

## Impact of Social Media's Role in Strengthening the Brand and Brand Management at Higher Education Institutions of India

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**Abstract:** This research examine the impact of social media's role in Strengthening the Brand and Brand Management at Higher Education Institutions of India. The Data were collected using structure questionnaire. The Data was collected from 463 students of higher education institutions across gujarat state with the aid of SPSS software, correlation analysis and regression coefficients were used to examine the data collected. Through Pearson correlation analysis. It was evident that there was a strong positive correlation ( $r = 0.418$ ,  $p < .001$ ) depicting that greater perceived role of social media in strengthening the brand was associated with higher brand management scores and to determine whether social media's role in strengthening the brand significantly predicts the brand management, a simple linear regression analysis was carried out. The regression model accounts for 17.5% of the variance and meets all underlying statistical simple linear regression assumptions.

**Keywords:** Social Media, Branding, Brand Management, Higher Education Institution

### INTRODUCTION

Brands were present everywhere and impact our daily lives. Every person has brand preferences. People purchase and feel comfortable with their brands. Brands shape daily behaviour, attitudes, and values. Digital marketing influenced branding significantly. All companies now have websites, blogs, Facebook, Twitter, YouTube, and other official pages. They market and communicate with customers on social media. Social media has changed customers' communication behaviors and made them business-oriented. Online users are now marketers and customers.

**Table 1**

#### *Comparison of Traditional vs. Digital Branding Approaches*

| Aspect              | Traditional Branding<br>(TV, Radio, Print) | Digital Branding<br>(Social Media, Online) |
|---------------------|--|--|
| Audience Reach      | Limited & regional                         | Global & interactive                       |
| Consumer Engagement | Passive                                    | Two-way communication                      |
| Cost                | High                                       | Cost-effective                             |
| Customization       | Low  | High (Targeted Marketing)                  |

Social media has changed the way people communication (Hennig-Thurau et al., 2004). Consumer reviews on social media affect buyers. Companies have adapted their marketing to social media. All sizes of companies were focusing on social media and seeking to tempt visitors to their official social media profiles. They know their favorite brands and like to discuss their potential with other consumers and brand managers. Social media has placed customers at the core of business, inspiring marketers to employ new tools to connect consumers to their businesses in unique ways. Currently, one of the best ways for brands to integrate potential customers was social media. Companies can interact with customers on social media. It affected branding and customer buying.

In recent years, higher education has prioritized branding. Building strong brand identities has become more important as institutions compete. Due to India's high English literacy, several Western colleges established study centers in Asia, particularly in India. Universities stay under pressure to recruit students, raise endowments, and improve their regional, national, and international reputations. Traditional student dependence on universities and colleges has changed. Prospective students today have more institution and academic program options and are more knowledgeable and selective. In the changing educational landscape, higher education institutions must prioritise branding as a strategic tool to separate themselves from competitors and obtain a competitive edge. Communication with the higher education stakeholders such as faculty members, students, employers and alumni were regarded as an ongoing process of branding in the educational setting. University's reputations were primarily shaped by their faculty members and students over the time. Hence, to increase the satisfaction levels of the educational stakeholders, a continuous effort was required (Schubert, 2005). According to Moore (2004), a strong identity for both internal and external audiences must clearly understand the institution's mission, aspirations, peer institutions, and unique differentiators. Nowadays, professors and other faculty members were expected to contribute to the institution's business development activities, such as enrollment, placements of students, and management development programs. Few reputed institutions, appointed professional managers to play a major role to handle the marketing strategies other than the regular faculty members.

Higher education is now central to the knowledge society and information age, playing a crucial role in national development across all countries, regardless of their economic status. As it gains prominence, it has also transcended national boundaries, integrating into the global arena. The movement of knowledge, technology, services, and people across borders have made globalization a defining characteristic of modern education. In India, university education undergone significant reform. Unlike industries such as electronics, telecommunications, energy, and healthcare, which were reshaped by market forces after globalization, higher education also transformed by emerging technologies. The role of governments, educational institutions, society, and most importantly, teachers, will be pivotal in shaping this evolving system, influencing both student and parental aspirations. According to Gibbs et.al (2008), educational institutions progressively recognized the need for strategic marketing in a universally competitive

environment. Research has explored the transfer of business marketing concepts to higher education. Melewar and Nguyen (2014) highlighted the role of institutional image and reputation in market positioning, considered from business marketing theories. Binsardi and Ekwulugo (2003) emphasized a customer-centric approach, applying business marketing principles to higher education.

## **Theoretical Review of Literature**

### **Higher Education**

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

Society relies on higher education for lifelong learning and knowledge preservation. It fosters curiosity, practicality, intellectual independence, and personal progress. It improves India's global standing and gives individuals job-ready skills. Higher education must satisfy students, professors, employers, industry partners, and communities. They must adjust to political, social, and economic developments. As student choices become increasingly unexpected, the system must adapt to quick demand changes. Organisations must adapt resources, people, and processes to opportunities. Education must offer many learning pathways—admissions, entry and departure points, instructional modes, assessment methods, and resource availability—to meet different and changing student interests. Higher education institutions should assess their strengths and limitations to build unique missions rather than sharing goals or systems. Universities don't need special status because the system can handle multiple suppliers for diverse students. Innovative institutions create new ideas, address problems, improve teaching and research, and work with industry and other educators. Socially, they must act properly, preserve public health and safety, and save the environment (Kandaleena, 2009).

