

Ways Of Improving Education System By Building A Brand Equity Of The University

Zufarova Nozima Gulamuddinova¹, Shakirova Dilfuza Tulkunovna², Rakhimova Shirin Utkurovna³, Mardonov Aziz Yusopov⁴, Khodjikulova Shakhlo Narimanovna⁵

¹TSUE, dean of International Tourism Faculty

²TSUE, senior teacher of English Department

³TSUE, dosent of English Deaprtment

⁴TSUE, vice-dean of International Tourism Faculty

⁵TSUE, teacher of English Department

¹nozimamia@gmail.com, ²sh_dilfuza@mail.ru, ³rahimova.sh@mail.ru,
⁴gegel.1987@mail.ruich, ⁵shakhlohodjikulova@mail.ru

Abstract: *The article remarked the brand strategy implementation in higher educational institution (HEI). When the right selected brand image will create the unique nontangible asset for the educational organization. Ordinary least squares (OLS) regression is utilized to look at the hypothesized connections of the article, and committed with conclusion that in the market place every HEI should develop own marketing strategy to create own brand.*

Key words: *higher educational institution, brand, brand image, competitiveness.*

1. INTRODUCTION

At the present time, young generation of many countries could hardly remember the time of scarcity, as their parents had, not so long time ago. Due to the development of business and technology people can afford to choose any products and services, they are offered, according to their quality, price and other economic indicators. Nowadays as more and more companies produce goods or provide services that are identical according to its quality and price, meeting customers' requirement and expectation, causes hot disputes among economists and marketers all over the world. The assessment of the quality of certain goods and services by the consumer according to the marketers can be a good strategy to attract their attention in order to build loyalty among consumers. In the market, companies to distinguish their product and service from the competitors create a name, symbol or design, which helps to identify the product and service. While searching Google, several definitions to the term brand can be found:

1. "It is the emotional and psychological relationship you have with your customers."
2. "A type of product manufactured by a particular company under a particular name."
3. "The name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers."
4. "It is the idea or image of a specific product or service that consumers connect with by identifying the name, logo, slogan, or design of the company who owns the idea or image." (<https://successwise.com/what-is-a-brand/>)

According to Elizabeth Smithson, what makes branding important is that while making unforgettable impression to the customer it also lets the customer to know what to expect from the company and the elements as advertising, customer service, promotional merchandise, reputation, and logo should work together to create an effective and unique

brand. (What Is Branding And Why Is It Important For Your Business? Brandingmag, 2015, October).

For a long period of time the term brand used in business and market, to be not ordinary, may be extra ordinary in the market however, an increasingly competitive market higher education became a broad market, where every higher educational institution (HEI) has to evaluate its reputation and compete with its rivalry for prospective customers, clients (students and their parents in our case), and employees (teachers) by developing brand strategies. Of course in national market in higher education system universities tried to use benchmarking strategies for creating hybrid brand strategies, when their implemented the world brand standards and national. This unique forms contributed to be competitive and extraordinary in higher education institution system. Starting from this point they targeted to generate creative and competitive alumni's which will play a significant role in the transformation of the county's economy.

2. MATERIALS

In recent years the government of the Republic of Uzbekistan has paid great attention to increase competitiveness in tertiary education by building a strong brand in tertiary education, though being a significant point, which ought to be given a lot of consideration brand in education, has not been studied closely according to the state of tertiary education in Uzbekistan and certainly there is not much information on this topic nowadays.

No doubt that in order to increase competitiveness in higher education internalization plays significant role. It is clearly shown in Figure 1 up to 2019 there were no competition among international HEI, as limited number of rivalry, there were only 6 in 2011 and it number was increased in 2019 till 17. Thus it did not influence the price of the tuition fee, it fluctuated between US \$ 2.500- 3.500. However, the advertisement was in competitive high quality and using ATL (above the line) and BTL (below the line) forms (<https://www.xabar.uz/uz/talim/ozbekistonda-otmlar-soni-102>)

