PROJECT DISSERTATION REPORT
ON

THE IMPACT OF BRANDING ON EDUCATIONAL INSTITUTES WITH FOCUS ON HIGHER EDUCATION INSTITUTES

Submitted By

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CERTIFICATE

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This is to certify that **Mr. Akshay Arora**, have completed the project titled **"The impact of Branding on educational institutes with focus on HEI'S"** under the guidance of **Dr. Deepali Malhotra.** As a part of Masters of Business Administration (MBA) curriculum of Delhi School of Management, New Delhi., This is an original piece of work and has not been submitted elsewhere.

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ACKNOWLEDGEMENT

DECLARATION

I, **AKSHAY ARORA**, student of MBA 2nd Year at the **Delhi School of Management, DTU, Delhi** Roll No. **2K22/DMBA/11**, hereby declare that the project entitled **"Study the impact of Branding on educational institutes with focus on HEI'S"** is an original work and the same has not been submitted to any other institute for the award of any other degree. The suggestions have been duly incorporated in consultation with the supervisor. Findings are based on the data collected during summer internship work.

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EXECUTIVE SUMMARY

This study is based on the general review of the challenges faced by HEIs during the branding process and further recommends suitable strategies for branding universities. The education industry has changed with increasing demand for education. Realizing the huge potential of growth and benefit in the education sector, the number of educational institutions has increased. This has caused a fierce competition among educational institutions and made them realize that aggressive marketing strategies need to be adopted to attract the students. The higher education institutions are coming up with innovative ideas to increase their enrollment rate and are shifting to online marketing. Online marketing is a powerful tool to create brand awareness. With the increasing competition among the higher education institutes building brand awareness has become very important. A student, when being given a choice, will firstly go for institutions, which he/she is aware about rather than institutions, which they are not aware about. Beside social media, there are different online marketing tools that also have a great impact while communicating about the higher education institutions, which most of the universities do not pay much attention too. Hence, the purpose of the study is to develop knowledge about the different online marketing tools which can be useful for creating awareness for higher education institutions and thus, increasing the chances of student enrolment and identify the factors of online marketing and brand awareness and their impact on the enrollment decision. The most prominent challenges facing the HEIs to brand themselves are their inability to create the brand identity, difficulties in communicating the brand through appropriate brand-building activities, cultural issues affecting HEIs, pros, and cons of making alliances and partnerships, and insufficient infrastructural facilities to showcase its brand value. The strategies suggested includes in designing creative logos and slogans, identifying the competitive advantage and communicate it to its stakeholders through appropriate channels, inculcating 'institutional brand' as a culture among employees, establishing strategic partnerships with other universities and providing start-of-art digital platforms and online presence. These strategies would also help HEIs develop appropriate brand management practices and position themselves to achieve a competitive advantage in the global market

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Introduction

Globalisation has made higher education a tradable commodity, and higher education institutions (HEIs) have to market themselves to sustain in a climate of international competition (Hemsley-Brown and Oplatka, 2006; OECD, 2009). Increased competition in the global higher education market has motivated HEIs to choose an appropriate marketing strategy in the form of branding (Chapleo, 2015). Branding provides an identity for the institution and distinguishes it from the competition (Curtis et al., 2009; Gupta and Singh, 2010; Judson et al., 2009). The brand impacts and reduces the risks under competitive conditions and gives the institution the advantages to gain stability in the market (Beneke, 2011). Generally, a brand is the representation of a HEI's academic reputation, and the key advantage of branding is the attraction it brings to a HEI (Gupta and Singh, 2010). In HEIs, the power of a brand is expressed by all thoughts, feelings, perceptions, images, and experiences that become linked to the brand in customers' minds, and what consumers have heard, observed, visualised, and realised about the brand over time (Harsha and Shah, 2011). Above and beyond, HEIs are providing major resources to standardise their images, reputations, and core messages to attract target audiences (students, staff, faculty, alumni, donors, government, the media, friends of the university, etc.) (Frost, 2010). Recently, Natale and Doran (2012) stated that the students are generally considered as the customers of HEIs, and the programs offered by HEIs are the products consumed by them. A previous study also highlighted that HEIs could involve the students in branding since those are their customers (Valtere, 2012).

1.1 Background

Brand building is not a simple task to accomplish as it is associated with what students experience and what stabilises in their minds (Al Shorafa, 2017). Besides students' experience, the involvement of other stakeholders such as alumni, employers, and parents are paramount in building a brand image of HEIs (Ballantyne et al., 2006; Bansal, 2014). Karadag (2016) stated that the branding of HEIs is more associated with the people and is not constricted with a product or not a service provided in the market. Unlike the commercial sector, the application of branding to the higher education sector is quite different since it

deals with 'who we are' rather than "what the particular product offers to the marketplace" (Gupta and Singh, 2010). An earlier study by Brookes (2003) recommended that branding being a commercially focused task, innately hard for HEIs, and expressing actual differentiation is often a challenge (Chapleo, 2015). Though branding is a popular strategy to differentiate an institution from its competitors, it is a more challenging task in the case of higher education due to its complex nature than in traditional, commercial settings (Dholakia and Acciardo, 2014). Such complexity might be because marketing in higher education differs from commercial agencies, and it is presented with features such as programs, price, promotion, placement, personnel, process, and prominence (Ivy, 2008). Further, in the traditional, commercial contexts, uniformity in brand delivery needs the frontline staff, who interacts with stakeholders efficiently to minimise the heterogeneous interactions. However, this consistency is neither desirable nor enforceable in the higher education sector, predominantly in faculty and student interactions. Contrasting to commercial products, HEIs can enhance its brand equity using selectivity if those HEIs admits only the most academically competent students (Dholakia and Acciardo, 2014). Considering the complexities of branding HEIs, it is paramount to understand the challenges involved in the branding process so that educational administrators can manage it. Therefore, the authors conducted this study with three-fold objectives to:

1. Conduct a general review to address the importance of branding HEIs
2. Review the challenges faced by HEIs during the branding process
3. Suggest suitable and appropriate strategies for branding universities to improve their quality and ranking position.

Importance of branding for HEIs: A university's brand carries a promise of a particular level of service to fulfil customer's needs and student outcomes (Clarke, 2009). Several studies have highlighted the importance of branding HEIs.

HEI itself: As HEIs differ according to the type, working contexts, infrastructure, and motives in maintaining the quality of education, branding becomes paramount for its growth and survival as it influences the selection of students and faculty members, attracting resources and creating goodwill (Harsha and Shah, 2011). Bhayani (2010) stated that

branding is significant in attracting and retaining the students to a specific HEI. The factors that logically attract the students to a HEI are historically well-established brand, attractive educational environment, the existence of internationally known faculty and researchers, familiar products, and people's insight as well-established HEIs are opt for educating the young generations (Bhayani, 2010).

Moreover, branding help HEIs to counteract falling enrolments, reduce retention, overcome opposition, enhance image and reputation; increase financial assets; honour charitable donors; attain mission alignment; or indicate their unions with other institutions (Toma et al., 2005; Williams and Omar, 2014a). The branding of HEIs also improves the institution's reputation and bring extra income through the sale of their products (Lamboy, 2011).

Students and community: Chapleo (2011) indicated that the branding of universities is essential to communicate to all the different audiences on the various facets of the university to create a competitive advantage. It allows the community and prospective students to identify and differentiate their university from other universities and is easily located in the social world (Lamboy, 2011). As a result, students are likely to identify themselves based on the university they study and graduate (Hysi and Shyle, 2015).

