

## Business School Brands Methodology

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**Abstract---** This article explores the methodological aspects of branding within school education, a specific context dominated by the coexistence of strong professional logic and identity structures. The author offers a communicative view of brand identification in order to understand how teachers relate to the brand and understand its meaning. The author contributes to the study of how branding works in modern organizations, including higher education institutions, by asking questions about the role of identity in branding processes, considered as the management of meaning.

**Keywords---** Image, Brand, Brand Strategy, Private School, School Education System.

### I. Introduction

Schools today, in pursuit of improving the quality of education, are in tough competitive conditions, they strive to show the effectiveness of the educational process, because, as you know, this is one of the most important elements of the country's current policy in the field of general education. In modern conditions of the openness of the school, for an external objective assessment of its activities by the educational community, educational authorities, and the parent community, purposeful activities to manage reputation and create a positive image are of great importance. This state of affairs encourages many educational organizations to use marketing technologies, including the formation and development of brands. As part of this process, each school gets the opportunity to position itself, show its uniqueness, originality, which lies in a specific set of features by which the school is quickly and accurately recognized by consumers of educational services. For successful positioning in the market of educational services, schools need to pay close attention to the formation of an attractive image, a positive reputation.

### II. Literature Review

While branding is typically studied within marketing traditions, several authors have pointed towards the need to understand the intra-organizational implications of branding as a dominant logic in contemporary society [16]. For example, Balmer [17] argues that the organization's brand can represent a significant and fundamental constituent of organizational identity and has the potential to facilitate the self-positioning of employees (and potential employees) within corporate narratives, supporting employees' identification processes. Critical scholars have thus pointed out that branding should be seen as a new attempt at "management of meaning" internally in the organization and a strong form of identity regulation [18].

P. According to the concept of Farquhar [1], brand equity is studied as a means of delivering added value for the company or for the consumer. D. Aaker [2] studies it as a sum of brand name related assets, i.e. consumer awareness, loyalty, perceived quality and other financial assets. J. For Kapferer [3], brand equity is defined as the mental image (trademark) of the consumer's reflection and proposed values. K. According to Keller [4], brand equity is defined as the mental image (trademark) of the values that are reflected and offered to the consumer. In our opinion, brand equity is the added value given by the consumer to each product and service.

D. Aaker and K. According to Keller's theories, there are 4 main assets of brand equity, which include perceived quality, brand loyalty, brand awareness, and brand constituents (brand associations). B. Yuu, N. Donathu, and S. Lee argues that the level of brand equity can only be evaluated as positive when the level of brand quality, brand loyalty, brand associations, and awareness are clearly visible. [5]

S. Gronrus considers the quality of services as a positive opinion generally accepted by users of the service. [6] D. In Aaker's research, although he recognizes perceived quality as one of the components of brand equity, he argues that it does not differentiate between goods or services and that it should be taken into account when evaluating brand value. [7]

The fact that consumers' brand awareness and brand founders are the main factors in the formation of brand equity is based on the researches carried out by Huang and Sarigollu [8], Keller [9], Rossiter and Percy [10]. This awareness, brand associations should be able to fit comfortably in the memory of consumers. Brand associations and brand awareness have a positive effect on brand equity because it is perceived as a sign of quality and loyalty and

helps the customer consider the product at the point of purchase. This leads to positive brand behavior and positive decision making.

Several researchers agree that brand equity is associated with higher brand preference and loyalty. In Chang and Lui's brand preference model, customers' prior knowledge of a brand (brand loyalty) is identified as a key factor associated with a greater willingness to continue using services. [11] That is, brand loyalty forces consumers to continuously purchase a product and resist switching to another brand under the influence of internal psychological factors.

In the theories of relationship marketing, "trust" is considered as one of the main factors in the formation of brand equity. [12] From this point of view, "trust" is studied as a psychological state that favors the attitude of a person to the actions of others. Consumer trust in service providers can be studied as a factor in the formation of brand equity.