### **Higher Education Institutes in India**

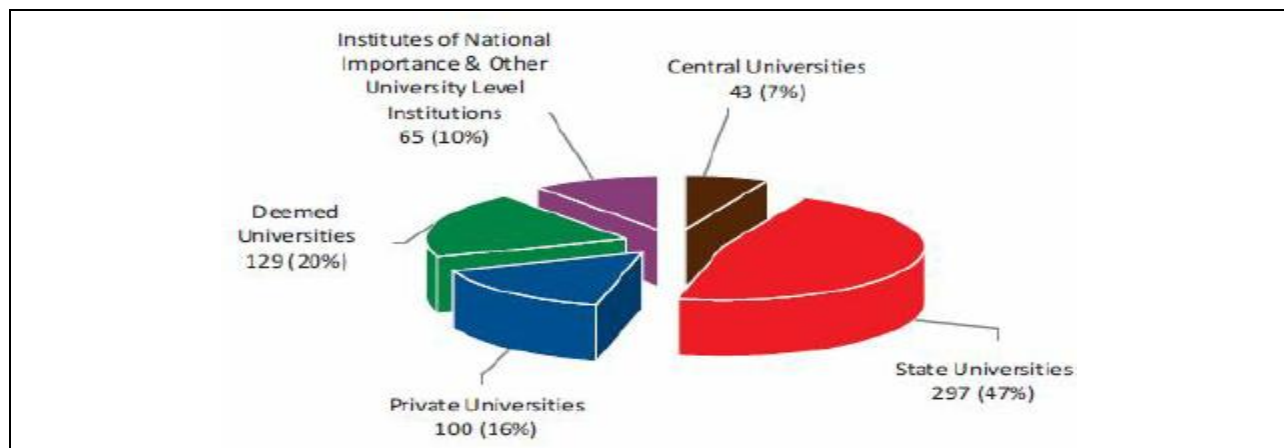
India stands strong at the onset of the Knowledge Era, having benefited—more by chance than design—from a skilled, scientific, and English-speaking workforce emerging after the communication revolution via internet and satellite technology. The 21st-century university education aims to nurture enlightened citizens for a knowledge-based society that fosters peace and prosperity globally. Universities today are envisioned as incubators of global knowledge powerhouses.

According to All India Survey on Higher Education (AISHE) 2020-21 (Ministry of Education report, 2023) report, higher education in India operates through diverse streams, each overseen by specific apex bodies under the Ministry of Human Resource Development. Engineering and

management education are regulated by AICTE, medical education by the Medical Council of India, and agriculture education by the Indian Council of Agriculture Research. The system is complex, comprising universities, colleges, national institutions, postgraduate institutions, and polytechnics. Generally, only universities and institutions of national importance (established by special acts of Parliament) can award degrees; postgraduate institutions and polytechnics offer diplomas recognized by AICTE.

According to the University Grants Commission (UGC) report, along with AISE, Indian universities are classified into four types: central, state, deemed, and private. Central universities are funded and controlled by the Central Government, with 24 such institutions. State universities are established by state legislatures, managing affiliated colleges and awarding undergraduate and postgraduate degrees. Deemed universities, unique to India, are autonomous institutions recognized under Section 3 of the UGC Act, 1956, for their high standards in specialized academic fields. Institutes of National Importance (e.g., IITs) are autonomous, outside UGC control, with independent funding, curricula, and faculty systems, and have highly competitive admissions.

