Abstract:
This research inquiries about the effect of various forms of advertisement on enhancing brand image for higher learning institutions. The survey applied a questionnaire study of 250 respondents. Data were analysed through multiple regression analysis and other descriptive statistical techniques. The outcomes propose that online advertisement plays the most influential role in enhancing brand image for a higher learning institution followed by television advertisement and print advertisement. The research also notes that the management of higher learning institutions should consider online advertisement for their institutions to enhance the brand image. Yet, the researchers also agreed that the dominance of advertisement for higher learning institutions also requires television and print advertisement as well. The study contributes to the branding literature by relating with diverse manners of advertising under Malaysian higher learning institution’s students’ perspective.

Keywords: Print advertisement, Online Advertisement, Television Advertisement, Brand Image, Higher Learning Institutions.

Introduction
Brand image is one of the important criteria for the merchandising strategies of the firms to progress to its targeted customers (Francis and Claude, 2011; Manafi et al. 2011; Mackay, 2001; Leone, 2006; Aaker, 1991). In this respect the role of advertising is one of the most noticeable elements in marketing and brand building (Wang et al., 2009; Martinez et al., 2009). The money that is spent on advertising is having an effect on dimensions of brand equity through different means. Customers utilized various fundamental and extrinsic indicators from the advertisement at the time when they want to evaluate the value of a product or services (Rao and Monroe, 1989; Briggs and Hollis, 1997; Dréze and Hussherr, 2003; Yoo, 2009). In order to remember a brand name effective, advertising must be attempted along with associations of existing branding initiatives to build a solid brand image into the consumers’ memories (MacInnis et al., 1999; Luk et al., 2002). Nonetheless, research indicates that marketers leverage of existing brand images through online advertising activities to sustain the brand (Luk et al., 2002; Yoo, 2009; Berry, 2000).

Nevertheless, the purpose of higher learning institutions is just important in cable with the country’s growth. As Malaysia’s vision towards achieving a developed country, state by the year 2020. Therefore, in recent years, the education industry in Malaysia initiates lot of bodily functions to draw foreign students for going on their higher training. To implement as a destination for higher learning courses, The Ministry of Higher Education (MOHE) was created on 27 March 2004 to take over of higher education in Malaysia which engages more than 900,000 students studying in different institutions. At this moment there are 20 public universities, 33 private universities and university colleges, 4 foreign university branch campuses, 22 polytechnics, 37 community colleges and about 500 private colleges in Malaysia. Therefore, there is intense competition among these universities and colleges to attract more students. Doubtless, their success can be achieved via advertising and enhancing individual institution’s brand image. Therefore; this study tries to examine the extent of the influence / role of different types of advertising medium on enhancing brand image for higher learning
institutions in Malaysia. The outcome of this research may be useful to Malaysian universities to stimulate their resources to draw local and foreign students through appropriate advertisement their institutions to enhance their brand icon. This article begins with a brief literature review covering the prior workings in branding associated with the advertisement that have informed this research. The subsequent section sketches the research design for this study tracked by an outline of the methodology adopted. Next, data analysis and findings are summarized, followed by conclusions and recommendations.

**Literature Review**

Brand image is the overall mental picture that represented the brand evokes in the consumer's head. Thus, we can define a brand image as “a singular circle of ties within the minds of target clients, which represent what the brand currently stands for and promise to customers” (All About Brands Index, 2005). Keller (2003) states the high level of brand awareness and positive brand image will increase consumer loyalty towards the brand. Understanding brand image (how consumers perceive a brand) can provide a valuable information for producing a brand identity (Aaker, 1996b). A positive brand image is established by marketing programs such as advertisement which link to the consumers’ memory of the brand (Keller, 1998). According to Haque et al. (2006) consumer familiarity and confidence significantly depend on the brand of the products and the company’s sales history. Brand image also considered as the power to change customers' perception of the commodities and services offered (Zeithaml and Bitner, 1996).

