A Literary Excavation of University Brand Image Past to Present

Osman Sahin[1] & Uma Shankar Singh[2]

[1,2] Faculty of Administrative Sciences and Economics, Ishik University, Erbil, Iraq
Correspondence: Osman Sahin, Ishik University, Erbil, Iraq.
Email: umashankar.singh@ishik.edu.iq

Abstract: Brand Image is one of the most vital parts of any organization that makes the world believe their products or services. It creates a pre assumption in the mind before reaching or consuming it. It is said too that the Lion has branded itself means the image established like creates the fear when one just gets an imagination. The different imagination of different brand is the outcome of its performance in the market. The study presented here in this study is the preliminary part of the deeper concept of Brand Image. Though, the study is the small part of the many broader dimensions explored by many researchers then too is the idea here to build the platform for the better understanding of the Brand Image in the context of university and academic institutions where many authors say academic institutions are not prone to have any exercise for building their Brand Image. The literature review is based on the idea of finding the Brand Image during past years when the concept was evolving and the current scenario. Conceptually the study has taken the literature across the world and across industries but the specific narrowed down discussion is carried for Kurdistan region.

Keywords: Brand, Image, University, Education, Kurdistan

1. Introduction
1.1 Concept of Brand Image of University

Academic institutions all around the world are competing with each other to be better in ranking compared to other university. The process has many components to satisfy to qualify the competitive category criteria. Nowadays consumer is more concern about the brand, because a good brand has qualified all the competing criteria and has established itself by satisfying customer all the way. The new generation students are more exposed to accessibility for information about all universities around the world then too the easy selection and preference of university comes with the university brand image. In today's world reaching screen age generation and informing them about produced services and goods is much cheaper and much faster through social media. Sasmita and Suki (2015) investigate the effect of brand loyalty, brand association, brand image and brand awareness on the brand equity among young consumers and the study shows that brand awareness especially affects the brand value among young consumers who gain awareness about specific products or brands through social media. Coulson (2009) attempts to compare public, private, and market schools regarding the international evidence and the study found that school selection and direct payment of parental fees are related to autonomy for

educators, poor regulation, and strong competition among schools, and profitable educational systems for at least some of the schools.

Teh and Saleh (2011) investigate the effect of branding on the brand value of higher education institutions and compare the brand meaning to the brand value between public and private higher education institutions and provide empirical evidence to confirm the findings of past qualitative research. Proving how strong the brand meanings of higher education institutions increase brand value. Vukasovic (2015) determines the key elements of brand equity for international students through exploring the applicability of existing brand value theory to international higher education having demonstration that the higher education sector is to develop academic understanding of brand value and the implications for management practice. The study found that the customer-focused brand equity model could be used as an element of higher education content, as an element of competition, and could be used to guide international marketing activities for universities globally. Azizi, Elezi, and Mazreku (2013) examine some current issues related to the study, and urge to resolve some current problems in the future. People have different opinions about their children's decision making processes for university choice regarding for many reasons such as: amount of payment, quality of teaching, stereotypes created by the individual cases and so on that the public or private university provide the various opportunities for students (Azizi, Elezi & Mazreku, 2013). Shehzad, Ahmad, Iqbal, Nawraz, and Usman (2014) state that for any company or business brand name that can change people's buying behavior positively as a tool or brand image plays a very important role in order to improve their performance and aims to analyze the influence of brand name on consumer buying behavior in University students of Gujranwala, Faisalabad and Lahore.

The paper reveals that brand image or brand name has significant positive relationship with consumer buying behavior and also they show that students are brand conscious and prefer branded product. Kim and Periyayya (2013) investigate the choice of institutions and the expectations of Malaysian Chinese students' application for admission on selected factors to become more competitive regarding past researches that affect the competition in private higher. The study found that the factors influencing an important electoral process for the selection of higher education institutions have academic integrity, teaching quality, length of stay, future employability, tuition fees, foreign and local degrees offered, institutional reputation and past record, student expressions and new opportunities for exposure the social environment. Omar (2013) suggests that the nature of the university brand is complex and therefore a commercial approach can be easier to use. Private or public universities are in the world of the competition that is the case today so to increase their share in the market, become more competitive, be constantly, and differentiate their organization they should offer the market new projects and new activities about branding. Azizi et al. (2013) found that concerning the survey and the analysis of statistical data, weaknesses and priorities to universities, the study reveals the existing differences between public and private universities in terms of improvement of quality in higher education in Macedonia. Kim and Periyayya (2013) suggest that for a branding strategy to work, a higher education institution needs to add the most important anticipatory accounts of students. The paper found that private universities should have infrastructure, proficient faculty member and competent staff. Mourad, Ennew, and Kortam (2010) enhance academic understanding of brand value in the higher education sector and explore its impact on governance practices. It is often claimed that it is relatively difficult

marketing in the service sector because of the service's unique features and the dominance of experience and credence qualities. Undoubtedly, brand equity that is the value given by customers to the brand. The research partially supports the proposed conceptual model, as brand equity is much more important than awareness-related determinants and also searches the role of corporate brands and how effectively they communicate with customers who are compared across a series of key brand dimension as a source of information about attributes of a service. The article measures and maintains the service quality factors that are invisibility, perishability, inseparability, and heterogeneity in private universities of Bangladesh.

