



The Effect Of The Brande-Marketing On The Brand's Equity By Application On The Egyptian Business Faculties.

Hamdy Gomaa Abdelaziz Business Administration, Department, College of Commerce and Business Administration, Helwan University, P.O. BOX 11795, Ain Helwan , Egypt ; Hamdy.AbdelAziz@commerce.helwan.edu.eg

Abdalla Zahri Amin Marketing Department, College of Applied Studies and Community Service, Imam Abdulrahman Bin Faisal University, P.O. BOX 1982, Dammam 31441, Saudi Arabia; azmohamed@iau.edu.sa (A.Z.A.).

Walid A. S. Seddik Marketing Department, College of Applied Studies and Community Service, Imam Abdulrahman Bin Faisal University, P.O. BOX 1982, Dammam 31441, Saudi Arabia; waseddik@iau.edu.sa (Walid A. S. Seddik).

Abstract

The objective of this research is to identify The Effect of the Brand E-Marketing on the Brand's Equity by Application on the Egyptian Business Faculties by identifying the effect of the interaction element on the brand's equity and the effect of the adaptation element on the brand's equity. The study also aimed to determine the effect of e-customer service on the brand's equity as well as describing the effect of the tools used in e-marketing on the brand's equity in Egyptian business faculties. The effect of e-marketing for the brand equity for Egyptian business faculties is determined using a sample of (236) faculty members (lecturers, assistant professors, professors) who are registered in the business administration departments of Egyptian public universities (Cairo University, Ain Shams University, Helwan University, Al-Azhar University, Alexandria University), as well as a sample of (53) individual Arab students in the universities under study. Having applied research methodology, certain findings have been reached. Most important of which are positive statistically significant relationship between the e-marketing variable of the brand of the Egyptian business faculties and the equity of the brand in the Arab markets.

Keywords: Marketing, E-marketing, E-customer service, Brand

Introduction

In the context of the ever-increasing local and international competition in higher education field, educational institutions are under the pressure of dealing with brands, which represent the sum of perceptions and feelings that stakeholders associate with a higher education institution, where building the image is related to specific target groups. Ideally, an affectionate relationship is adopted with these groups. (Mampaey, J., et al, 2020, p233).

The brand provides a symbolic identity to the educational institutions which helps to distinguish them from their competitors. Students can also easily identify those institutions that have a specific symbol. The brand also entrusts the institution to provide the right direction to the career of the students which in turn reduces the risks of an uncertain future for the students. It also improves satisfaction and reduces the stress level of students to a great extent in every possible way as students expect to receive high quality services. When a student plans for admission in a faculty, he expects to receive certain benefits that will satisfy his current needs or desires and secure his future too. However, expectations about universities are created based on the information provided on the website, blogs, social networking sites, reference groups, opinions of their friends, promoter, and advertisements. Thus, it is assumed that the university provides a standard service as it promised the interested parties (stakeholders). (Chib, S., & Shukla, A. , 2020, p2)

The university brand deals with marketing activities for students. Universities (and other higher education institutions) have stakeholders or other groups they need to communicate with (for example, academics, administrators, funding bodies, boards of trustees, private donors, national and local government agencies, media, and graduates). However, in many studies, students are the most important stakeholder as the university brand has become a critical component of student decision-making. (Fejes, A., & Nyström, S. 2021, p112).

Based on the above, the current research aims to study the effect of the brand e-marketing on the brand's equity by application on to Egyptian business faculties.

Previous studies

The study of (Abbas, 2021) aimed to show the effect of brand awareness and service quality on brand loyalty of higher education institutions, while determining the role of brand trust and e-marketing for higher education institutions. The study found that both brand awareness and service quality increase students' trust in higher education institutions, which in turn affects students' commitment and enhances brand loyalty for the higher education institutions. The comparative service quality

also contributes more to brandloyalty for the higher education institutions on the long term.

The study of (Jocelyn, 2021) also indicated that striving to create a brand in educational institutions contribute to the development of society and concluded that the brand has a role in consolidating the mental image of the university among students, as well as providing electronic services to them.

