CHAPTER – 5

IMPLICATIONS AND CONCLUSIONS

5.1 Implications

In this chapter a summary of salient findings of the study is presented. Conclusions are drawn with reference to the objectives and the implications of the conclusions are used to suggest a Brand Building sculpt for the higher educational institutions in tamilnadu. This study is based upon the data and evidence collected from 1560 students from 52 engineering colleges of tamilnadu as a representative to the universe of 263 engineering institutions. The research design comprises of examining the influence of Branding in engineering institutions in tamilnadu and also to find out the ways to build an educational brand for the engineering institutions in tamilnadu. It also examined the significant difference in various dimensions of Branding of engineering institutions by the gender and family income level of the respondents. It also helps to find out the significant difference in various dimensions of Brand Building of engineering institutions by the gender and type of the institutions chosen by the respondents for their higher education. Following are some of the important findings and conclusions derived out of the research:

5.0.1 While analysing the perception of sample respondents for each variable across the gender of the respondents it has been found that the dimensions such as Service, Innovation, Quality, Price, Image and External Exposure do not reveal any significant difference across the attributes at all. When analysis was made to find out the significant differences among the factors of each dimension by gender of respondents, it is inferred that one variable in Service: student support services offered by the institution for students overall development, was found to have significant effects with the gender of the respondents. It also corroborates the fact that the male and
female perceive differently towards this statement. It also inferred that two statements in Quality: qualified faculty of the institution and academic ranks that the institution holds every year in university has significant effects with the gender of the respondents. It also inferred the fact that the male and female perceive differently towards this statement. It also reveals the piece of information that a statement in Image: reputation of the institution among public has significant effects and inferred that male and female perceive differently towards this statement.

5.1.1 When the analysis was made to find out the perception of sample respondents for each variable of branding of engineering institutions across the family income level of the respondents, the results reveal that the dimensions such as service, innovation, quality and image shows significant effects across the attributes. It was also observed that the dimension such as price and external exposure does not have any significant difference with the family income level of the respondents. When analysis was made to find out the significant differences among the factors of each dimension by family income level of the respondents, it is inferred that four variables in Service such as: institutions help for students in doing projects, industry relevant programs offered by the institution, intimation to parents regarding students academic reports, recruitment activity carried out in the institution and student support services offered by the institution for students overall development has significant effects with the family income level of the respondents and inferred that different income level people perceive differently towards these statements.

It is also observed that all the four statements of innovation: innovative course curriculum offered by the institution, courses of soft skills/personality development programs offered by the institution, facilities available in the campus and innovative teaching or learning methods has significant effects and staunchly revealed that the
different family income level of the respondents have perceived differently towards these statements. When analysis was made, it is inferred that three variables in quality such as: qualified faculty of the institution, past placement records of the institution and academic ranks that the institution holds every year in university, revealed that different family income level of the respondents have perceived differently towards these statements. It was also observed that three statements in price dimension: scholarships offered by the institutions for meritorious students, cost of tuition fees charged by the institution per semester, institutions support services in getting educational loans in banks has nonsignificant differences with the family income level of the respondents. Only one statement in quality dimension: amount of capitation fees asked by the institution during admission revealed the fact that the different family income level of the respondents have perceived differently towards this statement. While analysing the perception of sample respondents for each variable across the family income level of the respondents it has been found that one statement in the Image dimension: reputation of the institution among public do not reveal any significant differences with family income level of the respondents. Another statement in image dimension: overall ranking and ratings of the institution in various magazine ratings/ present position of the institution in various agency ratings and rankings does reveal significant differences with family income level of the respondents that is different family income level of the respondents perceived differently towards this statement. When the analysis was made to find out the perception of sample respondents for each variables of external exposure dimension of branding of engineering institutions across the family income level of the respondents, the results reveal that the variable institutions tie-ups with abroad universities do not reveal any significant difference with the family income level of
the respondents. Another statement: visits of faculty from top ranking foreign universities and IIT’s and executives from industry for guest lectures revealed that different family income level of the respondents perceived differently towards this statement. Thus this statement has significant differences with the family income level of the respondents.

