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研究課題名(和文) Value branding in higher education: A comparative study in Japan and Australia

研究課題名(英文) Value branding in higher education: A comparative study in Japan and Australia

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研究成果の概要(和文)：本研究では、マーケティングの概念と顧客価値を利用し、国際的な高等教育市場での競争力を高めるために、大学と学生・保護者(以下、消費者)の関係強化に関して「研究」がいかに寄与できるかを考察した。日本・オーストラリア両国での調査で得られたデータから、両国の消費者は、客観的な大学のブランド価値に注目・評価しており、この評価が最終的に大学側の業績に影響を与えることが明らかとなった。大学ブランド価値の研究において消費者価値が重要であり、大学のブランド力を高めるためには、大学と消費者の関係性がより重要になることが明らかとなった。

研究成果の学術的意義や社会的意義

Research outcomes advance our knowledge of and the applications of marketing concepts in the higher education sector. This research contributes towards efficient use of marketing resources, cost-saving, and increased income from multiple sources for the long term financial health of the university.

研究成果の概要(英文)：This research project provides insights on how research on university branding using the marketing concept of branding and customer value can help managers in universities strengthen relationships with consumers, which in turn can help the institution to compete in international higher education markets. The comparative examination of data in Japan and Australia suggests the commonality of consumer perceptions and evaluations of a university brand. Consumers perceive and evaluate value from their consumption experience of a university brand. Their experiences of value from a university brand have an impact on the institution's business performance. These research outcomes therefore suggest that customer value is an essential factor in the studies of university branding. In practice, good design of offerings with value in mind to target consumers by creating or co-creating valuable experience is the key in university branding and for customer relationships.

研究分野：経営学

キーワード：Branding Customer value CRM Marketing concepts Higher education

1 . 研究開始当初の背景

This research project provides insights on how research on university branding using the marketing concept of branding and customer value can help managers in universities strengthen relationships with consumers, which in turn can help the institution to compete in international higher education markets. The comparative examination of data in Japan and Australia suggests the commonality of consumer perceptions and evaluations of a university brand. Consumers perceive and evaluate value from their consumption experience of a university brand. Their experiences of value from a university brand have an impact on the institution's business performance. These research outcomes therefore suggest that customer value is an essential factor in the studies of university branding. In practice, good design of offerings with value in mind to target consumers by creating or co-creating valuable experience is the key in university branding and for customer relationships.

Overall, research outcomes of this project advance our knowledge of and the applications of marketing concepts in the higher education sector. Universities today are increasingly competing for international students and this competition drives the need for universities to focus on clearly articulating and developing their brand. The call for more research in the issues on branding from different perspectives by scholars, notable research institutes, and business practitioners in the field of marketing remains. However, little is currently understood about the applicability of customer value in the higher education sector. Specifically, issues on the role and the applications of customer value in the branding of higher education institutions are not well known. This research resolves those gaps in knowledge and further elucidates those issues nationally and internationally. A greater understanding of brand issues from a value perspective in the context of higher education help make key strategic decisions and contribute towards efficient use of marketing resources, cost-saving, and increased income from multiple sources for the long term financial health of the institutions offering higher education.

Globally, universities are undergoing a transformation in response to trends in global student mobility and Japanese universities need to be ready to adapt to the change. What does the future hold for universities in Japan? Past business studies suggest the power of branding and customer value for the future of universities to compete in international markets. Employing the concept of customer value in business practices has consistently been viewed as a key for gaining a differential or competitive advantage. It is also recognized as a critical strategic tool to attract and retain customers. A study of branding issues through consumer experience of value in the higher education sector therefore can provide guidelines about how to strengthen customer relationships in order to maintain an organization's competitive advantage.

2 . 研究の目的

In line with the review of relevant literature on branding and customer value, this research explores university branding issues from a value perspective. This study aims at providing insights on how branding research using the concept of customer value in the higher education context can help managers in universities strengthen customer relationships and in turn help the institution to compete in international higher education markets.

3 . 研究の方法

The theory of customer value and the concepts of branding provide the research background of the study. A thorough review of relevant literature in the higher education context strongly recommend the study of university branding from the perspective of consumers, i.e., students, that remains to be explored from varied aspects. This research therefore conducts two stages of comparative studies using both qualitative and quantitative data collection from consumers (i.e., students). This research uses a comparative study of the views on university branding through consumer experience of value from qualified informants within universities in Japan and Australia. The research uses focus group interviews and questionnaire surveys to explore the research theme in depth. Data collected from the fieldwork is processed and analyzed using statistical techniques, content analysis and multivariate data analysis, in light of research purposes. The content analysis outcomes uncover the similarity and differences in the view on branding from respondents in Japan and Australia. The multivariate data analysis outcomes confirm the hypothesized relationships among variables about branding from the aspect of customer value.

4 . 研究成果

Outcomes of this research project identify key influential factors of brand value from respondents within universities in Japan and Australia. Generally, these factors can further be categorized into rational and experiential perspectives, attribute and experiential benefits, and monetary and non-monetary costs. These findings help managers in universities reduce uncertainty about where to invest in generating customer value to achieve desired business performance. In addition, outcomes of this research project uncover the associations between different branding issues from a value perspective. Key factors of university branding related to brand image and brand association have been identified. These findings advance the knowledge of the applications of marketing concepts in the higher education sector for improving the institution's business performance. These findings help the faculty and the staff to improve their performance in encounters with students, parents, and other stakeholders by creating and co-creating customer value to achieve desired performance in customer relationship management. A further comparison of data analysis outcomes from two universities in Japan and Australia provides answers about how to use the concepts of branding and customer value to strengthen customer relationships from a global perspective. This finding advances the mutual understanding of branding issues in the higher education sector in different countries. The research outcomes help brand managers in universities to reduce uncertainty about how to respond to competition and how to capitalize on the opportunities globalization offers.

5 . 主な発表論文等

〔雑誌論文〕(計 0 件)

〔学会発表〕(計 5 件)

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〔その他〕
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