

Examining the Perception on branding and brand management of Higher Education Institutions and it's role by using Social Media A focus study on Higher Education Institutions of Gujarat

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ABSTRACT

This research exam in the impact of social media on higher education institutions - A deep study of influences, perceptions of branding and brand management with the focus study on higher education institutions of Gujarat.

The Data were collected using structure questionnaire. The Data was collected from 463 students of higher education institutions across gujarat state with the aid of SPSS software, correlation analysis and regression coefficients were used to examine the data collected. Through Pearson correlation analysis. It was evident that there was a strong positive correlation ($r = 0.793$, $p < .001$) showing higher perceptions of branding significantly associated with stronger brand management scores. Through regression analysis describe 62.8% of the variance in Brand Management ($R^2 = .628$, $p < .001$), indicating a strong predictive ability.

KEYWORDS

Social Media, Branding, Brand Management, Higher Education Institution

INTRODUCTION

People form opinions based on appearances, as the design and title of a book significantly influenced its demand. The way something seen often determined whether it concerned attention or was ignored. This concept extended to the business world through branding. Branding allowed businesses to be obvious and be recognized. Whether through a logo, a catchphrase/slogan, or a familiar tune, it created an instant connection with consumers. Visual and auditory prompts evoked emotions and built excitement, increasing the desire for a product. This process worked like a mental imprint, making the brand memorable and influencing purchasing decisions. Over time, the role of branding evolved. Originally, a brand was simply a name or label used to identify a product. As businesses expanded, branding became more than just identification—it shaped consumer perceptions, built trust, and influenced how people remembered and interacted with a company. As given by the American Marketing Association, the brand was defined as “a name, term, sign, symbol or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler, 2000). Keller (2003) also stated that “technically speaking, then, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand”. In his view, these definitions of brands held a simple and clear function as identifiers, however, the brand definition holds today a much more meaning than the definition stated before. In research, brand management created a significant interest among researchers. One of the

most effective ways of value building for a service or a product was meant to be brand management and that can be resulted in a sustained invaluable benefit.

Kapferer (1992) stated that brands were vital to consumer-oriented businesses. Brands play an important role in communication, education and also in decision making. According to the author, brand was perceived as a logo of quality which guided the consumers and influenced the choices of purchase. In the globalization era, brands were the crucial motivators of a business's monetary value and position in the market. It became one of the most invaluable assets in contemporary business. The basis of the customer relationships, connections between the firms and customers alongside of economic generation was the brand management. A well-established brand builds the loyalty of the customer or the consumer by both rational and emotional factors. The main attributes of a business encompassed all the tangible and intangible factors of the brand. Brand management gained an important place in the changing global market and in the competitive sectors. The effectiveness of brand management guarantees product differentiation, strengthens loyalty and preferences of the customers and also increases the market share. The sole aim of any industries should be recognized as the establishing and managing a brand with a critical source of competitive benefit (Aaker, 1997).

Figure 1

Flowchart on the Impact of Social Media on Branding



Consumers look for brand/product information, then explore various brand options, then analysed a few brands, and finally make a decision based on their needs. According Vollmer, C. & Precourt, G., (2008), radio and TV advertisements were considered as old era medias and demands more media variants. Consumers increasingly use social media for quick and convenient information access and purchasing decisions. Users communicated online at an exploding rate, according to Mangold and Faulds (2009). Social media has been strategically designed to provide consumers with timely and relevant information. Consumers have the most control on social media since they can research, watch reviews, and evaluate things from home. It was more interesting that consumers trust social media more than business-sponsored communications regarding services and products via the promotion mix (Foux, 2006). The internet has tones of data. Social media has a significant impact on customer

behaviour, including awareness, information gathering, buying behaviour, thoughts, and post-purchase communication (Mangold and Faulds, 2009). Social media allowed the public to communicate and express themselves, making it an important part of our daily lives. Li et al. (2007) found that young people utilized the social media multiple times a day. Social networking networks let them stay in touch with friends and family. Social networking sites help young people connect with each other instantly. They also search and connect with seller profiles on this network. Infrequent users distrusted these sites. According to Lea et al. (2006), defined "social network as a set of people, organizations or other social beings, associated by a set of socially meaningful relationship such as friendship, co-working or information exchange, and interaction to better achieve desired outcomes by sharing expertise, resource and information".

Theoretical Review of Literatures

Higher Education

Man is a precious resource, but without proper education, his inherent potential remains hidden. Education is the key that unlocks this treasure, allowing individuals and society to benefit. Like steel that gains strength through refinement, humans develop through guidance and learning (Cyrus, 2008). As Dr. A.P.J. Abdul Kalam stated, learning fosters creativity, which leads to thinking, knowledge, and ultimately, national greatness. Education is the transmission of civilization and the foundation of a knowledge-based economy. The 21st century will be dominated by knowledge, and only nations that understand and cultivate knowledge societies will thrive. True education seeks truth and transforms individuals into enlightened, valuable members of society. University education today aims to nurture informed citizens for peace and prosperity. A strong education system is essential for economic growth, as innovation in agriculture, industry, and services drives national development. While primary education builds the base, higher education and universities provide the competitive edge. Future global power will depend more on intellectual assets than on military strength or natural resources.