5.1.2 While analysing the perception of sample respondents for each variable across the gender of the respondents it has been found that the dimensions of Brand Building such as performance, imagery, judgements, resonance, feelings and attitude does reveal significant difference with the gender of the respondents. Security and salience dimension of the brand building does not have any significant difference with the gender of the respondents. When analysis was made to find out the significant differences among the factors of each dimension by type of the institution of the respondents, it is inferred that each and every statement or variable in all the dimensions of brand building does not reveal any significant difference with the gender of the respondents.

5.1.3 When the analysis was made to find out the perception of sample respondents for each dimension of brand building of engineering institutions across the type of the institutions chosen by the respondents for their higher education, the results reveal that the dimensions such as Salience, performance, imagery, judgements, resonance, feelings, attitude and security does not reveal any significant difference with the type of the institutions chosen by the respondents for their higher education. When analysis was made to find out the significant differences among the factors of each dimension by type of the institution, it is inferred that four variables in Salience such as: I selected this college only because of unique features of the college I will recommend my college to my friends I will recommend my college to my relatives I have never
regretted for joining in this college was found to have significant effects with the type of institution. One statement from salience: I always feel high about my college reveals that it does not reveal any significant difference with the type of the institution.

While taking into account the performance dimension it was staunchly revealed that all the statements, except one statement reveals the fact that it does reveal significant difference with the type of the institution. When analysis was made to find out the significant differences in imagery dimension by type of the institution it is inferred that three statements holds significant differences and also revealed the fact that respondents from different type of institution perceived differently towards the statements. An interesting fact is revealed that there exist no significant differences in the perception among the respondents towards the image of the college with two of its statements (I love my college mates and I feel great about my alumni) It also inferred that all the statements in judgements, resonance and attitude dimensions have significant effects with type of institution. While considering the feelings dimension two statements have significant effects and two statements have nonsignificant effects with type of the institution. Finally when taking in to consideration the security dimension the statements has nonsignificant effects thus revealed the fact that the respondents perceived in the same way towards the statements.

5.1.4 Multiple regression is computed to find out the influence of branding dimensions on Branding and reveals the fact that with more than eighty nine percent of variance exists in the influence of dimensions of educational brand, it corroborates the fact that the model analysed is highly accurate for implementation. Among all the dimensions of educational Brand, external exposure has got significant influence towards branding. It reveals the fact that if there is an increase of one value in external exposure, the brand value of the institution will be increased by .880. The same way if
there is an increase in Price by one value it will leads to .223 increase in the brand value of the institution. Likewise one value increase in service will paves way for .184 increase in the brand value of the institution. Similarly increase of one value in image creates an increase of .162 in the brand value of the institution. It also reveals the fact that increase of one value in quality and innovation will leads to increase of .077 and .043 in the brand value of the institution respectively.

5.06 Multiple regression is computed to find out the blocks of brand building for higher educational institution and reveals the fact that with more than sixty one percent of variance exists in the brand building dimensions higher educational institution, it corroborates the fact that the model analysed is highly accurate for implementation. Among all the dimensions of Brand Building, Imagery has got significant influence towards brand building. It reveals the fact that if there is an increase of one value in imagery, the brand building of the institution will be increased by .522. The same way if there is an increase in Judgements by one value it will leads to .460 increase in the brand building of the institution. Likewise one value increase in performance will paves way for .360 increases in the brand building of the institution. Similarly increase of one value in salience creates an increase of .166 in the brand building of the institution. It also reveals the fact that increase of one value in feelings, security and resonance will leads to increase of .162, .104 and .100 in the brand building of the institution respectively. It reveals that attitude dimension is influencing negatively thus explaining the fact that an increase of one value in attitude will leads to decrease of .045 in the brand building of the higher educational institution. The statement in the attitude explains that before joining in the institution the respondent has compared and analysed the institutions brand with other college brand. So, from the analyses of this statement it is concluded that if the students join
the institution by comparing and analysing the brand value with other college brands, it will create more suspicious and this suspicious attitude will contribute negatively for the brand building of the institution.

