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Effective Branding and Choice of University: A Thematic Analysis of Bangladeshi Private University Students

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Abstract:

Modern marketing is greatly dependent on branding. Now every institution is using branding as its marketing tool to attract customers. Branding does not mean a logo or graphic element nowadays. Strong branding helps companies to get loyal customers. Effective branding creates trust, recognition, and popularity for companies among people. A university with a well-reputed brand has several advantages. It can easily attract students. The main objective of this paper is to determine how the branding of a private university influences student's choice of selection. For doing this, there are many relationships between branding and consumer decision making processes are mentioned. The value and importance of branding for the consumer (students) are also mentioned. Through the survey, it was found that branding value is important to complex buying consumers (Moos, Kurt Von, 2005). Private universities need marketing to rise in the market and also compete with each other. In the changing market, branding for a private university is more than a logo. Students are attracting now by the quality of education, faculties, campus environment, and tuition fees. Many factors influence a student's choice of university. In this paper, it was found that branding influences students' choice of university. Brand image, brand name, logo all are the faces of a university that directly influence students. Also, Universities should maintain their core value such as teaching, faculty, education quality, research for effective branding.

Keywords: Modern Marketing, Branding, Campus Environment, Education Quality

1. Introduction

1.1 Introduction

In this modern era, different marketing strategies are used to gain competitive advantages. The financial situation of private sector institutions is highly dependent on consumer purchasing habits. Understanding consumer purchasing patterns is one of the core activities of all private companies or institutions. The existence of a similar product in the current market is increasing. As a result, competition exists among private institutions are very high. So, the consumer's reaction to the homogeneity of product/ service in the market is the more focusing factor for private institutions today. As a direct consequence, branding has emerged, and it is considered a significant marketing strategy used by different institutions to attract consumers. The symbolic values associated with brand names mainly differentiate products/services from others. Like other products or services, branding is an essential marketing tool for higher education providing institutions. Higher education at the university level has divided into two major types of institutions, namely: public university and private university. To fulfill the growing demand of the institutions of higher studies, currently Bangladesh has 46 public universities and 105 private universities (As per UGC Bangladesh, 2020). The establishment of private universities (according to the Private University Act 2010) reduces the pressure of a large number of students for the limited number of seats available in public universities. In a study (Becton Loveless) it was found that education quality, programs, reputations, costs all are the major factors that students want from a private institution. Due to the high level of competition, these institutions are trying to gain students by using their images or reputations. Not all the universities are equivalent in standard, some are doing excellent and some are doing average. Despite that, getting admission in private universities is increasing day by day. And branding plays an important role while students choose the "one" institution for higher studies.

1.2 Background of the Study

Currently, 151 public and private universities are running their operation in Bangladesh. The number of public universities is less than the number of private universities. The main reason for the establishment of private universities is the growing number of students. Nowadays there is a rapid growth in private universities in our country. Also, private universities create a cut-throat environment in the country's higher education. These

institutions are attracting a large number of students mostly using their reputation and other marketing strategies. The students prefer one private university to others. The reasons for the preference are reputation, tuition fees, faculties, and the environment, etc. Most of the admissions seeking students don't have any clear idea about private universities. In this case, private universities compete with each other by branding themselves. Their marketing strategies differentiate them from one another. The reason for this paper is to find out how the branding of private universities impacts the student's choice.

1.3 Objective of the Report

The significance of understanding branding and its effect is a vital issue nowadays. This research aimed to explore how marketing strategies (branding) of private universities influence student's decisions, and also knowing the student's views about their decisions after they have enrolled in universities. The objectives of this study can be divided into two parts. These are:

Primary objectives:

- ✓ The primary objective of this report is to take a look at the alliance between the student's choice of private university and how branding (marketing strategy) influence their decisions.

Secondary objectives:

- ✓ Knowing how the branding of private institutions attracts new students.
- ✓ Grasping the key concept behind branding, its usefulness, and utilization as a contemporary marketing tool.

1.4 Scope of the Study

Understanding the various notions of branding and its conceptual influence on the consumer (students) decision-making process is the main motive of this study. For sampling, I have selected 15 universities out of 105. Consumer's choice for higher studies among different private institutions relies on numerous factors. In this research, some indicators have been taken to explain their impact on the consumer decision-making process. These

indicators are faculty members, campus environment, campus facilities, quality of education, image/reputation, etc.