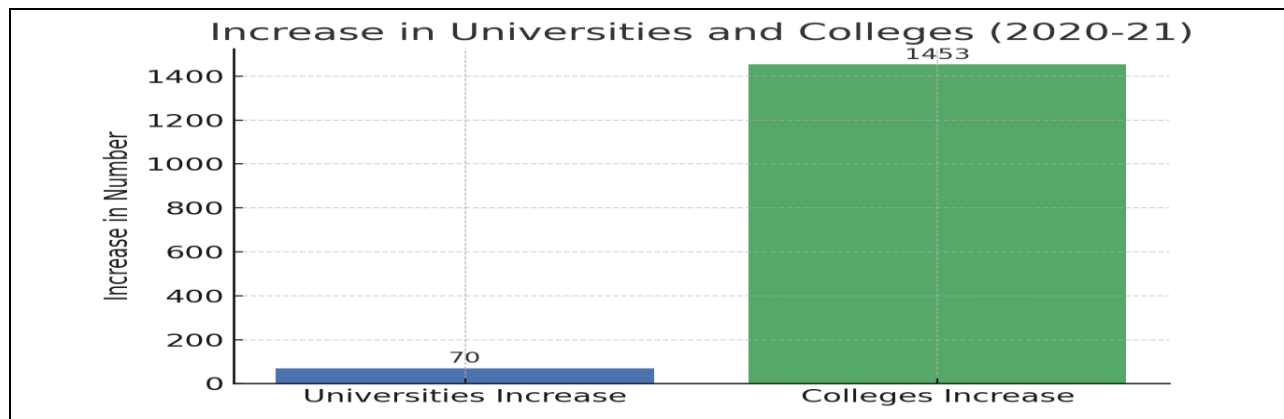
Figure 1



Type wise of Distribution of Higher Educational institutions in India

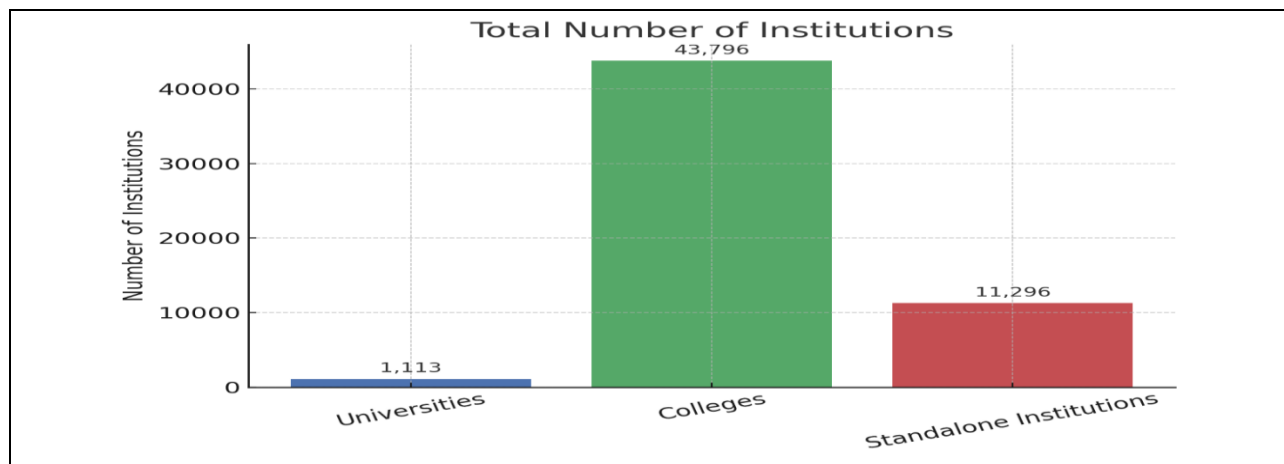
Source: UGC Report 2011

The All India Survey on Higher Education (AISHE) 2020-21 reported (Ministry of Education report, 2023) significant growth in various aspects of higher education in India. Total enrollment increased to 4.14 crore, crossing the 4 crore mark for the first time, reflecting a 7.5% increase from 2019-20 and a 21% rise since 2014-15. The Gross Enrollment Ratio (GER) rose to 27.3 from 25.6 in 2019-20, with female GER surpassing male GER, reflected by a Gender Parity Index (GPI) increase from 1.0 in 2017-18 to 1.05 in 2020-21. Distance education enrollment also grew by 7% over the previous year.

**Figure 2**

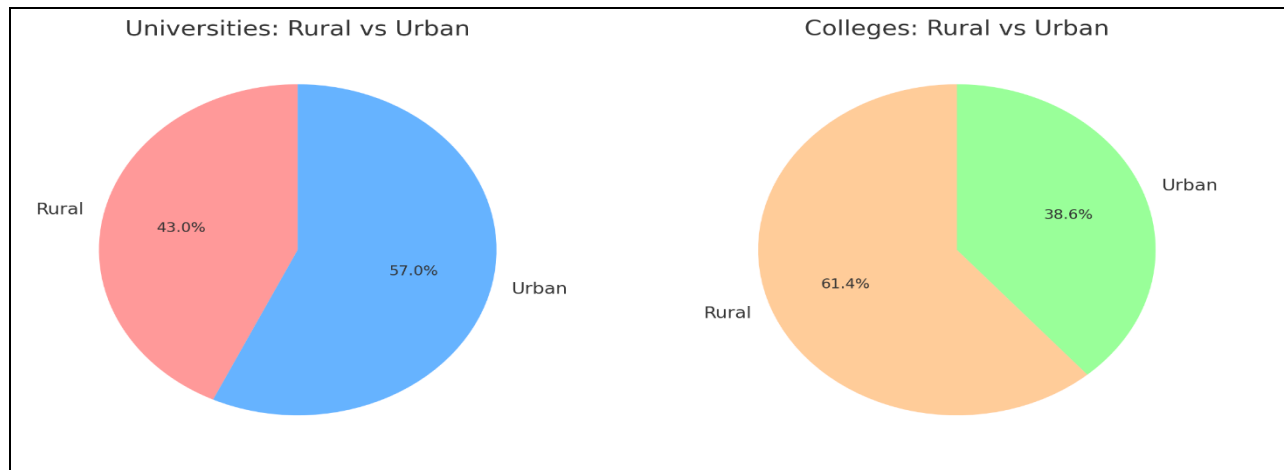
*(Source: Ministry of Education report, 2023)*

Institutional growth included an increase of 70 universities and 1,453 colleges in 2020-21, with the total number of universities reaching 1,113, colleges 43,796, and standalone institutions 11,296. Since 2014-15, universities have increased by 353 (46.4%). Institutes of National Importance (INIs) nearly doubled from 75 in 2014-15 to 149 in 2020-21. North Eastern states added 191 new higher education institutions since 2014-15.

**Figure 3**

*(Source: Ministry of Education report, 2023)*

**Figure 4**



*(Source: Ministry of Education report, 2023)*

## BRANDING

The American Marketing Association (AMA) defines a brand as “a name, term, sign, symbol, or design, or a combination thereof, utilised to identify goods or services and distinguish them from competitors.” These distinctions may be practical, emotional, or symbolic, influencing the brand's execution or representation (Kotler and Keller, 2013).

