

BRAND REPUTATION MANAGEMENT: THE INFLUENCE OF  
BRAND CULTURE, EXPRESSION AND EXPERIENCE TOWARD  
BRAND REPUTATION.

By

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BRAND REPUTATION.

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## ABSTRAK

Objektif kajian ini adalah untuk mengenalpasti pengaruh diantara faktor-faktor pengurusan jenama iaitu jenama budaya, ekspresi jenama dan pengalaman jenama terhadap reputasi jenama dalam kalangan pelajar universiti. Kajian ini dijalankan menggunakan kaedah pemerhatian, soalan kaji selidik telah diedarkan kepada 380 responden. Analisis data menggunakan “Statistical Package for Social Science” (*SPSS Windows*) Versi 16.0. Analisis regresi digunakan untuk menguji pengaruh antara pembolehubah. Keputusan regresi menunjukkan ketiga-tiga pembolehubah (jenama budaya, ekspresi jenama dan pengalaman jenama) serta reputasi jenama adalah berhubungan. Jenama Budaya mempunyai kesan atau hubungan yang paling kuat terhadap Reputasi Jenama. Ini menunjukkan Jenama Budaya merupakan faktor yang mempunyai pengaruh dominan terhadap Reputasi Jenama dalam kalangan pelajar universiti. Dapatan kajian menunjukkan faktor-faktor yang berkaitan wajar diberi perhatian dalam usaha untuk pengurusan jenama universiti yang lebih baik. Dapatan kajian ini dapat dimanfaatkan oleh pihak pengurusan penjenamaan institusi pengajian tinggi, atau kepada yang ingin membina jenama universiti. Dalam persaingan yang sengit antara universiti, terdapat kebarangkalian institusi pengajian tinggi membelanjakan sejumlah besar dana untuk aktiviti penjenamaan bagi menarik minat para pelajar. Penjenamaan institusi pengajian tinggi merupakan amalan yang diterima umum. Terdapat beberapa cadangan diutarakan untuk organisasi dan kajian pada masa hadapan.

## **ABSTRACT**

The objective of this study was to examine the influence between the brand management factors which are Brand Culture, Brand Expression and Brand Experience towards Brand Reputation among university students. The research done by mean of survey, a questionnaire was distributed to 380 respondents. Data was analyzed by “Statistical Package for Social Science” (SPSS Windows) Version 16.0. Regression analysis was used to test the influence between the variables. Regression result shows that three variables (Brand Culture, Brand Expression and Brand Experience) also Brand Reputation were related. Brand Culture has the higher effect on Brand Reputation. This means that Brand Culture is the dominant factor influencing the Brand Reputation of the universities students. These findings show that the related factors should be given attention to better manage university brand management. The preceding findings can be used to support those who are managing higher education institution branding, or intending to develop a university brand. As the stiff competition among universities increase, there is a probability that the higher education institutions spend a substantial amounts of fund on branding activities to attract students. Branding in higher education institution has become accepted practice. Some recommendations have been offered for the organization and future research.

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## **OPERATION DEFINITION**

Salkind (1997) stated that several criteria needed in a research to determine that it is a high quality research: (1) based on the work of others (2) can be replicated (3) generalizable to other settings and (4) based on some logical rationale. Some terms will be defined to make the actual meaning clearer.

**Reputation** – The collective representation of multiple constituencies' images of a organization, built up over time and based on organization's identity programs, its performance and how constituencies have perceived its behavior.

**Brand expression** – a mechanism by which an organization expresses itself to the external world and a means by which stakeholders come to know an organization (Money et al, 2010)

**Brand experience** – emotions provoked, sensations felt, knowledge gained and skills acquired through active involvement with the firm pre, during and post consumption. (Ismail et al, 2011)

**Brand culture** – the internal values, beliefs and basic assumptions that embody the heritage of the organization and manifest in the ways the stakeholder feel about the organization.

**Brand identity** – juncture between vision, culture and image that underpin the brand.

**University brand** - the perception and reputation developed in the minds of the people about the university or institution. It is the reaction appears in the minds of the people when they hear or see a name or symbol of some university or institute (Marconi, 2000; Miller et al, 2004; Santovec, 2007; Sevier, 2001; Temple, 2006).

# CHAPTER ONE

## INTRODUCTION

### 1.0 Background of study

Reputation management in university and higher education institution is important to ensure that the university and higher education institution remain relevant and significant in the eye of their stakeholders not only nationally but also internationally. In order to achieve that purpose, there are many efforts carried out to increase the reputation and university ranking in the world level. However, the reputation shown by the local universities to become a global brand cannot be proud of yet.

Mazarrol (1998) suggested that higher education is a considerable marketable service and it possess all the necessary characteristics of services .Among the characteristics, difficulty in marketing intangibility of services prevails more in education industry as it is difficult to define (Mazzarol, 1998). Marketing of educational institutions in UK started in 1980's (Brown and Oplatka, 2006) and due to increasing competitive environment, nationally and internationally. (Brown et al. 2006) added universities are sensing the need to market themselves aggressively and after careful situational analysis; they carefully need to adapt strategies to effectively position their mind of students (Ivy, 2001). Higher education has become a better transformation in the sense that students, parents and employers view some



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