1.5 Methodology of the Study

Primary and secondary sources have been used for collecting data of this research. Both the primary and secondary sources of data have been very useful to conduct the study.

Primary Source: Primary data has been used to make the study more authentic and practical. Sources are 1. Visiting different private institutions for having a direct conversation with the students. 2. Interview and Questionnaire survey.

Secondary Source: Secondary data have been collected to make the study more enriched and resourceful. Sources are 1. Journal articles, published books, 2. Education commission's report, 3. Various reports published related to higher education, 4. Journals published by private universities, 5. Websites, National dailies. Other related references are mentioned in the report.

1.6 Limitation of the Study

This study has several limitations. The study has been directed to assess the role of branding on consumer's choice of different private universities. The major limitations of the study are- for sampling, I have selected 15 universities from 105 private universities to represent the whole private institution's sector. A major limitation of the study is as these fifteen universities can't represent the whole sector. Most of the respondents in my study were students from different private institutions. But the study would have been more fruitful if some guardians were included in the respondent's group. As guardians play an important role in choosing the educational institutions for their children's higher studies. Other limitations are:

- Time constraints are another limitation of the study.
- Lack of opportunity to access internal data.
- The maximum information of this report was collected from secondary data and secondary data were not as available as expected.

- The private institutions are different in terms of size, enrolment, the course offered, faculties, etc.

So, it is difficult to measure all the institutions under a certain standard.

2. Literature Review

To highlight the product or service in the market, branding is used as a strong marketing tool. Consumers can differentiate a product's offerings through branding. According to Levitt (1983), modern-day marketing has now become the brand itself that differentiates a company's product available for purchase. The American Marketing Association describes a brand as "a name, term, symbol or design **or** a combination of these items intended to identify the goods and services of one seller or a group of seller, and to differentiate them from those of the competition" (Keller, 2003, p. 3). Feldwick (1996) further was comparing his definition of branding with Kotler (2000). He said Branding is a recognizable and trustworthy badge of origin and a promise of performance. From the above view of different authors, it is found that branding impacts on consumers' personality with the specific products. So, branding establishes a clear link between an organization's internal working and outside consumers. (Macrae, 1996) The nature of branding is multi-faceted. Brands serve a variety of key roles such as product/service design, customer relationships, and marketing communication (Rowley, 2001). The perceptions about branding vary from person to person. Similarly, a student's thought about the branding of a university is different. The main focus of an institution's brand growth is to target students. Another author Ruben (2004) says that Students are affected by both teaching & learning environment, which includes facilities, accommodation, physical environment, policies and procedures, and more importantly, interpersonal relations and communication and from every encounter and experience. Educational Brand has several signals/attributes. Famous author Parameswaran and Glowacka (1995) in their study of university image found that Higher education institutions need to maintain or develop a distinct image to create a competitive advantage in an increasingly competitive market. This image will impact on a student's willingness to apply to that institution (Ivy, J. 2001). According to Gavin (as cited by Kotler and Fox, 1995), An institution's genuine quality is often less significant than its dignity, or eminence for quality because it is the

university's perceived excellence which advises the decisions of prospective students and scholars considering offers of employment, and federal agencies awarding grants. A strong image of a university attracts students & helps to build a connection with the community.

3. Overview of private universities of Bangladesh

3.1 Private Universities

Presently, in Bangladesh 46 public universities (Wikipedia) and 105 private universities are registered by UGC Bangladesh, 2020. Both the public and private universities provide higher education for students. At present days the demand for higher education has been increased. Thus, the demand for private universities is also increased. All private universities in Bangladesh are established under the private university act 1992, which is changed by private university act 2010 (GOB 1992). Gradually thousands of students are getting admitted to private universities. As public universities cannot provide sufficient seats for all, also there is a huge competition for each. Students have to go through an onerous admission test.

3.2 UGC (University Grant Commission)

The UGC of Bangladesh established in 1973 which has the legal authority in the higher education sector of Bangladesh. Supervising, maintaining, and coordinating university education regarding pieces of advice, funding, and legal actions on various issues are the main motive of UGC. In Bangladesh for controlling standard & assuring the quality of all public and private universities, UGC is amenable.

