CU Global Management Review
Volume 7, Issue 2, July-December 2018, pp. 3-15

AN EMPIRICAL RESEARCH ON DESIGNING OF LOGOS FOR BRANDING OF B- SCHOOLS IN DELHI, NCR

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Abstract

Brand has become the latest buzzword in business edification in contemporary time. The increased competition in B Schools has triggered a renewed interest in branding themselves. Logos remain a perilous element of trademark aesthetics. Core perseverance of this research is to explore upon factors about how B schools in Delhi and NCR progress for selection of the Institute logo. In the paper the researchers have attempted to describe the different objectives that B schools relate with their logo. For the purpose, the present research has been conducted through a self -structured questionnaire on 40 different B- schools in Delhi- NCR covering Ideology of Institute, Logo of Competitor and Selection of Colour, Offering of Course, Vastu or luck symbol and Brand Attitude. The factors have been extracted using factor analysis and then extracted factors have been tested with the help of ANOVA. The present research showed that the most common objective with an organization logo is to create unique appeal of their institute. The result shows age group of Director or top level of personnel does not affect selection of variables for logo designing and Institute logo depends on its application.

Keywords: *brand building, logo designing, B- Schools, business- education*

Introduction

In current juncture, organizations devote fabulous assets for advance titles through a advantageous appearance. Aencouragingappearanceenablescorporatedevelopmentcompletetrademarkadditions (Keller, &Aaker, 1992). Consequently, merchandise overviews through the identical trade mark term help weight the brand appearance, brand cognizance overall, brand equity found in the customary bazaars (Milberg et al1997). Then the primary 1990s variety uniqueness being the subject of enlarged theoretical curiosity (Aaker, 1991; Alsem & Kostelijik, 2008; Beverland, Napoli J & Lindgreen, 2007; de Chernatony, 1999; de Chernatony, Kapferer, 1997). Establishments existing a consistent, distinguished and germane brand identity are able to generate predilection in the market place improve worth to their proposal then knowledge finest expenses (Bendixen, Bukasa, &Abratt, 2004; Bengtsson & Servais, 2005; Ohnemus, 2009). Edifice trademark uniqueness creates faith, enables diversity (Ghodeswar, 2008) and provides buyers' documentation through the brand (Baumgarth, & Schmidt, 2010).

Literature Review

Kapferer (1997) conditioned before the 1980's around a dissimilar method towards brands. Discriminated the branding can be placing the instance of KitKat or Buitoni. As per his work, brands achieve the financial purpose for shopper. (p. 25), so marking and brand building should focus on developing brand value. Urde (1999) presents Product Alignment as additional brand construction model that effort on products as planned capitals. David Aaker and Joachimsthaler (2000) consent overdue the outdated branding prototypical and mature the product management model, that accentuates approach as well as campaigns. In this model, the brand organization process obtains different features: a tactical and unrealistic standpoint; the product executive is higher in the organization has a longer time job horizon.

Davis (2002) revisions in a method of management of brands. (Davis and Dunn 2002, p. 15). Wong and Merrilees (2005, p. 157) used the range to which the advertising approach for happenings are pinpointed on the brand". Baumgarth (2010, p. 656) demarcated the unique type of marketing placement, which is famed by the in height relevance bestowed to branding by uppermost administration". Wong and Merrilees (2007, p.400) well-defined brand coordination is related to use of the product to assimilate all facet of promotion and processes, implanting a prodigious reliability that accomplishes collaborations cross wise constituent of advertising and running".

This study is near sighted product alignment at business level, not merchandise level. Since company product designation is the image to the ethics on which a corporation stances. Trade consumers are also more delicate to commercial brand appearance (Beverland et al., 2007).

Research Methodology

Research Objectives

1. To study the influence of different factors for the selection of the Logo of Management School in Delhi and NCR.
2. To analyze the significance of age group of top level personnel in selecting the factors for designing of Logo for Branding in Delhi & NCR.
3. To understand the effect of application of Institute Logo on the design of Logo for Branding in Delhi & NCR.