The study (Clark, et al., 2020) also aimed to clarify the equity of the brandof higher education institutionsand its reflection on the mental image of the Student Union and the regional campus. The study was appliedon a sample of directors and deans of colleges and schools in a Canadian university and concluded that the internal brand has an important role in improving the educational brand strategy, as well as providing electronic services to them and adapting to changes.

The study (Samir & Sobeih, 2020) also aimed to clarify the concept of the brand for higher education and manage the reputation of that brand, The study concludedthe presence of a positive effect for higher institutions that want to invest in a strong brand identity on competition with electronic advertising for educational services as one of the means of promoting the image of educational institutions.

The study of (Chib, Shukla, 2020) also sought to demonstrate the strategies of brands to develop and expand them for educational institutions by measuring their current positions.This study concluded that the most important factors that represent the level of brand satisfaction is advertising as a means of promotion that helps create a positive image of brandof universities. The sustainability of higher education institutions is achieved by developing strong brand ownership such as brand awareness, brand loyalty, perceived quality, and brand engagement that will create better brand preference.

The study of (ER, T., et al, 2021) sought to analyze the direct effect of online marketing through electronic advertising and electronic service quality on loyalty and concluded that online marketing has a significant impact on satisfaction.The study (Ezat Gharieb, 2021) aimed to review and highlightthe importance of online marketing for marketing university library services, and concluded that public libraries can enhance their online presence on social networking sites by applying the right content marketing method for each social media platform.

The study (Rex, 2009) also aimed to explore and evaluate the role of the internal brand in the successful establishment of universities. The study relied on reviewing and analyzing case studies to build the internal brand in universities, as well as reviewing research and studies related to the success and failure of universitiesbrands. The study highlights the importance for universities to think of a long-term vision regarding their continuity in providing their educational services.

This vision is achieved by adopting a brand and activating it within its various objectives and strategies. Universities should focus on developing the capabilities of their employees so that they can fulfill the obligations that the brand provides to its targeted customers.

The study (Ghodeswar, 2008) also aimed to present a new marketing mix that contains (7) foundations based on studying and analyzing the trends and opinions of MBA students in South African business schools. The study was based on conducting a field study to identify the opinions and impressions of students registered for MBA in South African universities. The importance of practicing various marketing activities in business schools and affiliated universities to attract students wishing to obtain an MBA. It became necessary for business schools to run activities aimed at developing students' perceptions of the services provided by schools in this field.

Objectives, assumptions, and methodology

Objectives

After reviewing previous studies, the researchers were encouraged to conduct this study aiming to reach the following objectives:

Objective 1: To identify the effect of the interaction element on the brand's equity for Egyptian business faculties.

Objective 1: To identify the effect of the adaptation element on the brand's equity for Egyptian business faculties.

Objective 2: Measuring the effect of e-customer service on the brand's equity for Egyptian business faculties.

Objective 3: Describe the effect of the tools used in e-marketing on the brand's equity for Egyptian business faculties.

Hypothesis:

To achieve the objectives of the research, we will test the following hypotheses:

Hypothesis 1: There is a significant effect of the interaction component on the brand's equity for Egyptian business faculties.

Hypothesis 2: There is a significant effect of the adaptation component on the brand's equity for Egyptian business faculties.

Hypothesis 3: There is a significant effect of e-customer service on the brand's equity for Egyptian business faculties.

Hypothesis 4: There is a significant effect of the tools used in e-marketing on the brand's equity for Egyptian business faculties.

Data:

To achieve the research objectives by testing the research hypotheses and considering that the study deals with strategies to support the competitive brand in Egyptian higher education in administration in the Arab markets, data were collected from the Egyptian public universities located in the regions of Cairo and Alexandria governorates (Cairo University, Ain Shams University, Helwan University, Al-Azhar University, Alexandria University, Sadat Academy for Administrative Sciences) on a sample of faculty members (lecturers, assistant professors, professors) who are registered in the business administration departments of the above mentioned universities. Given that the specialization in the field of management and the availability of the required knowledge of the strategies proposed in the study, Arab students in master and PhD degrees in Business Administration departments in the mentioned universities in the period from 2015-2020, as in the following two tables:

Table No (1) The sampling frame and the sampling unit for the faculty members in the departments of business administration in the Egyptian public universities under study

Cairo University	Ain Shams University	Helwan University	Al-Azhar University	Alexandria University	Sadat Academy for Administrative Sciences	Total
76	58	22	42	24	14	236

Table No (2) The sampling frame and sampling unit for the Arab students.