Graduate student employability: Branding provides the graduates with an identity and a way to express themselves as both customers and life-long members of a university brand community (Balmer and Liao, 2007; Williams and Omar, 2014b). Presently, the reputation and image of a HEI have been recognised by the industry sector as a key element while employing a graduate student. For instance, the hospitality industry identified the educational brand as an attractive and decisive factor while selecting a student as its employee. Given the industry sector, a strong education brand has qualities and benefits that meet the industry requirements through employing a graduate student (Wang and Tsai, 2014). Students also acknowledged that the brand image of their HEIs directly influences graduate employability (Naidoo et al., 2014).

Employers: Employability skills are perceived as vital by the students as well as the industry. Employers observe the personal image, communication skills, and core skills as significant employability elements (Ruetzler et al., 2014; Saunders and Zuzel, 2010). In recent years,

HEIs utilised these students' employability elements as its brand by warranting that their graduates obtain the abilities required in the labour market and for professional enhancement (Wang and Tsai, 2014).

Alumni: A positive university brand would help the university recruit and retain the best students and faculty and develop and maintain extensive public, governmental, alumni, and donors' support (Shaari et al., 2012). An earlier study also indicated that HEIs recognise the importance of branding to improve the alumni links (Scarborough, 2007).

Building alliances and partnerships: University brand image is viewed as an immediate mental picture that an individual has about the university (Foroudi et al., 2014). HEIs built their brand image through partnerships and co-branding with universities in different parts of the world to identify what those HEIs stand for and reveal all stakeholders' perceptions towards them (Hemsley-Brown et al., 2016). Through branding, HEIs desire to obtain support from the business zone (Baker et al., 2005). Besides the above factors, there is a need for creating brand value for the HEIs because environmental variations such as privatisation, devolution, divergence, globalisation, and augmented rivalry are usual to most nations (Harsha and Shah, 2011). HEIs are also becoming increasingly aware of these factors' importance due to the increasing number of students entering educational institutions (Al Kuwaiti and Subbarayalu, 2015).

In recent times, universities begin to utilise global rankings as a promotion tool to showcase their education, research, or business excellence, and students tend to visit the ranking websites to choose appropriate universities (Al Kuwaiti et al., 2019). Thus, to compete in this global competition and attract international students, it is paramount for HEIs to adopt suitable branding strategies to position themselves in the world league ranking table. While doing so, it is essential to understand the challenges faced by HEIs in building a 'brand' in itself and develop suitable strategies to accomplish it.

Shifting to Online Marketing: Online marketing is the promotion of a brand, product or any service that a business wants to promote through the means of internet by using different tools that helps the business to drive traffic over the internet and leads to sales. Elley and Tilley (2009) in their study has given the definition of online marketing as advertising action on the

web, that includes email that can take numerous structures, Search engine marketing,affiliate marketing, social media marketing and other online marketing methods. The use of internet today is expanding day by day. The generation today has welcomed us near the precarious edge of the revolution in I.T. The coming of the Internet has helped this incredibly. There is a huge change in the manner of working today. The way a task used to be done before and the way a task is done at present is very different from each other. This is all because of the use of the internet. This has greatly affected the marketing industries, as the way of marketing has now completely changed. For marketing activities like promotion, advertisements internet has become the one stop solution as it removes various barriers that comes in the way of promotion like topographical hindrances. The internet gaining power in the field of marketing and with that proving to be a successful media for advertising has shifted people attention from traditional media. This revolution has given way for various methods of online marketing. Online marketing has acquired significance in light of two distinct components, more supporters moving headways on the web and the creating entry of the genuine Internet. Since the Internet is yet a for the most part new medium when stood out from other since a surprisingly long time prior settled publicizing mediums like papers and TV, supports have not yet perceived the greatest limit with respect to procure. To be sure, even in made markets, promotion spending plans don't almost organize with use rates. This shows how much space for advancement Internet publicizing genuinely has. While it is incredibly far-fetched to guarantee these gauges, the most recent things bear them out. Piece of the general business for internet publicizing will indeed continue to foster rapidly all through the following couple of years. The consumption pattern has changed in case of the consumer and their decision making process manner too, which has made internet important for all the businesses today. A consumer today wants all the information at the tip of their fingers. Before going for purchase, consumers first search about the product, get all the necessary information that they want and check the reviews and ratings done by other people who have already purchased that product. After that, the final purchase decision is made. Therefore, we can see that the trend of buying any product has changed now. That is why it has become necessary for business to shift towards online marketing. Realizing the huge potential of growth and benefit in the education sector, the number of educational institutions has increased and is increasing. This has caused a fierce competition among educational institutions and made them realize

that aggressive marketing strategies need to be adopted to attract the customers. Every year higher education institutions are coming up with innovative courses for the students. These institutions are now shifting from traditional marketing to online marketing.

Brand Awareness and its Importance in Higher Education Institutions: The familiarity of a brand in the customers mind is brand awareness. The more prominent the brand awareness a business appreciates, the more their items and administrations are conspicuous to their intended interest group, in this manner, in principle, enlarging its drawn out strength on the commercial center. Brand awareness is not the straightforward affirmation of a brand. More the brand is well known, than more customers are inclined to go for that brand. In this sense, the awareness is not simply concerning the way that a brand exists; it incorporates knowing and recognizing its picture and item range. The brand awareness is the major initial step to accomplish any brand loyalty .Brad recognition is the first phase of brand awareness. The recognition does not include fundamentally the spot and the explanation an individual recollects a brand; it likewise does not concern the brand product or item range. It happens particularly because of the logo and other productive instruments. Brand awareness is a vital component of a powerful marketing procedure. The advantages of making significant degree of brand awareness are thought benefits, learning benefits and decision benefits. Strength and the arrangement of the affiliations that make up the image of the brand are affected by brand awareness. Advertisers should initially set up a brand hub in memory of the consumer to make a brand image. The idea behind is how effectively the customer stores and learns extra brand affiliations. Getting the brand in the personalities of buyers is the initial phase in expanding brand value. At whatever point buyers are settling on buy choices, they should think about the brand or as referenced before, be an individual from the thought set. The third benefit of making an undeniable degree of brand awareness is that it can influence decisions among brands in the mind set. All this is influenced by buyers purchase decision and buying capacity. For some, customers picking a brand are not a daily existence choice. On the off chance that among brand classification, there is an absence of saw contrasts, it is probably going to leave the shopper unmotivated about the decision cycle. Ordinarily buyers do not have the essential information or experience to pass judgment on item quality regardless of whether they so wanted (Keller 2008, 54-55).Studies have shown a positive connection

between the frequency of exposing the brand and enjoying, regardless of whether the upgrades are theoretical pictures, names, music, or whatever. One investigation, for instance, showed Turkish-like words either three or multiple times. Despite the fact that various words were used so that there could be no innate allure of a word, words which were recognized were liked more than non- recognized one. These speculations are not really founded on information on explicit realities about the brand. Regardless of whether an individual has never encountered the brand and thinks minimal about the firm, brand awareness could in any case prompt the suppositions that the firm is generous and backs the brand with publicizing and so, creating a chance for the brand to be selected. At times, even because of enormous and included buy choices, brand familiarity and view of substance related with brand awareness can have a significant effect (Akar, 1991).

Figure 1.1: Brand awareness pyramid (Akar, 1991)

Brand Recognition: Brand recognition is the point at which the client can perceive the brand and separate it from different brands when he meets it. This sort of brand awareness does not need the client to review the name. It simply centers on whether the client can remember it when it is introduced at any point of time or when he observes the visual bundling, name or symbol.

Brand Recall: Brand recall is recalling of a brand from memory when the client is provoked by the item classification. Most clients cannot remember more than 3-5 brand names. Both individual and brand factors for example, instruction level, utilization, promoting techniques utilized by the organization, and so forth, influence it. These brands structure a piece of the evoked arrangement of the client.