Research Questions:

1. Is design of Logo for Branding the effect of preference of the Institute Logo for Branding?
2. Does the application of Institute Logo affect for the factors of designing of Logo for Branding?

Research Hypotheses

Hol: The variables selection for Logo designing ofaverage B-Schools for branding is same by all age group of top level of personnel Institute of Delhi & NCR.

Hal: The variables selection for Logo designing of average B-Schools for branding is different by all age group of top level of personnel Institute of Delhi & NCR.

Ho2: The Logo designing of average B-School for branding is same in all the application of logo in Delhi&NCR.

Ho2: The Logo designing of average B-School for branding is different in all the application oflogo in Delhi&NCR.

Research Design

The current study explores upon factors about how management schools in Delhi and NCR progress for selection of the Institute logo. Hence, descriptive research design is adopted to explore different factors that can affect while selecting the Institute logo. The current study is based on primary data.

Sample Size and Sampling Method

The data has been collected from the 40 respondents (Senior Personnel) of different Colleges which are located in Delhi & NCR through Judgment Sampling.

Research instrument

Structured questionnaire instrument is used as research instrument which is divided into two sections. Section A covers personal information of respondents while section B consist substances connected to the hypothesis. A 5 point rating scale has been cast off in order to get respondents' opinion on the items and issues.

Data Analysis and Interpretation

The current study is descriptive and empirical. The researchers have intended to study the different factors which are taken care in the selection of the Institute logo. Therefore, researchers have collected information from Personnel (Directors or Top level)of Colleges of Delhi & NCR through questionnaire research instrument. The current study has been made with the help of ***Brand Attitude, Logo of Competitor, Offering of Course, Ideology of Institute, Selection of Colour in logo and Vaastu or Luck symbol***