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

An effective brand system distinguishes a product or service significantly for customers while also enhancing the company's brand value. Currently, brands are crucial in fostering corporate expansion and enhancing customers' quality of life. A product or service attains brand status when it is promoted with identifiable attributes, such a name, logo, symbol, design, concept, or image that resonates with consumers. Brands distinguish products and services from competition by providing distinctive features. Purchasing a particular brand's goods guarantees functional advantages while enabling customers to convey their identity and enhance their self-esteem

through the brand's symbolic significance (Slaughter et al., 2004). Companies were tasked with conveying a distinct and significant brand statement to the public. The image a brand conveys may not consistently align with the company's real performance, thus damaging its reputation (Crane, 2001). Chernatony (1999) asserts that brands embody a convergence of utilitarian and emotional values. For branded physical objects, the functional values are primarily addressed, allowing for enhanced quality control. In the context of services, the objectively evaluated functional advantages mostly arise from the interaction between personnel and consumers, making it more challenging to maintain consistent functional values. In branded goods, emotional values are significantly shaped by communication and packaging strategies that facilitate effective management control. In service brands, these aspects can influence emotional values; but, the impact of the staff delivering the service is more significant. Consequently, same fundamental concepts are prevalent among brands in both the goods and services sectors; nevertheless, the application of branding principles in the service sector requires re-evaluation due to the importance of personnel.

A robust and favourable brand enhances perceptions of product efficacy, fosters greater loyalty, reduces susceptibility to marketing crises, increases profit margins, elicits more inelastic consumer reactions to price hikes, promotes enhanced trade collaboration and support, boosts marketing communication effectiveness, creates licensing opportunities, and facilitates additional brand extensions (Keller, 1993).

Branding within the services industry presents hurdles for marketers, especially in brand management and comprehending their worth in the education sector. A brand transcends mere nomenclature; it cultivates an experience that engenders trust and emotional bonds with stakeholders, hence nurturing enduring relationships. It emphasises the distinctive attributes of a product or service, differentiating it from comparable offers by competitors. Within a collegiate or university setting, the brand is epitomised by its name and the associated connotations—such as reputation, quality, history, and other distinctive characteristics (Rosenthal, 2003; Lamboy, 2011).

## **BRAND MANAGEMENT**

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

A brand's long-term strategy helps define an organization's mission, vision, and growth trajectory. Similar to Management institutes branding is when you identify key differentiators that allow you to hold an upper hand over others. Emphasis is placed on improving institutional reputation whilst buffering against outside adversarial forces. Also, branding decisions need to correlate with market dynamics and stakeholder expectations, and we need to have systems for analyzing these so the institutional position can be planned.

Thus, educational segment consolidated branding principles to extend individuals' as well as associate's visions in a way to generate diversity of their institution, students and its values. It starts with an ideal image of how the institute wants to be seen and needs a strategic implementation. Clearly defined brands also foster emotional ties with the students that create long-term bonds and strong alumni networks. It strengthens institutional reputation, creates awareness, and serves as a barrier against competition. In addition, branding helps with decision-making and transparency of messaging. It is important to note that education branding is different than branding products, but research findings can still help institutions define their identity successfully (Lamboy, 2011).

### Models of Brand Management

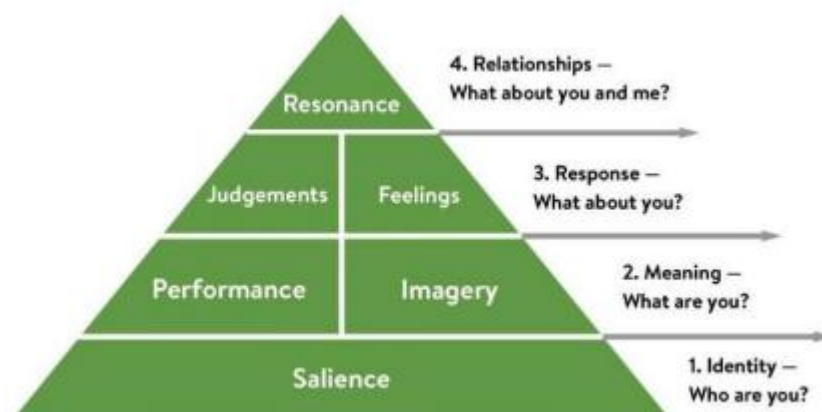
Brand management is a strategic discipline focused on building, maintaining, and enhancing a brand's identity, value, and relationship with customers. Various models have been developed to understand and guide this process effectively. Below are some of the most influential brand management models:

#### 1. Keller's Brand Equity Model (Keller, 1993)

Keller's Brand Equity Model, also known as the Customer-Based Brand Equity (CBBE) Model, was first developed by marketing professor Kevin Lane Keller. The model is straightforward: to build a strong brand, you must shape how customers think and feel about your product. This involves creating the right experiences around your brand so that customers develop specific, positive thoughts, feelings, beliefs, opinions, and perceptions about it. When brand equity is strong, customers tend to buy more from you, recommend you to others, remain loyal, and are less likely to switch to competitors.