Top-Of-Mind Awareness: Top of mind or TOMA is the brand that rings a bell first when an unprompted inquiry about a brand is posed to a client. Top of mind awareness is the level of clients who think about that specific brand first.

Unaware of brand- This is when one does not have much knowledge of a brand but is aware about the existence of a that brand name, then it may also lead a consumer going for that brand. This happens only in the cases of those products which does not have much value and therefore, consumers do not take time to take their final purchase decision.

1.2 Objectives of Study

Social media marketing is widely used by colleges and universities to communicate with prospective students and influence enrollment decisions, though other effective online marketing tools are often overlooked. Brand awareness is essential for institutional growth, prompting higher education institutes to shift towards online marketing to create awareness about their offerings. Despite this shift, many institutions fail to highlight various effective online marketing tools. Brand awareness plays a crucial role in helping students and parents recognize higher education institutions, leading to an increased focus on creating brand awareness. This study aims to highlight the factors influencing brand awareness and online marketing's impact on enrollment decisions for private higher education institutions in NCR Delhi.

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To accomplish this study following objectives have been taken-

- ➢ To understand the factors influencing consumer purchase decisions
- ➢ To examine the importance of brand image and perception
- ➢ To assess the effectiveness of pairing images with branding in context of Indian Companies.
- ➢ To assess whether companies use in house facilities oroutsource image production for brand building.
- ➢ To assess whether companies adhere to copyright and licensing norms when using images for branding

1.3 Problem statement

The study aims to investigate the factors influencing consumer purchase decisions, the importance of brand image and perception, the effectiveness of pairing images with branding in the context of Indian companies, the practices of companies regarding in-house production or outsourcing of image production for brand building, and the adherence of companies to copyright and licensing norms when using images for branding. The overarching goal is to gain insights into the role of graphic images in marketing and branding strategies, with a focus on understanding consumer behavior and industry practices

1.4 Significance of problem/ Justification of Study

This study is based on the general review of the challenges faced by HEIs during the branding process and further recommends suitable strategies for branding universities. The most prominent challenges facing the HEIs to brand themselves are their inability to create the brand identity, difficulties in communicating the brand through appropriate brand-building activities, cultural issues affecting HEIs, pros, and cons of making alliances and partnerships, and insufficient infrastructural facilities to showcase its brand value. Positive brand equity increases profit margin per customer because it allows a company to charge more for a product than competitors, even though it was obtained at the same price. Brand equity has a direct effect on sales volume because consumers gravitate toward products with great reputations.

Chapter-2

LITERATURE REVIEW

2.1 Introduction

The challenges in University branding that have occurred are different from commercial branding related to issues of culture, branding concept, framework and brand architecture. This review aims to explore the nature of the brand management literature and how it can assist practitioners in higher education and researchers in the field of brand management in higher education institutions in generating and refining the reasons for the research undertaken. This paper has reviewed several things, such as the concept of branding in the context of higher education, marketing and commercialization, reputation management, and the importance of branding in the higher education sector. An attempt has been made to identify and integrate reasons into a consistent synthesis demonstrated by the use and impact of brand management on the brand value of higher education institutions for the long-term sustainability of higher education institutions.

According to Brooks et al., (2020) higher education is said to be very important as it prepares the students for the future. From students point of view that higher education serves them with three important purpose. One is to prepare for the labor market. They believe that higher education degree is very important to get a professional nice skilled job. In addition, it depends on their enrolment decision of the higher education institution as the degree of institutions having a good image gets a better job. The second was enrichment and their own personal growth. The knowledge and learning that they will get in higher education institution that will help them grow better and groom their overall personality. The third, that is the last one is the sense of contribution that they want to make towards the society. They want to study as they wat to do something for the development of the society.

According to Japan International Cooperation Agency (JICA) (2017), the role of higher education is the giving education, preparing and research direction that happens after at the postsecondary level. One can say, higher education contains all post-auxiliary schooling, preparing, and research direction at instructive foundations, for example, colleges, school, and

polytechnic training that is approved as an establishment of higher learning by state specialists. Advanced education organizations, most unmistakably colleges, have three significant jobs: research, giving education, and adding to the public. The research and education being most important; research makes a more elevated level of training conceivable and schooling thusly builds up the HR to do investigate or concentrated work. The higher education institutions are requested to make commitments to the public. With the increasing competition among higher education institutions, it has become mandatory to go for digital marketing. The new technology has given higher education a new way of getting prospective students from around the world, which is not possible with offline channels. The higher education institutions, which are not shifting towards the new online marketing trend, are a great threat to the ones who have shifted towards it, attracting students from around the world for admission (Pucciarelli & Kaplan, 2016). There are factors that influence student's choice while choosing the universities are, reputation, tuition fees, location, permanent campus, teachers' quality, online service, IT facility, advertisement, and environment. Therefore, for higher education institutions marketing strategies are very important. There are different stages of marketing strategies and it is important for higher education institutions to understand the stages of formation of different marketing strategies keeping in mind the needs and requirements of the student. Several factors influence student's enrolment decision, marketing done by the institution is considered one of the main factors, as it is of the prime importance in providing information to potential students and other influential stakeholders for higher education institutions. Higher education institution can grow if its marketing strategies are good and up to date (Saif et al., 2016; Cherkunova, 2016; Garwe, 2014). Branding higher education and marketing in recent years have developed tremendous growth in the recent years. The largest growth for has taken place in these institutions is the online marketing, which has become very important for the enrollment of the students. It has become compulsory for the higher educational institutions to go for online marketing activities to keep the pace with the world. Branding is incomplete until and unless it has been communicated to the customers. Therefore, communicating the brand to the prospective students requires great marketing strategies. All the online marketing activities done by the higher educational institutions are important but the most important online tool is the institutions website. The website of the institutions is the ultimate brand statement. Now days,

colleges are heavily centered around online marketing tools, most being used are- designing of the website, SEO, social media, mobile development, content marketing and CRM, to attract the students for the admission and to stay in contact with the students (Hanover Research, 2014). It is important for the higher education institutions to consider students as customers and make marketing strategies according to their needs and requirements. The marketing strategies should be such that it can affect different factors that are important for student's decision making for enrolment (Farjam & Hongyi, 2015). To supply with the prevailing environmental condition higher education institutes needs to adopt careful marketing strategies. Making strategies in case of higher education institution one needs to check the present strategy that is being used, any new opportunity and the competitor is for that marketing mix in case of higher education institutions needs to be clear. Higher education institutions today have acknowledged these marketing mix strategies to face their competition. The seven P's of marketing Product, price, placement, promotion, people, physical evidence and process in case of higher education institutions are different (Jalena Gajic, 2012).

2.1.1 Product: For higher education institutions, products are the programs that they are offering to the students. For instance, numerous colleges offer instructive projects (classes, library and data administrations, computer lab, grounds addresses, and so forth), sporting projects (athletic offices and so on), self-awareness projects and administrations (directing focus, consultants), corrective administrations (wellbeing focus), and future-arranging projects and administrations (vocation guiding, situation administrations, and so on) (Smart, 2004).

2.1.2 Price: Price is the tuition fees that the higher education institution charges. Price can be seen as a financial, yet additionally as a psychological factor. From a financial perspective, the cost decides pay and benefit, and psychological, the cost decides values that an item or an assistance has. It is a quality pointer and similarly influences the picture and different components.

