

**An Empirical Investigation on Measuring, Managing and Building Consumer-Based Brand Equity of Selected Higher Education Institutes in Gujarat State, India**

**(Questionnaire for University Students)**

Dear Respondent,

I, Amey C. Devle, am pursuing Ph.D. on “An Empirical Investigation on Measuring, Managing and Building Consumer-Based Brand Equity of Selected Higher Education Institutes in Gujarat State, India” under the guidance of Dr. Vilas Chauhan, Assistant Professor, Department of Commerce and Business Management, Faculty of Commerce, The Maharaja Sayajirao University of Baroda, Vadodara, Gujarat.

This questionnaire is intended to explore the possible relationship between the brand equity dimensions of higher educational institutions and students’ preferences towards these dimensions determining their choice for a higher educational institute. Participation is voluntary and your completion would be very highly appreciated. There are no right or wrong answers and the accuracy of results of this research is entirely dependent on how honest you can be. All information provided will be treated with the strictest confidence.

Regards!

Mr. Amey C. Devle

**PART A:  
PERSONAL INFORMATION**

Name of the Respondent : \_\_\_\_\_

Contact No. : \_\_\_\_\_

E-Mail ID : \_\_\_\_\_

Name of College / University (Presently Studying) : \_\_\_\_\_

If College, Affiliated to which University? : \_\_\_\_\_

City/Town : \_\_\_\_\_

Pursuing : (a) Graduation  (b) Post-Graduation  (c) Doctoral

Name of Programme Pursuing & Faculty : \_\_\_\_\_ Faculty: \_\_\_\_\_

If pursuing Graduation : (a) Pursue Post-Graduation from Current University   
: (b) Pursue Post-Graduation from \_\_\_\_\_ University

If pursuing Post-Graduation : (a) Graduated from the Current University   
: (b) Graduated from \_\_\_\_\_ University

Living on or off campus : (a) On Campus  (b) Off Campus

1	<b>Residential Location:</b>	(a) Rural <input type="checkbox"/>	(b) Urban <input type="checkbox"/>
2	<b>Gender:</b>	(a) Male <input type="checkbox"/>	(b) Female <input type="checkbox"/>
3	<b>Age:</b>	(a) 17 to 20 yrs <input type="checkbox"/>	(b) 21 yrs to 23 yrs <input type="checkbox"/>
4		(c) Above 23 yrs <input type="checkbox"/>	
5	<b>Employed?</b>	(a) Yes <input type="checkbox"/>	(b) No <input type="checkbox"/>
6	<b>If Yes, (Annual Income)</b>	(a) Less than Rs. 1,50,000 <input type="checkbox"/>	(b) Rs. 1,50,001 to Rs. 3,00,000 <input type="checkbox"/>
7		(c) Rs. 3,00,001 to Rs. 4,50,000 <input type="checkbox"/>	(d) More than Rs. 4,50,001 <input type="checkbox"/>
8	<b>If No, Parents Annual Income:</b>	(a) Less than Rs. 1,50,000 <input type="checkbox"/>	(b) Rs. 1,50,001 to Rs. 3,00,000 <input type="checkbox"/>
		(c) Rs. 3,00,001 to Rs. 4,50,000 <input type="checkbox"/>	(d) More than Rs. 4,50,001 <input type="checkbox"/>
9	<b>Are You the First High Schooler in Your Family?</b>	(a) Yes <input type="checkbox"/>	(b) No <input type="checkbox"/>
10	<b>Are You the First Graduate in Your Family?</b>	(a) Yes <input type="checkbox"/>	(b) No <input type="checkbox"/>
11	<b>Are You the First Post-Graduate in your Family?</b>	(a) Yes <input type="checkbox"/>	(b) No <input type="checkbox"/>
12	<b>Percentage of Marks secured in 12<sup>th</sup> (H.S.C. Board Exams):</b>	(a) Less than 50% <input type="checkbox"/>	(b) 51% to 75% <input type="checkbox"/>
		(c) 76% to 100% <input type="checkbox"/>	
13	<b>Father’s Education:</b>	(a) SSC or Below <input type="checkbox"/>	(b) Studied High School or HSC <input type="checkbox"/>
		(c) Graduation <input type="checkbox"/>	(d) Post-Graduation <input type="checkbox"/>
14	<b>Mother’s Education:</b>	(a) SSC or Below <input type="checkbox"/>	(b) Studied High School or HSC <input type="checkbox"/>
		(c) Graduation <input type="checkbox"/>	(d) Post-Graduation <input type="checkbox"/>