1.2 Research on Brand Image of University

The brand image acceptance in business is already proven concept. There are so many literatures citing the importance of brand image for the successful business. Academic institutions, specifically universities are too not far away in the process of establishing the brand image. Though there is very rare evidence available showing universities effort directly in brand image building then too is going on. Different concepts of branding and image have been cited by many authors; for instance the study conducted by Heding, Knudtzen, and Bjerre (2008) talk about the seven approaches of branding. The article talks about the importance of brand in building of a nation using culture get differentiated and felt by everyone all around the world. The marketing focus, the relationships between organizations and customers, and the values resulting from this interaction are increasing. The study wants to expand traditional research on consumer-brand relations and to suggest alternative ways of considering these interactions and states that the importance of a relational network approach in supporting brand-customer relationships is supported. This will help to determine the relationship between companies and brands, and the impact of branding on existing or newly created services.

Based on the study by Heding et al. (2008), the first economic approach is the best suited as planning and execution tool for the brand management, but it must consider the consumers view on consumer brands. The second is identity approach concentrates on ensuring that the market must feel a strong brand identity, by establishing a strong image of the corporate and must aligned considering the culture and subculture. The third approach consumer-based is explained in the book as a part of cognitive brand and consumer perspective concerning brand knowledge, and when you think of it, there is nothing that cannot be seen as part of consumer's brand knowledge. Further the personality approach got the fourth ranking and contributes as a strategic tool to bridge a deep and long-lasting connection with consumers and an attractive and relevant brand that can create the right brand personality to consumers for their specific brand. Throughout the history of humanity one of the most significant reasons is to come up the names of famous people to us today is due to be masters of magic of image communication. The paper claims that developing a sensible personal image utilizing good look and investment in an exceeding real sustained charm the image communicates, discusses what if necessary. Around the world we are attentive to a number of well- known brands and brand names for example Coca Cola, Apple, Toyota, and Nike. The reasons such whole names are typically chosen by customers or potential customers are the quality, specific product range, and one that special after-sales service. The research argues that the formation of a brand image or a corporate identity must be prefaced with a thought as to if such branding is likely to be favorable.

The study offers some suggestions for improving the importance of a well-organized recruitment process, provides an overview regarding employer brand image, useful information for health care managers and researchers relating to the role of employer image in recruiting in a Finnish hospital organization. Jamal and Goode (2001) discuss their impacts so that brand managers can effectively deploy their brands. The study identifies the effect of self-image congruity (generally known as self-image congruence) which makes easy positive behavior and attitudes toward products on brand preference and satisfaction in the precious jewelry market in UK. Research examines and explains the relationship between brand image, customer loyalty, and public relations (PR) customer perceptions, in order to assess the brand image's commitment to customer relationship. Prayag (2010) seeks to measure Cape Town's brand image as a tourist destination using structured techniques and an unstructured progressive method of free association and word association. The paper provides additional information on the three components of brand information, namely the image, the distinctive features of an African city brand, and the relationship between selection factors. The brand image is the main driver of brand value that affects consumers' general perceptions and feelings about a brand and consumer behavior. The concept of "brand image" has an important place among academicians and practitioners since it plays an important role in marketing activities. The research talks about the importance of brand chartering in the global business scenario. So a brand gets more value by getting hired by other brands. It helps mangers in managing different issues like pressure and in sensing the opportunity. There are many challenges with the brand building process includes brand strength, culture and branding. The chartering framework is an inclusive approach to bring together the different issues face by mangers. Research states that though the brand image, brand asset and brand performance are considered as the driving force, there is little research on the relationship between brand image and brand equity. Regardless of the marketing activities for marketers, the main purpose of marketing activities is to influence consumers' perceptions and attitudes towards a brand to create consumers' brand image and to promote consumers' true buying behavior. For this reason, to increase sales, maximize market share and develop brand value. The literature gives an idea about brand image with a model of the brand extension that affects brand image (Martinez et al, 2008). A well establish image of a brand are having less risk of failure when they expand their brand with different extensions. The study contributes that the brand image gets affected with brand extension strategies in all cases. Further brand extension can be possible only if the brand image is getting beloved by the consumer market.