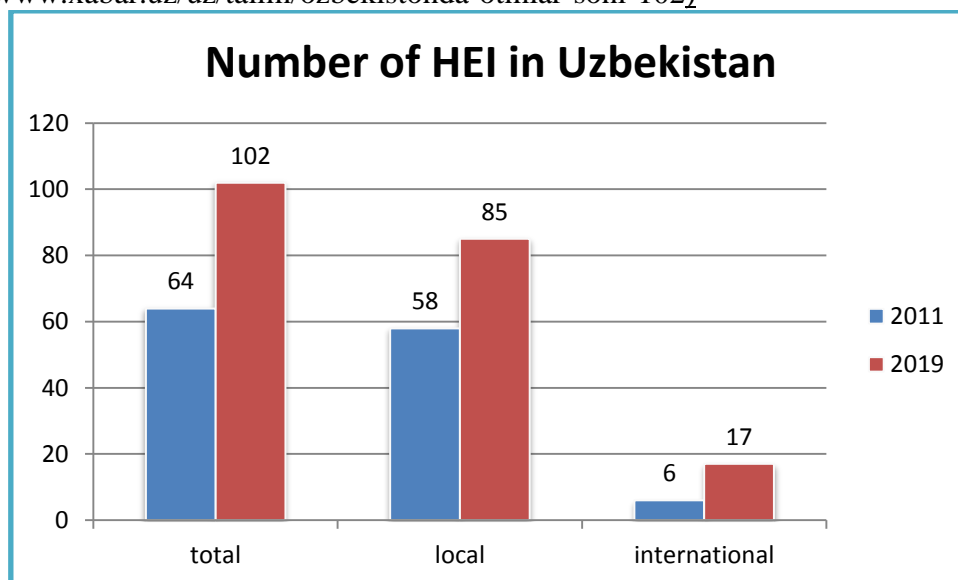


Figure 1 Number of HEI in Uzbekistan in 2011 and 2019

Another specific point, which we should pay attention, is the number of local HEI, which has been increased recently. Attracting many foreign universities to this sphere, certainly, involves local HEI building own brand not to lose their share in the market, as prospective students like prospective customers are offered a wide range of opportunity to choose: public or private, local or international, where brand plays not the last role. Due to the fact that the brand of educational establishment exemplifies how it might want to be seen by partners, for example prospective students, legislators and the general public. Within an organization, a

brand can likewise give a feeling of qualities, culture, and vision to current students and staff (Williams, R. and M. Omar. “Applying Brand Management to Higher Education Through the Use of the Brand Flux Model: The Case of Arcadia University.” American Marketing Association, Winter 2013. p. 238). Despite of their size or type they should compete as for smart student so talented teachers to improve the conversion rate. As Todd Kunsman stated in his article, “How to Build a Unique Internal Brand at Your Company” (Everyonesocial, 2019 December) building internal brand is as important as building external one, only when both work together for the greater good of the business. Internal brand, according to his opinion, is a way connecting employees to the external brand by showing them what the brand means and improving their belief in the company mission.