Keller's CBBE model emphasizes building brand equity from the perspective of the customer's mind. It presents brand development as a series of four progressive steps:

Figure 5





**Step 1: Brand Identity – Who Are You?**

The first step is to establish brand awareness. Your goal is to ensure the brand stands out and customers recognize it. This involves not only creating brand identity but also making sure that brand perceptions are accurate during critical stages of the buying process. Begin by understanding who your customers are. Conduct thorough market research to see how customers perceive your brand, and identify if different market segments have unique needs and relationships with your brand. Assess whether your customers' perceptions align with your intended brand image or if there are gaps that need addressing. You might need to adjust your product, service, or the way you communicate your brand messages.

**Step 2: Brand Meaning – What Are You?**

Next, identify and communicate what your brand means to customers and what it stands for. Keller divides brand meaning into two components: performance and imagery.

- Performance relates to how well your product meets customers' needs and includes five categories: primary features and characteristics; reliability, durability, and serviceability; service effectiveness, efficiency, and empathy; style and design; and price.
- Imagery covers how your brand fulfills customers' social and psychological needs. This can come directly from customers' own experiences or indirectly through targeted marketing and word of mouth.

**Step 3: Brand Response – What Do I Think or Feel About You?**

At this stage, customers form judgments and feelings about your brand.

- Judgments typically focus on:
  - Quality: Customers evaluate both the actual and perceived quality of your product or brand. Consider ways to improve these qualities.
  - Credibility: This involves expertise (including innovation), trustworthiness, and likability. Think about how you can enhance your credibility, perhaps by using research to support your brand claims and promoting these in your marketing materials.
  - Consideration: Customers assess how relevant your product is to their specific needs. Use consumer research to understand and communicate how you address those needs.
  - Superiority: Customers compare your brand to competitors. Reflect honestly on your strengths and weaknesses relative to competitors, and identify opportunities to differentiate.
- Feelings refer to the emotional responses your brand evokes, which influence customer loyalty and attachment.

**Step 4: Brand Resonance – How Deep Is My Connection with You?**

Brand resonance represents the pinnacle of Keller’s pyramid and is the most challenging but rewarding level to reach. It occurs when customers develop a profound psychological bond with your brand. Keller breaks resonance down into four categories:

- **Behavioral Loyalty:** Customers make regular, repeat purchases.
- **Attitudinal Attachment:** Customers love your brand and see it as a special purchase.
- **Sense of Community:** Customers feel connected with other consumers and company representatives linked to the brand.
- **Active Engagement:** The highest form of loyalty where customers actively engage with your brand beyond purchasing, such as joining brand-related clubs, participating in events or online communities, following on social media, and more.

In summary, Keller’s CBBE Model offers a structured approach to building strong brand equity by carefully guiding how customers perceive, feel about, and engage with your brand at each stage of the pyramid. This model helps brands create a strong, favorable, and unique presence in consumers’ minds, which is essential for long-term success.

**3. Brand Resonance Model (Keller, 2001).**

An extension of Keller’s work, the Brand Resonance model focuses on the depth of connection between the brand and the consumer, structured as:

- **Brand Salience** – Brand awareness and recall.
- **Brand Performance and Imagery** – Functional and emotional brand associations.
- **Brand Judgments and Feelings** – Customer evaluations and emotional responses.
- **Brand Resonance** – The intensity of customer loyalty and identification with the brand.

Apple perfectly illustrates the Brand Resonance model. Apple products are seen not just as technology but as a lifestyle symbol, creating brand salience through ubiquitous recognition. Its brand performance focuses on cutting-edge technology and sleek design, while its brand imagery taps into innovation and premium status. Customers’ judgments and feelings toward Apple are highly positive and emotionally charged. This results in intense brand resonance, where customers are highly loyal, advocate for the brand, and often repurchase despite premium pricing. This model underscores that emotional engagement is critical for a sustainable brand.

**5. The Brand Asset Valuator (BAV)**

Developed by Young & Rubicam (2000), the BAV model assesses brand strength and stature through four key pillars:

- **Differentiation** – The brand’s uniqueness and distinctiveness.
- **Relevance** – How meaningful the brand is to consumers.

- **Esteem** – The level of respect and admiration for the brand.
- **Knowledge** – How well consumers understand and are familiar with the brand.

Google's brand strength can be evaluated using the BAV's four pillars:

- **Differentiation:** Continuously innovative products like search, Android, and AI.
- **Relevance:** Highly relevant to everyday internet users worldwide.
- **Esteem:** Commands immense respect and trust.
- **Knowledge:** Widely known and understood by users globally.

By excelling in these areas, Google has maintained a powerful and trusted brand. The BAV provides strategic insights into brand positioning and growth opportunities.

These models provide frameworks to understand the multi-dimensional nature of brands — from building awareness to creating emotional resonance and managing brand identity. Selecting and applying the right model depends on organizational goals, industry context, and target audiences. Whether in higher education, retail, or technology sectors, these frameworks guide brand strategy formulation and implementation.

### **Social Media Influence on Branding of Higher Education Institutions**

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

Today, social media is the leading online medium for communication, interaction, and information exchange (Poluan et al., 2022). Users can interact, share content, and construct digital narratives on blogs, social networks, wikis, forums, and virtual worlds (Kim & Ko, 2012). Social media has become an essential part of modern life, affecting and altering global attitudes (Sijabat et al., 2022). Social media has several benefits, including its accessibility as a marketing tool. Social media data can improve marketing strategy creation, implementation, and evaluation, saving money compared to traditional marketing methods. Educational marketing approaches reflect globalisation and creative social media marketing strategies (Kainde & Mandagi, 2023). Quality is important in today globalised world, thus parents seek high-quality education for their children. To attract and keep users and sustain their educational services, educational institutions must adapt and apply

strategic marketing tactics. To adapt to the changing educational landscape, institutions must understand the implications of using digital platforms and social media marketing (SMM) to engage with their target audience (Kainde & Mandagi, 2023). Similar to corporations, educational institutions need brand identities to attract students, faculty, and community support (Walean et al., 2023). SMM can boost or hurt an institution's brand image, so it's important to understand how it affects brand perception and reputation.