Since celebrities start endorsing brands, brands have their own image. These people help marketers position their brands because they introduce the consumer to celebrities. Theories that brands, like everyone else, can have a personality. A. Azolau and J. Based on Kapferer's research. [13] J. Aaker notes brand personality as a set of human characteristics associated with a brand. He developed the Brand Personality Scale, which identified five dimensions or "a set of personality traits associated with the brand." They are: sincerity, excitement, authority, courtesy and rudeness. These five dimensions relate to the Big Five consumer characteristics of brand acceptance. [14] V. Norman and E. Tupes and R. Kristal researches have identified 15 features of such features. [15]

Based on theories of organizational identification, any consumer tends to be a member of a certain social group. According to M. Long and L. Shiffman, consumers tend to associate themselves with certain brands depending on their social background. If the brand has a good reputation within the group to which consumers belong or want to belong, they will evaluate the brand positively. [15]

Thus, brand identification allows the consumer to join or separate from the group that constitutes his social circle, as indicated. Therefore, a consumer who identifies with a particular brand will be willing to be closer to that brand and will be proud to promote the brand, thus increasing perceived brand equity.

### **III. Analysis and Results**

Here are the definitions of a trademark and a brand. Most authors give identical definitions of a trademark. Thomas Gad: "A trademark is a sign of ownership, something like a guarantor. It can be registered and owned by a company or a private individual throughout its lifetime" [1, p. 17]. Victor Tamberg and Andrey Bad'in: "A trademark is only a set of identification symbols and features of a product" [2, p. 17]. The essence of the definitions corresponds to Russian legislation: a trademark is a synonym for the official term "trademark", which is subject to registration as a verbal, pictorial, combined, sound or three-dimensional designation. "A trademark, that is, a designation that serves to individualize the goods of legal entities or individual entrepreneurs, is recognized as an exclusive right, certified by a trademark certificate" [3, p. 202]. As for the definition of the term "brand", there are many interpretations. Here is the most accurate of them, according to the author of the article. Stuart Kreiner and Dez Dearlove: "The brand has not only a physical body, but also quite certain psychological properties. In other words, a brand today is not just a carrier of information for the mind. It also appeals to the soul. A brand is a kind of promise, and ultimately you have to keep it. The product is a confirmation of the promise that the brand contains" [4]. Thus, a trademark is a kind of physical foundation, consisting of verbal, graphic or combined characteristics, protected by law. A brand is the highest form of brand development, which performs more complex functions: communicative, identification, and in modern interpretations also psychological (formulation of a promise, compliance with the beliefs and values of consumers). The process of managing a trademark in order to transform it into a brand is called trademark branding.

Let's take a quick look at commonly used branding tools:

#### **1. Creation of brand architecture.**

The brand architecture is the organizing structure of the brand portfolio that defines the roles of brands and the relationship between them (eg. Ford and Taurus) and product market contexts (Sony Theaters vs Sony Television). Brand architecture is defined by five dimensions: brand portfolio, roles in the portfolio, roles in different contexts of the product market, portfolio structure and portfolio graphic representation".

#### **2. Building a brand identity.**

Brand identity is the desired set of associations that consumers should have when they mention a brand. The actual set of associations is called an image. As a rule, brand identity and brand image do not coincide 100% with each other. And the main task of the brand manager, in the field of brand identity creation, is to align the brand image with its identity. The brand identity is at the top of the pyramid and should drive the brand architecture and communications programs. There are three components of identity: brand essence, core identity, extended identity.

#### **3. Creation of communication programs.**

Communication programs are often referred to as advertising. This is not entirely correct, since advertising is only part of the communications programs. This concept also includes such tools as: RK publicity, charity, sponsorship. These components are still less studied and are used in Russian practice much less frequently than advertising. Advertising, in turn, according to the classical classification is divided into AN- and BN-tools. AN advertising is the use of mass or inclusive media channels to deliver an advertising message to large masses of the population. And BN-advertising is a personalized communication of a specific consumer with a brand. Recently, more and more supporters appear in TN-advertising campaigns or integrated marketing communications. These are complex campaigns that cover the full range of both AT and BT media channels and, as a rule, are built around some central link: an event or a media channel.