3.3 Higher education's in a private university and comparative brand values

Higher education in our country has different sectors. Such as technical, engineering, agriculture, business studies, etc. Also, it takes a minimum of 5 to 6 years to obtain a degree in these sectors. Although there is growing popularity in studying Business administration and Engineering, the Private

universities of Bangladesh are now providing higher education facilities in almost every field of education. Only a limited number of competent candidates can be accommodated in the 46 public universities of Bangladesh. Factors like an absence of session jam, practical curriculum; open credit system lead to prioritizing the choice of private universities. North South University (NSU) was established by the NSU Foundation and it is one of the oldest universities in Bangladesh. “The second private university that was established in the ‘70s was Darul Ihsan University (DIU). Then in 1992 IUBAT was established. But NSU got the approval later before these two” (Hafiz 2006).

3.4 Current trends of University Choice

Students tend to choose university according to their subject preferences. Often NSU is preferred by students for the rising popularity in business administration taught by NSU School of Business and Economics (SBE). ULAB and IUB are preferred for studying media studies and Journalism. AIUB is often preferred for students pursuing a career in engineering. But the problem arises while choosing private universities. Different students seek for different universities. And some factors lead to different choices such as costs, quality, brand values, politics, location, etc. It is really important to seek for high quality in education. And the significant fact is that brand value is a good indicator of high quality, as branding is judged based on quality education. The top-ranked private universities (UGC report) are in Bangladesh are North South University, Independent University Bangladesh, AUST, BRAC University, East West University, AIUB, UIU, USTC, UODA, etc.

3.5 Enrolments in private universities

Private Universities provide a significant role in our society. In 2012 the number of students’ enrollment in private universities was 314,640 (UGC report 2012) and in 2018 it became 362,000 (UGC report 2018). In spite of expanding the seats and other facilities broadened in the public sector but these are not sufficient. Getting admission to a public university is the first choice of maximum students but they can’t but have to wrestle. Because of a lack of opportunity, students have no option to seek their education other than a private institution. Maximum private universities tend to be not likewise established based on facilities and

quality. Some universities tend to beat tempting optimistically to improve education quality. Despite, conducting entrance examinations and ensuring quality in the selection process is done by some universities only. Generally, private universities except few universities cannot attract top-meritorious students. Nowadays the enrollment trend of a private university is way sharper than a public university. Not only local students but also foreign students are studying at a private university in our country (Rahman, Prof. M. Lutfar, 2015). But sometimes the huge amount of expenditures of a private university can't be managed by thousands of bright students who are financially insolvent. Absence of session-jam, campus violence, and highly motivating environment, varieties of departments, technological support, emphasizing English language & career-oriented courses is overturned in many private universities. Because of these opportunities getting admission to a private university is growing. For enrolling in AIUB, BRAC, East West, North South, South East University students need to sit for admission tests. Gradually it is getting difficult. Recently for both public and private universities, coaching centers are extended in Dhaka and some other districts of Bangladesh. Private Universities are now providing scholarships, reduction of fees for good results, different quotas in different issues. Students are provided with different facilities such as taking part in international competitions, a library, a comfortable environment for study, etc. Students can wind up their course promptly and set foot in the job market earlier than their counterparts studying in public institutions. Even after completing graduation, it is possible to get jobs to the institutions related to Private Universities such as BRAC Bank, etc.

4. Methodology

4.1 Study Area

The following fifteen universities have been selected for the study: North South University (NSU), State University of Bangladesh, American International University of Bangladesh (AIUB), Green University Bangladesh (GUB), ASA University Bangladesh (ASAUB), Daffodil International University (DIU), BRAC University, East West University, Independent University, United International University, Stamford University, Prime Asia University, South East University, Asia Pacific University & Eastern University.

4.2 Collection Method

Primary and secondary data have been used for conducting the analysis. Interviews & survey questionnaire including both open and close-ended were the source of collecting primary data. Not only quantitative but also qualitative information have been gathered from the universities selected for doing this research. Published books of different authors, Wikipedia information, national dailies, govt. records, journal articles, UGCs' reports, dissertations related to higher education, and others were the source of accumulating secondary data.

4.3 Sample Size

187 respondents from 15 different private universities were taken as the total sample size. 34 respondents were from NSU, 24 respondents were the students studying in EWU, 29 respondents were the students studying in BRAC, 27 respondents were the students studying in AIUB, 23 respondents were the students studying in UIU and 50 respondents were the students studying in other universities. All of the respondents are undergrad students.