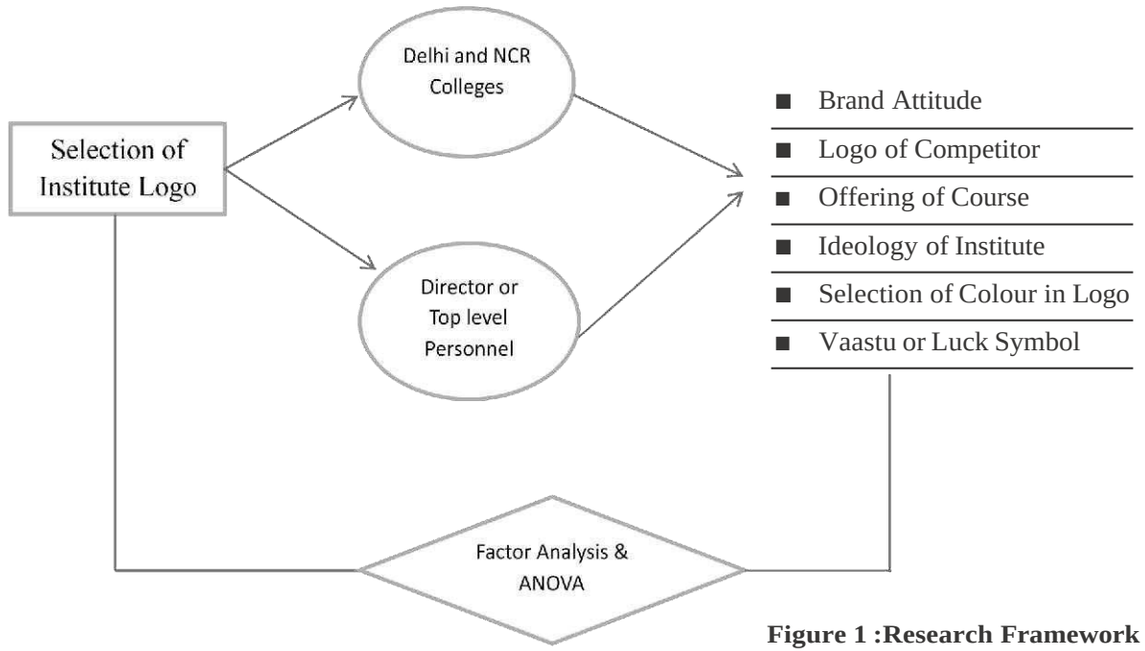


Figure 1 :Research Framework

The questionnaire was segmented into two sections. The first part was pertaining to demographic variables of respondents including name, Gender, Age, Education and Designation and other section included questions related factors which influence the selection oflogo. Following are the figures which depict element of diverse construction of survey:

Table 1: Survey Construction

Unit	Encryption	Unit Name	Digit of Questions	Scale Used
A		Respondents Ihmgra phics		
B	EPLS	Evaluating perspective on logo Selection	6	Likert

Source : **Authors' compilation**

Table 2: Respondent Demographics

Demographic Variables	Number	Percentage
Age		
Between (35-50) age	6	15
Between (50-60) age	21	52.5
Above 60 age	13	32.5
Gender		
Male	33	82.5
Female	7	17.5
Educational Background		
PG Degree	3	7.5
PG Degree with Ph.D	37	92.5
Designation		
Director	34	85
Other	06	15

Source : Authors' compilation from primary data

Results and Discussion

The data used in analysis for the current study was taken after a month of development of questionnaire. 40 top level personnel were distributed a questionnaire and responses from these dignitaries were collected. Data cleaning was made in which missing data was not found at all then Variation in responses were checked which represented no ungagged response. It means all the assumptions (Data has to be represented in metric form or likert scale, Multicollinearity must be present and adequacy of data) of factor analysis were taken care before running factor analysis After all, a factor analysis (Principal Component Analysis) was applied wherein six factors yielded scattered results. As per **Table 3,** KMO is 0.628 and Bartlett's test of Speriscity is 0.03 which are more than 0.60 and less than 0.05 respectively hence, data is adequate to apply factor analysis. It can be said that the power of the association amongst variables is resilient.

Table 3: Results of overall Factor loadin

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.628
Bartlett's Test of Sphericity	Approx. Chi-Square	21.025
	Degree of freedom	15
	Significance	.0.03

Source: Authors' compilation from primary data

Table 4 represents the individual KMO which is shown in diagonal of different variables. As per below figure, it can be said that individual factor has correlation is more than 0.6 except Brand attitude. It means every factor has suitable measures of sampling adequacy. Overall KMO is 0.628 which entails that data is adequate.

_Table 4: Anti-image Matrices

	Brand Attitude	Logo of Competitor	Offering ofa course	Ideology of Institute	Selection of Colour	Vaastu or Luck Symbol
Brand Attitude	.559a	-.018	-.292	.077	-.171	-.140
Logo of Competitor	-.018	.735a	-.234	-.064	-.089	.082
Offering of a course	-.292	-.234	.606a	-.363	-.034	.120
Ideology of Institute	.077	-.064	-.363	.623a	-.190	-.023
Selection of Colour	-.171	-.089	-.034	-.190	.710a	.034
Vaastu or Luck Symbol	-.140	.082	.120	-.023	.034	.0.69a

a. Measures of Sampling Adequacy(MSA)

Table 5 shows in the first rotation it is found positive loading of each variable. Hence there is no need to run reverse loadings as factor loading of any variable is not found in negative. As per loading of different variables like Offering of acourse (0.782), ideology of a course (0.667), Logo of Competitor (.598), selection of Colour (.544), Vaastu or Luck (0.803) and Brand Attitude (0.610). The first component has been reflected better in the combination of offering of a course, ideology of institute logo of competitor and selection of colour. As per first component, these factors are best combination in the selection for the designing of Logo whereas second component has been frames with the help ofVaastu or Luck Symbol and Brand Attitude. Finally these components have been considered for testing the hypotheses.

