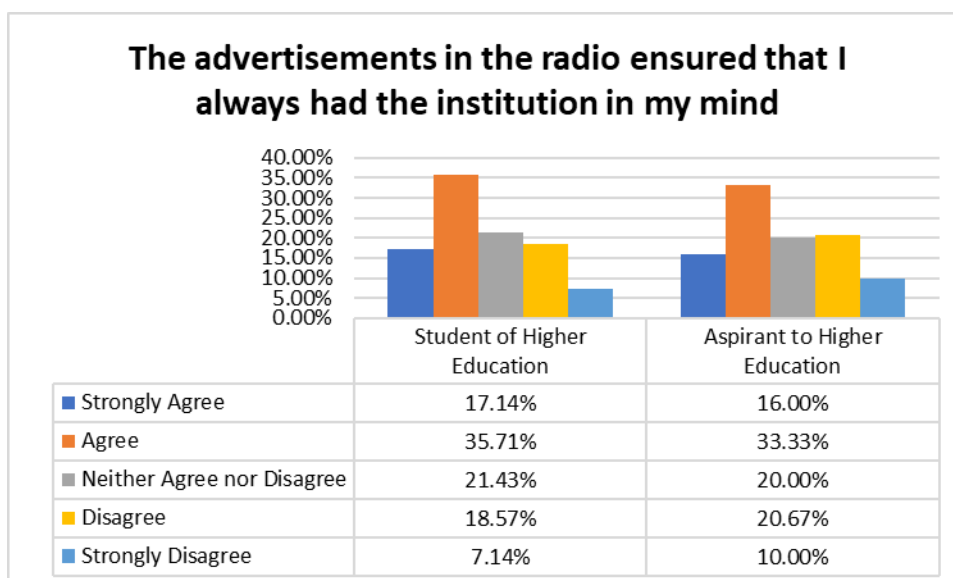
4. Data Analysis:

The data collected through structured questionnaire has been analyzed as follows:



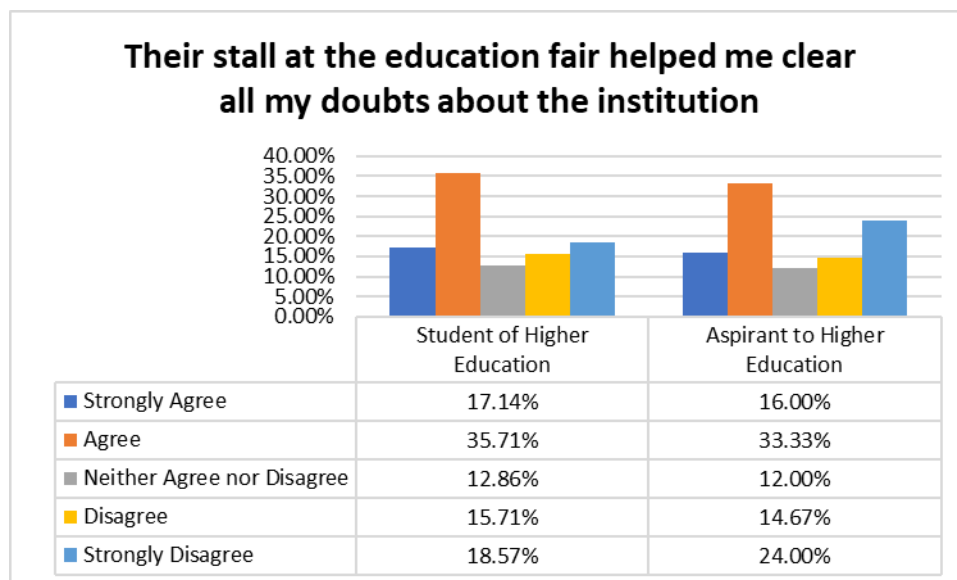
Interpretation:

A large percentage of the participants, 15.71 percent, are women. Aspirants to higher education (14.67 percent) and students (37.14 percent) make up the majority of those ranked in the top three. Aspirants to higher education (34.67 percent) and students (34.67 percent) are ranked second and third, respectively. The aspirant to higher education (31.43%) and the student of higher education (9.33%) are the only two groups who do not agree on the third point. Students in higher education (33.33 percent) and aspirants to higher education (5.71 percent) disagree on the fourth ranking. Not only is position 5 for higher education students incorrect, but 8.00 percent is the aspirant to higher education who accesses the college for higher education's online advertising and is really amazing.



Interpretation:

The vast majority of those who took the time to answer the survey (17.14 percent) are The aspirant to higher education (35.71 percent) comes out on top in rank one, with 16.00 percent of those polled strongly agreeing. The aspirant to higher education (33.33 percent) ranks second, followed by the student (21.43 percent). neither agree nor disagree in rank 3 for students of higher education, (20.0% percent) is the aspirant to higher education, (18.57 percent) are Students in higher education (20.67 percent) and aspirants to higher education (7.14 percent) are in disagreement on the fourth ranking. Those who access and listen to a college's radio advertising for higher education are those who rank fifth among prospective students of higher education, with 10.00 percent of the vote.