According to Federation of Indian Chambers of Commerce and Industry (2006) report, over the last two decades, there has been a growing awareness of education's function and responsibilities. This has led to concerns regarding the organisation and administration of educational systems in various countries. The shift from elitism to popular participation in education may have triggered this fear. As primary and secondary education became universal in industrialised nations, higher education became a part of mass education initiatives.

Higher Education Institutes in Gujarat

According to the Gujarat Infrastructure Development Board (GIDB) fact file report (2025), Gujarat boasts a robust higher education system comprising over 900 institutions, including universities, colleges, and research centers. These institutions collectively educate approximately 551,398 students. The state is home to approximately 20 universities, which play a pivotal role in shaping the educational landscape. These universities offer a diverse array of programs across various disciplines, contributing significantly to the state's academic and research endeavors. The GIDB's fact file underscores Gujarat's commitment to fostering a knowledge-driven society by providing accessible and quality education through its extensive network of higher education institutions.

The article "The Gujarat Model of Higher Education" from Higher Education Digest highlights Gujarat's transformation into a prominent education hub in India. With 76 universities, 2,275 colleges, and 308 standalone institutions, the state educates approximately 153,400 students domestically and internationally. Gujarat's higher education institutions have

shown consistent improvement in the National Institutional Ranking Framework (NIRF), with three universities recently entering the top 100 list. The state's emphasis on entrepreneurship, supported by cultural factors and government initiatives, has cultivated a thriving ecosystem for innovation and skill development. Institutions like Pandit Deendayal Energy University exemplify this model by integrating cutting-edge digital infrastructure and hybrid learning approaches, fostering research and education (Higher Education Digest, 2022).

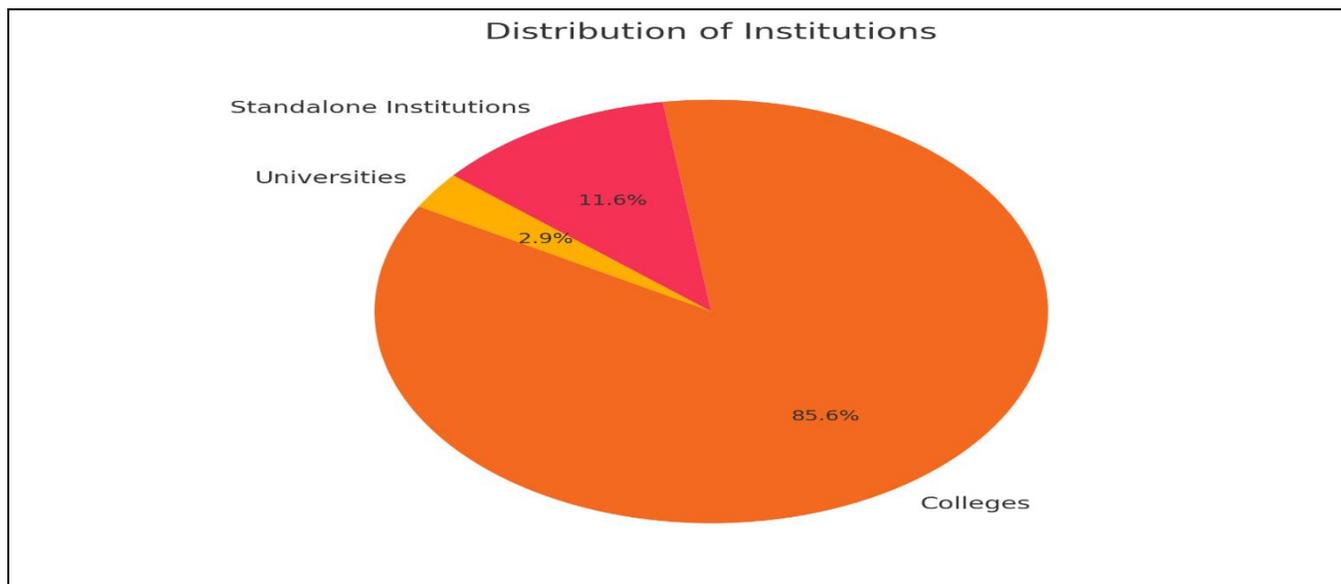


Figure 2 (Source: Higher Education Digest, 2022)

BRANDING

The name 'Brand' originates from the Old Norwegian term 'Brandr', which signifies the act of burning. This pertains to the training of residents in that region who would brand their possessions, such as animals and equipment, with a scorched emblem. This sentence has gained numerous abstract meanings. Keller (2008) defines a brand as a name, symbol, design, or a mix of these elements that identifies products offered by a certain provider or multiple suppliers. This identification facilitates the differentiation of these products from others present in the marketplace. In Morel's (2003) research, "brand" was defined as a promise, whereas McNally and Speak (2004) suggested that a brand may be perceived as a trust-based connection. Temporal (2000) asserted that the constant application of symbols or logos by enterprises leads to the creation of a distinctive and recognisable identity among current and potential consumers.