The listed tools should be used in the system, that is, have a controlled influence on each other, in order to obtain a synergistic effect. For each case, the sequence of steps will be individual, depending on what stage the organization and brand are at. The system will be different for an organization that is in the zero cycle, and an organization that has been on the market for a long time. On a visual diagram, we present a model of a system of branding tools.

Branding is an activity that does not have a rigid time frame. It is carried out throughout the life cycle of a brand or organization (in cases of a corporate brand, this is the same). The author of the article presented the development of the brand in the form of a flywheel effect. The starting point is to create a brand-focused organizational structure. As a rule, in such a structure, the brand manager is the center of responsibility for brand development. At the second stage, specialists must develop and approve the brand identity, which is a kind of brand development vector. The third stage is the formation of brand architecture. The final fourth stage is the creation of communication programs, with the help of which the brand identity is formed. Throughout the life of the brand, these stages will be repeated, adjusted, and intersect with each other in time.

Branding is a significant socio-economic phenomenon, since today the brand is no longer just a set of product-identifying attributes. This is not only a carrier of information that appeals to the minds of consumers, but also a certain promise (of quality, status, success, etc.) to which the product itself must comply. Consumption of goods.

A moat under well-known brands has become a vivid social marker that relates a person to a particular socio-economic cluster. In addition to loyal brand consumers, a group of people has emerged who are opposed to such socio-economic clustering and economic globalization, which is largely driven by the global spread of transnational brands. Naomi Klein calls the brand war a new movement of the next generation of rebels and troublemakers. [19]



Fig.1: School Brands [20]

Let's demonstrate the scale of the total distribution of transnational brands around the world using figures from open sources. Unilever products are sold in the amount of 150 million pieces every day worldwide, more than one billion people use Gillette razors, more than 38 million people dine at MacDonald's every day.

The social significance of branding is most obvious in the luxury market. The development of branding in this market is driven by several theories that show the socio-economic clustering of the population through the consumption of luxury goods.



Fig.2: School Logo & Branding Design

Brands in the luxury goods segment have become identifiers by which one can understand what socioeconomic class their consumer belongs to or wants to belong to. And from the latter, in turn, a class of imitators is formed. The first significant study on the topic of conspicuous consumption dates back to 1899. The work “The Theory of the Leisure Class: An Economic Study of Institutions” by the American economist and sociologist T. Veblen was published. It was he who laid the foundation for explaining consumer behavior when buying luxury goods. The essence of Veblen's concept is that luxury goods are bought not for reasons of utility or functionality, but in order to demonstrate to society their high social and material status. He called this the term "conspicuous consumption" (conspicuous consumption), which is firmly entrenched in the marketing literature.

Veblen introduced the following concepts into the everyday life of marketers and economists: pecuniary emulation, envious comparison, conspicuous leisure. Envious comparison manifests itself as a motive for consumption when it is important for the rich to demonstrate their difference from the poor with the help of a purchase and to arouse the envy of others. Monetary rivalry, in turn, is the opposite of envious comparison: as a motive for consumption, it is characteristic of the poor (through luxury purchases they want to make others take them for the rich).

Modern marketing communications are built on the described consumption motives. For example, the Apple iPhone 3G phone, which entered the Russian market in 2008. The retail price when the phone was brought to the Russian market was approximately \$ 1,000, while in the company's home market - the United States, the price is almost a twice. It is impossible to explain such a difference by logistical costs, from which we can conclude that the Russian price for a telephone should attract consumers with pronounced motives for envious comparison or monetary rivalry.

In the American market, according to a study by ComScore, the owners of the new iPhone 3G are more often people with medium and low material income than wealthy citizens [8]. Most often, the device is bought by Americans with an income of 25 to 50 thousand dollars a year - they account for 48% of sold smartphones. People earning from 50 to 75 thousand dollars make up about 40%. And only 16% of smartphone owners have an annual income of over \$100,000.