2.1.3 Promotion: Successful communication grasps that a college comprehends students' requirements and wishes. A college ought to have the "expertise" in coding a message, which

is dismissed in the manner in which students are to unravel it. It needs to convey the message by means of specific medium, speaking with the objective gathering. It likewise needs to build up a criticism channel, to the "expertise" target customer responded to the message. Different apparatuses are accessible for every one of these components to be utilized to speak with possible students, including web publicizing, online media, website improvements, direct mailing, instructive show displays, and meetings (Blumenstyk, 2006).

2.1.4 People: Staff and faculty member are considered people in case of higher education institution, as they deliver the service of higher education institution and hence, build relationship with the students (Kotler & Fox, 1995). Colleges and universities incorporate current and previous students as references for forthcoming students to get some information about their perspectives on the college or universities. Therefore, people is a very important tool of marketing mix in higher education institution, as it may influence prospective students (Brassington, 2006; Hollensen, 2003).According to (Ivy, 2008) for marketing of education staff individuals are a significant piece, as training is a high contact administration activity, in light of individual contact with staff, and employees. The picture of the staff is related with the manner by which they communicate and react to student's requirements and questions. The quantity of Ph.D's. and residency titles may affect students.

2.1.5 Physical evidence: Physical evidence play a major role in enrollment stage. It is the infrastructure, degree, facilities and all other tangible things of the education institution (Enache, 2011).

2.1.6 Process: According to Enache (2011) it is an import strategy for higher education institutions as it is the process of enrollment. This process has to be smooth. It is the only process that will turn a candidate into a student of that institution.

2.1.7 Placement: It is the way a graduate student gets the opportunity to become a human resource for the market. Nice and high placement attracts students. Therefore, one has to create awareness about the placement program. To do this one can use online mode these days. There are various online methods that one could use. Internet facilitates two way communication and easy way of flowing information (Enache, 2011).

Parents are involved in the decision making process of their children university selection and admission. Their involvement depends upon different situations i.e different phase of choosing a university will have different involvement level of parents (Dietrich et al., 2011). Specifically, when a decision must be made, young people think about their parents as accomplices, or in more hypothetical terms, increment their drive for including their parents as allies when they approach a cutoff time in a miniature pattern of objective endeavoring (Heckhausen et al., 2010).To survive in the scenario of competition, higher education institutions have to adopt aggressive marketing strategies covering various targets, geographical areas, and different media as to get the right students enrolled, at the right time (Gibbs & Murphy, 2009). According to the study conducted by Barnes and Matson (2009) utilization of social media for drawing in students continued expanding from the earlier years, confirmed by the admission department and ninety-one respondents said that they will be using social media for the years to come for getting students. There is a cut throat competition between universities as they are the pivotal for higher education institutions because of which it has become difficult for the universities to give a competitive edge (Cubillo-Pinilla et al., 2009). It has been seen that parents are being involved by the higher education institutions and this involvement is being increased by offering different kinds of program (Savage.M., & Petree 2009; Johnson, 2004). Carney - Hall (2008) states that parents of the students participates in defensive nurturing even before the birth has taken place and serve as guardians as well as supporters for their students. Guardians of undergrads today have more involvement than any other time. 93% of student's undertakings experts announced an increment in cooperation's with guardians over the past 5 years in the report of 2006 (Merriman, 2007). Mattanah et al., (2004) in their study found that an important reason of satisfaction level of a student in the college environment necessitates that a student have a protected relationship with guardians who are steady of their quest for higher education of their child. If a student is missing support from parents, he will have neither a good learning college life nor good relationship with parents. This will be creating negative impact on student's life. Thus, parents are important to be included when one thinks to go for higher education. Frigga et al., (2003) stated that only those higher education institutions can survive today who are ready for changes that take place and be in the race of getting out the best product for their current and prospective students.

2.2 Online Marketing of Higher Education and its Impact on Student Enrollment Decision

It is conceivable to see that utilizing online media stages is the most significant instrument to draw in imminent students and keep current students. Observations can tell that social media is pivotal to gain the attention of the students, keeping in touch with them and maintaining the current students. Using social media to communicate with the students it may give a good impression about the college to the students (Omar. T Salem, 2020). Marketing has touched a new height in today's time where everyone is being dependent on the internet. By using different marketing online tools the organizations be it any, are coming in direct contact with their customers, providing organizations with valuable information regarding their customers, thus improving the services given (Gielens & Steenkamp, 2019). According to Kusumawati (2019), adoption of proper and strategic marketing technique is very important for higher education institutions. Without digital marketing techniques, higher education institutions cannot influence the decision of students of selecting the institution. Internet has played a major role in changing the way marketing is being done in case of higher education industry also. The use of websites and social media are the major changes. Social media and the higher education institution website plays an important role in influencing the decision process of the students for selecting a college or a university. Firstly, students look through the college website and then social media. Administrators of higher education institutions handling institutions social media accounts handles multiple online task of interacting with people. They deal with positive and negative comments that the pages receives, those comments are going to create either positive or negative image about the institution. The website of the institution should be satisfactory as students often complain of not getting proper information that they require in the website. Higher education institutions are anticipated to draw their advertising through the medium of social media, as the young generation be it a girl or a boy both use social media at high rate (Mazurek, Korzyński, & Górska, 2019, Lawson, Kleinholz & Bodle, 2011).Instagram is one of the most used sites by the students and so, colleges have started using Instagram to communicate with the students (Bonilla, 2019). Social media marketing has proven to be useful for the universities like face book, which increases the desire of a student's enrollment in that institution (Lund, 2019). Colleges and universities can be compared to organizations that are defensive of their brands. A college's solid brand

presence may encounter particular decision for college choice along these lines raising the pace of enrolment and retention of students. New internet technologies have changes the way branding and communication takes place. The website of the college may influence the decision making process of the students (Foroudi et al., 2018). As per Joana and Maria (2018), educational institutions are investing lot of money on marketing done through online modes. With the increment utilization of web-based media around the globe, it is basic for colleges to be on social media. Having an account in social media is not enough for colleges. The college must be dynamic on it. It needs to permit and urge individuals to speak with one another and with the college. One things that is fundamental for the colleges is to post an appropriate on their social pages with right planning and time. Colleges with the help of social media can increase student's engagement by using a proper content strategy and making the posts available online at the right time to the students (Peruta and Shields, 2018). Cyril et al.,(2018) in conducted a research in LPU to see the impact that advertisements done by education institutions have on enrollment and their findings showed that advertisement had increased the number of enrolled students in 2016 to 2017. The most effective strategy being online marketing. Nersia et al., (2018) in their study found that in Asia and Africa most of the top 25 universities are using facebook, linkedin, youtube and twitter as digital and social media marketing tool but they use it differently as per their need and requirement. Social media is very important means of communication between the colleges in addition, the students. His study showed that most of the students, registered in the university website were to get the information about the college and so, for colleges and students social media has become important as it is helping them to communicate well (Berman, N. 2018). Today internet marketing has gained lot of importance in every business. It has made communication very easy for everyone and has changed the way one would do marketing. With the growing importance of internet, marketing different opportunities and challenges are being faced by the organizations. Lots of improvement is being taken place. Internet marketing is just not an option but necessity for all industries to survive and success.

Social media marketing- According to Gil et al., (2020) one can consider social media in two or three different ways. According to a practical point of view, it is everything except a variety of programming based web-based technology— normally presented as applications

and sites that outfit clients with advanced conditions wherein they can send and get content or information over some social networking . Social media is a significant platform and their highlights, like Facebook, Instagram, and Twitter. Through social media, organizations can communicate with the buyers and thus, do promotion of their brands. It offers different ways to interact with the buyers, influencing their decision. Marketing done through social media alludes to the way towards acquiring site traffic or consideration through social media destinations. It usually focus on endeavors to make content that stands out and urges the social media users to further share the content. A corporate message spreads from one client to another and apparently reverberates because it seems to come from a believed, outsider source, instead of the brand or organization itself. Hence, this type of advertising is driven by listening in on others' conversations, which means it results in procured media as opposed to paid media. Social media platform is effectively available to anybody with web access. It helps the organization to increase their brand awareness and give good customer services Furthermore, it generally reasonable place, where one can do marketing free of cost (Bajpai et al., 2012).