The market for higher education has become a well-known worldwide phenomena (Hemsley-Brown & Oplatka, 2006). Higher education institutions are currently motivated by the necessity to sell themselves due to shifting social circumstances and growing competition in both domestic and foreign markets (Alexa et al., 2012; Hemsley-Brown & Oplatka, 2006). Brand management has grown in significance in today's intricate and fiercely competitive economy (Pinar et al., 2011). Higher education institutions have therefore seen the necessity of adopting a sustainable brand strategy (Pinar et al., 2011) and have resorted to branding as a means of addressing the global issues of our day (Whisman, 2009). Additionally, social media use has made marketers more conscious, and they now need to come up with new strategies for connecting and engaging with potential clients (Constantinides & Stagno, 2011). Many higher education institutions are anticipated to need to adapt to social media users and applications in light of these advances (Selwyn, 2011). Higher education institutions find social media engagement to be a very appealing branding technique because of the strong adoption rates of social media among the younger generation (Constantinides & Stagno, 2011). American young adults use social media, especially Facebook, at high rates, according to the findings of a Pew Research Centre poll (Greenwood et al., 2016). Higher education institutions can thus use social media to effectively interact and engage with their core target demographic as well as with a variety of stakeholders, including alumni, current and potential students, and staff. Social media sites like Facebook can help students navigate a new social structure, like a higher education setting, in addition to helping them build and maintain interpersonal relationships (DeAndrea et al. 2012). Digital natives with extensive social media exposure make up the millennial generation in higher education (Wankel, 2009). Their use of online social networking sites promotes integrity and students' affiliations to their colleges in addition to making it easier for them to build fulfilling interactions with their classmates (Yu et al., 2010). Furthermore, social networking sites and online reviews/forums have varying effects on students' university searches and selections (Lehmann, 2015), suggesting that higher education institutions stand to gain greatly from integrating social networking sites with other branding resources.

Social media has become an essential tool for higher education institutions (HEIs) to interact with students, parents, alumni, and other stakeholders as online communication has grown in popularity (Bélanger et al., 2014; Peruta & Shields, 2017). In order to adjust to shifting consumer habits, where online word-of-mouth has a bigger impact than traditional marketing, many HEIs want to improve their social media presence as part of their branding strategy (Bélanger et al., 2014; Peruta & Shields, 2018). HEIs must actively manage their brand reputation on sites like

Facebook, Instagram, YouTube, and LinkedIn because social media also presents problems because of unrestricted communication (Nguyenetal., 2019).

## DATA ANALYSIS AND INTERPRETATION

To determine whether social media's role in strengthening the brand significantly predicts the brand management, a simple linear regression analysis was carried out. The findings revealed a strong positive relationship between the two variables, although with a smaller effect size compared to other predictors. Diagnostic tests confirmed that the regression model satisfies assumptions of normality, linearity, and homoscedasticity, supporting the validity of the results. The following section presented a detailed breakdown of the analysis.

### Hypothesis:

- **H<sub>0</sub>:** There is no significant relationship between Social Media's Role in Strengthening the Brand and Brand Management.
- **H<sub>1</sub>:** There is a significant positive relationship between Social Media's Role in Strengthening the Brand and Brand Management.

The following tables presented the results of descriptive statistics, correlation analysis, and regression analysis for the variables social media's role in strengthening the brand and brand management among the higher education students.

**Table 1.2**

***Descriptive Statistics- Social Media's Role in Strengthening the Brand and Brand management***

| Variable                                       | Mean (M) | Standard Deviation (SD) | N   |
|--|----------|-------------------------|-----|
| Social Media's Role in Strengthening the Brand | 20.66    | 3.49                    | 463 |
| Brand Management                               | 71.35    | 9.52                    | 463 |

The above table (1.2) depicted that the students reported moderately high levels of both brand management and the role of social media in strengthening the brand.

### Correlation Analysis

To evaluate the relationship between social media's role in strengthening the brand and brand management, Pearson correlation analysis was performed and the results were tabulated below in table (1.2).

**Table 1.3*****Correlation Analysis of Variables Social Media's Role in Strengthening the Brand and Brand Management***

| <b>Variables</b>  | <b>r</b> | <b>p-value</b> |
|---|----------|----------------|
| Social Media's Role in Strengthening the Brand & Brand Management | 0.418    | < .001         |

Correlation analysis showed a moderate positive correlation ( $r = 0.418$ ,  $p < .001$ ) depicting that greater perceived role of social media in strengthening the brand was associated with higher brand management scores.

**Regression Analysis****Table 1.4*****Model Summary – Social Media's Role in Strengthening the Brand and Brand Management***

| <b>Model</b> | <b>R</b> | <b>R<sup>2</sup></b> | <b>Adjusted R<sup>2</sup></b> | <b>Std. Error of the Estimate</b> |
|--------------|----------|----------------------|-------------------------------|-----------------------------------|
| 1            | 0.418    | 0.175                | 0.173                         | 8.654                             |

The results of the model accounted for 17.5% of the variance in Brand Management ( $R^2 = .175$ ,  $p < .001$ ), suggesting a modest but statistically significant predictive power.