BA2	The University Is Among The First To Come To Mind When One Thinks Of All Universities In Gujarat							
BA3	The University's Logo Is Instantly Recognizable							
BA4	The University's Song Is Instantly Recognizable							
BA5	The University Is Known To Offer Specialized And Unique Programs And Courses							
BA6	The University's Degree And Post-Graduate Degree Programs Are Well-Known							
BA7	I Can Recognise This University From Amongst Other Competing Universities In Gujarat							
BA8	I Know All The Services Provided By This University							
<b>MARKETING ACTIVITIES (PA+WM)</b>								
<b>PA</b>	<b>PROMOTIONAL ACTIVITIES</b>							
	<i>(Please Indicate How Frequently You Have Come Across The Following Promotional Activities Done By Your Current University)</i>							
	<i>(1 = Never, 2 = Rarely, 3 = Sometimes, 4 = Often, and 5 = Always) &amp; NO = No Opinion</i>							
PA1	Effective University Website	1	2	3	4	5	NO	
PA2	Advertising Through Different Media (Like: Television, Radio, Newspaper, Magazine)							
PA3	Campaign Activities In Social Media Like Facebook, Twitter, You Tube, Instagram Etc.							
PA4	Sponsorship Of Various Events, Competitions, Educational Fairs, Shows, Etc.							
PA5	Hosting Various Events, Competitions, Educational Fairs, Shows, Etc.							
PA6	University Actively Promote Their Institution By Visiting Schools							
PA7	Outdoor Hoardings, Billboards Etc.							
PA8	Public Relations							
PA9	Mails From The University To Students And Parents							
PA10	Special Articles About The University Rankings In Various Media							
PA11	University Booklet, Posters, Flyers Etc.							
PA12	Published Blog Articles							
PA13	Other Promotional Activities (Please Specify):							
<b>WM</b>	<b>WORD-OF-MOUTH</b>							
	<i>(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree) &amp; NO = No Opinion</i>							
	<i>(Statement: I Secured Admission In My Current University Based On....)</i>							
WM1	My Family's Recommendation	1	2	3	4	5	NO	
WM2	My Friends' Recommendation							
WM3	My Relatives' Recommendation							
WM4	An Alumnus Recommendation Of This University							

### BRAND IMAGE (SeA+PrA+SyA)

#### SERVICE ATTRIBUTES

*(Please Reflect Your Perception About The Different Dimensions Of Service Attributes Of Your Current University)*

*(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree) & NO = No Opinion*

PP	PERCEIVED PRICE	1	2	3	4	5	NO
PP1	For The Same Programme, Tuition Fees Charged by My University Are Affordable as Compared To The Fees Charged By Other Universities						
PP2	Tuition Fees Charged Are Fair In Accordance With The Programme Offered						
PP3	Overall Fees Charged Match With The Quality Of The Programmes Offered						
PP4	Am Willing To Pay A Premium Price For Reputed/Flagship Programmes Of This University						
<b>PERCEIVED QUALITY OF SERVICE (PQS)</b>							
<b>ADMINISTRATIVE QUALITY (AQ)</b>							
AB	Attitude And Behavior	1	2	3	4	5	NO
AB1	Administrative Staff Members Are Always Willing To Help Students						
AB2	Administrative Staff Members Have The Ability To Solve Students' Problems						
AB3	Administrative Staffs Are Polite And Empathetic						
AB4	Behaviour Of Administrative Staff Members Impart Confidence In Students						
AB5	Administrative Staff Offers Reliable Services						
AP	Administrative Processes	1	2	3	4	5	NO
AP1	My University Has Well-Standardised Administrative Processes						



