



A Research on the Determination of Brand Personality Perception of Universities

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Extensive Summary

Branding tendencies cause to a lot of changes in human life as well as they supply commercial profit for enterprises. Since human being lived with brands he has been in communication with brands. Moreover it is appropriate to state that a friendship is formed between people and their brands. Unless a person acquires his brand he feels like out of place, unsuccessful, unsafe. He expresses himself with his brand in the best way. In fact he gives messages his circle of friends by means of brands which he uses. As is known there are two people and personality traits of these people within the fellowship which is formed between people and brands. Personality of brand is a reflection of person using it. Designating a personality for brands means having more customer, accordingly getting profit in view of business executives. Today a great many of researches about brand personality take into consideration the personality of the products purchased by consumers or sold by salesman. In this research is dealt with university students and universities instead of consumers and products and focused on brand personalities of universities.

In Turkey a young person or older one must have an exam for studying at a university. Because of the fact that the first criteria for gaining an entrance to a university is getting a high examination score, students mostly ignore whether the university which they prefer is compatible with his own ideas or not. Ethnocentrism being one of these ideas is also studied in this research.

The concept of Consumer Ethnocentrism which is adopted by marketing surroundings affect on the perception, attitude and decision of individuals. Academical studies show that the level of ethnocentrism might be distinctive in the behaviors of purchasing. This reality in marketing becomes a new dimension for the study and the question of how much the ethnocentric tendencies of students are determinant on choosing a university brings to mind. The role of ethnocentric tendencies on having students acquire the perception of brand personality relating to their universities is important among the subjects of the study as well.

The question is whether or not students who are the vital point of society adopt a nationalist attitude while making one of the most important decisions. Do some ethnocentric thoughts affect in determining a university or identifying a brand personality for their universities? In the point of finding answers to these questions the study is supported with a public survey consists of students whom they study in both government and private universities. The number of students and universities is limited with Ankara. It is benefited from the students who are going on training at university in the study. Because of the fact that the survey is carried out in just a city of Turkey and isn't included in all undergraduates in Turkey findings are not favourable for being generalized.

The survey includes in six universities and three of them are government universities while the others are private universities. In the questionnaire totally sixty two (62) adjectives defining brand personality traits are used. As a result of the factor analysis these adjectives are gathered into a group. The title of each group represents a dimension of brand personality. The dimensions of brand personality scale are determined as "competence, entertainment, sweet but harsh, excitement, traditionalism and stability". "Sweet but harsh and stability" are the dimensions which are peculiar to this study.

The means of expressions which test ethnocentric tendencies in the survey show that in general the level of the ethnocentric tendencies of students is low and these trends are not characteristic. As to the students, going abroad for education or studying at a foreign university does not mean treason. Consequently they don't agree with the opinion that traing in abroad should be restricted. Additionally in the process of choosing a university, students mostly consider which university provides the best education opportunity for themselves.

Based on the results of the survey it is possible to infer that the perception of brand personalities of universities are not quite different in view of the students of both government and private universities. It is found out that there is a relation between ethnocentric inclinations and the perceptions of brand personality of universities even if it is in low level. It means that the higher the ethnocentric tendencies of students are the more they personify their universities with an adjective being parallel with these tendencies.