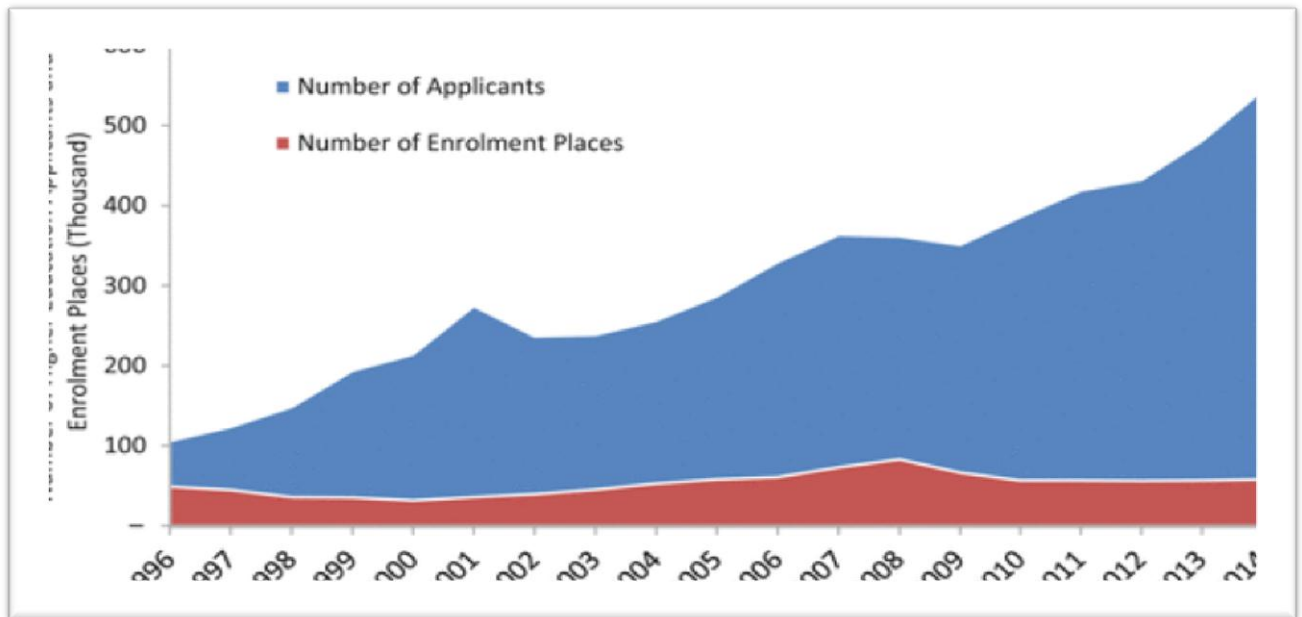


Figure 3 Number of Higher Education applicants and enrolment places

Figure 2 (Kobil Ruziev, Umar Burkhanov, Uzbekistan: Higher Education Reforms and the Changing Landscape since Independence, Sprigher, 2018, April) shows how difference between supply and demand for enrolment of tertiary education is growing between 1996 – 2014 years, which means that every HEI should worry about its share in the sphere.

Except the rivalry for students HEI has another concern to worry about is scholarly commissions and different inspections appointed to investigate study and analyze the quality of education process (Lockwood, R. and J. Hadd. “Building a Brand in Higher Education.” Business Journal, 2007). It was also pointed out in the article that to maximize an effective brand management strategy the brand should carry a promise and every member of the establishment should do the best to fulfill the promise. According to Gronroos (1984, 1991) in the marketing the terms as customer’s retention and loyalty are overwhelmingly a common administration talk, while some researchers of the Nordic School’s see that administrations are profoundly intrigue, requiring a “service management”. His discoveries back to the hypothesis that customer fulfillment is related to his dependability, which in its turn, is related to productivity and profitability (Heskett et al., 1994), furthermore was talked about in Storbacka et.al., 1994). That’s why basic elements and key components of HEI brand promise are considered to be stuff and students’ experience and if administration wants to build their brand should how the commercial center sees their image guarantee. When contrasting educational brands, we may observe that a few foundations are driving commercial center observations, while others are slacking. (Lockwood, R. and J. Hadd. “Building a Brand in Higher Education” Business Journal, 2007)

3. METHODOLOGY

In order to have up to date results and information, secondary data has been very urgent and useful. That's why in the article methods as observation, abstract-logical thinking, and systematic approach of secondary data have also been used as one of the main methods.

In our opinion while making survey on a certain market in order to save time and avoid stressful situations the best solution is to use a service of data collection companies. According to Global fox poplin there are several types of collecting data: a) conducting face-to-face interview; b) focusing group discussion; c) conducting computer aided telephonic interview (CATI); d) conducting computer aided web interview (CAWI); e) conducting web surveys and f) conducting mobile surveys. Mobile surveys are becoming very popular nowadays, as almost everybody despite of age and life style use smart phones which affords this type of data collection spread all over the world.

Ordinary least squares (OLS) regression is utilized to look at the hypothesized connections of the article. To extend the inside legitimacy of the results about, different measures of fulfillment, dependability and productivity were inspected at whatever point conceivable.

4. RESULTS

High tuition fee and limited spaces might have been influential causes of unwillingness youth of the Republic of Uzbekistan to continue their study for some period of time.

Figure 2 (<https://www.stat.uz/en/435-analiticheskie-materialy-en1/2065-education-statistics>) shows, that enrolment of general secondary education is high according number of educational establishments and teachers, which forced them to work hard to create own brand using different strategies in order to have most talented learners and teachers. However, HEI did not have necessity for it till 2014-15 academic years, while number of local and foreign HEI started entering to the field and shrinking their share in the market.

According to the report of World Bank (Uzbekistan Modernizing Tertiary Education, Report No. 88606-UZ) having almost universal enrolment at general secondary and secondary specialized and professional education, as shown in Figure 3, enrolment of tertiary education is very low (Figure 2).