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Table 5 : Rotated Component Matrixa

	Component	
	1	2
Offering of a course	.782	
Ideology of Institute	.667	
Logo of Competitor	.598	
Selection of Colour	.544	
Vaastu or Luck Symbol		.803
Brand Attitude		.610

Source : Authors' compilation from primary data

Table6

states the details of total explained variance. The first factor explains 32.94% of total inconsistency. Findings recommend the first and second factors elucidate great sums of modification since they have Eigen worth more than one and succeeding features explicate only insignificant percentage of the overall discrepancy. Subsequently removal, seeing aspects with Eigen principles of bigger than 1 leaves us with two reasons which enlighten 78.266% of total adjustment. Beforehand gyration, aspect two accounted for considerably more variance than the remaining three factors. However after extraction it accounts only 32.849%. PCA assumes that all variance is joint and hence one can observe initial communalities to be equal to 1. The communalities represented in the column named extraction reflect the common variance in the data.

nt	**Early Eigenvalues**			Abstraction Sums of Squared Loadings			Spin Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	%of Variance	Cumulative %	Total	%of Variance	Cumulative %
1	1.976	32.941	52.941	1.976	52.941	52.941	1.971	32.849	32.849
2	1.100	18.325	78.266	1.100	25.325	78.266	1.105	45.417	78.266
3	.849	14.158	85.025						
4	.835	13.920	93.00						
5	.766	12.764	97.075						
6	.474	7.893	100.000						

Source: Authors' compilation from primary data

Questionnaire for the current study, Age of Top Level Personnel was categorized into three parts. The result of second objective has been represented in this below table. It stated either the age of Director or Top Level Personnel affect the selection of factors for the designing of log for branding or not. Hence, The main assumptions of ANOVA are Test of Normality and Test of Homogeneity of Variances. Before running ANOVA these two assumptions were checked. Table 8 shows the result of test of Normality applying 1 Sample KS Test which is first assumption of AN0VA. As per table, Significance level of all age group is more than 0.05. Hence, it can be said that it is normally distributed.

Table 7: Test of Similarity of Discrepancies

Levene Statistic	Degree of freedom 1	Degree of freedom 2	Significance
11.768	12	137	1.185

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Age of Top Level Personnel	Kolmogorov -Smimova			Shapiro -Wilk		
	Statistic	df	Sig.	Statistic	df	Sig
35-50	.157	10	.200'	.971	10	.896
50-60	.166	17	.200'	.911	17	.103
60Above	.227	13	.065	.710	13	.001

Another important assumption, homogeneity of variance, which has been test with the help of Levene Statistic. As per result of Table 8, Significance level is 0.185 which is more than 0.05. Therefore, it can be said that there is homogeneity of variances in these three groups.

Table 8, Significance level

Source: Authors' compilation from primary data

After meeting both the assumptions, ANOVA with Tukey was used to test the first hypothesis. As per Table8, significance value of all age group for the selection of factors in designing the

Logo are more than 0.05. hence the Null Hypothesis (The variables selection for Logo designing of average B-Schools for branding is same by all age group of top level of personnel Institute of Delhi & NCR.) is accepted.

Table 9 : Results of Multiple Comparisons (Tukey HSD)

(I) Age group of Top Level Personnel	(J) age group of Top Level Personnel	Average Difference (I-J)	Standard Error	p	95% AssuranceIntermission	
					Lower Destined	Upper Destined
35-50	50-60	.30576062	.39971737	.727	-.6701434	1.2816646
	60 Above	.56076334	.42187893	.388	-.4692478	1.5907745
50-60	35-50	-.30576062	.39971737	.727	-1.2816646	.6701434
	60 Above	.25500272	.36953884	.771	-.6472209	1.1572263
60 Above	35-50	-.56076334	.42187893	.388	-1.5907745	.4692478
	50-60	-.25500272	.36953884	.771	-1.1572263	.6472209

Source: Authors' compilation from primary data

To test the second hypothesis, again ANOVA was used. The second hypothesis was developed to achieve third objective of the current study. It states whether Application of Logo is influencing factor for the designing oflogo of Branding in B-School in Delhi & NCR or not. As per table 10, significance level of Application oflogo for business card and website is more than 0.05 but significance level of signage is less than 0.05. Overall the significance level (p) is more than 0.05. Hence, it can be said that the data is normally distributed.