2.3 Online Marketing for Creating Brand Awareness

According to Hajarian et al., (2021) online marketing methods raises brand awareness of a brand and customer loyalty. The study states that online marketing activities are interrelated. Further, few online marketing methods are mentioned that helps to understand how online marketing increases brand awareness- Search engine Marketing is being used to improvise visibility of a brand, product or a search result in search engine. Google Ad Words is being used to introduce special substance for clients present in online sites. Search engine marketing is touching another height in online marketing. This type of web based publicizing comprises of notices that are payable showing up on search engine results. Aswani et al., (2018) had stated that search engine marketing by 2020 would be esteemed at $70 billion in the market. While making an enquiry in the internet explicit keywords are used to get the commercial identified. Search engine marketing can be introduced as an assortment of configurations that includes promotions based on texts or visuals, item posting advertisements. Bidding is done on the keywords by sponsors that are utilized in the internet searches. Payment will be done

to the search engines (Google, Bing and more) so, that their advertisement is highlighted close by the list items. Now there is difference between search engine optimization and search engine marketing. No payment has to be made to the search engines for getting the traffic. Search engine optimization includes a lot of practices that are proposed to work on the visibility of the sites inside web indexes question.

2.4 Effect of Brand Awareness on Student Decision Making

Zhang (2020) brand awareness assumes a significant part in marketing. Nonetheless, customers' intellectual or cognitive cycle of brand mindfulness, which assumes a significant part in decision making or item utilization encounters, is yet indistinct in the cerebrum. Utilizing event related potential (ERPs), the impacts of two distinctive brand mindfulness on shoppers' intellectual interaction was examined. A test was conducted. The result of this test concluded that high brand awareness products did not need many resources to differentiate it from low brand awareness subjects. Mulyono, H. (2016) concluded that student's decision of choosing a university and the present student's decision to continue their further studies from the same university is affected by the brand awareness. This study further stated that the relationship between brand awareness and brand image is constructive. The brand image of a university attracts more students towards it. Higher the level of brand awareness about the higher education institution, higher will be the brand image of that institution. Lack of necessary awareness about the product or the course may discourage the prospective students to join the university resulting in less enrolment for the university (Reddy, et al., 2016).Trust is a major factor for higher education institutions today. They need their prospective students to trust them. Higher education is a major decision that one takes in his or her life and therefore, higher education institutions need to make their customers aware of all the factors that they can provide them (Gibbs & Dean, 2015). According to Alhaddad (2015) Pictures, graphical information, videos, links and various other contents on social media are very important in creating brand awareness.

2.4.1 Brand Recall and Brand Recognition

According to Khurram (2018) brand recall and brand recognition have an exceptionally solid job while ultimate decision is being taken by the buyers. There are chances that one can

recall a brand, real buy happens. For brand recognition likewise, in the event that one can without much of a stretch perceive the brand by its logo, name or any image then there are high odds of an individual to really go for that brand. Further, Rossiter (2014) also states that brand recall and brand recognition are two main properties enclosed within brand awareness and brand recall helps in boosting brand recognition. According to Lu et al., (2014) if the brand recalling factor is more than it is possible that the consumer who can recall the brand more may purchase the product. Brand recall is when how well a customer given or being in a certain situation can recall the particular brand (Prashar et al., 2012). Therefore, more emphasis should be done on increasing brand awareness as it can give a way to better brand recall because of which a customer may purchase the product (Shabbir et al., 2009).

2.5 Challenges encountered during the banding of HEIs

HEIs use branding as a strategy to differentiate it from its competition; however, higher education's complexity makes branding an even more difficult task than in traditional and commercial contexts (Dholakia and Acciardo, 2014). On general review of the existing literature, the authors list some of the common challenges encountered by the HEIs.

Creating a brand identity: The brand identity should focus on differentiation points that offer a sustainable competitive advantage to the organisation (Ghodeswar, 2008). A recent study by Hemsley-Brown et al. (2016) stated that a university's identity should be more attractive to attain reliable identification by students, which results in shared goals, values, and identities between

Moreover, the slogans and branding for most HEIs are remarkably alike. There is a need for marketing in HEI to inform what makes them a perfect destination for students exactly. HEIs require a solid brand identity to achieve this state, where it is essential to focus on what makes them different and unique (QS Digital Marketing, 2018). A common problem encountered by HEIs during university branding is choosing non-identifiable, meaningfulness taglines/slogans to accompany their logos. Such slogans seem to be inspirational on the surface, but it failed to tell what it stands for, and there is no depth, no meaning, and no

emotion in it. Hence, HEIs should stop the boring slogans in their branding (Harvey, 2018). Further, it should be more cautious while developing a logo since any rework or redesign attracts stakeholders' resistance to logo change (Ellis, 2010; Nisen, 2013; Peterson, 2014). Such resistance to a logo redesign might lead to consumer dissatisfaction, consumer boycotts, and revenue loss (Walsh et al., 2019). It is noteworthy to mention that it is challenging to create a reliable brand identity for a multi-campus HEIs with local centres established at several locations (Suomi et al., 2013; Suomi, 2014). Dean et al. (2016) stated that the composite environment of tertiary education emphasises the part of the internal market and marketing in recognising the brand identity, developing an encounter for creating a shared brand meaning. The internal branding should be ongoing to guarantee that staffs remain to connect the preferred brand identity via their behaviour and turn into brand ambassadors (Ind, 2001; Whisman, 2009; Yu et al., 2016).
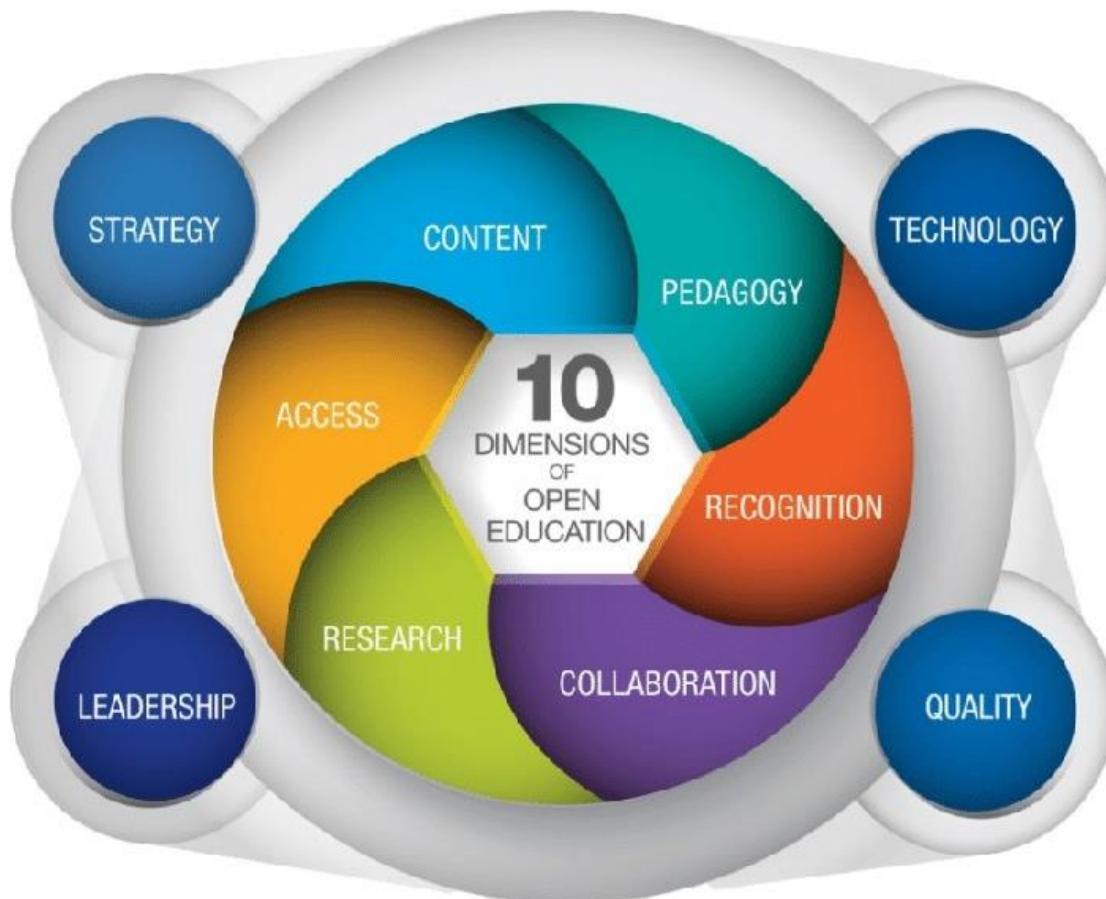
Brand building: The next significant challenge facing HEIs is creating an effective