1.3 Challenges with Brand Image of University

As in this study the clear discussion is presented by different authors about the brand image and the university brand image process. The brand image building is not an easy task. Brand image building is a process that keeps going continuously. To build a strong brand image, It must get considered the fully involvement and support of all participative elements i.e. the involvement of external and internal participants both with whole hearted dedication. Here the study is concerned with measuring the importance of different factors involved or responsible for brand image building process. Srivastava (2011) states that, the brand progressively is becoming one of the main key factors of differentiation that affects customer decision making process, buying behavior and customer purchase choice. The study by Djakeli (2013) has the talk regarding country branding, where it has compared Georgia with other countries to reposition itself. The countries image and brand are proportional in nature increase or decrease together. The future of any country lies with the establishment of university image and brand

development globally. Srivastava (2011) argues that differentiation can be defined relating to brand image, brand identity and brand position.

Depending on brand image, brand identity and brand position following questions can be asked in order to understand them clearly; (1) How the brand is now perceived? (2) How strategists want the brand to be perceived? (3) How the part of the brand identity and value proposition to be actively communicated to a target audience? Ranchhod (2011) states that most brands display a lot of universal attractiveness and supply a decent brand promise tends to pass over national boundaries and then become international, and making a specific image brands work well inside a national context that then determines the outlooks and hopes of customers. The literature claims that one of the most significant resources of information transmission is Word-of-Mouth (WOM) (Jalilvand & Samie, 2012). Developments in information technology and social media network sites have changed the way information that could seriously affect consumer buying behavior. The work assesses the e-WOM that can affect consumer's brand image and purchase intention of brands in consumer markets. Intense feelings of the brand's history are passed from brand manager to manager and internal communications will discuss the brand's vision, integrity, and relationship with its consuming public, personality, and values. Briefly, the brand manager will think the brand as though a living thing Information search behavior is the determinant of brand image. A strong brand image gets more preference than a weaker brand. This behavior varies from individuals. The work explores the simultaneous effects of the design country (COD), the manufacturing country (COM) and brand image on consumers' bi-national product perceptions in a developing market. Literature gives ideas on how to a strong country brand can get attract tourist's attentions, rouse exports, investments, and immigration (Fetscherin, 2010). Bengtsson, Bardhi, and Venkatraman (2010) argue that the brand management is consistent with the standardization of the brand strategy in global markets. Fetscherin (2010) creates and presents a country brand strength index (CBSI) relevant to objective secondary data the index evaluates the strength of a country brand. The study focuses on the significance of the relationship between brand image and country-of-origin image as drivers of purchase intentions. Bengtsson et al. (2010) purposes to challenge examining whether and how global brands travel with consumers. Literature claims that the decision making group for any company before entering any market some variables that are economic, political and cultural must be taken into account. The study explores the influence of consumers on the meaning of global brands for the same consumer (e.g. place) as well as creating brand meaning both at home and abroad. The study aims to contrast utilizing empirical data two comparing viewpoints of the possible influence of country-of origin image (COI) on purchase intentions. The study determines the factors which chance the perception of brand image as production is sourced internationally. Literature indicates that a well-known and ancient art form is storytelling which is essential to successful branding for product brands or company brands that have personalities for informing customers in order to build and maintain long-lasting customer relationships since storytelling is in an instant recognizable and memorable.

1.4 Brand Image of University and Kurdistan

Kurdistan is a small region of Iraq with beautiful landscape with rich underground oil resources. The country is following the stages of development, having a good developed road, transportation network and telecommunication network. The govt. body named "Ministry of Higher Education" is controlling all universities in the region with the implementation of strict rules and regulations following American

and European standards. The new concept introduced to the universities in the region is called "NUR: National University Ranking". So the future is for the brand, the university will get the upper ranking by NUR will establish a strong brand image in eyes of customers. The study states that many studies describe the relationship between product/brand imaginary and self-image keeps an important area of concern in marketing practice and marketing research since its effect on product /choice and product/brand evaluation. Further the research (Djakeli, 2013) considers the different dimensions should get considered for the purpose of strong branding of the country is like building reputation, agriculture, soldiers, tolerant and great wine makers, where the actual culture exists. There are other areas can get established to have branding for the country are strong and sustainable clean energy and organic agricultural products as these are the nature's gift can get used to recreate the lost value and can add more value too (Djakeli, 2013). The paper argues that relationships between self-image and product / brand imagery continue to be a major concern in marketing practice due to the impact on product / brand evaluation and selection. The study is not about how good the imitations are, but about consumer evaluations of brand imitations that do not depend on the image of the store where the imitation of luxury goods is distributed.