Table 10: Tests of Normalcy

Application of Logo	Kolmogorov -Smimova			Shapiro -Wilk		
	Statistic	Degree of freedom	p	Statistic	Degree of freedom	p
Business Card	.132	9	.200*	.944	9	.623
Website	.101	18	.200*	.943	18	.331
Signage	.248	13	.028	.823	13	.013

Source: Authors' compilation from primary data

While checking the homogeneity of variances, the result was found less than 0.05 as per Levene statistic in table 11. Hence, there is no homogeneity in this application of Logo. Hence it was improved by applying Welch test.

Table 11: Tests of Similarity of variance

Levene Statistic	Degree of freedom 1	Degree of freedom2	p
14.078	12	137	1.025

Source: Authors' compilation from primary data

Table 12 shows the result of improvement of homogeneity using Welch test. It is used to improve homogeneity when significance level as per Levene Statistics is less than 0.05. It was improved and found O.602 which is more than O.05. Hence, there is homogeneity in groups.

_Table 12 : Robust Tests of Equality of Means

	Statistic[0]	*Degree of freedom I*	Degree of freedom2	p
Welch	*.s21*	12	19.030	1.602

Source: Authors' compilation from primary data

a. Asymptotically F distributed.After meeting the basic assumptions of ANOVA (Normality distribution and homogeneity of variance), ANOVA was used to test application oflogo and designing of logo in B-School. As per Table 13, with respect to business card, website and signage, the significance level is more than 0.05 which indicates acceptance of Null Hypothesis (The Logo designing of average B-School for branding is same in all the application oflogo in Delhi & NCR).

Table 13: Multiple Comparisons Tukey HSD

(I) Application of Logo	(J) Application of Logo	Average Difference (1-J)	Standard Error	p	95% AssuranceInterlude	
					Lower Destined	Upper Destined
Business Card	Website	-.08575451	.40990965	.976	-1.0865428	.9150338
	Signage	.37700081	.43539374	.665	-.6860065	1.4400081
Website	Business Card	.08575451	.40990965	.976	-.9150338	1.0865428
	Signage	.46275532	.36545734	.423	-.4295033	1.3550140
Signage	Business Card	-.37700081	.43539374	.665	-1.4400081	.6860065
	Website	-.46275532	.36545734	.423	-1.3550140	.4295033

Source : **Authors' compilation from primary data**

Conclusion

In current juncture of competitive environment, education industry attempts to progressstурdy brands and to use them for achieving success.It is vigorous to be unlike in the jam-packedmarketplace so that the product will not effortlesslyelapsed by the client. Academies or Institutes want to make unique brand so that it can be recalled easily and attract its stakeholders. Designing Institute's Logo for branding is not an easy task; it requires a number of factors to be considered. Assumed the mountingposition of brand constructionconcluded logo, more importantinfluences have been taken care. In current study, while designing Institute Logo, offering of a course,Ideology oflnstitute, Logo of Competitor and selection of colour as well as Vaastu or luck symbol have been extracted. Extracted variables have been tested with the help of ANOVA. It has been observed that age group of Director or top level of personnel does not affect selection of variables for logo designing. It means, in Delhi and NCR, either the age of35-50, 50-60 and 60 above treat the variables equally in designing the logo.It can be concluded that the Logo designing of average B-School for branding is same in all the application of logo in Delhi &NCR.

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