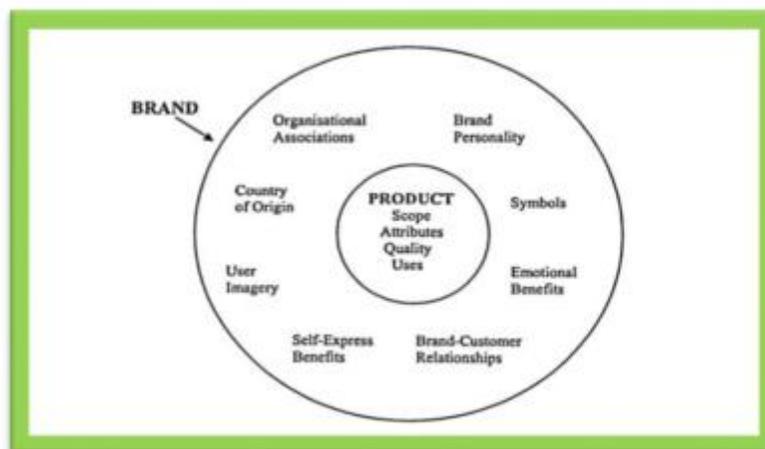


Figure 3 Relationship between Brand and Product (Aaker, 1996)

A brand encapsulates all elements that differentiate a company's products or services from competitors. This may be denoted by a name, symbol, logo, design, or concept. It was essential in distinguishing the company from its competitors. The American Marketing Association (AMA) defines a brand as “a name, term, sign, symbol, or design, or a combination thereof, utilised to identify goods or services and distinguish them from competitors.” These distinctions may be practical, emotional, or symbolic, influencing the brand's execution or representation (Kotler and Keller, 2013).

Etzel, Walker, and Stanton (2006) described a brand as “a name or mark designed to identify the product of a specific seller or group of sellers and to distinguish the product from competing offerings.” A well-recognized brand in the marketplace is more likely to garner sustained client loyalty and maintain its reputation over time. Revoyr (1995) and Lamboy (2011) asserted that a firm may license its name, corporate logo, or brand name to leverage its reputation with potential customers (Revoyr, 1995; in Lamboy, 2011). Etzel, Walker, and Stanton (2007) asserted that “The reputation of a brand also affects customer loyalty among purchasers of services and both business and consumer products.” Wunderman (1999) asserts that consumers must not only recognise a specific brand but also be confident that it will meet their personal requirements, encompassing aspects from packaging to the time of purchase, repurchase, and post-sale support and communication. Pinar et al. (2011) asserted that “the brand's identity constitutes the DNA of the entire ecosystem, ultimately determining brand equity.” Each component of an organization's system must be comprehensively understood and effectively managed to enhance a brand's influence.

BRAND MANAGEMENT

When it comes to the 21st century, brands need to be effectively accomplished by the vendors for their success. Brand management is “the designing and implementing of marketing activities and programs to build, measure, and manage brand equity to maximize brand value”. Kotler and Keller, (2013) declares that there are four steps in process:

- Finding and positioning your brand
- Everything that leads up to and implements brand marketing
- Measuring and interpreting your brand's performance
- What does it mean to grow and sustain brand value

Branding is significant when numerous rivals provide comparable products or services in the market. It helps grow the identity and demand of goods and services, which makes them more familiar and valuable to the customers. And it's important for merchants to assure Customers clear product benefits and usage for them to understand the value.

Eppler and Will (2001) describe that “branding typically refers to product branding, where products are marketed and sold under a unique visual and verbal identity, such as the decision whether to label a product as a brand or a house brand”. Despite the vast body of work available on branding, corporate and service branding are still fairly new in research and practice. Corporate branding is also closely related to reputation management, and refers to the process of promoting the name of a corporate entity as a brand. It aims at consumers — along with shareholders and the public. In contrast, service branding concentrates on encapsulating services within one brand identity, increasing familiarity amongst existing and prospective customers (Gregory, 1997).

According to Chernatony (2001), “Brand marketing should be a visionary and cross function process that puts value in” To enable firms with various brands to manage their brand portfolios, Schreiber (2002) proposed the master brand method, a generic framework for all industries. He pinpointed two main elements behind brand decision-making: “the level of fear, uncertainty, and doubt at the time of purchase and the complexity of the buying decision. This framework can help organizations align their brand positioning & marketing communication efforts.

According to Kotler & Keller (2013), branding strategy of a firm can be defined as the number and nature of the brand elements that will be applied to the products. Branding, in this context, signifies the differentiating qualities of management institutes that draw students and stakeholders to them.