**Table 1.5*****ANOVA Summary – Social Media's Role in Strengthening the Brand and Brand Management***

| <b>Model</b> | <b>Sum of Squares</b> | <b>df</b> | <b>Mean Square</b> | <b>F</b> | <b>p-value</b> |
|--------------|-----------------------|-----------|--------------------|----------|----------------|
| Regression   | 7324.847              | 1         | 7324.847           | 97.808   | < .001         |
| Residual     | 34524.471             | 461       | 74.890             |          |                |
| Total        | 41849.317             | 462       |                    |          |                |

From the above table (1.5), the F-statistic value was  $F = 97.808$ ,  $p < .001$ ) that showed that Social Media's Role in Strengthening the Brand significantly predicts Brand Management

Table 1.6

*Regression Coefficients – Social Media Influence on Branding and Brand management*

| Predictor                                   | B      | Std. Error | Beta  | t      | p-value | 95% CI for B     |
|---|--------|------------|-------|--------|---------|------------------|
| Constant                                    | 47.755 | 2.419      | —     | 19.738 | < .001  | [43.000, 52.509] |
| Social Media Role in Strengthening Branding | 1.142  | 0.115      | 0.418 | 9.890  | < .001  | [0.915, 1.369]   |

From the above table (1.6) the regression equation was stated as: **Brand Management = 47.755 + 1.142 × Social Media's Role in Strengthening the Brand**, which means each one-unit increase in the perceived role of social media in brand strengthening results in a 1.142 unit increase in Brand Management scores ( $p < .001$ ), confirming a statistically significant predictive relationship.

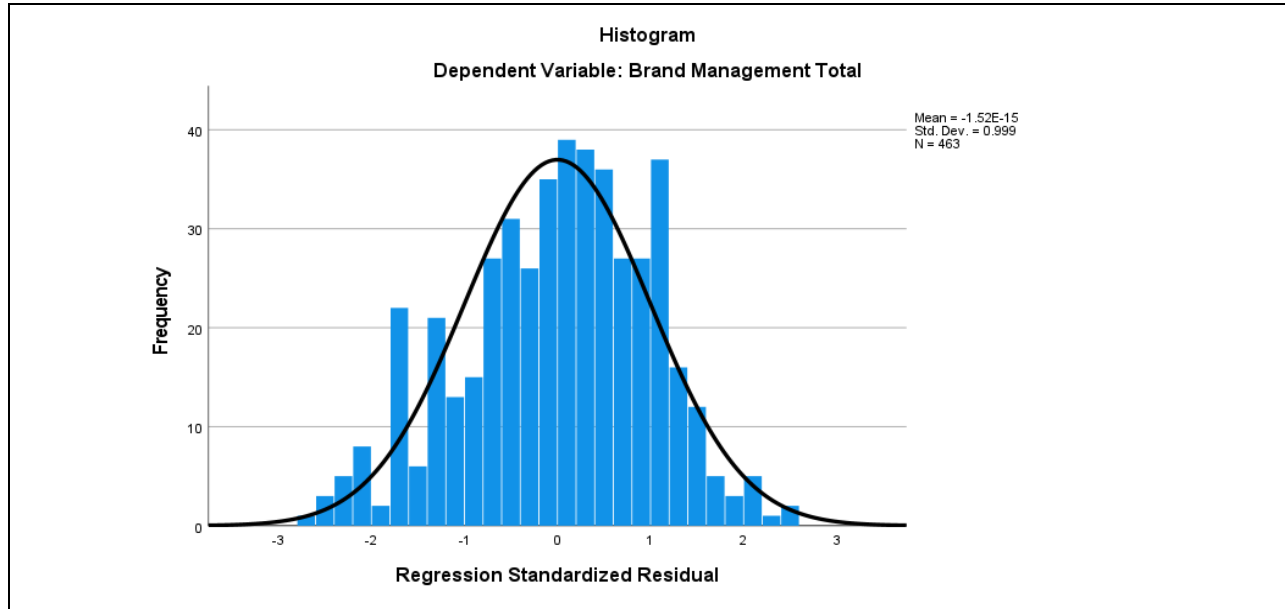
**Regression Diagnostics****Collinearity Statistics**