Cairo University	Ain Shams University	Helwan University	Al-Azhar University	Alexandria University	Sadat Academy for Administrative Sciences	Total

22	18	6	0	5	2	53
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- Source: prepared by the researchers in the light of the records of the universities under study.

Methodology of the Study:

This study is of a descriptive and analytical nature as it aims to describe the current state of the brand for Egyptian higher education institutions in administration in the Arab markets, as well as to identify and analyze the relationships between the independent variables that express the proposed marketing strategies and the dependent variable that expresses the high equity(competition) of the brand of Egyptian education institutions in administration in Arab markets. The study methodology includes the following:

- Literature related to the brand and the marketing strategies influencing its competitiveness in the international markets.
- A field survey of a sample of faculty members and Arab students at the postgraduate level (Masters, PhD) in the universities of Cairo, Ain Shams, Helwan, Al-Azhar, Alexandria and Sadat Academy for Administrative Sciences.

Results and Analysis:

The descriptive statistics of the e-marketing strategy and the brand of the universities under study from the study sample point of view are as follows:

Table No (3) Descriptive statistics for the parameter of "e-marketing "strategy"

Variable	arithmeti c mean	standard deviation	coefficient of variation	order
Achieving the interactionelement: ease of communication and exchange of information with the Arab students under study	4.9	0.307	6.3	2
Achievingthe adaptation element:	4.88	0.369	7.6	3

interacting with each Arab student individually by identifying his needs, study plans and capabilities, and then directing him to the right path.				
Developing the e-customer service: providing sufficient information related to the procedures and requirements for obtaining the service, promptly responding to inquiries, updating information on a continuous basis, following up on meeting the needs of the Arab students, ... etc.)	4.93	0.360	7.3	1
Developing the tools used in the e-marketing of the brand (websites, electronic catalogs, e-mail, electronic advertising)	4.9	0.353	7.2	2
General Average	4.9	0.274	5.6	

Source: spss statistical analysis outputs

It is clear from the previous table that the sample subjects agreed on the importance of activating all the parameters related to the application of the e-marketing strategy for the brand of Egyptian higher education in administration in the Arab markets, with a general average of (4.90), and a standard coefficient of variance of (5.6). The variable related to the developing the e-customer service comes first in terms of importance, which confirms the important role that e-marketing can play in providing distinguished services to clients (Arab students), which would be directly reflected in supporting the competitiveness of the brand of Egyptian education in administration in the Arab markets.

Table No (4) Descriptive statistics of the brand equity dimension

Variable	arithmetic mean	standard deviation	coefficient of variation
The ability of the Arab student to know the brand of the Egyptian higher	4.85	0.358	7.4

education institutions in administration			
The ability of the Arab student to easily remember the brand of Egyptian higher education in administration	4.87	0.342	7.0
The Arab student speaks positively to others about the services provided by the Egyptian higher education institutions in administration.	4.88	0.325	6.7
The high degree of response of the Arab student to the marketing activities practiced by the Egyptian higher education institutions in administration.	4.82	0.385	8.0
The readiness of the Arab student to pay additional fees to obtain the services provided by the Egyptian higher education institutions in administration	4.81	0.467	9.7
The low degree of response of the Arab student to the marketing activities of other competing education institutions in administration	4.79	0.507	10.6
The Arab student's acceptance for any new educational programs offered by Egyptian higher education institutions in administration	4.82	0.456	9.5
The quality of the mental impressions of Arab students about the Egyptian education institutions in administration and the services they provide	4.85	0.467	9.6
The distinction and stability of the benefits offered by the Egyptian brand in the minds of Arab students	4.82	0.488	10.1
General Average	4.83	0.371	7.7

Source: spss statistical analysis outputs

It is clear from the previous table that the research sample showed a general trend towards approval of the positiveness of the parameter of the high equity of the

brand as a result of the application of the previous strategies, with a general average of (4.83) and a coefficient of variation (7.7).