Model of Brand Management

Brand management is a strategic discipline focused on building, maintaining, and enhancing a brand’s identity, value, and relationship with customers. Various models have been developed to understand and guide this process effectively. Below are some of the most influential brand management models:

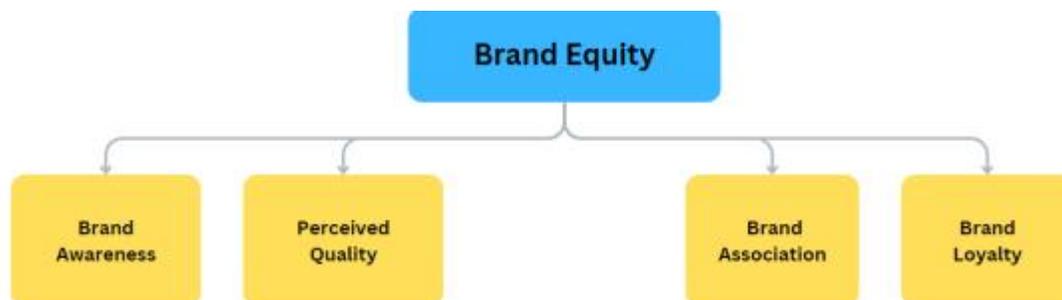
Aaker’s Brand Equity Model (Aaker, D, 1991)

The Aaker model was introduced in the 1990s by David Aaker, a former professor at the University of California. This influential model defines brand equity as a combination of a brand's awareness, loyalty, and perceived quality. These brand assets enable a company to increase the value of its products or services, which in turn benefits customers in several ways.

According to Aaker’s model, brand equity plays a critical role in helping customers:

- Learn, understand, and recall more information about a brand.
- Gain confidence in their purchasing decisions due to familiarity with the brand.
- Feel assured about the quality of the brand, which enhances overall customer satisfaction.

Key Components of Brand Equity According to the Aaker Model



Brand Awareness Brand awareness refers to the degree to which a brand is known among the public or its target audience. It is measured by several parameters:

- *Strength of the brand name:* How familiar are people with the brand?
- *Liking:* Are the associations people have with the brand mostly positive?
- *Purchase consideration:* Does the brand immediately come to mind when customers consider similar products?

Perceived Quality Although brand loyalty and perceived quality are not always directly correlated (some customers stay loyal out of habit), they are often connected. Perceived quality is assessed based on:

- The actual quality of the product and the reasons why customers buy it—is it fulfilling a real need, or is it simply more affordable or accessible?
- The level of differentiation: What unique benefits does the brand offer that competitors do not? For example, Nokia phones were long perceived as sturdy and reliable, enabling the company to maintain market presence even before adopting newer features like dual SIM or Android. However, in the long run, product features often outweigh perception.

Brand Associations This dimension refers to the extent to which a brand name evokes certain associations in consumers' minds, often through advertising or experiences. It includes:

- How strongly these associations help differentiate the brand from competitors.
- The role of these associations in influencing the buying process.
- Their ability to create positive attitudes and feelings towards the brand.
- The number of brand extensions in the market, as more extensions provide opportunities to expand associations.

Brand Loyalty: Brand loyalty provides several advantages for firms:

- It reduces marketing costs since retaining loyal customers is cheaper than acquiring new ones.
- It offers trade leverage because loyal customers represent a stable revenue source for distributors.
- Loyal customers help attract new customers by boosting brand awareness.

○ Loyalty provides companies more time to respond to competitive threats, as loyal customers are less likely to switch brands quickly. Additionally, loyalty is a sustainable advantage that competitors cannot easily imitate overnight.

Advantages of the Aaker Model

- Enhances the perception of product performance.
- Increases customer loyalty.
- Helps companies gain leverage when launching new products.
- Assists in differentiating brands from competitors.

This model remains a fundamental framework for understanding and building brand equity that drives customer preference and business growth.

Brand Perception

Perception of Brand Image

Brand image refers to the perception and overall impression that consumers hold about a brand, shaped by various factors and experiences. A strong and positive brand image is crucial for fostering consumer loyalty and driving brand success.

Characteristics of Brand Image

Competitiveness is essential for authentic brand success, requiring a dedicated team working together to exceed customer expectations and maintain an edge in the market. Brands must actively strive rather than rely on chance. Distinctiveness is equally important to create a unique brand identity; companies like Apple, Starbucks, and Domino's Pizza exemplify this by offering innovative products, consistent quality, and compelling reasons for customer loyalty (Parray, 2023).

Passion is a key driver of long-term brand success. Iconic figures such as Steve Jobs, Roger Federer, and Oprah Winfrey demonstrate how genuine enthusiasm motivates exceptional performance and connects emotionally with consumers, generating excitement around the brand. Consistency in quality and delivery further solidifies brand recognition and customer trust, encouraging repeat patronage (Parray, 2023).