OF2	Availability Of Adequate IT Facilities						
OF3	Availability Of Adequate Photocopy And Printing Facilities						
OF4	Availability Of Adequate Transport Facilities Provided by The University						
OF5	Availability Of Adequate Extracurricular Activities Including Those Through Departmental, Faculty, and Union Students' Association						
<b>TRANSFORMATIVE QUALITY (TQ)</b>							
TQ1	Enabling Students To Be Emotionally Stable	1	2	3	4	5	NO
TQ2	Increase In Self-Confidence Of Students						
TQ3	Development In Students' Critical Thinking						
TQ4	Increase In Self-Awareness Of Students						
TQ5	Development Of Problem-Solving Skills With Respect To Their Field Of Study						
TQ6	Enabling Students To Transcend Their Prejudices						
TQ7	Acquiring Adequate Knowledge And Skills To Perform Future Job						
TQ8	Increase In Knowledge, Abilities And Skills Of Students						
<b>SB SERVICE BENEFITS (Likely to Receive / Received at Personal Level)</b>							
<b>E</b>	<b>Employability</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>NO</b>
E1	Qualifications From This University Have High Recognition						
E2	Employers Think Highly Of Graduates / Post-Graduates From This University						
E3	The Degree From This University Is Superior In The Labour Market						
E4	Students Of This University Get Absorbed In Reputed / Known Organizations						
E5	Students Of This University Get Good Jobs						
E6	Students Of This University Are Offered Attractive Salary Packages						
<b>PD</b>	<b>Personal Development</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>NO</b>
PD1	Have Acquired Job-Related Skills And Knowledge						
PD2	Have Improved Upon My Job Performance						
PD3	Able To Manage My Time Much Better						
PD4	Able To Manage My Talent Much Better						
PD5	Can Communicate More Effectively						
PD6	Have Discovered / Identified New Skills In Self						
PD7	Have Expanded Upon My Existing Skills						
PD8	Have Developed / Improved Upon My Critical Thinking Skills						
PD9	Have Developed A Greater Sense Of Discipline						
<b>PP</b>	<b>Pursue My Passion</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>NO</b>
PP1	Helps Me Immerse Myself In The Areas Of My Passion						
PP2	Helps Me Explore New Passion / New Areas Of Interest Within My Field Of Study						
PP3	Gives Me A Huge Sense Of Accomplishment						
PP4	Gives Me The Confidence Needed To Go Out Into The World						
<b>SN</b>	<b>Sociability And Networking</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>NO</b>
SN1	Get Space And Opportunity To Meet Like-Minded People						
SN2	Meet Leaders In Their Field Through Programmes Organized By The University						
SN3	Meet Top Professionals In Their Field Through Programmes Organized By The University						
SN4	Opportunity To Make Contacts						
SN5	The faculty/staff-student interactions are warm						
SN6	Student relationships are characterized as warm and friendly						
<b>ASS AFTER SALES SERVICE (Alumni Relations)</b>							
ASS1	My University Has An Active Alumni Association / Cell	1	2	3	4	5	NO
ASS2	Maintains A Proper Database Of Alumni Living Within And Outside The Country						
ASS3	Regularly Updates The Database Of Alumni						
ASS4	Shares Information With The Alumni Regarding The Latest Initiatives Of The Institution						
ASS5	Invite Alumni For The Participation In Various Academic & Non-Academic Programmes						
ASS6	Regularly Organizes Networking Get-Togethers						
ASS7	Honour Distinguished Alumni For Their Contribution To The College / University						
ASS8	Conducts Research Regarding The Impact Of Alumni On The College / University						