**Brand Image and Its Perspective in Higher Education**

Under the higher education perspective brand image is one of the most significant features for students in the selection of their desire school for their further study. A positive brand image of an institution can serve its customers (students) to distinguish from other schools and therefore affect their choice intention (Chen and Chen, 2014). Pate (1990) mentions that the satisfaction of students during their university career has a positive influence to endorse the same school for pursuing a further degree and their willingness to donate to the school in the future. Therefore, maintaining personal competitiveness among the scholars in a selection of the best foundations for them to enrol is an important topic. As such, higher education institutions experience is a crucial site for attracting students who are seeking higher education. Krishnan et al. (2013) found that there is a significant positive relationship between brand image and satisfaction. Thus, a better institution with positive brand image would affect positively towards the overall satisfaction of the students. As a result, institutes of higher education would take the necessary initiative to form an outstanding brand image. This could be managed through proper management of target consumers in developing positive brand perception in order to be a distinctive in the competitive education market (Duncan and Caywood 1996). The branding of national higher education systems is increasingly having become common a global trend over the recent years. A research conducted by Shah and Harsha (2011) evident that national higher education systems strive against one another for international students by differentiating themselves in higher education marketplace. Advertisement by using different medium are the main activities in enhancing branding in supporting and acquiring the role in building brand equity of the customer by representing all thoughts, feelings, perceptions, images, and experiences what consumers have learned, heard, felt, and seen over time about the brand. (Wang et al., 2009).

**Online Advertisement:**

Consumer behaviour research has shown distinct attention to the attitude towards the advertisement and branding through online advertisement (Castan et al., 2009). A particular online advertisement targeting to a particular target spectators can create different effects appearing in different environments (Stevenson et al., 2000). In order to assess the effectiveness of online advertisement, online ads features such as format and animation may influence the online users' attitude towards the object (Burns And Lutz, 2006). The inquiry also found that website characteristics associated with banner advertisements are expected to cause a substantial impact on the consumer thought process
Past empirical research on demographic profiling of internet users confirms that majority of the internet users belong to young age groups. Research also showed that the younger generation exposure to non-formal communication systems are increasing, and they are more technology savvy. As a result, marketers are extensible using online based communication networks to gain out the younger prospects to determine their purchasing decisions (Anwar, 2012). A survey conducted by Calisir (2003) found that youthful people, between 13-to-24 age groups, spend more time than older people on the net. Granting to the above mentioned discussion, it appears obvious that the online advertisement has great potential to bear an influence on brand image.

**H1: Online advertisement affects significantly on enhancing Brand Image for higher learning institutions in Malaysia.**

**Print Advertisement:**
The impression of print advertisement is comprised of both textual and visual factors which contribute in full communication with the target audience (Zubcevic and Luxton, 2011). While research found that print advertising in the consumer and business-to-business (B2B) sectors has declined due to the growth of internet usage. Meanwhile, B2B magazine advertising has declined at a slower rate than print consumer advertising, down by only 1.2 percent in 2010 (Kantar Media, 2011). On the other hand study conducted by (Starch Information Sources Study, (2010) found that the popularity factors of print advertising included high credibility, precision targeting, low cost-per-thousand, high pass-along, and high complementarity with other marketing activities. The research also found that the average print advertisement is read by only four percent of its targeted readership, but obviously, print advertising works, and it should be the important elements of branding and marketing mix (ABC, 2002).

**H2: Print advertisement affects positively on on enhancing Brand Image for higher learning institutions in Malaysia.**

**Television Advertisement:**
Television which is recognized as the ‘king of advertising media has been confronting challenges not merely from the digital print media, but also from the web ads and social networking websites. Nevertheless, television advertisement significantly influences the attitudes, behaviours, and values of viewers tremendously (Byrd-Bredbenner, 2002; Nash et. al. 2009). Meanwhile, research also found the positive essence of TV advertisement on building brand image in comparison with publishing advertising (Hua. 2005; Halford et. al. 2004). A research conducted by Anwar (2012) clearly shows that young consumer perceptions and attitude is positive towards television advertising medium and its function in brand awareness and brand recall.

**H3: Television advertisement has a substantial impact on Malaysian higher education Brand Image.**

**Research Methodology:**
In this work, the researchers investigate the level of influence, impact of three types of advertisement (Online; Print and Television Advertisement) on brand image in the context of higher learning institutions of Malaysia. The targeted population for this research was the students from several public and private higher learning institutions in the Klang Valley region in Malaysia. The researchers also compiled data from the respondents from foreign nations (Iran, India, Bangladesh, Middle East and European nations) who was currently studying in Malaysia. Thus, the sample size comprised with 250 participants was considered to be enough for data analysis. The chosen sample method is convenience sampling with the mere random sampling procedure through different Universities campus intercept where each sample was an equal and known probability to be chosen. This technique for sampling has the minimum bias, time saving and most cost efficient while the size of the population was large enough to a suitable site for this enquiry. All the items in the instruments were adapted from the previous researchers’ work (see Appendix 1). As a result proper attention was made while developing the questionnaire to confirm content validity. There were 20-structure questions for measuring the
elements of Brand image and Advertisement (print, online and TV). In this research the result of the data was analysed through descriptive statistics included with mean, standard deviation and multiple regression analysis.