Leadership plays a vital role in brand success. Strong leaders, like Steve Jobs for Apple, inspire and motivate both employees and consumers, embodying the brand's values and fostering a shared sense of commitment. Successful brands also create emotional connections with consumers, which enhance loyalty and advocacy. Moreover, brands committed to social and environmental responsibility tend to enjoy a more favorable image as consumers value brands that reflect their personal values (Parray, 2023).

While consistency is important, brands must also remain flexible, adapting their image over time to stay relevant amid changing consumer preferences. Memorable brands leave lasting impressions that influence future purchase decisions.

From an academic perspective, Dobni and Zinkhan (1990) define brand image as consumers' cognitive and affective evaluations of a brand. Mowen and Minor (2001) view brand image as the set of associations stored in consumers' minds. Kotler et. Al (2010) emphasizes that brand image comprises

individuals' attitudes, emotions, and thoughts toward a brand. Brand image has two perspectives: the perceived brand image (consumers' view) and the desired brand image (organization's intended positioning). Organizations aim to minimize the gap between these two to align consumer expectations and brand value. Aaker (1991) highlights brand image's role in conveying expectations, shaping perceptions, reflecting experiences, and influencing internal organizational dynamics.

Brand image is the collective perception held by consumers, formed through various sources and beyond complete organizational control. Nevertheless, cultivating a consistent, distinctive, passionate, and socially responsible brand image is fundamental to building consumer loyalty, competitive advantage, and long-term success.

Perception of Branding in Higher Education Institutes

Universities must realign themselves to appeal to succeeding cohorts of students. This may need performing a situational analysis to determine market positioning and execute strategies that effectively convey the institution's image and enhance its visibility in the public consciousness (Ivy, 2001). Branding has emerged as a pivotal emphasis in higher education in recent years, driven by escalating competitiveness. Institutions are more focused on branding to differentiate themselves. A brand is not merely a representation of a campus's current state or aspirations; it resides in the perceptions of the market. A brand is the enduring perception formed via any engagement with an organisation, whether through individuals, media, or transactions. The establishment of the World Trade Organization has prompted numerous Western universities to establish study centres in Asia, particularly in India, due to its elevated English literacy rate. Higher education institutions encounter escalating demands to attract students, augment funds, and elevate their reputation at regional, national, and international levels. The epoch in which students had restricted options and relied on colleges has concluded; contemporary students are more knowledgeable and selective, encountering a plethora of choices concerning institutions and programs. Thus, it has become imperative for higher education institutions to prioritise branding to distinguish themselves from competitors and secure a competitive edge. Branding is centred on perceptions rather than solely on items. Although possessing superior solutions is essential, the perception of value by prospective stakeholders is paramount (Clarke, 2005). Branding transpires within a competitive framework, aiming to convince individuals to select one brand over its competitors. The image or brand of a higher education institution has increasingly become a strategic and management priority, as a favourable brand impacts student and faculty recruitment, resource acquisition, and the cultivation of goodwill. Academic rating is no longer the exclusive measure of an institution's quality. Universities are evaluated based on their comprehensive offerings, encompassing curriculum, professor calibre, student demographics, and financial assistance (Balmer and Gray, 2003). Prospective students evaluate institutions according to the comprehensive experience provided. In a competitive environment with few financial resources, success hinges on an institution's capacity to distinguish its offerings and preserve a robust brand image. In education, branding constitutes a continuous process of engagement with primary markets. The primary stakeholders in any significant educational institution are faculty, students, employers, and alumni. A university's reputation predominantly relies on its faculty and student body over time. Consequently, persistent endeavours must be undertaken to optimise stakeholder satisfaction (Brian Schubert – Case Currents, 2005). All individuals, both within and beyond the campus, must comprehend the institution's principles, aspirations, peer affiliations, and, crucially, its distinctive attributes (Stand Out in a Crowd by Robert Moore, 2003). Faculty members are progressively anticipated to assume business development responsibilities for enrolment, placements, and management development programs. In certain

institutions, professional managers oversee marketing functions and may earn salaries that are comparable to or even above those of normal faculty members.

Social Media Influence on Branding and Brand Management at Higher Education Institutions

The term "social media" encompasses a broad range of modern online applications that have garnered significant interest and funding in recent years. Fundamental issues including social media's influence on human behaviour (Barker, 2009), its potential as an educational medium, and its efficacy as a promotional tool (Spaulding, 2010) are at the heart of the conversation. Given the successful examples of social media marketing in the corporate sector and the widespread adoption of social media by younger generations, the idea of using social media as a promotional tool in higher education is an alluring one (Boyd, 2008). Research that specifically examined the decision-making process involved in choosing a university has demonstrated that the use of marketing strategies by higher education institutions is an effective way to draw in potential students (Helgesen, 2008). This suggests that using marketing strategies could be a useful way to draw in potential pupils.