Since in the US the basis of demand for the model is made up of people with an average income and below average, and a smartphone costs moderate money, it is likely that the demand for it is both functional and non-functional, in the form of monetary rivalry. In Russia, where this smartphone is one of the most expensive, non-functional demand prevails in the form of conspicuous consumption. The effect was enhanced by the creation of an artificial shortage (in Russia, the product officially appeared much later than in other markets).

Demonstrative idleness is an emphasized distancing from labor, as from an activity that is not prestigious and ignoble. Many manufacturers use this motif in branding today. For example, in clothing for consumers with such a motif, white colors predominate, as well as a dress cut that specifically restricts free movement. In cosmetology, this motif is used, for example, by manufacturers of dental products: such consumers are characterized by a snow-white smile.

These motives can replace each other in dynamics. For example, the motive of demonstrative idleness gives way to another behavioral strategy of the upper class – demonstrative active consumption, expressed in the purchase of

the most expensive items and the acquisition of goods, the amount of which exceeds personal needs. Such practices form public evidence of the level of well-being, solvency and play the role of markers of an individual's high social status.

The described patterns have social consequences: as a result of conspicuous consumption and the manifestation of monetary rivalry, dummy idle classes are formed, consisting of idle children, unemployed wives, guards and servants, who act as important attributes of a beautiful life.

In further research on the topic of consumption motives, the "competitive aspect of consumption" described by Veblen, based on the use of prestigiously expensive goods (cost over the cost of costs that ensure functional use), was called the "Veblen effect". Contemporaries consider this effect as an engine of economic growth. And the essence of this judgment is that the desire of both the rich and the poor to demonstrate a higher status through conspicuous consumption stimulates producers and leads to an increase in the production of goods.

H. Leibenstein, half a century after Veblen, identified three effects that stimulate consumption:

1. The effect of joining the majority (bandwagon effect).
2. Snob effect.
3. The Veblen effect.

The effect of joining the majority is a socialized form of herd mentality: "everyone buys - I buy." Based on this effect, for example, branding is built in the field of fashion, as well as consumer goods. The snob effect is the exact opposite of the effect of joining the majority. Its essence lies in demonstrating through consumption that "I am not like everyone else."

The researcher introduced a new classification of consumer demand:

1. Functional demand.
2. Non-functional demand. Dominates in the consumption of luxury due to social forms of consumption (listed effects) and irrational motives.

As can be seen from the figure, there are three types of non-functional demand, the most voluminous of which is social. It is this type of demand that is exploited more often than others in the branding of brands, both in the luxury market and in the mass goods market.

Thus, branding has become a significant socio-economic phenomenon. People stopped consuming goods only to satisfy needs. According to which brands a person is a consumer, society draws conclusions about his income, status, manners, that is, about his social position. And to achieve a certain position in society and demonstrate it is one of the functions inherited by people from their ancestors. Brands are modern identifiers of people's class based on economic and cultural components.

#### **IV. Conclusions and Recommendations**

The development of market relations in the world has led to the commercialization of many areas, including education. The market implies competition, therefore, first of all, branding began to be considered as a policy of higher educational institutions that seek to increase the number of students and, accordingly, form a certain image. This affected the school to a lesser extent, since, as a rule, education in this institution is most often due not to the choice of parents, but to the place of residence or registration. Today, the problem of competition and, accordingly, branding as a technology for the formation of competitive advantages is very relevant, first of all, for entities that provide additional educational services.

Additional educational services, respectively, are services provided under additional educational programs that are implemented:

- In general educational institutions and educational institutions of vocational education outside the main educational programs defining their status.
- In educational institutions of additional education (in institutions of advanced training, courses, vocational guidance centers, music and art schools, art schools, children's art houses, stations for young technicians, stations for young naturalists and other institutions that have the appropriate licenses).
- Through individual labor pedagogical activity.

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