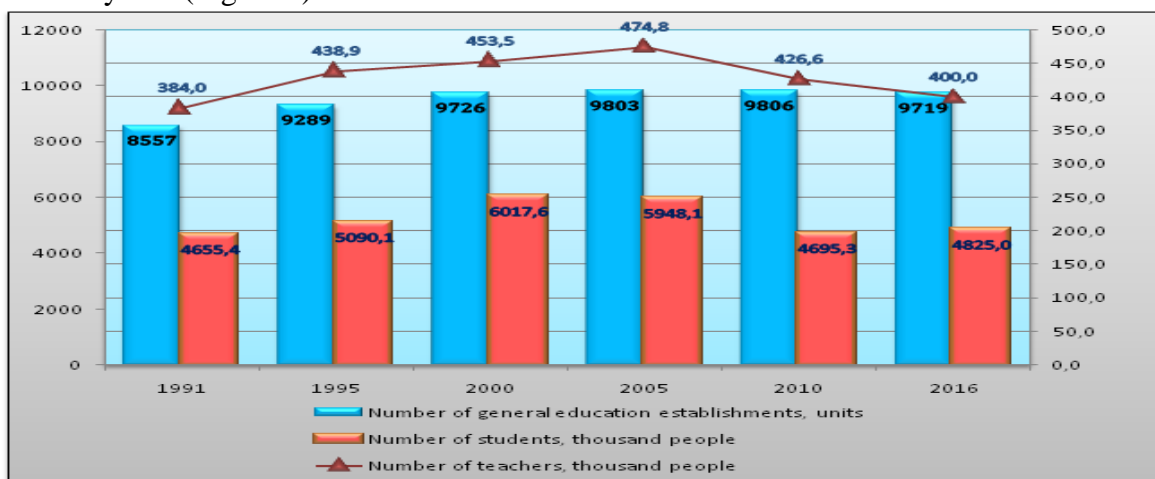


Figure 3 Main indicators of general secondary education (1991-2016)

Increased number of gross enrolment at lower levels, however, starts to decrease in higher levels, i.e. in 2011, enrolment at the general level was 91.3 percent and vocational level was 86.2 percent, thus, enrolment to tertiary level was just 8.9 percent. Number of higher educational establishments consisted of 64, which 58 of them were public and 6 public

private institutions connected with foreign HEI this represents just one percent of complete enrolment, (Uzbekistan Modernizing Tertiary Education, Report No. 88606-UZ) in 2011.

The Presidential Decree of the Republic of Uzbekistan, which was approved on October 8, 2018 “Concept of Development of Higher Education of the Republic of Uzbekistan until 2030”, it was emphasized that in minimum 10 universities of the state should have an international rating (Presidential Decree of the Republic of Uzbekistan, 2019, August 8), which also pushes HEI to make a strategy to create powerful brand by customer fulfillment and service management.

Most educational establishments of the Republic according to the strategy involve highly qualified professors and scientist from foreign educational institutions not only into the educational and pedagogical activities, but also to give master classes and qualification courses both for students and teaching staff.

5. DISCUSSION

Increasing number of local and foreign universities create healthy competitive environment, where every HEI should increase its competitiveness on the basis of brand strategies. While assessing the brand of it, in our opinion, issues as adjusting to new changes in education process, as nontraditional students, remote education should be paid attention, updating and modernizing curricula can be a good solution of the problem (Zufarova N.G. and Shakirova D.T. (2020) "REMOTE EDUCATION INCREASES COMPETITIVE ENVIRONMENT OF TERTIARY EDUCATION IN THE REPUBLIC OF UZBEKISTAN," *Economics and Innovative Technologies*: Vol. 2020 : No. 4 , Article 5.). According to Robert C. Lockwood and Jerry Hadd (Building a Brand in Higher Education.” Business Journal, 2007) engagement of not only staff, faculty, administrators, but students plays significant role in delivering universities’ brand promise, where we should take into consideration that building a strong brand is easier than delivering it. As it was pointed out in the article levels of student engagement connect huge numbers of the results establishments: retention, graduation rates, achievement gains, and alumni giving.

According to Zairi (2000):” There are various views that have looked at the effect of consumers’ satisfaction on rehash buy, devotion and maintenance”. He emphasizes, that they all pass on a comparable message in that: a) fulfilled customer are most likely to share their encounters with other people to the arrangement of maybe five or six people. Equally well, disappointed clients are more likely to tell another ten individuals of their sad involvement; b) besides, it is imperative to figure out that many clients will not complain and this will vary from one industry segment to another; c) in conclusion, in the event that individuals accept that managing with customer satisfaction/ complaint is costly, they have to be figure it out that it costs as much as 25 percent more to enlist new customers”.

Customer fulfillment is vital because, according to La Barbera and Mazursky (1983), “satisfaction impacts repurchase intentions whereas disappointment has been seen as a primary reason for client surrender or discontinuation of purchase

6. CONCLUSION

In order to keep its share in the market place every HEI should develop own marketing strategy to create own brand, which also provides perfect competition in the sector, which can be beneficial for both- consumers and suppliers. While building strong build followings should be taken into account:

1. Adjusting education process to new rapid changes happening due to globalization pandemic situation by updating and modernizing its curriculum, material resource in

order to decrease incompatible difference of practice and theory by scientific and innovative approach;

2. Connecting internal and external brand by improving and developing sense of engagement of staff, faculty, administrators and students;
3. Increase and create appropriate conditions for the faculty and students in order not to lose talented one competitive environment provides chances to choose with the opening new places).

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