PREFACE

This study examines the marketing activities undertaken by the higher educational institutions to build their brand and how these activities help in creating brand loyalty among the consumers in Uttarakhand state. This is a neglected research area, but not totally ignored. Higher education in most countries is a non-profit sector, therefore marketing concepts applied to the sector do not function as in the business sector, where the primary goals is profit making; higher education is a social need, therefore all peculiarities applicable to the social marketing and marketing of services apply to higher education. Early research investigated problems that arise in relation college-student-business environment in order to facilitate institutions to make an effective use of branding for improving the enrolment ratio. Educational institutions aim to develop bases of a society by influencing the ideas, attitudes and behaviors. Importance of marketing in universities is given by diversification of educational needs and also to increase competitiveness in this segment. Thus, every educational institutions must build its image in the market and to support the well-structured marketing plans. In relation to other educational institutions must choose a unique positioning based on a preliminary analysis of the marketing environment. With a distinctive positioning, the institution must communicate effectively only to the segment interested in his service. This research examines the role of marketing activities in creating the brand Higher educational institutions in Uttarakhand. The study has been taken up with few objectives i.e. to analyze the marketing activities undertaken by HEIs to position their products/services in the mind of prospects; to study the various marketing activities and their impact in creating brand of HEIs in Uttarakhand; to identify the key factors of effective branding of HEIs of Uttarakhand; to study the interrelationship of various factors and their impact in creating brand loyalty and brand equity; to analyze the gap between students expectations and institution delivery. To achieve the above stated objective, a survey of 510 respondents was collected conveniently. After collection of data it was edited, coded, fed in the SPSS software. Data was processed using SPSS 22 software and then systematically arranged, tabulated and appropriate analysis was done. Some of the statistical techniques like percentage, chi-square, ANOVA and paired t-test, regression analysis were used to analyze the data. It is hoped that the project will able to achieve its stated objective.

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