	NSU	EWU	BRAC	AIUB	UIU	Others
Respondent	34	24	29	27	23	50

4.4 Analysis Plan

Through interpretation and explanation, information obtained from the respondents is summarized. The feedback of every component of close and open-ended type was contemplated with regard to the number (frequency) of responses. For narrating the result of the component leading towards findings; the frequencies further were remodeled into percentages.

5. Analysis of Data

5.1 The Questionnaire

Findings from the questionnaire distributed are represented in the following parts. How branding has affected students to choose a private institution for higher education is highlighted in the analysis.

5.2 Respondent's Perspectives

80% of the respondents believe that brand image conveys a sense of excellence. They believe that a strong brand image is a guarantee of quality. This creates brand loyalty and competitive advantage for the institution. For example, most of the respondents choose North South University and Brac University as the first option for their higher education. They considered both university's education quality is very excellent than others. 20% of respondents considered the brand are not so important. Some non-brand thing sometimes provides good service. 55% of respondents believed that brand selection reflects their own identity. They are influenced by the brand very much. Analysis of data has happened based on information from student's perspectives of choice and selection of university, throughout the procedure of selecting a university and aftermath reflection of their overall decision. The sample size is 187. A convenience sample of 187 students from fifteen universities has been given a survey question asking the attributes they contemplate that a private university should have is shown followings:

- ✓ Quality faculty
- ✓ Campus facility
- ✓ Image/reputation
- ✓ Quality education
- ✓ Campus environment
- ✓ Relation with the corporate world
- ✓ Tuition fees
- ✓ University location
- ✓ No session jam

- ✓ Scholarship
- ✓ Politics free
- ✓ Grading policy
- ✓ Foreign recognition.

5.3 Brand Attributes

Private university branding has affected both students and their parents. The image of a university influences the students most for choosing an institution. 80% of respondents confirmed that connecting with a renowned brand is very significant to them. It becomes clear from the survey that the majority prefer brands as most of them are complex buyer type people. So, like all other service institutions, private universities should portray their brand image very clear or transparent to the target students. Private university branding can attract students by following way:

- ✓ Teaching and learning
- ✓ Branding
- ✓ Finance
- ✓ Environment
- ✓ Corporate Positioning
- ✓ Alumni Holdings

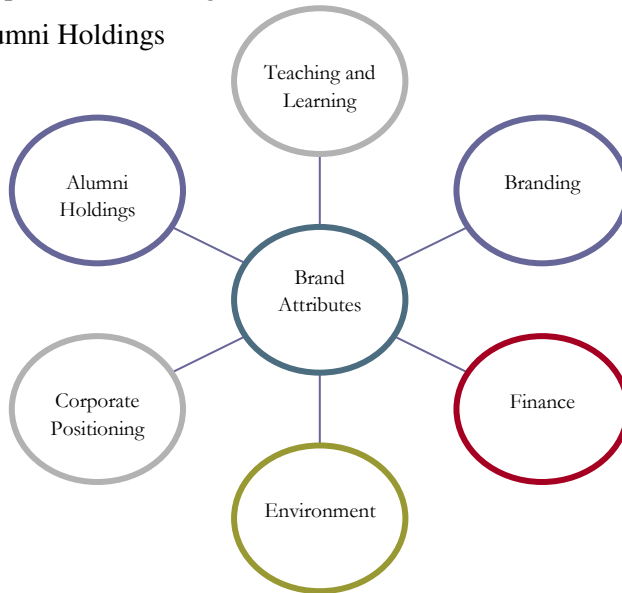


Figure 1: Brand Attributes

- ✓ Teaching and Learning: There are many things related to this branding category that a university should consider in their marketing strategy. This category has the following sub-themes:
 - Undergrad and Grad Program: All private universities offer Masters Program along with the Bachelor one. The subjects offered in both these programs are known to play a very important role in decision making. Usually students' are driven by the value proposition offered by universities'. Students tend to decide after analyzing, whether a certain university has their desired subject or not. Most universities are offering BBA, MBA, Law, BSc, and MSc as in their general curriculum. Each of these offerings gets more specified once anybody starts studying.
 - Academic staff: One of the major criteria for recruiting academic staff members of the private university is a foreign degree or PGD in a relevant field and experience. For gleaming and contributing better service to the universities, these distinguished and prominent academic staff can enhance the name & fame of the university. For promoting the university's name they can also use different promotional materials like word of mouth, social media, websites, write-ups, etc. Some renowned universities appoint some guest lecturers on a part-time basis and also have some academics from public university who will serve as an advisor in different departments.
 - Internship Program: The internship program is an exclusive marketing strategy for Private Universities. This program will broaden the chance of the students to work under different organizations as paid or non-paid basis. A large number of students want to get employed immediately after completion of their graduation. If they get the chance of doing an internship through their university they share positives thoughts about the university to their surroundings. In this neoteric job market, the experience and practical knowledge gathered through an internship can contribute more to their further employment. Numerous multinational companies nowadays are willing to hire private university students because of these competencies.
- ✓ Finance: two main aspects of this category are:
 - Cost: Another crucial factor for affecting price-sensitive customers is the cost related to get admission to a private university. Therefore, only those who are financially solvent to get private higher education may