Today, social media is the leading online medium for communication, interaction, and information exchange (Poluan et al., 2022). Users can interact, share content, and construct digital narratives on blogs, social networks, wikis, forums, and virtual worlds (Kim & Ko, 2012). Social media has become an essential part of modern life, affecting and altering global attitudes (Sijabat et al., 2022). Social media has several benefits, including its accessibility as a marketing tool. Social media data can improve marketing strategy creation, implementation, and evaluation, saving money compared to traditional marketing methods. Educational marketing approaches reflect globalisation and creative social media marketing strategies (Kainde & Mandagi, 2023). Quality is important in today globalised world, thus parents seek high-quality education for their children. To attract and keep users and sustain their educational services, educational institutions must adapt and apply strategic marketing tactics. To adapt to the changing educational landscape, institutions must understand the implications of using digital platforms and social media marketing (SMM) to engage with their target audience (Kainde & Mandagi, 2023). Similar to corporations, educational institutions need brand identities to attract students, faculty, and community support (Walean et al., 2023). SMM can boost or hurt an institution's brand image, so it's important to understand how it affects brand perception and reputation.

DATA ANALYSIS AND INTERPRETATION

The data collected using the questionnaire on "Student's Perception on Brand Management and its Role by using Social media". The results of the statistical tests applied were presented logically which focused on the research objectives and hypotheses. In this study, the relationship between the dependent variable Brand management and the independent variables such as Perception of Branding and Social media influence on Branding. The collected data were coded and checked for any missing values, then tabulated and process for the purpose and analysis of the study. The formulated hypotheses for each objective were tested using student's Statistical package, SPSS. Data analysis and interpretation were presented and explained in detail below according to the objectives of the study.

The descriptive statistics provide insights into the distributional properties of the variables studied in the regression models.

Table 4.1

Mean and Standard Deviation of the Variables

Variable (N=463)	Mean	Std. Deviation
Brand Management	71.35	9.5
Perception of Branding	21.11	3.1
Social Media Influence in Branding	50.64	7.2
Social Media's role in strengthening Branding	20.66	3.4
Social Media's role in Admission Decision	32.75	5.3

From the above table 4.1, the descriptive statistics revealed that participants reported relatively high levels of Brand Management ($M = 71.35$, $SD = 9.52$) and Social Media Influence ($M = 50.64$, $SD = 7.21$), indicating a strong overall engagement with brand-related activities and online platforms. The perceived role of Social Media in Admission Decisions also yielded a moderate mean score ($M = 32.75$, $SD = 5.36$), suggesting its influence during institutional selection processes. In contrast, the mean score for Social Media's Role in Strengthening the Brand was lower ($M = 20.66$, $SD = 3.49$), indicating a comparatively modest perception of its branding impact. Finally, Perception of Branding showed a moderate average ($M = 21.11$, $SD = 3.20$), reflecting consistent evaluations across the sample. Overall, the responses across all variables demonstrated sufficient variability to support further inferential analysis.

Data Analysis

To study the relationship of Perception of Branding and Brand Management

A simple linear regression analysis was conducted to evaluate the relationship between perception of branding and Brand Management. The results of the analysis indicated a strong positive relationship between the two variables, showing a significant relationship and explaining a substantial proportion of variance. Diagnostic tests confirmed that the regression model meets assumptions of normality, linearity, and homoscedasticity, validating the results. The following provides a detailed picture of the analysis. Following null or alternative hypothesis was tested for this objective of the study.

Hypothesis:

- **H₀:** There is no significant relationship between Perception of Branding and Brand Management.
- **H₁:** There is a significant positive relationship between Perception of Branding and Brand Management.

The following tables presented the results of descriptive statistics, correlation analysis, and regression analysis for the variables perception of branding and brand management among the higher education students.

Table 4.2

Descriptive Statistics- Perception of Branding and Brand management

Variable	Mean (M)	Standard Deviation (SD)	N
Perception of Branding	21.11	3.20	463
Brand Management	71.35	9.52	463

From the table (4.2), it was found that the mean scores generally report moderately high levels of both Perception of Branding and Brand Management among the students.

Correlation Analysis

A Pearson correlation analysis was performed to evaluate the relationship between Perception of Branding and Brand Management.

Table 4.3

Correlation Analysis of Variables Perception of Branding and Brand management

Variables	r	p-value
Perception of Branding & Brand Management	0.793	< .001

From the table (4.3) it was evident that there was a strong positive correlation ($r = 0.793$, $p < .001$) showing higher perceptions of branding significantly associated with stronger brand management scores.

Regression Analysis

A simple linear regression analysis was performed to evaluate whether Perception of Branding significantly predicts Brand Management.

Table 4.4

Model Summary – Perception of Branding and Brand management

Model	R	R ²	Adjusted R ²	Std. Error of the Estimate
1	0.793	0.628	0.628	5.808

The above table (4.4) showed the model describing 62.8% of the variance in Brand Management ($R^2 = .628$, $p < .001$), indicating a strong predictive ability.