communication channel and other brand-building activities to develop a brand identity that aids with the implementation and the brand-defining process. An earlier study indicated that productive brand building activities should alter customer perceptions, reinforce attitudes, and create loyalty. One way to do so would be to consider alternative media along with advertising (Aaker and Joachimsthaler, 2000). To facilitate that, HEIs have to identify its strength that aligns with instigators to attend the target audience. Once the unique strength is recognised, HEIs can examine their brand positioning and disclose these qualities to be distinctive in the competitive environment (Hanover Research, 2015). As a business-oriented one, branding becomes naturally tricky for universities, and pronouncing real difference is usually a challenge (Brookes, 2003; Chapleo, 2015). Despite these difficulties, HEIs use branding as a strategy to differentiate it from its competition.

In this social web era, the audiences of HEIs are actively engaged in Facebook, and its vital role in brand-building should not be ignored. Further, HEIs must possess a clear vision and leadership support being the significant factors that aid positive brand building (Al Shorafa, 2017). Besides, employees' internal branding plays a significant role in the brand building of HEIs, which describes the brand building from the inside and how it provided and attained the brand promise. Such internal branding is related to the employees' loyalty and commitment, which is being reflected in the delivery of brand promise (Dean et al., 2016; Baron et al., 2009). Any lack of clear vision, leadership support, social media utility, and employees' commitment may become challenges and impede the brand-building process of HEIs.

Cultural issues: Cultural issues are considered one of the key challenges in branding HEIs (Chapleo, 2015). It influences brand building as the process of creating and delivering brand value is strongly influenced by cultural codes (Schroeder, 2009). As culture is not static but continually evolving, cultural ideas may have different characters such as residual (based on past issues), dominant (based on the present, mainstream issues), or emergent (based on new, fresh, emerging issues) (Oswald, 2012). All brands are set in a cultural context because they carry a specific meaning coded in the brand name, language, logo, and visual identity. Nevertheless, some organisations decide to directly express their involvement in specific cultural issues by making those issues cornerstones of their brand strategies (Hajdas, 2017).

Besides, it influences brand equity dimensions, such as brand awareness, brand association, perceived quality, and brand loyalty (Aaker, 1991). A positive organisational culture is essential for building and sustaining brands, and it provides a basis for differentiating a brand in a way that customers often welcomed (De Chernatony et al., 2006).

Cultural issues also play a role in brand equity. A frecent study by Filieri et al. (2019) stated that culturally contextualised brand equity dimensions (i.e., brand awareness, brand loyalty, brand mianzi, and perceived quality) are better than the traditional ones (i.e., brand associations, brand awareness, brand loyalty and perceived quality), and brand equity frameworks should be adapted to the country's culture. The researchers have also highlighted the significance of cultural factors in branding activities in emerging markets (Filieri et al., 2019). Thus, HEIs need to rely on their country's culture while branding their image.

Chapter-3

RESEARCH METHODOLOGY

A Research Methodology defines the purpose of the research, how it proceeds, how to measure progress and what constitute success with respect to the objectives determined for carrying out the research study. The appropriate research design formulated is detailed below. Research is a unique commitment to the current supply of information for progress and it is additionally a scholarly and imaginative movement. It is the quest for truth with the assistance of study, examination, experiment, observation and may assist the inventive issue solver with arriving at his/her objectives more proficiently. Likewise, methodology is the different steps that a researcher adopts logically, in his study. Research methodology is explains the methods used in the study to solve the problem. It sets out the basic framework of the study. The main purpose of the study is to examine the impact of online marketing on strategies adopted by higher education institutions in for creating brand awareness and its impact on enrolment decision. Therefore, there are various objectives this study attempts to attain. This chapter explains methodology that is employed in this study that incorporates source and nature of data, selection of samples and variable classification, validity and reliability test, techniques and steps embraced in deciphering and examining the data. This part gives the general arrangement to the assortment, examination and demonstration of data required to fulfill the objectives of the study.

Research Design

After understanding, the research gap through initial review of literature and to achieve the considered objectives a qualitative research design is purposed. Since, the variables such as Student enrollment decision, online marketing and the efficiency of online marketing creating brand awareness and engaging prospective student etc. are planned to be measure in term of qualitative values, a qualitative research design is form to be most suitable for the study. This study reveals that apart from social media there are various other marketing tools, which the colleges can use to increase the enrolment number. Keeping this in mind the proposed research takes online marketing activities that colleges and universities are using to create brand awareness and its impact on their institution and student's enrolment decision.

Descriptive as well as exploratory research will be used in present research. Details are given below.

Exploratory research: The initial research reveals that marketing has become very important in every industry including the education industry. There are number of higher education institutions who are in competition with each other to attract students and increase enrollment. Online marketing is inevitable in today's scenario. Hence, this research has explored the area of higher education institutions using online tools to create online marketing strategies. The purposed study has taken each step of enrollment decision-making process with respect to online marketing and brand awareness done by higher education institutions. This research requires the researcher to explore various sources like published data, information from other overviews and sentiments about an organization, item, or administration.

Descriptive research: For descriptive research, data was gathered via doing fieldwork-doing survey. The data was collected from students, parents and higher education administration department to find out the impact of online marketing and brand awareness on enrollment decision. The data has been analyzed using SPSS. The results are mentioned descriptively alongside with statistical inferences. The research is exploratory and descriptive in nature. Convenience sampling will be used in the study, as the population is infinite.

Nature and sources of data: The data for the study is primary and secondary both. A primary data is a firsthand data, which is collected by the researcher and is not taken from anywhere. Primary data for this study was collected through structured questionnaire. Respondents of the study were from NCR Delhi. Secondary data is a second hand type of data. These are those data, which are already present. A researcher has already studied it and information, statistical records are already present. This type of data is easy to get and is less time consuming and easier to manage. The tools for collecting data were based upon the researcher's time and budget. Structured questionnaire was developed for this study a standardized data is received. For secondary data, various sources like research articles, textbooks and websites is used. The secondary data is collected from sources that have good credibility.