With regard to convenience products, the effect on the consumer ratings of the store image depends on the presence or absence of the imitated mark. The study urges that a different management approach that is required for corporate branding which requires greater emphasis on factors internal to the organization, paying greater attention to the role of employees in the brand building process. The paper found four consumer characteristics to compare negatively with brand imitation evaluations; 1-inclusion in the product category, 2- familiarity with the product, 3-brand sensitivity, 4-generalized brand loyalty. The study talks about the brand history and its big effect on customers, corporations and managers. The brand has become the most crucial asset for the corporation since the late 1980s and gained center stage in marketing and in the managerial talk. The paper implies empirically investigating the effects of brand extensions on brand personality using. Regarding the brand personality construct and its strategic significant recently become more crucial for corporations. Brand personality is defined as "the set of human characteristics associated with a brand". The literature found that to get a sustainable competitive advantage requires having successful brands which are combined and consistent. 1- Focus on branding, 2-pronged and integrated approach, 3- focus on excellent and personalized customer service, 4- a normality challenge, 5- change response, 6- a high brand literacy and 7- more successful brands organization the synergy between brand and organizational culture required for The paper wants regarding the organizational context of building an effective corporate brand to study the improvement of branding theory. The research found that brand management tasks are not defined by any coherent theory. Instead, defining the branding process, and utilizing model cases of effective brands that formed management branding practices. The study examines brand alliances that affect new and unknown online brands about websites, brand trust, brand value and the willingness of the consumer to work online. Brand alliance that is a kind of branding strategy a part of business alliance divided into three types; cobrands, brand licenses, and cross marketing. Other study claims that brand extensions with high fit decrease the negative feedback effects of extensions on parent brand equity and receive more favorable consumer evaluations.

2. Literature Review
2.1 Definitions of Brand Image of University

Brand image has been defined by many authors differently. There is not only definition, but all the definitions lead to almost closer meaning where the importance is of the customer satisfaction and the acceptance of customer the company as a brand. When it comes to the university brand, now many universities all around the world is in the process of establishing brand image by differentiating with its competitors. The very common understanding can get by observing university students wearing university brand clothes and carrying bags with university brand logo. Research explains how to create brand equity regarding businesses management of i-branding and in order to create brand equity for products classified by credence, search features specific internet tools and their application are discussed within opportunities. Bian and Moutinho (2011) stress the importance of counterfeiting, which has recently become a significant economic phenomenon in the world. Customer demand behavior for counterfeit branded products (CBPs) increased dramatically that made consumers CBPs purchase behavior more valuable than ever before.

Bian and Moutinho (2011) in their study say that the current research indicates that the perceived brand personality neglects the role of consumers in explaining CBP's intention to purchase, other factors (e. g. advantage and product quality), and how much branding is influenced by customer behavior in customer behavior of counterfeit branded products. Lopez, Gotsi, and Andriopoulos (2011) analyze corporate image's effects on shaping the image of its country of origin (hereafter country image). Study also investigates concerning an integrated marketing communications viewpoint what level of constancy is more effective among brand messages regarding customer-based brand equity as well the purpose of the study was to assess how effective coherence is on the brand knowledge structure and how brand familiarity holds this effect at the middle level. Woisetschlager and Michaelis (2012) talk about sponsorship impacts on consistency (i.e. fit), which is important for a change in brand image between sponsor and sponsored cause. The paper explores utilizing individual difference measures the influences of sponsorship evaluative congruence on brand image over time reveals that positive effects of sponsorship promoting learning and remembering brand image and the effect of a change in event on the change in brand image over time. Liu, Li, Mizerski, and Soh (2012) analyse the effects of three self-sustaining constructs: 1-brand personality adjustment (BPC), 2-brand user image adaptation and 3-brand consumption attitude and brand loyalty. Luxury product brands from two product categories, from watches and sunglasses (CK and Chanel). The study found that BPC had no significant effect on brand attitudes or brand loyalty for the two brands tested. Trueman, Cornelius, and Walance (2012) explore how to contribute to the value and features of city brands online utilizing local company web sites. The study found that customer perceptions of brand value have an effect on company brand and constructed city brand. The paper analyzes the effects of co-branding consciousness on brand equity of both co-branded products and founding brands. Balmer (2012) argues that adopting identity-based perspectives of corporate brands offers an improvement regarding their comprehension of them. We in the market today, it is understood that via brand strategy is a key influence on corporate success.

2.2 Brand Image Scenario

21st century is the age of brands, earlier the consumers were demanding for the products and the selection was based on different criteria of quality and features. The buying process was more time consuming and buyers used to spend comparative too much time on buying. Now the life has been very fast, so consumers are seeking for quality and features but not having the time to spend for them for this selection process. The best solution now the customer sees is the brand. A well established brand having a good image in consumers perceptions getting higher demands and gets more business. Considering the individually consumed brands, brand personality adaptability produced significant reductions, but the user images only entered a private brand model, while ignoring most of the variance explained Parker (2009). The literature examines the relationship of brand image from business tourist perspective to commercial criteria and perceived quality. Punjaisri, Evanschitzky, and Wilson (2009) claim that internal branding has a positive influence on the attitudes and behavioral aspects of employees involved in fulfilling brand promises.