apply for the admission in private universities (Alam, Mahmudul, Haque, M. Shamsul, Siddique, Syed Fahad, 2002). As a result, many meritorious students cannot go to private universities because of high tuition fees.

- ✓ Scholarship: For drawing the attention of dynamic students' maximum private universities is introducing scholarship facility based on the needs and merits of the students.
- ✓ Branding: This theme comprises many aspects. Such as:
 - Communication: Communication is the main way to know target students about the university. University delivers its image or information to students' increase connection with the student's only proper communication. For building a reputation and sharing positive thoughts about the university, both alumni and existing students are playing an important role. A University website, leaflets, billboards, advertisement all are being used as effective communication tools.
 - Quality: Quality is an important issue that reflects on all other aspects. A university should ensure quality in every aspect of students' affairs and the university's internal affairs (Naser, Md. Abu, August 2019). It should start from the promotion of the university, students' selection through admission and recruitment of academic and administrative staff members, students' engagement in a different competition, result preparation, faculty's publication, and so on.
 - University Age: Gravity and tradition of a university are other momentous aspects. A university's prestige and glory considered as a mirror of the university's history. For example, North South University is one of the oldest private universities. It was established in 1993.
- ✓ Environment: some aspects of this category are:
 - Location: University that is easily accessible, resided in a convenient location, has both natural and artificial infrastructure, at a glance can attract students without any trouble. Geographic location should be selected on a strategic basis. The whole campus university should be beautifully set up. Easy accessibility means that the transportation systems for all students. All these aspects influence a student's choice of university.
- ✓ Corporate Positioning: Private Universities are very much well concerned about their corporate positioning nowadays. Good corporate

hold on can increase the quality of a university quite in a positive way. Usually, students are biased to the universities which are very well known and have a good corporate image. For example, AIUB has a very active office of placement and alumni who are working relentlessly to engage students in different corporate sectors. This university also has a business club named “AIUB Business Club”, which is working under the office of student affairs, arranges different kinds of seminars, talk-shows, workshops where the renowned corporate-level managers are invited as resource person. This university has collaboration with different corporate bodies, so the students can get introduced with those corporate bodies. In a recent market scenario, The Corporate positioning of North South University (NSU) is highly noticeable. This University has already made quite an impression and is trying to do better. Even they have a better corporate image in Multi-National Corporations (MNCs) and Banks than most of the public universities. BRAC University is also trying to do well. Arranging job fairs by the participation of different companies is one of the main sources of enhancing the corporate position of private universities.

- ✓ Alumni Holdings: Everyone wants to thrive in a better place in this competitive job market. Since the competition is too high, one has to go through a lot of hardship to get in his desired place. But going through hardship is always not enough. Some upper hand from the corporate industry always makes it easier. Having strong alumni in all kinds of corporate sectors always gives an advantage. This attribute is not unknown at all. A lot of well-reputed international universities have their alumni holdings in the corporate sector quite strongly. In Bangladesh, there is no difference. Those universities, who have good alumni holdings, get more corporate positioning and advantage.