To test the main hypothesis of the research that “there is a significant effect of e-marketing on the brand’s equity for Egyptian business faculties” as well as its sub-hypotheses, it is possible to apply the stepwise multiple linear regression model, to determine the interactive and reciprocal effect of each independent variable on the equity of the brand in business faculties, which is shown in the following table:

Table No. (5) A stepwise multiple linear regression model to determine the impact of each variable of e-marketing variables in designing appropriate strategies to support brand competitiveness

Variables of e-marketing	Estimated Parameters B	t test		VIF
		Value	significance	
Achieving the interaction element	0.018	1.16	0.00	11.49
Achieving the adaptation element	0.282	14.41	0.00	2.97
Developing the e-customer service	0.174	10.33	0.00	2.06
Developing the tools used in the e-marketing	0.240	10.33	0.00	3.99

Source: spss statistical analysis outputs

It is clear from the previous table that the t test shows the significance of the statistical test value for each of the in-between variables, which is less than (0.01) in each variable. To determine the extent of multicollinearity between the independent variables and each other, VIF, which is the abbreviation for Variance inflation factor for each independent variable with the rest of the independent variables, was calculated. It has been found that the accepted independent variables within the stepwise multiple linear regression model do not have the problem of linear duplication in any of these variables, as the values of VIF in each of these variables are less than (10), which indicates that there is no serious coupling problem in the model.

In order to clarify the significance effect of the independent variable on the dependent variable, Anova analysis of the variables of the e-marketing strategy is used as in the following table:

Table No. (6) Anova analysis of e-marketing strategy variables

independent variable	Sig.	R Square	F	Statistical decision
positioning variables	000	0.982	604.34	reject nihilism

Source: spss statistical analysis outputs

The values mentioned in the previous table indicate the existence of a statistically significant effect of the e-marketing variables on the equity of the brand for Egyptian business faculties in the Arab world markets, leading to an increase in that value and the increase of the indicators indicated for this rise. The significance of the calculated F value at a level less than (0.05). Also, the value of R^2 explains (98%) of the total change in the dependent variable, and accordingly the main hypothesis of the research is accepted, which is "there is a significant effect of e-marketing for the brand on the brand's equity for Egyptian business faculties, as well as its sub-hypotheses.

Discussion:

The results of the hypothesis testing in the universities under study showed that all parameters of the e-marketing strategy can be widely available in light of achieving the interaction element which depends on the ease of communication and exchange of information with the targeted Arab students, and continuously identifying the strategies of competing universities.

The results of the study agree with the study (Abbas, 2021) in that achieving the element of adaptation by interacting with each Arab student separately to identify his needs, study plans and capabilities, and then directing him to the right path, and providing a university environment that encourages the introduction of new ideas.

The results of the study agree with the study (Jocelyn, 2021), (Clark, et al., 2020) in that developing the e-customer service by providing sufficient information related to the procedures and requirements for obtaining university service, the speed of response to inquiries, continuous updating information, and following up on meeting the needs of the Arab student, etc.). This contribute to attracting and new students. Our results also agreed with the study of (Samir & Sobeih, 2020), (Chib, Shukla, 2020, (ER, T., et al., 2021) in that developing the tools used in the e-marketing of the brand (websites, electronic catalogs, e-mail, electronic advertising) and its

importance is reflected in the university by providing a variety of options for students, and constantly developing its services so that the students gain confidence in dealing with the university. Therefore, the main hypothesis of the research as well as its sub-hypotheses is accepted which is there is a significant effect of e-marketing for a brand on the brand's equity to Egyptian business faculties.

Recommendations

In light of the previous results, it is clear that it is necessary to support university leaders to spread the culture of e-marketing for university services by distributing this culture to all faculties, and to provide support to receive students' opinions and suggestions. Allocating an appropriate budget for e-marketing activities, as well as assigning a department in the universities which support the brand by setting the standards and indicators necessary to support the brand in educational services and organizing training courses to spread the culture of brand support.

In light of the current study, the researchers recommend conducting more future research, including measuring the obstacles of e-marketing application and comparison between the public and private universities in Egypt as well as clarifying the effect of university trademark management on the mental image by applying to Egyptian universities.

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