<b>PROVIDER ATTRIBUTES</b>							
<i>(Please Reflect Your Perception About The Quality Of Different Dimensions Of Service Provider Attributes Of Your Current University)</i>							
<i>(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree) &amp; NO = No Opinion</i>							
<b>L</b>	<b>LOCATION (Geographical Location)</b>						
L1	My College/University location is convenient	1	2	3	4	5	NO
L2	My College/University Is Located In An Area That Is Physically Safe						
L3	My College/University Is Located In A Geographical Area That Has A Cosmopolitan Culture						
<b>S</b>	<b>SIZE (No. of Students Enrolled)</b>						
S1	I Get A Feel Of Strong Sense Of Community	1	2	3	4	5	NO
S1	I Get Many Social Opportunities						
S3	I Could Easily Involve Myself In On-Campus Activities						
S4	I Could Build Close Relationships In The Classroom						
S5	I Could Build Strong Relationships With My Professors						
S6	Overall, My Classroom Experience Is Enriching						
<b>UR</b>	<b>UNIVERSITY REPUTATION</b>						
UR1	High Academic Standards	1	2	3	4	5	NO
UR2	High Academic Competitiveness						
UR3	Variety Of Programmes And Courses Offered						
UR4	Uniqueness Of Programmes And Courses Offered						
UR5	Has Distinguished And Successful Alumni						
UR6	Known For Its Dynamic And Vibrant On-Campus Life						
UR7	The Graduates Of The University Earn Higher Incomes Than Industry Average						
UR8	Companies Prefer Recruiting The University's Graduates						
<b>SYMBOLIC ATTRIBUTES</b>							
<i>(Please Reflect Your Perception About The Different Dimensions Of Service Attributes Of Your Current University)</i>							
<i>(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree) &amp; NO = No Opinion</i>							
<b>SI</b>	<b>PERCIEVED SOCIAL IMAGE</b>						
SI1	Is A Credible And Reliable University	1	2	3	4	5	NO
SI2	Has A Rich Legacy Of Royal Family						
SI3	Delivers High Quality Education						
SI4	Provides Excellent Services To Students						
SI5	Makes Lot Of Contribution To The Society						
SI6	Good Image In The Mind Of Students						
SI7	Good Image In The Mind Of Corporates						
SI8	Has A Better Image Than Other Competing Universities						
SI9	Overall, My University Is Viewed Positively						
<b>BP</b>	<b>PERCIEVED BRAND POSITIONING</b>						
MP1	Internationalization	1	2	3	4	5	NO
MP2	Academic achievements						
MP3	Job opportunities						
MP4	Scholarship and Hostel facilities						
MP5	Training systems						
MP6	Social and Sporting facilities						
MP7	Physical facilities						
MP8	Rooted history						
<b>BP</b>	<b>PERCIEVED BRAND PERSONALITY</b>						
BP1	Demonstrates highest academic sincerity	1	2	3	4	5	NO
BP2	Demonstrates highest academic honesty						
BP3	All stakeholders of the community take pride in my University's identity						
BP4	Employs state-of-the-art technology in educating its students						
BP5	Students have trust in the education they are receiving /received from the university						
BP6	Faculty emphasize ethical values in their courses						

**PART D:**  
**STUDENTS' PERCEPTION TOWARDS BRAND HERITAGE DIMENSIONS ON HIGHER EDUCATION INSTITUTIONS**  
*[Please Respond For This Section, Keeping In Mind Your Current University Of Attendance]*

**BRAND HERITAGE (Tr+L+CV+Us+H)**

*(Please Reflect Your Perception About The Different Dimensions Of Brand Heritage Of Your Current University)*