Davis, Golicic, and Marquardt (2009) measure brand equity and its two dimensions that are (1) brand image, and (2) brand awareness utilizing a test of scale based on logistics services. Moreover, both logistics service providers and customers test the scale. The paper examines the impact of a retailer's image of a corporate store, which can be defined as the combined effect of perceiving a brand, manufacturer's brand and store brand in customer satisfaction, and maintaining loyalty in grocery retailing. Researcher suggests a theoretical model which examines three factors of retailer own-brand product advantage; (1) antecedents, (2) consequences, and (3) contingency. The paper found that retailer is one of the most important factors of customer satisfaction, and that retailers should be good at retailing. Customer satisfaction is required when the store is neat and pleasant, and when customers feel they understand the needs of the store and then they often feel satisfied customers are loyal. The study states that some developments revealed like suggestions and managerial implications. Research improves the conceptualization of customer-based hotel brand equity. Retailers with higher customer engagement, innovation and brand orientation were more likely to have a stronger advantage of their brands. Roy and Banerjee (2008) state that one of the most significant priorities of marketing approach is to create relationships between the consumers and the offered brand. Increased competition in the market is taken into consideration and there is no evidence that this competition will end so consumer- brand bonding will be main concept for companies. Lahiri and Gupta (2009) explore the possibility of alleviating beliefs about family brands of brand extensions.

2.3 Brand Image of University Scenario

As discussed above the brand- images scenario and its importance in 21st century. Now the generation is more techno savvy and exposed to electronic and internet services. Internet has been one of the most important necessities of life without which the life is very difficult. University education should get more advanced and must be able to serve with internet and online services. The smart classes with all well-equipped system to facilitate students and the availability of online learning resources like library and journal databases are the most important criteria for the establishment of university brand image. The research is primarily concerned with current research on brand alliances that focus on alliances between two known national brands. Nevertheless, the study suggests that alliances that have not been examined

by marketers between national and private brands, despite the importance of alliances in the sector, are of great benefit to both sides. The paper empirically shows that conceptualization of brand associations necessary for facilitating more theoretical development and formation of practical measures of work for better understanding are composed of three dimensions: (1) brand image, (2) brand attitude, and (3) perceived quality. Literature examines the relationship between a firm's sales volume and its brand image and indicates that consumers' perceptions and perception of brand image are powerful influences on the models that fit into the market behavior. There are some factors that are availability, advertising, image, and consumer characteristics have some effects on purchasing behavior and use of goods and services. The paper shares information that marketing is not selling, that there is no branding in advertising anymore, and that the American Marketing Association, as well as the information it provides by making a definition: "a brand name, term, sign, symbol or design means that a seller or a group of sellers defines goods or services in order to distinguish them from those of competitors" with us. The article focuses on conveying the meaning of brands by providing a conceptual framework to help them understand the meaning of the brand, understand the meaning of the brand and direct the brand and proceed to the debate about the changing environment on which brands operate, and help researchers and managers understand the concept.

Undoubtedly, in the open market today the rising values of the market are brands that brand managers who identify and meet the needs of customers on the market can be very proud of their own. Researcher states that brands that should become members of communities and appeal to more timeless values, while also delivering to members' needs. The article develops a comprehensive model that combines brand knowledge and brand-relational perspectives on brands and demonstrates how work, knowledge and relationships affect current and future acquisitions. Building brand awareness and brand image have been becoming the main priority of brand managers for a long time. The research indicates that brand image affects current purchases mostly directly and by brand awareness mostly indirectly. Wang and Gao (2010) examine the various behaviors that European customers show towards the Chinese goods also gives advice to Chinese companies about how to overcome negative attitudes that are shown by the costumers. Researchers who are agree that identifying the brand name of a product that affect customer purchase decision- making process. The study investigates how the Irish consumers will develop the perception of Chinese brands and the image of "Made in China" as well as gender, age and nationality, and also offers important suggestions for Chinese companies planning to enter Europe, especially the Irish market.

2.4 Status and Scope of Brand Image of University

The university brand image is now an important concern for all universities for the survival. Most of governing council bodies around the world are being very strict and trying to build the quality education. To fulfill the requirement universities are forced to follow standards given by them that will help to build the brand image for universities. Universities have long way to go in the process of establishing university education with a good brand because with time new dimensions are getting explored and universities need to fulfill the new dimensions. Cuomo et al., (2009) reveals that how branding modals and suitable business reconcile with the properties of Mediterranean elements. Thinking on the concept of brand has become an issue for brand management over which they stood attentively lately. The article claims that no doubt company's success depend on their constantly production of customer value and

increasing customer satisfaction that is measured in terms of sales, behavior or results obtained the fundamental to client value and customer satisfaction. The investigation is about how the company leverages its key brand on the internet in order to make maximum use of the power of internet to get sustainable and competitive advantage on that market place. Regarding that reason, the researcher wants to analyze how the associations of financial brands are generated and the way such association's influence consumer behavior, focusing on the corporate brand image construct. As the source of the firm to manage the corporate image, it is necessary to understand the basic premise and the result of this structure. Since the financial crisis that has been causing a very great confusion the situation today is more competitive than ever. Moreover, the study by Bravo, Montaner and Pina (2012) show that consumer perceptions depend on brand familiarity, non-company communications and, to a lesser extent, on advertising.

