HOW SOCIABLE IS YOUR UNIVERSITY BRAND? AN EMPIRICAL INVESTIGATION OF UNIVERSITY SOCIAL AUGMENTERS' BRAND EQUITY

BY

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Abstract

Purpose

The purpose of this study is to put together the conceptualization of branding and higher education literature, also to develop and empirically test a model of university social augmenter's brand equity.

Methodology & Design

This study is conducted to examine the sociability of universities. Data was collect from more than 384 students through an effective research method of online survey. The questionnaire was designed to test the hypothesis.

Findings

The findings of this research shows that USA' reputation, student student interactions and coach student interaction influence student's satisfaction with social augmenters. It is also suggested through results that students who are satisfied by university are more likely to demonstrate the outcome of brand equity that is brand identification, will willingness to recommend, and willingness to incur an additional premium cost.

Limitations

Study was limited to Karachi only hence the scope was limited. The respondents were students only. This study was conducted during the corona times, and due to limitations the scope was restricted to physical experience and not online experience which is also considered as a thing now. This study did not apply to understand teacher's branding. Moreover it was not easy to reach all students in different universities hence the results are partially inclined to have a major part of one university and less responses from others. Future cross-sectional cultural research could survey students from different cities of Pakistan.

Recommendations

In order to create quality perception in front of students, the university and the teachers both have to plan it in very careful manner. Constant efforts are required to build and uplift satisfaction levels of current and potential students.

The expectations of student from university need to be monitored and catered conscientiously to generate impactful results and provide satisfaction therefore the HEC should hold the accountability for the service quality for private universities.

Keywords

Co-curricular activity, Higher education commission, University social augmenter brand equity, University branding, Student satisfaction.

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