Table 4.5

ANOVA Summary - Perception of Branding and Brand management

Model	Sum of Squares	df	Mean Square	F	p-value
Regression	26297.37.	1	26297.37	779.52	< .001
Residual	15551.94	461	33.735		
Total	41849.31	462			

The table (4.5) depicted the F-statistic ($F = 779.52$, $p < .001$) confirming that Perception of Branding significantly predicts Brand Management.

Table 4.6*Regression Coefficients - Perception of Branding and Brand management*

Predictor	B	Std. Error	Beta	t	p-value	95% CI for B
Constant	21.551	1.804	—	11.947	< .001	[18.006, 25.096]
Perception of Branding	2.359	0.085	0.793	27.920	< .001	[2.193, 2.525]

The regression equation was stated as: **Brand Management = 21.551 + 2.359 × Perception of Branding**, which means for every one-unit increase in Perception of Branding, Brand Management increases by 2.359 units ($p < .001$), confirming a strong and significant predictive relationship.

Regression Diagnostics**Collinearity Statistics**

- Variance Inflation Factor (VIF) = 1.000
- Tolerance = 1.000

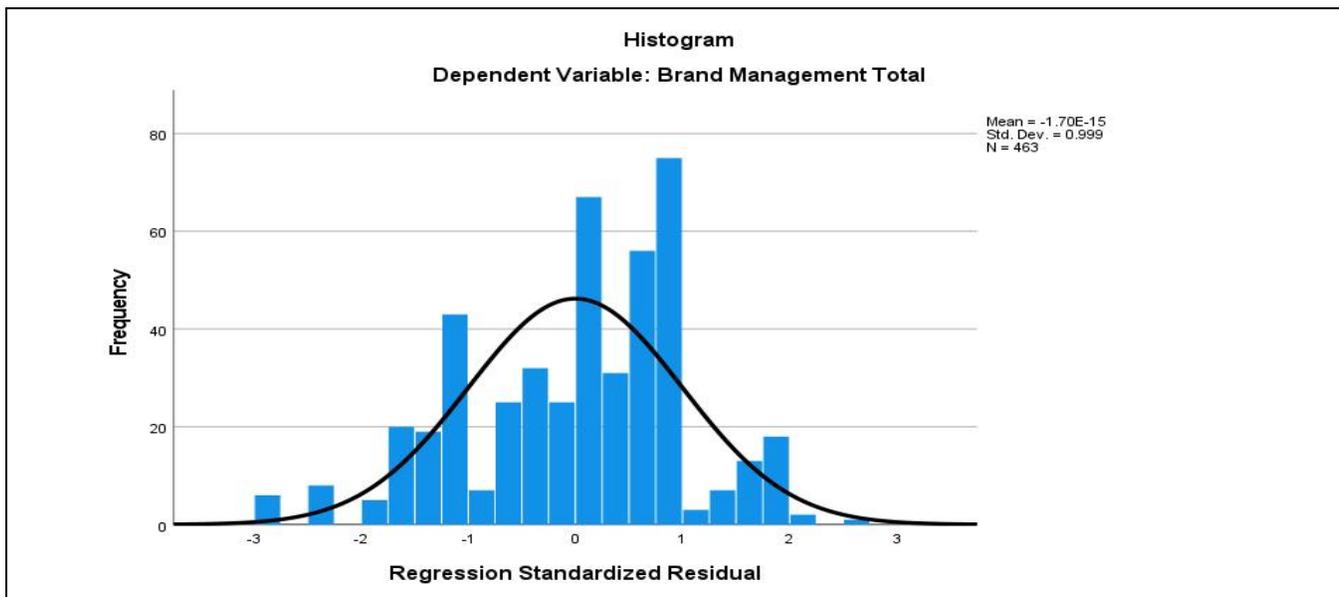
It was observed that the predictor was statistically sound, with no redundancy in the model.

Residual Analysis

To confirm regression assumptions, residual diagnostics tests were performed and depicted in the form of histograms, P-P plots, and scatterplots.