5.4 Factors influence students' decision-making process

Many issues and private university branding strategies shape the decision-making process of student's choice, selection, and influence the students thinking before attending a private university. For choosing one best alternative many factors can influence the students. After analyzing student's expectation and university's offerings we found four major factors which students considered most. These are:

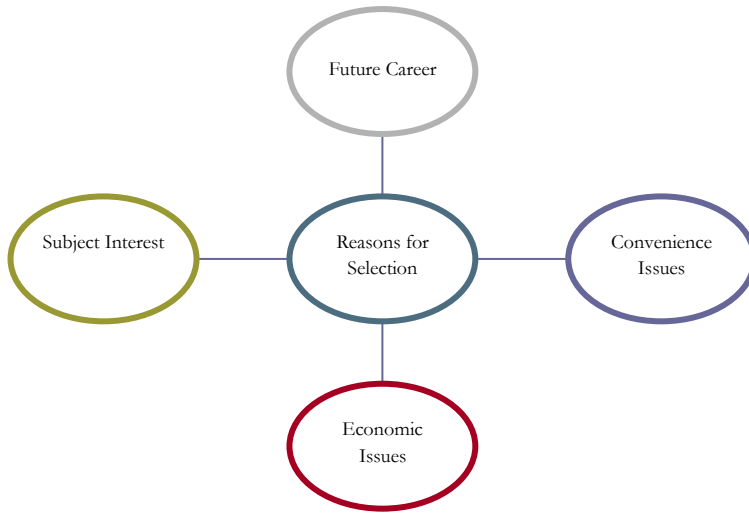


Figure 2: Reasons for Selecting a University

- Future Career and Security:

Nowadays students are very career-oriented. The perceptions of the respondents regarding their future career emphasized more on university graduation and other extracurricular activities that develop their potentiality. All participants thought it was very important to have a higher degree. A private university that offers various personal and career development courses is beneficial to the students for boosting up their self-confidence. In this way, students can prepare themselves for their future employment. For much business-related jobs, BBA and MBA degree are must which every university nowadays offer. Almost all of the respondents have mentioned that a university degree is mandatory for getting a job in any organization. Respondents believed that higher education or degrees are not only enabling them to be prepared for future careers but also overture prospective earning. 70% of the participants believed that having a better career would certainly ensure social and monetary security. Basically female respondents emphasized this because they no longer want to be dependent on their parents or partner.

- Subject Interest

35% of participants said that university education makes them so much strong and practical that it will influence their way of leading a better life. Most of the private universities offer a variety of courses that can develop

students' personality. Students can choose their subjects according to the desire that they have cherished inside their minds. Respondents said that university experience contributed to their self-betterment as they would learn from many sources, other than formal sources. Some respondents said that a student's character and personality transform through their institution. Some students are not aware of their area of interest and devotion to choosing one subject over another. In spite of that, they can take suggestions from seniors, family members, university teachers, peer groups, social and mass media, etc.

- Convenience Issues

67 respondents foregrounded that convenience is another influencing factor in their decision-making process. When the students are about to choose their university, they focus more on the distance of the university from their residence. 35 out of 67 respondents preferred a very short distance between their home and the university they are planning to enroll. So their preference will be to the university that is easily accessible. Especially female respondents gave preference location issues. Transportation is another issue raised by the students. Students those do not have their own transportation systems are faced with trouble, especially girls who suffer most to ride on public transportation. The artificial landscape of a university is another important convenience element as it can be the representation of the entire educational service provided by the university. This man-made environment of a university can also impel students to choose their institution.

- Economic Issues

Economic issues such as costs, different modes of payment, scholarship offered by the university are another motivational factor influencing students' choice of selection. It was noticed that different private university applies a different procedure in the payment methods. For instance, the total fees needed for a BBA degree are 8-10 lacs BDT (approx.) in North South University and American International University-Bangladesh. On the other hand at State University of Bangladesh or Green University fees is 4-5 lac only. Reduction in the tuition fees also dominates students' choice of selection. 48 respondents shared their opinion about choosing a private university that financial aid, different academic scholarship, sibling discount, varieties of quota (freedom fighter, minority, etc.) play a significant role.

5.5 Post University Choice Reflections Findings

After the respondents have gathered some experience from the university they have already enrolled, they are asked about their post university choice of reflection. But the views were varied from person to person. Students who are content with the quality of education and performance of the university would share positive thoughts about their institution, while dissatisfied one would response negatively. The observation was positive in general as 127 students were very pleased with their decision. Participants highlighted some issues when they were asked about post-choice reflections:

- First point lifted by the respondents was related to teaching. Medium of instruction in almost every private university is English. The maximum respondents were very satisfied with it.
- Mode of teaching is another important fact raised by the respondents. Some said that they are satisfied with the approaches that teaching staff has already taken where others are dissatisfied. Usage of audio-visual aids, more engagement with the students by two-ways communication, hands-on experience in relevant fields are some of the suggestions provided by the students.
- Twenty seven students responded that they didn't find some faculty member with a certain standard. At the time of admission they were told that they will get nurtured by well- experienced faculty but it didn't match with the expectations.
- Every individual student wants to fell closely involved with the administrative personnel whose supervision & support can influence their viewpoint towards the university.
- Convenience issues like dwelling place, transportation facility, various services, artificial landscape, and punctuality in attendance are the emphasizing points of maximum students.
- Some students complained that their university has not owned any permanent campus.