Rindell and Iglesias (2014) talk about the roles that time and context play in consumers' evolving brand image construction processes over time and also aims to understand that roles deeply. Myrden and Kelloway (2015) propose that young workers are more influenced by symbolic attributes of the organizations' brand image and these influences are stronger when individuals gain in work experience and when they perceive higher. The literature shows that the benefit of qualitative research for: (1) understanding differences in brand image across markets, (2) the critical assessment of marketing theory, and (3) informing revisions to quantitative scales and metrics used in international branding research. Study claims that this aim is achieved through research on a particular case (socialist era brands in Croatia and Serbia) and also the study shows considerable differences in the image of the socialist era brands between their home and foreign markets.

2.5 Implementation of Brand Image of University

Though universities are in a continuous process of building brand image and upgrading university standards, it is a continuous process and the development and implementation goes together. Universities in Kurdistan are adhering to the rules and regulations given by the Ministry of Higher Education and it is being a strong instrument to lead universities for establishing a strong brand image. The process itself is in startup phase but during coming years it will reach its goals. The literature states that regarding companies' corporate history companies more focused on the name that what the name means. The paper found that companies often more concerned about creating a well-known brand than about what consumers think about the brand. Nevertheless, the attention of the management of "internal touch points" required to make a brand promise is diminishing. Despite well-documented internal branding initiatives, HR departments have improved opportunities to successfully deliver corporate branding messages. This study claims that utilizing internal communications companies can make employees understand deeply the brand and the role that they play in improving the brand promise with HR in internal branding projects. Xiao and Lee (2014) reveal the brand identity as an important factor influencing the co- branding success. With regard to motivational reasoning theory, the authors argue that consumer branding affects how brand identity alignment affects peer brand attitudes and that consumer perception and perceived brand identity are exploring consumers' role in co-branding attitudes.

This paper searches managerial views relating to the importance of corporate branding concerning an organization and its stakeholders. One of the most important strategic decisions that managers make

concerns is positioning of a corporate brand in the minds of key internal and external stakeholders is managers' one of the main priories (Anisimova, 2014). The study proposes that corporate brand strategy is ultimately driven by consumers rather than multiple stakeholders. Research contributes to the literature on historical developments affecting the origins, uses and meanings of the branding as well as adding information on the historical development of the branding and on the main forces behind these developments using a multifaceted perspective. In addition, this paper focuses on three important perspectives; (1) the practitioner, (2) the scientist, and (3) the consumer to offer a comprehensive view on the development of branding. The article stated that various forces have made a comprehensive transformation in the concept of branding. Further it suggests ways in which awareness can be created through media for brands in the market, where the level of brand awareness is high in consumer trends, especially in consumer trends over the last few decades. Certainly, in these days branding has been becoming a popular subject among academics and researchers who have done a significant amount of work on new product launch and brand awareness. The study states that brand awareness has become a significant variable that has effects on customer's perceptions of a brand and also this study focuses on the importance (brand awareness, brand loyalty, brand image and consumer behavior) of these dimensions of brand value created by the customer in the light of brand perceptions by the consumer. Chapleo (2015) differentiates the difficulties of the university brand and the university quality from the trademarking characteristics related to cultural issues, brand awareness creation concepts and frameworks and explores the architecture of brands. This study shows not only differences between universities and trademarks, but also culture, brand concepts and brand architecture. Study presents if branding is a suitable concept to be applicable in Georgian political market as well as it identifies the problems shortened in a managerial approach to branding in Georgian politics and forwards an electoral learning perspective as an alternative. Political parties have begun recently to utilize branding in a lot of countries around the world as a concept and nowadays it is one of the most significant tools for the success of the parties. As the literature evaluates the effect of private high schools against state high schools concerning the undergraduate students' academic performance that they have registered at Ball State University.

