A Study On Brand Preference Towards Higher Level Education On Decision Making: Cfa

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ABSTRACT
At a time when product management, marketing and promotional activities are integrated with Higher Education (HLEs), precisely in terms of universities / colleges in the world's most controversial regions where demand is given between students and HLE how different. To address this, the main purpose of this article is to generate a marketing program for HLE / Universities / colleges, which in the long run leads to wider management of their brand. Therefore, the documents reviewed initially contain Brand equals namely Product Management, Product preferences, etc. Details of this study were collected for graduate and graduate students, in order to find an improved concept of their selection, expectations and ideas for branding results and promotional activities in their selection process. It is known that there is a high correlation between perceived quality and a low Brand link between promotional and information. What has improved the overall results in a logical way is to explain the base of this article that "branding has become an important factor in institution of higher education / colleges to endure in a highly modest environment".
Keywords: Brand preference, perceived Quality, Promotional Activities, Higher Education.

1. INTRODUCTION

Currently, there are many institution of higher education and colleges around the world that are constantly on the move to use marketing ideas and values to gain economical advantage (Brown & Oplatka 2007). As the world teaches its full rate of full-time education, there has been a growing concern for rural and urban people with regard to higher education and their thirst for higher education. University graduates from small towns and cities move to the big cities to satisfy their desire for higher education, foremost them to study at the Varsity. To address this need, rivalrybetween institutions of higher education to interest students has shaped an environment of perfect competition, resulting in advertising activities becoming part of the education sector where the entire university leaves nothing to market for as a quality education provider

2. PROBLEM STATEMENT

In view of the outcome discussed in the introductory section, does this study aim to illuminate the quality organization of higher educations besides the perception of scholars as they think promotion of marketing and awareness with university brands are the university's main options?

3. OBJECTIVES

1. To make students understand "the HLE's Brand Management as asignificant part of their university admission decision-making process.
2. Introducing marketing activities / marketing policies for the understanding of a developed education institution / University / Institute.

a. Brand Management

The emergence of a strategic plan to maintain Brand equity or achieve product value requires a thorough consideration of the type, target market, and overall company vision. Effective product management supports the company to build a foundation of trust and helps to increase company profits. An established brand should maintain its product image regularly in product management. Building a robustappearance has always remained an important feature of Brand. The strong branding is the creation of the greater the short-term and long-term revenue generation (Kapferer, 2004; Keller 2003).

b. Perceived Qualiy

Perceived value it is not in the theory of equity, which takes into account the ratio between the outcome/input of the consumer and the outcome/input of the producer (Oliver and De Sarbo 1988). The valuation obtained is the foundation of all marketing operations (Morris Holbrook 1987).

c. Brand Preference

When a customer prefers a specific variety, it is known as customer preference. Due to changes in fashion and the fastest development of science technology, preferences can change from time to time. Prestigious brand and images fascinate customer to buy the brand besides generating repeated buying behavior (Cadogan, Foster, 2000), the variables associated with the mark naming factors are derived from previous studies (Colborne, 1996).

D. Promotion Mix

Promotion is also one of the things in the promotional mix or in the promotional program. Theseare personal marketing and advertising may include occasion marketing, fairs and trade shows. The advertising plan specifies how much consideration should be paid to each item in the promotion mix, and what portion of the budget should be assigned to each item.

E. Branding Of Higher Level Education

Everywhere, there are many universities and colleges that use promotion and Product management techniques to increaseeconomicalbenefit (Brown & Oplatka, 2007). As developed education means work, so all marketing strategies for facilities can be applied to developed education institutions. This studyof higher level of Education services, customers will become students, employers and the community by way of beneficiaries of higher education services. Level of market segregation and identification, the main buyers in this case are students (Kantanen, 2007)

4. SUGGESTED QUESTIONS FOR THE AUDIENCE

These questions are requested from existing students and send to graduate students from a few prestigious universities in Bangalore with a sample size of 521 each. The purpose of this survey is to assess students' replies to the part of Brand management and promoting by their favorite universities to be thereportion of these institutions. In addition, this surveydrive shed some graceful on other issues, which the student communal considers to be an important part of HLEI's success.