Figure 4.1

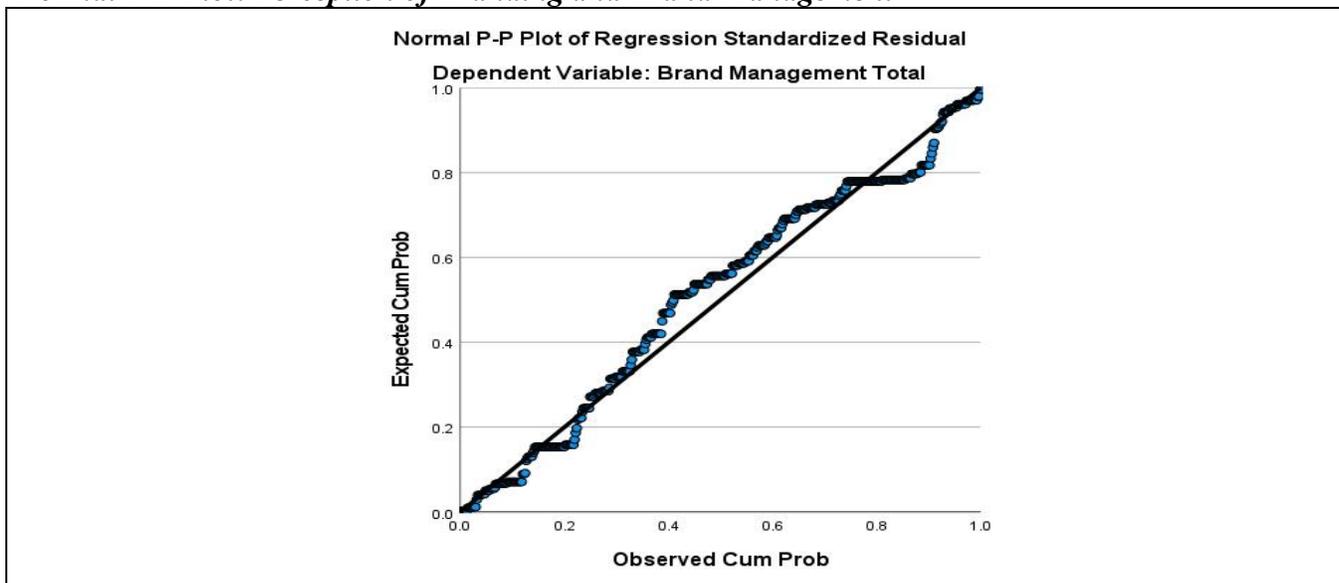
Histogram of Standardized Residuals: Perception of Branding and Brand Management



The above figure (4.1) showed a bell-shaped curve approximating normal distribution, showing the normality assumption.

Figure 4.2

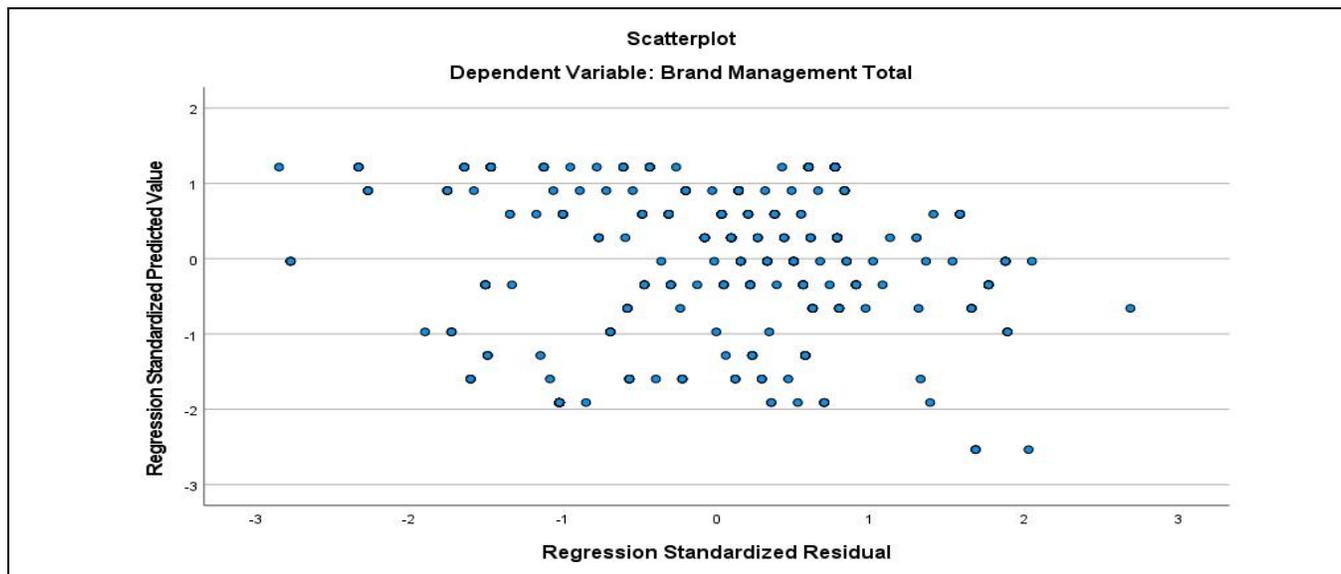
Normal P-P Plot: Perception of Branding and Brand Management



The above figure (4.2) showed data points closely follow the diagonal line, proving that residuals were normally distributed.

Figure 4.3

Scatterplot of Residuals: Perception of Branding and Brand Management



The above figure (4.3) displayed a random spread of residuals, suggesting that assumptions of linearity and homoscedasticity were met.

CONCLUSION

From the above results, it can be concluded that the Perception of Branding is a statistically significant predictor of Brand Management. The model accounts for 62.8% of the variance in Brand Management and satisfies all major assumptions of linear regression. Therefore, the null hypothesis (H_0) is rejected or the alternative hypothesis (H_1) was not rejected, supporting a strong positive relationship between the two variables.

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