The study by Kemp and Bui (2011) focus on healthy products and health-conscious consumers growing trend analysis. Nowadays, firms generally provide healthy goods for customers in the competitive markets since improving social media end its effect on consumers for healthy products' benefits on people's health. Kemp, Jillapalli, and Becerra (2014) discuss the brand image and its effects on customers for health care institutions. As many service providers adopt branding strategies, marketers brand their health care experience. Communication between customer and brand can create an emotional connection and relationship between the consumer and the brand. The study investigates how emotional or affect-based consumer brand relationships are developed for health care organizations. Since internet-centric marketing is dominant nowadays, it is unconcerned how important the product and service identification is by using social media for all of us and how much significant Word-of-mouth marketing (WOM marketing). Furthermore, oral advertising is different from naturally occurring advertising in that the advertisement is actively influenced or promoted by organizations (e.g., inserting a message on a network, rewarding regular consumers to interact with WOM, using WOM's representatives). Wallace, Buil and Chernatony (2014) explore the attitudes of consumers who deal with brands through Facebook. It indicates that there is a positive relationship between the self- expressing nature of the "liked" brands and the brand love. Brand associations are the qualities of the brand that consumers come to think about

when talking about the brand. Merrilees, Miler and Shao (2016) examine critical mall brand associations and the components of brand meaning, which consumers give to shopping malls. From the main determinants of consumer center satisfaction, the mall atmosphere and shopping center goods indicate that they are self-reliant. Consumer center satisfaction and shopping mall commodities are the main determinants of consumer brand attitudes. Ruane and Wallance (2015) investigate the relationship between social influence and consumers' self-expression through brands and explores if self-expressive brands and brand tribalism have influence on brand loyalty and word of mouth (WOM). The study claims that both the impact of online social networking and sensitivity to interpersonal influences are predominant in tribalism and self-expression brands, and that consumers may remain loyal to the tribes. Moreover, the paper states that consumers of self-expressive brands are loyal and offer positive WOM (Ruane & Wallance, 2015). In today's world reaching screen age generation and informing them about produced services and goods is much cheaper and much faster through social media. Sasmita and Suki (2015) examine how much brand association, brand loyalty, brand awareness, and brand image affects brand equity among young consumers. The study reveals that brand awareness' effects on brand equity are essential since young consumers who have information of the particular product or brand utilizing the social media.

References

Anisimova, T. (2014). Benchmarking desired corporate brand image in relation to stakeholders: a managerial perspective. *Qualitative Market Research: An International Journal,* 17(4), 441 – 463.

Azizi, A., Elezi. Z., & Mazreku, A. (2013). Competition between public and private universities: International experiences and case of Macedonia. *Journal of Educational and Instructional Studies in the World*, 3(2), 203-208.

Balmer, J. M. T. (2012). Strategic corporate brand alignment. *European Journal of Marketing,* 46(7/8), 1064 – 1092.

Bengtsson, A., Bardhi, F., & Venkatraman, M. (2010). How global brands travel with consumers. *International Marketing Review*, 27(5), 519 – 540.

Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behavior of counterfeits. *European Journal of Marketing*, 45(1/2), 191 – 216.

Bravo, R., Montaner, T., & Pina, J. M. (2012). Corporate brand image of financial institutions: a consumer approach. *Journal of Product and Brand Management*, 21(4), 232 – 245.

Chapleo, C. (2015). Brands in higher education. *International Studies of Management and Organization*, 45(2), 150–163.

Coulson, A. J. (2009). Comparing Public, Private, and Market Schools: The international evidence. *Journal of School Choice*, 3(3), 1–54.

Cuomo, M. T., Metallo, G., Tortora, D., Testa, M., & Kitchen, P. J. (2009). Building brand equity: the genetic coding of Mediterranean brands. *Euro Med Journal of Business*, 4(3), 237- 253.

Davis, D. F., Golicic, S. L., & Marquardt, A. (2009). Measuring brand equity for logistics services. *The International Journal of Logistics Management,* 20(2), 201 – 212.

Djakeli, K. (2013). Country's Branding for More Attractive Image of Georgia. *IBSU Journal of Business, 2*(1), 15-20.

Fetscherin, M. (2010). The determinants and measurement of a country brand: the country brand strength index. *International Marketing Review*, 27(4), 466 – 479.

Heding, T. Knudtzen, C. F. & Bjerre M. (2008). *Brand Management Research, Theory and Practice*. London and New York: Routledge Taylor and Francis.

Jalilvand, M. R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention. *Marketing Intelligence and Planning,* 30 (4), 460 - 476.

Jamal, A., & Goode, M.M.H. (2001). Consumers and brands: a study of the impact of self-image congruence on brand preference and satisfaction. *Marketing Intelligence and Planning,* 19 (7), 482 – 492.

Karam, A. A., & Saydam, S. (2015). An analysis study of improving brand awareness and its impact on consumer behavior via media in North Cyprus: A case study of fast food restaurant. *International Journal of Business and Social Sciences*, 6(1), 66-80.

Kemp, E., & Bui, M. (2011). Healthy brands: establishing brand credibility, commitment and connection among consumers. *Journal of Consumer Marketing*, 28(6), 429 – 437.

