

University Brand Identification: A Comparison Between Jordanian Public and Private Universities

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Abstract

The aim of this study is to investigate the impact of university brand personality, university brand knowledge, and university brand prestige in developing student-university identification. Furthermore, the impact of student-university identification on various university- supportive behaviors such as suggestion for improvement, advocacy intentions, university affiliation and student strength of attachment are tested.

The proposed theoretical model was tested on Public and Private Jordanian universities. A total of 770 respondents completed the study questionnaire. The data was analyzed and the hypotheses were tested by using the appropriate statistical analysis PLS path modeling (Smart PLS 2.0) and (SPSS.18) programs.

The conclusion of the study provided support for strong positive significance relationships for the eight hypotheses, the highest variable is advocacy intention with the mean of (3.65), followed by strength of attachment (3.60), university identification (3.59), university brand prestige (3.57), suggestion for improvements and university affiliation (3.55), university brand knowledge (3.49), and university brand personality with the mean of (3.11). The study concludes with recommendations for future research that have implications on management and theory respectively.

Keywords: University Brand Personality, University Brand Knowledge, University Brand Prestige, University Identification, Advocacy Intentions, Suggestion for Improvements, University Affiliation, Strength of Attachment.