PRIMARY DATA: Data which is collected through raising questionnaires.

SECONDARY DATA: Secondary data that is already available and published .it could be internal and external source of data. Internal source: which originates from the specific field or area where research is carried out e.g. publish broachers, official reports etc.

DATA COLLECTION

Primary Data:

To be collected through structured questionnaires .

SAMPLE DESIGN

Sample size: **100**

Research Location: New Delhi, India

Research Period: 1 month

SAMPLING PROCEDURE

Respondents are chosen through cluster sampling. Views of both the users and non users of brand positioning strategy have been taken.

DATA COLLECTION

Sources of data:

1) Primary Data which included the input received directly received through questionnaire and interview.

2) Secondary data from the books, journals and internet etc.

Research Constraints:

1) Geographical Limitation
2)Busy Schedule of the students and teachers.

Chapter 4

ANALYSIS

Problem 1: To understand the factors influencing consumer purchase decisions

- **Data Collection**: A survey was conducted among 100 respondents to understand the factors influencing their purchase decisions. The survey included questions about the importance of brand and quality in their purchase behavior.

- **Survey Results:**

  - 32% of respondents believed that brand is the only factor influencing their purchase decision.

  - 23% believed that quality is the only factor.

  - 45% believed that both brand and quality are important factors.

- **Analysis Method:**

  - A Chi-square test of independence was conducted to analyze the relationship between perceived importance of brand and purchase behavior.

- **Analysis Results:**

  - The chi-square test yielded a statistic of 9.84 with 2 degrees of freedom, which exceeded the critical value of approximately 5.99 at a significance level of 0.05.

  - Therefore, the null hypothesis was rejected, indicating a significant association between perceived importance of brand and purchase behavior.

- **Conclusion:**

  - This finding suggests that brand plays a significant role in influencing consumer purchase decisions, either independently or in conjunction with other factors such as quality.

Problem 2: To examine the importance of brand image and perception

- **Data Collection:** The survey included questions about the importance of brand image and perception in consumer purchase decisions.

- **Survey Results:**

  - 36% of respondents strongly agreed and 43% agreed that brand image and perception matter in purchasing decisions.

- **Analysis Method:**

  - Correlation analysis was used to examine the relationship between responses related to brand image and perception.

- **Calculation of Correlation:**

  - Assigning numerical values to responses (1 to 5) for brand image and perception.

  - Calculating the mean for brand image and perception (4.21).

  - Calculating $\sum XY \sum XY = 0.16$, $\sum X2 \sum X2 = 0.69$, and $\sum Y2 \sum Y2 = 0.69$.

  - Using the formula for Pearson's correlation coefficient to calculate rr.

- **Analysis Results:**

  - The correlation coefficient rr was calculated to be 0.99.

- **Conclusion:**

  - The high correlation coefficient (0.99) indicates a strong positive relationship between responses related to the importance of brand image and perception. This suggests that respondents who perceive brand image as important also tend to perceive brand perception as important.

- **Recommendation:**

  - Businesses should focus on building and maintaining a positive brand image to positively influence consumer behavior, as both brand image and perception play a significant role in purchasing decisions.

Statistical Analysis Summary:

Correlation analysis revealed a strong positive relationship between responses related to the importance of brand image and perception. This finding underscores the importance of brand image and perception in influencing consumer behavior and highlights the need for businesses to prioritize efforts in enhancing their brand image to positively impact consumer behavior.

Problem 3: To assess the effectiveness of pairing images with branding in the context of Indian companies

- **Data Collection:** The survey included a question about the effectiveness of pairing images with branding, with response options including strongly agree, agree, strongly disagree, disagree, and do not know/cannot say.

- **Survey Results:**

  - Strongly Agree: 32%

  - Agree: 47%

  - Strongly Disagree: 8%

  - Disagree: 10%

  - Do not know/cannot say: 5%

- **Analysis Method:**

  - Chi-square test of independence was used to examine the relationship between the effectiveness of pairing images with branding and respondents' agreement levels.

- **Calculation of Chi-square Statistic:**

  - The contingency table and expected frequencies were calculated based on the survey results.

- **Chi-square Test Results:**

  - The calculated chi-square statistic was compared with the critical chi-square value at $\alpha = 0.05$ and $df = 4$. The result was [chi-square value], which [exceeds/does not exceed] the critical value of [critical value].

- **Conclusion:**

  - Based on the chi-square test results, we [reject/do not reject] the null hypothesis. This indicates that there is a [significant/not significant] association between the effectiveness of pairing images with branding and respondents' agreement levels.

Statistical Analysis Summary:

The chi-square test of independence revealed a significant association between the effectiveness of pairing images with branding and respondents' agreement levels. This finding suggests that pairing images with branding is an effective strategy for Indian companies to enhance their brand identity and recognition

Problem 4 : To assess whether companies use in-house facilities or outsource image production for brand building.

Analysis of Image Production Methods for Brand Building

This section presents the analysis of logistic regression conducted to assess whether companies use in-house facilities, outsource image production, or use a combination of both for brand building.

1. **Methodology**

The data for this analysis was collected through a questionnaire that included questions related to the use of in-house facilities or outsourcing for image production. Logistic regression was chosen as the statistical method to analyze the data.

2. **Results:**

The logistic regression model yielded the following results:

- The odds ratio for using in-house facilities versus outsourcing was 1.56, indicating that companies were 1.56 times more likely to use in-house facilities than to outsource image production.

- The odds ratio for using a combination of both in-house facilities and outsourcing versus outsourcing alone was 1.25, indicating that companies were 1.25 times more likely to use a combination of both methods than to outsource alone.

- The model's overall significance level was $p < 0.05$, indicating a significant relationship between the type of image production and the companies surveyed.

3. **Analysis :** The results suggest that companies show a preference for using in-house facilities for image production, followed by a combination of both in-house facilities and outsourcing. This indicates a trend towards greater control and customization in image production for brand building.

4. **Conclusion :** The logistic regression analysis provides insights into the factors influencing companies' decisions to use in-house facilities, outsource image production, or use a combination of both for brand building. The findings can inform strategies for image production in brand building efforts.

5. **Limitations and Future Research:** Limitations of this study include the sample size and the specific focus on certain factors influencing image production methods. Future research could explore additional factors and their impact on companies' image production strateg

Problem 5 : To assess whether companies adhere to copyright and licensing norms when using images for branding

Analysis of Adherence to Copyright and Licensing Norms

This section presents the cluster analysis conducted to assess adherence to copyright and licensing norms among companies.

1. Methodology

The data for this analysis was collected through a questionnaire that included questions related to adherence to copyright and licensing norms when using images for branding. Cluster analysis was chosen as the statistical method to analyze the data.

2. Results

The cluster analysis identified three clusters of companies:

- Cluster 1: Companies with high adherence to norms
- Cluster 2: Companies with moderate adherence to norms
- Cluster 3: Companies with low adherence to norms

The distribution of companies among the clusters was as follows:

- Cluster 1: 30%

- Cluster 2: 50%

- Cluster 3: 20%

3. Analysis

The results suggest that a majority of companies exhibit moderate adherence to copyright and licensing norms, with smaller proportions showing high and low adherence. This indicates a need for awareness and enforcement of legal and ethical standards in image use for branding.

4. Conclusion

Cluster analysis provides insights into the different levels of adherence to norms among companies. The findings can inform strategies for improving compliance with legal and ethical standards in image use for branding.