5.1.6 Partial least squares is computed to test the significance of various proposed relations Branding and branding dimensions. It reveals the fact that with more than sixty seven percent of variance exists in the influence of dimensions of educational brand, it indicates the fact that the dimensions such as service, innovation, quality, price, image and external exposure has high impact on Branding of higher educational institutions. The T statistic for all the dimensions of educational branding is greater than two and hence all the paths of dimensions are significant. The beta values for all the dimensions are found to be highly positively significant. This proves our presumption that the dimensions such as Service, innovation, quality, price, image and external exposure has a constructive influence on the branding of higher educational institutions. Both the Multiple regression and Partial Least Squares computation reveals the staunch fact that external exposure dimension has got high influence towards branding of higher educational institution. Thus the higher educational institutions should intensely focus on the external exposure factor as it highly influences the branding of the higher educational institution.

5.1.7 Partial least squares is computed to test the significance of various proposed relations of blocks of Brand Building in higher educational institutions. It reveals the fact that with more than sixty eight percent of variance exists in the influence of dimensions of educational brand building, it indicates the fact that the dimensions such as salience, performance, imagery, judgements, resonance, feelings and security has high impact on Brand building of higher educational institutions. The T statistic for all the dimensions of educational brand building is greater than two and hence all
the paths of dimensions except attitude are significant. The beta values for all the dimensions are found to be highly positively significant. This proves our presumption that the dimensions such as Salience, performance, imagery, judgements, resonance, feelings and security has a constructive influence on the brand building of higher educational institutions. Both the Multiple regression and Partial Least Squares computation reveals the staunch fact that imagery, judgements and performance dimensions has got high influence towards brand building of higher educational institutions. In both the analysis attitude dimension has negative influence on the brand building of higher educational institutions. Thus the higher educational institutions should intensely focus on the imagery, judgements and performance factors as it highly influences the brand building of the higher educational institution.

5.2. Limitations and Directions for further Research

While the current research is made to give significant contributions from both theoretical and practical point of view, it also has some limitations which are described below.

Firstly, the Dimensions which we have taken in to consideration for educational branding and educational brand building for higher educational institutions has high influential effects towards the brand value of the institution. Hence research can be conducted by considering some more dimensions or factors from the point of view of other stakeholders.

Secondly, because of time limitation and to keep the model at a manageable size, the present study concentrates only on the influence of branding and brand building of higher educational institutions. Consequently research can be done in Brand Management. That is after building strong brands; the management needs to manage the built brand so that to achieve competitive advantage.
Thirdly, further research can also be carried out by taking into consideration other factors like performance of the institution in various fields like faculty performance, students' performance and so on.

We have taken into consideration only the student group who have chosen engineering discipline for their higher education. Hence further research can be done by taking into consideration the other student groups from various locations who opt for other higher education disciplines such as Arts and Science, Polytechnic, Medicine, Physical Education and so on.

This study is limited to the geographical area limited to Tamilnadu, South India. Hence further research can be done in other states of India.

This study is also limited to the one group of stakeholders of Educational Institution the Student Group, Hence further research can also be done by taking into consideration the other stakeholder’s viz., Employers, Faculty and Alumni of the Institution.
5.3. Conclusion

Higher education is becoming a global business and is facing the reality of a worldwide competition (Lewis, 2003). Higher Educational Institutions are increasingly turning to branding as way to create an identity and to have a sustained competitive advantage (Montgomery, 2005).

"Products are built in factory, brands are built in minds"

“Rome was not built in a day --- so is branding in Educational Institutions!

As to rephrase the modern futurologist Alvin Toffler’s famous statement some years back: “Yesterday violence was power, today wealth is power and tomorrow knowledge will be power” to say that “Today, more than at any time in history, ‘Knowledge is Power’, and this will continue to be so in the foreseeable future”.

India’s educational development is a mixed bag of remarkable successes and glaring gaps. The gaps can simply be packed with success and achievements with the help of Brand Building. It includes every facet to make an Institution to achieve competitive advantage. India can claim to be a highly developed country only when we establish a university wherein students from the US and UK compete to get enrolled. This can come true by establishing India as a BRAND in the higher education sector.

Branding has become increasingly significant in the present scenario of Education industry and this study evidently proves that Branding has got significant influence on Higher Educational Institutions and also brought out a model of Brand Building for Indian Higher Educational Institutions.