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

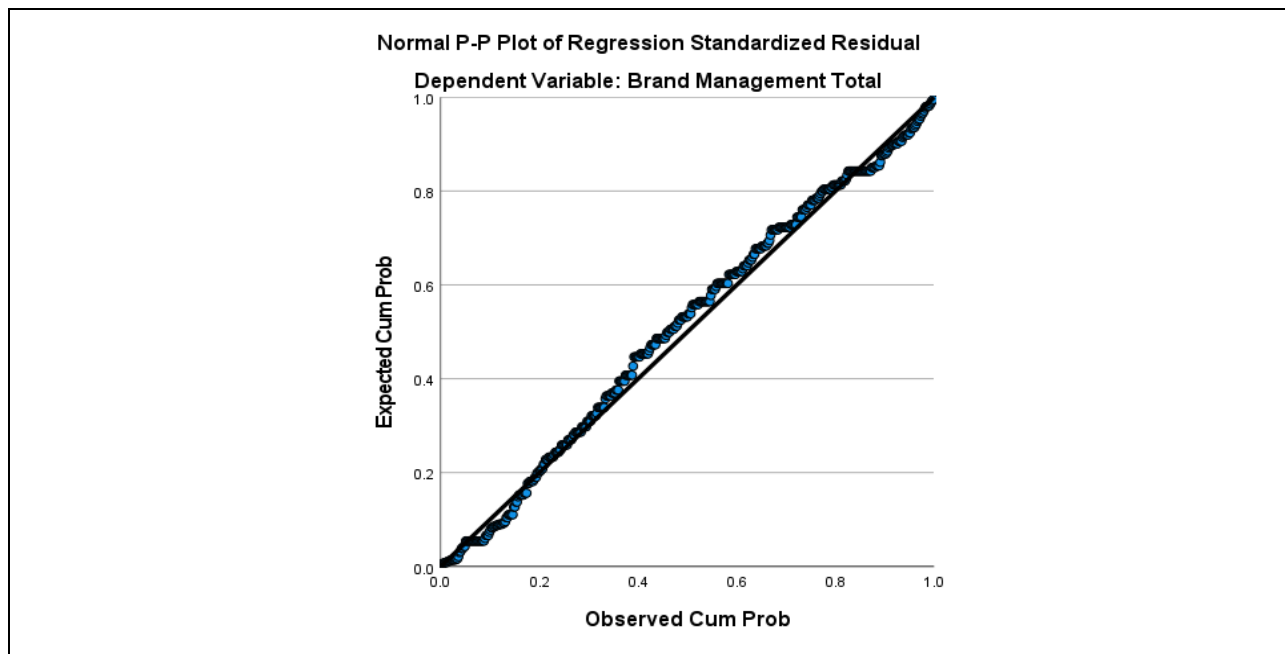
These above values confirmed there was absence of multicollinearity within the model.

**Residual Analysis**

To verify regression assumptions, residual diagnostics tests were performed and represented using histograms, P-P plots, and scatterplots.

**Figure 6*****Histogram of Standardized Residuals: Social Media's Role in Strengthening the Brand and Brand Management***

The figure (6) depicted the histogram of standardized residuals approximated a normal distribution, supporting the assumption of residual normality.

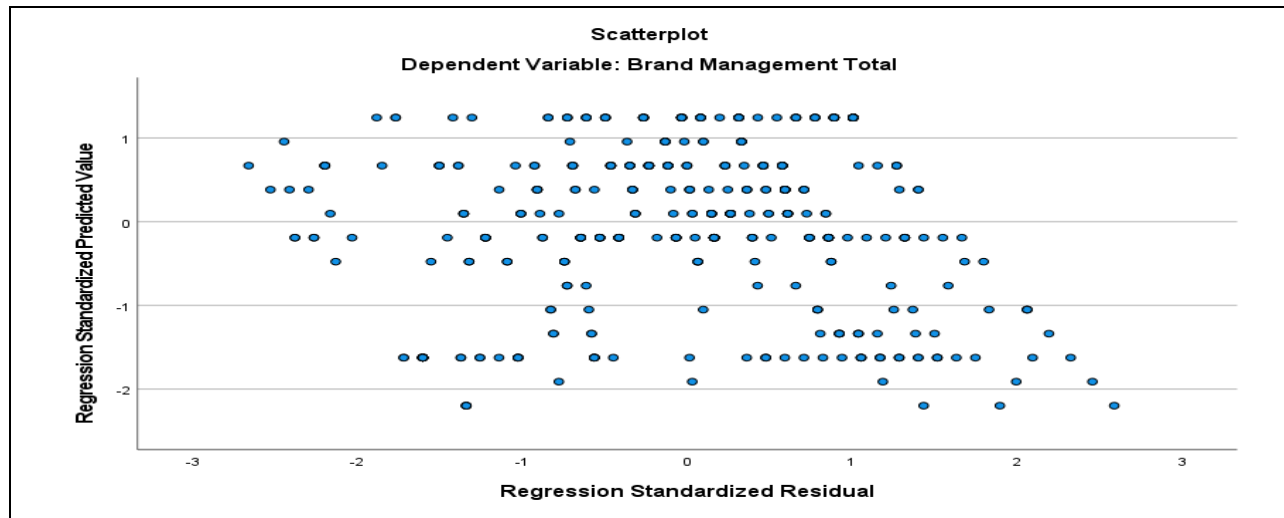
**Figure 7 Normal P-P Plot: Social Media's Role in Strengthening the Brand and Brand Management**



The above figure (7) showed the points closely align with the diagonal line, indicating that the residuals are normally distributed.

**Figure 8**

***Scatterplot of Residuals: Social Media's Role in Strengthening the Brand and Brand Management***



The above figure 8 showed the scatterplot of standardized residuals against predicted values shows a random and homogenous distribution without any systematic pattern, confirming that assumptions of linearity and homoscedasticity are met.

### Conclusion

From the above-described analysis, it was concluded that the Social Media's Role in Strengthening the Brand is a statistically significant predictor of Brand Management, although the effect size is moderately observed. The regression model accounts for 17.5% of the variance and meets all underlying statistical simple linear regression assumptions. Thus, the null hypothesis ( $H_0$ ) is rejected, supporting the alternative hypothesis ( $H_1$ ).

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