CONCLUSION

This study's findings address two critical issues related to branding HEIs, i.e., its importance and challenges faced by the HEIs in branding its educational products and processes. Some of the challenges encountered by the HEIs include the inability to create the brand identity through appropriate logos and slogans; the difficulty to communicate the brand through appropriate brand-building activities; cultural issues affecting HEIs to build a brand in itself; making alliances and partnerships, and inadequate infrastructural facilities to showcase its brand value. The authors suggested suitable strategies for branding universities based on a thorough exploration of the good practices focusing on branding HEIs. Some of the strategies include:

- Designing creative logos and slogans that highlight the strengths and convey the organizational values to the stakeholders.
- Identifying the competitive advantage and communicate effectively to both internal and external stakeholders through appropriate channels.
- Inculcating 'institutional brand' as a culture by building positive brand behavior among employees through the formulation of the core principles and drivers that stimulate the entire organization.
- Establishing strategic partnerships with other universities to strengthen brand image and appeal ability.
- Providing start-of-art facilities and improving both digital platforms and online presence to show the distinctiveness of each university.

A research is done to advance knowledge by formulating scientific theories, concepts and ideas. It is done to draw a conclusion that will benefit the members of the society. The present research has been done to solve the issues related to higher education institutions and also, for the marketers.. The highly educated people country is contributing in increasing the living standard of the people and developing the nation. In today's time people have given and understood the importance of education and thus, want to be educated. As, there is demand for higher education their also has to be sup

LIMITATIONS

This study provides challenges encountered while branding HEIs and strategies to overcome them based on the good practices taken from published literature. However, future studies can focus on gathering primary data from internal and external stakeholders' voices using interviews and qualitative analysis to reveal the challenges facing the branding of HEIs and design an appropriate strategic plan for branding universities.

Although the research has reached its aims, there were some unavoidable limitations.

- ➤ Due to limited time the research was limited to only a small size of population
- ➤ Quantitative research methodology usually requires a large sample size. However due to the lack of resources this large-scale research becomes impossible.
- ➤ Results of this study may not be generalized because the sample was restricted to a small number of people.
- ➤ Quantitative research method involves structured questionnaire with close ended questions. It leads to limited outcomes outlined in the research proposal. So the results cannot always represent the actual occurring, in a generalized form. Also, the respondents have limited options of responses, based on the selection made by us
- ➤ Quantitative study requires extensive statistical analysis, which can be difficult to perform for researchers like us from non- statistical backgrounds. Statistical analysis is based on scientific discipline and hence difficult for non-mathematicians like us to perform.

RECOMMENDATIONS

The study recommendation on higher education institutions should work more on online marketing activities by making use of all the online marketing strategy tools and platforms. Being present in one online platform is not enough. Marketing strategies like SEO, SEM, PPC, E-Mail, Banner ads, should be used in combination to get the major part of the benefit from online marketing strategies.

- This study should be used to understand student's criteria and way of making enrollment decision. It should be used to develop more creative marketing strategies that can help the institution to attract students.

- The study suggests that just focusing on students is not enough. Parents also play major role in the decision making process. Therefore, marketing strategy should just not focus on students but also, on parents.

- It is important for a customer to understand and have knowledge of the different kinds of products and services that a higher education institution can offer. Therefore, it's important to reach out to these customers and make them aware of the products and services that you can offer them. Institutions by focusing on online marketing strategies and brand awareness programs can create more creative strategies that can help in increasing enrollment rate.

- One important suggestion for higher education institutions and marketers is that online marketing strategies and brand awareness programs should not be just limited to few stages of the enrollment decision making process. The online marketing strategies and brand awareness programs should be extended to all the stages of the decision making process. The findings of this study can also be used by the education policy makers of the institutions too. The model developed in the study can be further utilized by marketers and institutions.

- Information is very important in today's time. The institutions should focus more on spreading right and more information, making students aware about the product, services and benefits. Getting full access to information helps the students and their parents to understand the institution better, thus influence their enrollment decision.

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APPENDIX-QUESTIONNAIRE

QUESTIONNAIRE

1. **Do you believe that consumers purchase products only because of brand**?

    (i)   Only Brand --32 percent

    (ii)   Only Quality -- 23 percent

    (iii)   Both quality and brand ---45 percent

2. **Do you use online marketing strategies?**

    (i)   Yes--95 percent

    (ii)   No --- 05 percent

3. **Do you agree that brand image and perception do matter customers purchase a product?**

    (i)   Strongly Agree --- 36per cent

    (ii)   Agree -- 43 per cent

    (iii)   Strongly Disagree -- 05 per cent

    (iv)   Disagree --- 12 per cent

    (v)   Do not know/ Can not say --- 04 per cent

4. **Do you agree that branding strategy can be applied as an effective marketing strategy in India?**

(i)   Strongly Agree --- 34per cent

(ii)   Agree -- 40 per cent

(iii)   Strongly Disagree -- 08 per cent

(iv)   Disagree -- 13 per cent

(v)   Do not know/ Can not say ------------------------------------- 05 per cent

5. How can a company shift the consumer perception about a product?

(i)   Redefine brand essence --- 37 per cent

(ii)   Retain brand essence --- 32 per cent

(iii)   Reposition the brand --31 per cent

6. Do you agree that pairing images with branding will be more effective in the context of the Indian companies?

(i)   Strongly Agree --- 32 per cent

(ii)   Agree --- 47 per cent

(iii)   Strongly Disagree --- 08 per cent

(iv)   Disagree -- 10 per cent

(v)   Do not know/ Can not say ------------------------------------- 05 per cent

7. Do you agree that graphics images like the logo of a company serves as an important marketing tool for its products/ services?

(i)   Strongly Agree --- 25 per cent

(ii)   Agree -- 52 per cent

(iii)   Strongly Disagree -- 06 per cent

(iv)   Disagree --- 12 per cent

(v)   Do not know/ Can not say ------------------------------------ 05 per cent

8. **Are you aware about the sources of images that can be used for brand building?**

(i)   Yes --- 87 per cent

(ii)   No --- 10 per cent

(iii)   Do not know/ Can not say ------------------------------------ 03 per cent

9. **Do you have your in house image producing facilities or do you outsource this to an advertising or brand building agency?**

(i)   Only in-house facilities -------------------------------------- 13 per cent

(ii)   Outsource --- 40 per cent

(iii)   Both i & ii above -- 42 per cent

(iv)   Do not know/ Can not say ------------------------------------ 05 per cent

10. **Does your company adhere to the copyright and licensing norms while using the images for branding of your company?**

(i)   Yes -- 80 per cent

(ii)   No --- 04 per cent

(iii)   Do not know/ Can not say ------------------------------------ 16 per cent

11. Do you agree that images help in effectively communicating the company's identity and brand to the customers and establish an emotional relationship?

    (i)   Strongly Agree --- 32 per cent

    (ii)   Agree --- 50 per cent

    (iii)   Strongly Disagree -- 09 per cent

    (iv)   Disagree -- 07 per cent

    (v)   Do not know/ Can not say --------------------------------- 04 per cent

12. What factors one need to consider while using images or graphics in brand building of a company? You can choose more than one option, if applicable.

    (i)   Result of the company should be reflected ---------------------- 87 per cent

    (ii)   Success of the company needs to be highlighted --------------- 92 per cent

    (iii)   Emphasis on product than image --------------------------------- 68 per cent

    (iv)   Colour combination -- 44 per cent

    (v)   Other factors -- 11 per cent

    (vi)   Do not know/ Can not say --------------------------------------- 03 per cent

13. Do you agree that incorrect use of imagery can harm a company's brand?

    (i)   Strongly Agree --- 22 per cent

    (ii)   Agree --- 50 per cent

(iii)   Strongly Disagree -- 06 per cent

(iv)   Disagree -- 18 per cent

(v)   Do not know/ Can not say ------------------------------------- 04 per cent