Kemp, E., Jillapalli, R., and Becerra. (2014). Healthcare branding: developing emotionally based consumer brand relationships. *Journal of Services Marketing*, 28(2), 126-137.

Kim, V. W. E., & Periyayya, T. (2013). Student Expectations and Branding Strategies among Private Institutions of Higher education in Malaysia. *Malaysian Journal of Chinese Studies,* 2(1), 69-81.

Lahiri, I., & Gupta, A. (2009). Dilution of brand extensions: a study. *International Journal of Commerce and Management,* 19(1), 45 – 57.

Liu, F., Li, J., Mizerski, D., & Soh, H. (2012). Self-congruity, brand attitude, and brand loyalty: a study on luxury brands. *European Journal of Marketing*, 46(7/8), 922 – 937.

Lopez, C., Gotsi, M., & Andriopoulos, C. (2011). Conceptualizing the influence of corporate image on country image. *European Journal of Marketing*, 45(11/12), 1601 – 1641.

Martinez, E., Polo, Y., & de Chernatony, L. (2008). Effect of brand extension strategies on brand image. *International Marketing Review*, 25 (1), 107 – 137.

Merrilees, B., Miller, D., & Shao, W. (2016). Mall brand meaning: an experiential branding perspective. *Journal of Product and Brand Management*, 25(3), 262-273.

Mourad. M., Ennew. C., & Kortam. W. (2010). Descriptive Evidence on the Role of Corporate Brands in Marketing Higher Education Services. *Service Science.* 2(3), 154-166.

Myrden, S. E., & Kelloway, K. (2015). Young workers' perception of brand image: main and moderating effects. *Journal of Organizational Effectiveness: People and Performance*, 2(3), 267 – 281.

Omar, C. M. Z. (2013). Rebranding of university in Malaysia. *International journal of business and behavioral sciences, 3(9)*, 1-10.

Parker, B. T. (2009). A comparison of brand personality and brand user-imagery congruence. *Journal of Consumer Marketing*, 26(3), 175 – 184.

Prayag, G., (2010). Brand image assessment: international visitors' perceptions of Cape Town. *Marketing Intelligence and Planning*, 28(4), 462 – 485.

Punjaisri, K., Evanschitzky, H., & Wilson, A. (2009). Internal branding: an enabler of employees' brand-supporting behaviors. *Journal of Service Management*, 20(2), 209 – 226.

Ranchhod, A., Gurau, C. & Marandi, E. (2011). Brand names and global positioning. *Marketing Intelligence and Planning*, 29 (4), 353 – 365.

Rindell, A., & Iglesias, O. (2014). Context and time in brand image constructions. *Journal of Organizational Change Management,* 27(5), 756 – 768.

Roy, R., & Banerjee, S. (2008). CARE-ing strategy for integration of brand identity with brand image. *International Journal of Commerce and Management*, 179(1/2), 140 – 148.

Ruane, L., & Wallace, E. (2015). Brand tribalism and self-expressive brands: social influences and brand outcomes. *Journal of Product and Brand Management,* 24(4), 333 – 348.

Sasmita, J., & Suki, N. M. (2015).Young consumers' insights on brand equity. International *Journal of Retail and Distribution Management*, 43(3), 276 – 292.

Shehzad, U., Ahmad, S.,Iqbal, K., Nawaz, M., & Usman, S. (2014). Influence of brand name on consumer choice and decision. *IOSR Journal of Business and Management, 16 (6),* 72-76.

Srivastava, R. K. (2011). Understanding brand identity confusion. *Marketing Intelligence and Planning,* 29 (4), 340 – 352.

Teh, G. M., & Salleh, A. H. M. (2011). Impact of Brand Meaning on Brand Equity of Higher Educational Institutions in Malaysia. *World Journal of Management, 3(2),* 218-228.

Trueman, M., Cornelius, N., & Wallace, J. (2012). Building brand value online: exploring relationships between company and city brands. *European Journal of Marketing,* 46(7/8), 1013- 1031.

Vukasovic, T. (2015). Managing consumer-based brand equity in higher education. *Managing Global Transitions*, 13(1), 75–90.

Wallace, E., Buil, I., & de Chernatony, L. (2014). Consumer engagement with self-expressive brands: brand love and WOM outcomes. *Journal of Product and Brand Management*, 23(1), 33 – 42.

Wang, X., & Gao, Y. (2010). Irish Consumer's Perception of Chinese Brands and How to improve the "Made in China" Image. *Journal of Asia Business Studies,* 4(2), 80 – 85.

Woisetschlager, D. M., & Michaelis, M. (2012). Sponsorship congruence and brand image. *European Journal of Marketing*, 46(3/4), 509 – 523.

Xiao, N., & Lee, S. H. (2014). Brand identity fit in co-branding. *European Journal of Marketing*, 48(7/8), 1239 – 1254.