*(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree) & NO = No Opinion*

<b>TR</b>	<b>TRACK RECORD</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>NO</b>
TR1	Continuously Synonymous With Quality Education						
TR2	Always Lived Up To The Expectations Of All Its Stakeholders						
TR3	Consistently Delivered Student Satisfaction						
TR4	Large Number And Strong Base Of Distinguished Alumna						
TR5	Always Believed And Practiced Its Core Values						
<b>L</b>	<b>LONGEVITY</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>NO</b>
L1	Very Continuous						
L2	Always Embraced Change						
L3	Successfully Sustained Competition						
L4	Consistent In Offering New Programmes And Courses						
L5	Flexible Enough To Adopt New Systems And Processes						
L6	Periodically Upgraded Its IT Infrastructure And Facilities						
L7	Developed Its Ability To Learn And Adopt						
L8	Built A Community And A Persona For Itself						
L9	Ability To Build Constructive Relationships With Other Entities Within						
L10	Ability To Build Constructive Relationships With Other Entities Outside						
L11	Developed The Ability To Govern Its Own Growth & Evolution Effectively						
<b>CV</b>	<b>CORE VALUES</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>NO</b>
CV1	Academic Excellence And Success						
CV2	Value And Outcome-Based Education						
CV3	Transformational Learning And Holistic Development						
CV4	Continuous Improvement						
CV5	Environmental Sustainability						
CV6	Academic Freedom Of Its All Stakeholders						
CV7	Institutional Autonomy (Degree Of Self-Governance)						
CV8	Accountability (To All Stakeholders And Society At Large)						
CV9	Equitable Access Of Education To All						
CV10	Social Responsibility						
<b>US</b>	<b>USE OF SYMBOLS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>NO</b>
	My university makes appropriate use of words, images, symbols, logo, university song in all its communication, within and outside						
	I believe that words, images, symbols, logo, and my university song instill pride						
	I believe that words, images, symbols, logo, and my university song reflect campus culture						
	I believe that words, images, symbols, logo, and my university song helps building a credible marketing message						
<b>H</b>	<b>HISTORY</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>NO</b>
	This is one of the oldest universities in Gujarat						
	My university reflects a unique identity						
	My university's success story makes it the most preferred choice for higher education						
	The history of my university represents a depth of experience						
	The history of my university represents a sense of permanence						
	The history of my university has been able to maintain brand loyalty over generations						
	Over years, the success story of my university has allowed it to retain its attractiveness						

**PART E:**  
**STUDENTS' PERCEIVED VALUE DIMENSIONS**  
*[Please Respond For This Section, Keeping In Mind Your Current University Of Attendance]*

<b>STUDENTS' PERCEIVED VALUE DIMENSIONS</b>							
<i>(Please Indicate Your Agreement/Disagreement with The Following Statements Regarding The Perceived Value Of Your Current University)</i>							
<i>(1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree) &amp; NO = No Opinion</i>							
<b>AV</b>	<b>AFFECTIVE VALUE</b>						
AV1	This University Creates Positive Feelings	1	2	3	4	5	NO
AV2	This University Evokes Positive Perceptions						
AV3	I Like This University More Than Any Other University In Gujarat						
AV4	I Am Glad To Pursue My Higher Education From This University						
AV5	I feel proud to be a student of this university						
AV6	I feel emotionally attached with this university						
AV7	The Programme That I Am Pursuing From This University Is Very Interesting						
<b>EV</b>	<b>ECONOMIC VALUE</b>						
EV1	For The Programme That I Am Currently Pursuing, This University Offers A Lot For Its Fees	1	2	3	4	5	NO
EV2	For The Programme That I Am Currently Pursuing, This University Is Worth Its Fees						
EV3	For The Programme That I Am Currently Pursuing, Fees Charged By This University Are Affordable As Compared To The Fees Charged By Other Universities						
EV4	Overall Fees Charged Match With The Quality Of The Programmes Offered						
EV5	Acquiring A Degree From This University Demands Huge Efforts						
EV6	I Don't Regret For Pursuing My Higher Education From This University						
<b>FV</b>	<b>FUNCTIONAL VALUE</b>						
FV1	This University Stands For Quality Education In Terms of Knowledge	1	2	3	4	5	NO
FV2	This University Offers Variety Of Courses And Programmes						
FV3	This University Offers Unique / Flagship Programmes						
FV4	The Programmes Offered By This University Are Very Suitable						
FV5	After Completing My Higher Education From This University, I Am Confident Of Getting Self-Employed						
FV6	After Completing My Higher Education From This University, I Am Confident Of Getting Employed						
FV7	After Completing My Higher Education From This University, I Am Confident Of Getting A Job With Attractive Salary Package						
FV8	After Completing My Higher Education From This University, I Am Confident Of Enhanced Employment Opportunities						
FV9	After Completing My Higher Education From This University, I Am Confident Of Enhanced Career Advancement Opportunities						
<b>SV</b>	<b>SOCIAL VALUE</b>						
SV1	Students Holding A Degree From This University Are Seen In A Positive Light	1	2	3	4	5	NO
SV2	Students Holding A Degree From This University Are Positively Accepted By Others						
SV3	Qualifications From This University Have National And International Reputation						
SV4	Overall, This University Has A Good Reputation And Positive Social Image						
SV5	Holding A Degree From This University Gives Me A Sense Of Pride						