

The Impact of The Brand Personality on Student's Orientation Towards Universities

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Abstract

The aim of this research is to investigate the impact of the brand personality on student's orientation towards private universities in Jordan. The research used a defined theoretical model to measure the “**University Brand Personality Scale (UBPS)**” that developed by Rauschnabel, et al., (2016) which consist of six dimensions (Prestige, Sincerity, Appeal, lively, conscientiousness, cosmopolitan) and presents an empirical study to examine the effect of Attraction on student's orientation towards private universities.

To achieve this aim, the researcher used a convenience sampling technique. A total of 445 respondents completed the research questionnaire, which distributed in (8) private universities which located in Amman. The distributed questionnaire consists of (36) questions that measured using a 5-point Likert scale.

The collected data were analyzed by using **SPSS V24** for descriptive statistic and **Smart PLS 3.2.7** to assess the structural and measurement model for the proposed study model.

The findings indicated that there is an impact of brand personality for the universities in Jordanian context in the following dimensions **Prestige, Appeal,**

Consciousness and **Cosmopolitan** that determine Student's Orientation Toward Universities in Jordan.

Also, the findings showed the complementary partial mediation role of attraction between University Brand Personality and Student's Orientation Toward Universities in the following brand personality dimensions: **Prestige**, **Consciousness** and **Cosmopolitan**.

The study recommended the necessity of shedding more light and focus should be more on better understanding and practice of all marketization activities that formulate and fit with the changes in HEI environment and fill the gaps in their universities by improving the student's perception regarding the universities and use the personality characteristics to achieve differentiation.

Keywords: University Brand Personality, Student's orientation, Attraction, Prestige, Sincerity, Appeal, Lively, Conscientiousness, Cosmopolitan, University Brand Personality Scale