5. MATERIALS AND METHOD

Four Independent Variables, One mediating Variable and a dependent Variable were taken into consideration for developing and testing a conceptual Model. The Independent variable were named as Perceived Quality, Convenient Service, Promotion and Information and Brand preference was the mediating variable, Decision Making is the Dependent variable.

For data collection on the variables developed a questionnaire was prepared with 86 questionnaires distributed randomly to students in Bangalore. In this study the research questions were found to be helpful in obtaining accurate information. The research tool was questions with Ordinal scale and interval scale. Strong rate rating means a lot I do not agree, I do not agree with the negative mode and I agree and agree a little, and I strongly agree with the positive mode. Data collected were analyzed via SPSS 21.0 & Analysis of movement of Structures (AMOS) to test the conceptual model developed with (CFA).

6. OUTCOMES OF OVERALL CFA (MEASUREMENT MODEL)

Fit Tables	Brand Preference	Perceived quality	Convenient Services	Price	Information	Purchase Decision
CFI (>0.95 well > 0.90 traditional; >0.80sometime allowed)	.998	.994	.995	1.00	.994	0.995
GFI (>0.95)	.977	.980	.987	.990	.983	.991
AGFI (>0.80)	.957	.961	.971	.972	.962	.975
SRMR (< 0.09)	.009	.008	.007	.006	.010	.007
RMSEA (<0.05 = good, 0.05 − 0.10 = Medium, >0.10 = bad)	.010	.020	.019	0.001	0.030	0.020
PCLOSE (>0.05)	1.00	1.00	0.998	1.00	0.986	0.978
p-value of the model (>0.05)	0.336	0.120	0.215	0.485	0.028	0.238

Source: Primarydata.

Result of the Structural Model Fit Indices

As a result of the table above, it is bring into being that the calculated P value is 0.068 over 0.05 indicating absolute correlation. Here the GFI (Goodness of Fit Index) and the AGFI value (Fit Index Fixed Index) are (> 0.9) which indicates that it is correct. The calculated CFI (Comparative Fit Index) is 0.9 which shows that it is equally accurate and the RMR (Root Mean Square Residuals) and RMSEA (Root Mean Square Error of Approximation) value is 0.067which is (< 0.10)have chosen to fit perfectly.

7. CONCLUTIONS

The result shows the higher correlation between Perceived quality and Brand Preferenceand Lower correlation between promotional and information**.** By looking at the above findings and conclusions, it is additional concludes that promoting is simply an key factor in surviving today's highly economic environment and HLEs really need real marketing proposals to raise awareness besides manage their product, if they really want to be familiar with the same title as their counterparts. In addition, talented students in Bangalore mostly prefer modern marketing methods at learning institutions. Most of them have no protests when universities use implements such as billboards, paper advertisements etc., for their acceptance. Overall, the consequences released from both GCU and PU institution of higher education are almost identical, making it very clear about the importance of marketing.

8. RESULTS OF FUTURE STUDY

As mentioned above, research on branding in HLEs is a concern. Therefore, this study forms the real base for accompanying research at the next level in the following ways:
- International branding status by way of a requirement for Institution of higher education in Competitive Markets
- Identifying features affecting branding in HLEs
- Emerging ideas need to meet international product design
- Response Customer (student) response to the publication of educational symbols
- Ethics and ethics of international branding in the fields of novels

9. LIMITATION OF THE STUDY

This Article emphasizes the prominence of branding, especially in the context of the edification market wherever the lack of government-funded organizationscan'trun into the needs of the people but in the circumstance of complete economic regions wherever the concept of free education and public institutes work, the purpose of this study decreases. Also, the distribution of resources for branding a higher education brand is another factor that can be addressed in this study. Low-income countries are an additional limitation that completely reduces competition.

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