Interpretation:

The majority of those who took the survey, or 17.14 percent, are Aspirants to higher education (16.00 percent) and students (35.71 percent) make up the majority of those who agree with the rankings. The aspirant to higher education (33.33 percent) and the student in higher education (12.86 percent) are in agreement with the second and third places, respectively. Students (12.00 percent) and aspirants (15.71 percent) in rank 3 of higher education are equally divided on whether they agree or disagree with this statement: There is disagreement in position 4 for the higher education student, (14.67%) the aspirant to higher education, and the remaining 18.57% are Aspirants to higher education (24.00 percent) are not ranked in the top five for the student of higher education, despite accessing the stall that helped many students answer their questions about a particular institution..

Hypothesis Testing:

It was found that traditional marketing campaigns and advertising tools are not very effective in branding engineering institutions. To test this hypothesis, a one-way ANOVA test was applied using the likelihood of taking admission in particular engineering college as a fixed factor and factors representing source of information about the institution as dependent variables, which yielded the following findings:



ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Advertisement in TV	Between Groups	846.476	4	211.619	614.032	.000

	Within Groups	170.596	495	.345		
	Total	1017.072	499			
	Between Groups	655.318	4	163.830	468.734	.000
Advertisement in Radio	Within Groups	173.010	495	.350		
	Total	828.328	499			
	Between Groups	619.594	4	154.898	375.363	.000
Advertisement in Newspapers	Within Groups	204.268	495	.413		
	Total	823.862	499			
	Between Groups	576.565	4	144.141	504.786	.000
Alumni	Within Groups	141.347	495	.286		
	Total	717.912	499			
	Between Groups	609.900	4	152.475	447.526	.000
Campus visit	Within Groups	168.650	495	.341		
	Total	778.550	499			
	Between Groups	924.135	4	231.034	615.931	.000
Current student of College	Within Groups	185.673	495	.375		
	Total	1109.808	499			
	Between Groups	814.317	4	203.579	626.865	.000
Education Fair	Within Groups					

	Within Groups	160.755	495	.325		
	Total	975.072	499			
	Between Groups	557.991	4	139.498	936.176	.000
Events on campus – Science Exhibitions	Within Groups	73.759	495	.149		
	Total	631.750	499			
	Between Groups	846.896	4	211.724	1091.087	.000
Friends/Class mates	Within Groups	96.054	495	.194		
	Total	942.950	499			
	Between Groups	738.652	4	184.663	749.576	.000
High school teacher	Within Groups	121.946	495	.246		
	Total	860.598	499			
	Between Groups	673.995	4	168.499	1090.183	.000
Parents	Within Groups	76.507	495	.155		
	Total	750.502	499			
	Between Groups	809.878	4	202.470	860.648	.000
Relatives	Within Groups	116.450	495	.235		
	Total	926.328	499			
Visits by College members to school	Between Groups	613.358	4	153.339	542.690	.000

	Within Groups	139.864	495	.283		
	Total	753.222	499			
Printed Information Brochures	Between Groups	638.071	4	159.518	440.949	.000
	Within Groups	179.071	495	.362		
	Total	817.142	499			
Transport – Boards	Between Groups	677.738	4	169.434	551.327	.000
	Within Groups	152.124	495	.307		
	Total	829.862	499			
Consultancy	Between Groups	790.674	4	197.669	988.863	.000
	Within Groups	98.948	495	.200		
	Total	889.622	499			
College Website	Between Groups	760.651	4	190.163	1127.302	.000
	Within Groups	83.501	495	.169		
	Total	844.152	499			
Online Advertisements	Between Groups	780.137	4	195.034	1083.976	.000
	Within Groups	89.063	495	.180		
	Total	869.200	499			
Social Networking sites like facebook	Between Groups	833.384	4	208.346	777.071	.000
	Within Groups	132.718	495	.268		
	Total	966.102	499			

Figure 2 provides the F-value and significance value (p value) of traditional advertising that influences the choice of particular engineering college: Radio Advertisement, Newspaper Advertisement; Alumni; current students; campus visits; education fairs and events on campus; friends; high school teachers; parents; relatives, printed brochures; transportation and consultancy, websites; online advertising and social networking. e.g. In light of these findings, it may be said that "conventional promotional efforts and advertising methods are not particularly successful in branding engineering institutions."

5. Conclusion:

As a result of the aforementioned investigation, Applicants prefer to study at a college or university situated in a well-developed metropolis rather than an institution that is located near to their home. Entrants are more interested in checking out the institution's website for information than they are in listening to the radio. In the Teacher/Professor dimension, students are more interested in learning under the leadership of experienced professors than in attending seminars on the most recent issues. Radio Advertisement, Students, alumni, teachers, parents and other family members, as well as printed and online brochures, transportation, consulting, websites, social media advertising, and other methods of college advertising have a p-value of less than 0.05 ($p < 0.05$), indicating that college advertising has a significant impact on the recruitment process..

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