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University Reputation and Brand Identity: Student's Choice of Educational Institution

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Abstract: *Given the choice to choose a private and public education institution, it is fundamental in choosing the best and top university to pursue higher education for a better future. This paper investigates the factors influencing a student's decision on the choice of university. This paper also considers whether a university's reputation and brand identity are adequate to attract and support the students for their choice of placement. The research has been carried out using a behavioural study, characterized as explanatory-descriptive, by applying a questionnaire survey to students of private and public universities. The results demonstrate that the university reputation builds a good impression to pursue study, as it enables the university to portray credibility, accreditation of the programs and produce quality graduates. Additionally, brand identity of the university attracts the students more through visible elements of a university brand, such as colour, design, and logo, that identify and distinguish the brand in students' minds. While the university reputation and brand identity of public and private universities are extremely important, other factors should also be considered such as the financial assistance, educational fees, location of the university, duration of the study and employability of the graduates. It is vital for universities to plan on branding strategies, and consider the factors that concern the students in choosing the right educational institution.*

Keywords: Brand Identity, Corporate Reputation, Image