

TABLE OF CONTENTS OF THESIS

CONTENTS		Page No.
	• Certificate of Originality	i
	• Declaration	ii
	• Certificate of Coursework	iii
	• Certificate of Anti-Plagiarism	iv
	• Dedication	v
	• Acknowledgement	vi
	• List of Tables	vii
	• List of Figures	xii
	• Abbreviations	xiii
Chapter 1 – Introduction		
1.1	Global Scenario of Higher Education	3
1.2	The Landscape of Indian Higher Education: An Overview	4
1.3	AISHE 2021-22: KEY RESULTS	13
1.4	Branding In Services	17
1.5	The Branding of Higher Education	19
1.6	Theoretical Background and Conceptual Framework	21
1.7	Perspectives of Brand Equity	23
1.8	Models of Brand Equity	25
1.9	Consumer Based Brand Equity	29
Chapter 2 – Review of Literature		
2.1	Review of Related Research Papers/Articles (Snap shot of period: 2008-2024)	31
Chapter 3 – Research Methodology		
3.1	Key terms of the Research Study	67
3.2	Research Gap	70
3.3	Rationale of the Research Study	70
3.4	Statement of problem	71
3.5	Research Objectives	72

3.6	Research Hypothesis	73
3.7	Significance of the Research Study	76
3.8	Scope and Coverage of the Research Study	77
3.9	Conceptual Framework of the Research Study	78
3.10	Selection of Grant -In- Aid Higher Educational Institutes of Gujarat	90
3.11	Research Design	97
3.12	Sources of Information	97
	3.12.1 Primary Data	97
	3.12.2 Secondary Data	98
3.13	Designing of Structured Non – Disguised Questionnaire	98
3.14	Sampling Decisions	101
	3.14.1 Target Population	101
	3.14.2 Sampling Frame	101
	3.14.3 Sampling Unit	102
	3.14.4 Sampling Method	102
	3.14.5 Sampling Size	102
	3.14.6 Sampling Media	105
	3.14.7 Statistical Tools	105
Chapter 4 – Data Analysis and Interpretation		
4.1	Demographic Profile of Respondents	106
4.2	Reliability and Validity of the Research Instrument	109
	4.2.1 Reliability Check of the Questionnaire	109
	4.2.2 Content Validity Check of the Research Instrument	112
4.3	Frequency Distribution and Descriptive Statistics	120
4.4	Analysis of Objectives of the Study	143
4.5	Hypothesis Testing	158
	4.5.1 Relationship between Brand Awareness and Consumer Based Brand Equity	158

	4.5.2 Relationship between Brand Image and Consumer Based Brand Equity	162
	4.5.3 Relationship between Consumer Attributes and Brand Equity of Higher Education Institutes	188
	4.5.4 Relationship between Brand Heritage and Consumer Based Brand Equity of Higher Education Institutes	190
Chapter 5 – Findings, Recommendations and Conclusions		
5.1 (A)	Major findings of Research Objectives – Study 1	198
5.1 (B)	Major Findings of Research Objectives – Study 2	211
5.1 (C)	Major Findings of Research Hypothesis – Study 1	219
5.1 (D)	Findings of Additional Research Hypothesis	227
5.2	Research Recommendations and Implications from the Study	230
5.3	Limitations of the Study	242
5.4	Scope for future Study	243
5.5	Conclusions	245
<ul style="list-style-type: none"> • Bibliography 		
<ul style="list-style-type: none"> • Appendix <ul style="list-style-type: none"> - Questionnaire 		