6. Findings, Recommendation & Conclusion

6.1 Findings

Based on data analysis major findings are given below:

- Branding strategies adopted by private universities influence a student's decision-making process (Mosley, R W. 2007).
- Advertisements, street billboards, internet all are main sources of collecting information about the university to the students.
- Friends, family, and relative dominated student's choice of university.
- Students prefer university which has a good corporate link.
- The faculty members and education quality are important factors to their choice of university.
- Most of the students want to get admitted to the University for their Future Careers.
- The number of business degrees (BBA, MBA) is increasing day by day.
- The demand for studying in CSE and EEE is also increasing in some selected private universities like AIUB, NSU, BRAC, etc.

Nowadays not only high-class people but also middle-class family prefers private higher education. After summarizing all data we found that 7 factors are affecting the students choice of university, we can rank the percentage from the analysis-

1. University reputation (Brand image) 80%
2. Future career 70%
3. Finance issue 55%
4. University location 52%
5. Subject interest 35%
6. Student's word of mouth 30%
7. Parent's pressure 20%

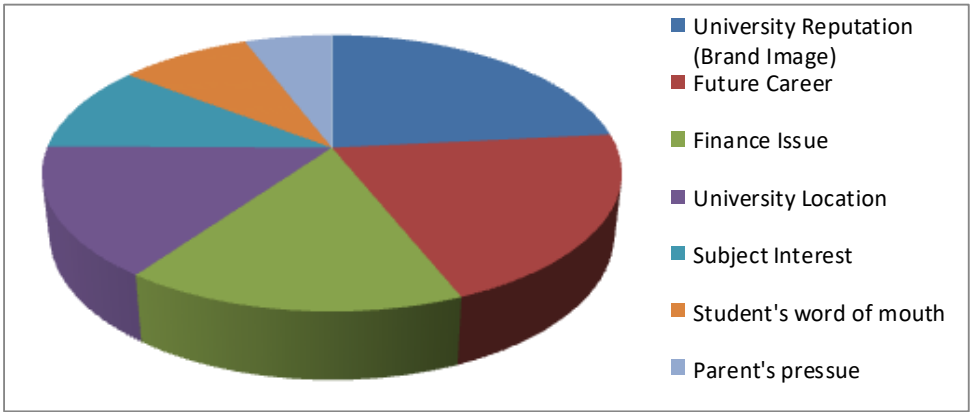


Figure 3: Factors affecting Student’s Choice of University

We can see that the most important factor affected the students for getting admitted to a university was the university reputation and the least was the parent's pressure.

6.2 Recommendation

Following the research findings, recommendations are made. Education quality, university facility all these influence university image/reputations as well as student's choice of university for higher education. All private universities should be strictly monitored by UGC. Following recommendations are suggested:

- A permanent campus needs to be established for providing more facilities to the students. Some universities were found illegal campus by UGC.
- Admission tests should be conducted like public universities and monitored by UGC.
- Collaboration between public and private universities can be effective in case of research, IT, and academic curriculum.
- The government can support research work or providing some incentives and also reward good universities.
- Quality is the main factor for a university. Some universities were recommended to shut down by UGC due to poor quality of academic standards.

- Some universities do not have full-time professors. Appointing experienced and senior faculties should be encouraged.
- University image /reputation have a very significant influence on the students. University graduates can help to increase this image/reputation. For that university, authority can take proper initiatives.

6.3 Conclusion

The main motive of this research is to analyze how effective branding activities are, in influencing students' choice of selection. It is found from the paper that there is a relationship between branding and the student's decision-making process. As most of the students are complex buyer that means they are involved with branding. University image or reputation influences their decisions. Also, private universities focus on brand identity, brand belief, and brand value. These help them to attract target students. University marketing strategies are expanding day by day. Above all quality of education, campus facility is increased. Universities should express true and valid information in media or other promotional activities. Therefore, private universities in Bangladesh are increasing because of meeting up the huge demands of students. But private education should not be considered or sell like other products in the market.

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