**Data Analysis:**
Out of 250 valid respondents, male were 145 whereas the female is 105. The next categorical variable was a nationality, from the total respondent 150 of them were Local, 100 of them were international students. From the total of 250 respondents, 31% fall in under 20 years old, whereas 22.3% fall in the age between 20-24, 26.7% in 25-30 and 17% between 31-35 and 36 and above 3%. Out of total respondents, 33.3% of them were diploma holder, 36.7% were having bachelor degree and remaining 26 respondents were having master degree and above. In the next steps this research looked at the reliability test is to determine the inner consistency of the information. That refers to the level to which the items that produce up the scale are consistent with each other which implies all the measuring express the same underlying construct. This research tested Cronbach, alpha, which was .872. Aside from that this research also examined the correlation among the constructs. Based on the table 1.1, all the constructs are the significant relationship between them. Among the relationships, the highest correlation exist between brand image and online advertisement followed by print and TV ad.

**Table 1.1: Pearson Correlation Analysis Test:**

<table>
<thead>
<tr>
<th></th>
<th>Brand Image</th>
<th>Print</th>
<th>TV</th>
<th>Online</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand Image Pearson Correlation</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig.(2-tailed)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print Pearson Correlation</td>
<td>0.433</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sig.(2-tailed)</td>
<td>.000</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV Pearson Correlation</td>
<td>.411</td>
<td>.483</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Sig.(2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Pearson Correlation</td>
<td>.534</td>
<td>.522</td>
<td>.452</td>
<td>1</td>
</tr>
<tr>
<td>Sig.(2-tailed)</td>
<td>.000</td>
<td>.000</td>
<td>.000</td>
<td></td>
</tr>
</tbody>
</table>

For testing the above mentioned hypothesis, this research applied multiple regression analysis. Granting to the table 1.2 R squared is equal to 0.578 that shows that 57.8% of the variance related to brand image that could be explained and defined by online, TV advertisement and Print ads. Moreover, entirely of the VIF’s value is above 1 shows there is no multicollinearity between the independent components. The online advertisement significantly impacts on brand image with unstandardized coefficient 0.432. It can be said brand image can enhance 0.432 units for each unit increase for the online ad. Thus, this research accepted H1. In addition, Print, advertisement is significantly relates to brand image with unstandardized coefficient is 0.269. So H2 is also accepted. Followed by that TV advertisement is also an important impact on brand image with unstandardized coefficient is 0.367. The influence is positive and explained as Brand image can increase 0.367 units for each unit increase for the Television Advertisement. As a result, H3 is also accepted. Granting to the above account, the final regression equation is as follows:

\[ \text{Brand Image} = -0.191 + 0.432(\text{Online Ad}) + 0.269(\text{Print Ad}) + 0.367(\text{TV Ad}). \]
Table 1.2: Multiple Regression Output

<table>
<thead>
<tr>
<th>Model</th>
<th>Hypotheses</th>
<th>Unstandardized Coefficients (B)</th>
<th>Standard error</th>
<th>t-value</th>
<th>p-value</th>
<th>VIF</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td></td>
<td>- .191</td>
<td>- .789</td>
<td>.005</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Online Ad</td>
<td>H1</td>
<td>.432</td>
<td>.070</td>
<td>6.030</td>
<td>.000</td>
<td>1.285</td>
</tr>
<tr>
<td>Print Ad</td>
<td>H2</td>
<td>.269</td>
<td>.060</td>
<td>4.849</td>
<td>.000</td>
<td>1.145</td>
</tr>
<tr>
<td>TV Ad</td>
<td>H3</td>
<td>.367</td>
<td>.063</td>
<td>5.868</td>
<td>.000</td>
<td>1.357</td>
</tr>
</tbody>
</table>

R-square = 0.578; Adjusted Rsquare=0.587; Significance of F = 0.000; N=250.

a. Dependent Variable: Brand Image

Conclusion and Implication

This survey was directed to study the influence of different medium of advertisements (online advertisement, Print Advertisement and Television Commercials-TVC) on the brand image of higher learning institutions in Malaysia. The findings of the research support that online advertisement seems to be the primary antecedent to the brand image building process. Furthermore, Malaysian university authorities must take appropriate action to utilise the online advertisement about their institutions to attract local and foreign students. The researchers recommend to apply proper animation, design and media touch on in the online ad. As not only Malaysia but also other developed countries also requires to adjust themselves to the virtual advertisement to draw more scholars to their institutions. Therefore, to improve the brand image in Malaysia the best direction is to advertise online. As this research applied convenience sampling so further research can be done by stratified sampling with a particular group of students rather mixing both local and international.

References


