

Methodology for Brand Equity Assessment of Universities in Transformation Period of the Educational System

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Abstract. In this article has been proposed brand equity assessment methodology of universities in the educational system's transformation period. Also, by the author theoretical and methodological bases of brand capital management and ways to use the experience of foreign countries in the process of transformation of the education system in our country are revealed, methods of improving the methodological framework for assessing the value of brand capital are given, improving the brand capital creation model in universities, proposals and recommendations on the formation of brand capital in institutions.

Keywords: Brand equity, brand strategy, higher education institutions, methodology, higher education system.

I. INTRODUCTION

In the context of deepening globalization and digitalization processes and a sharp increase in competition in the world, one of the main strategic directions in creating value added and enhancing their international prestige remains one of the main directions. "By 2030, about 65 percent of global consumer goods will be products of global brand companies.

It increased by 42% to a record \$ 7.1 trillion." [18] In this regard, special attention is paid to the development of brand capital and its effective management in higher education, which is both a producer and a consumer. In the world practice, due to the dual nature of the brand, the process of personalization of consumers and the transformation of them into regular customers, the effective organization of brand capital, including in higher education, remains a topical issue.

Over the past few decades, brand capital identification has been studied as a pending issue for marketing researchers, and much research has been conducted in this area. The main purpose of this study is to identify the problems associated with the transformation of the formed image of higher education institutions into a brand, as well as the factors contributing to the formation of the brand of higher education institutions, measuring brand capital. The results of the study can be used to set key strategic goals for brand building in higher education.

II. LITERATURE REVIEW

The concept of "brand" reflects the aspects that are included in it as a category of substance. It originated in the twentieth century and has been constantly changing with the development of classical approaches to the implementation of brand management, the emergence of conceptually important aspects and features. All approaches in brand management, from the author's point of view, can be classified as follows: economic; identification; consumer-oriented approach; personalization; relationship approach; community approach; cultural approach. Each of these seven approaches represents a completely different concept of the following concepts: brand-creating value (brand capital), the level of control and influence of the brand manager, the involvement of the consumer in the process of brand management. [1]

I. Antoshkin gives his scientific approaches to trademark and brand categories. [2] In his view, the commercial symbol of an institution consists of elements such as trademark, brand name and brand.

In the 80s, the main focus was on the real capital behind the brand, which replaced the brand image. This is largely due to the increase in brand value as intangible assets relative to tangible assets. According to Interbrand, the ratio of intangible assets of Coca-Cola to tangible assets is 96: 4.

In assessing brand capital, K.L. Keller's methodology is based on the position of the brand consisting of rational and emotional elements. According to K. Keller, brand capital (literally "brand consumption capital") is defined as a set of perceptions of brand characteristics that arise from the formation of brand knowledge and affect the attitude of consumers to the brand marketing complex. [3]

Brand building is accomplished through a step-by-step approach to existing and target consumers, with a step-by-step introduction to it. Consumers' attitudes toward the brand and the ratio of their rational and emotional values to the brand are related to the levels of the brand's consumer capital pyramid proposed by K.L. Keller. The international advertising agency Young & Rubicam has created a model of brand capital valuation to manage it

under the name Brand Asset Valuator. It is a common tool for assessing brand value, allowing assessment based on four key elements (indicators) that reflect the vital activity and status of the brand, defining its strengths and weaknesses.

The four key elements of brand evaluation (consumer acceptance) are: [4]

1. Differentiation - the ability of a brand to distinguish itself from competitors, adding value to the price during its implementation, Brand promise.
2. Positioning is the current and accepted importance of a brand in terms of a large segment of the consumer market.
3. Rating is the accepted quality and increasing or decreasing reputation of a brand in the consumer concept (in its class). That is, customer feedback and attitudes generally reflect that the brand is performing its functions.
4. Knowledge is the level of consumer awareness of the brand and the consumer's understanding of its distinctive features.

The Brand Dynamics model, proposed by the research company Millward Brown, is a methodological tool for assessing brand capital, showing the strengths and weaknesses of the brand. This model demonstrates how much loyalty (loyalty) a consumer has to a brand, helping to identify opportunities to increase its market share. The methodological content is as follows: the higher the loyalty, the higher the long-term value of the customer. The method describes the consumer's attitude to the brand within five stages, expressed in the form of a pyramid of "Brand Dynamics". The evaluation concludes with the establishment of a brand-based relationship with the most loyal consumers who are inclined to it. [5]

Equity Engine is a methodological tool developed by Research International to evaluate and track key components of brand value from a consumer perspective. This methodology is explored as brand participation as an independent research position or as monitoring research. According to this methodology, it is evaluated on the basis of factors such as "value", "brand capital" and "acceptable price and quality" that are imagined in the minds of consumers in relation to the brand. In this case, 'brand capital' includes both the functional characteristics of the product and the emotional perceptions that connect the brand creator with the consumer. The value that results from the functional characteristics of a product is called 'effectiveness', and the emotional value associated with branding is called 'interdependence'. To assess the 'interdependence', a set of key indicators is used to identify brands for all the features that make a brand unique and unique. They include:

- ✓ brand reputation - the reputation of the brand, the level of trust in it;
- ✓ brand identification - the trust it provides to the consumer, attention to consumer needs and perceptions associated with the brand;
- ✓ brand approval - is determined by the brand's suitability for the social circle, status to which the consumer belongs, the acceptance of the choice by those he trusts, as well as how influential the brand is; [6]
- ✓ in assessing brand value and capital, consumer opinion is primary;
- ✓ Functional benefits ("Performance") are available in different variants, depending on the brand characteristics of the brands being valued by the customer, as it is not possible to compare two completely different products on the same scale. [7]

Different product categories are characterized by different ratios of brand-related functional benefits and emotional value, and based on market research results in western countries, products and services are divided into five groups according to the priority of functional or emotional value for the consumer in product selection. [8]

This model is a component that reflects the right position of the brand in the eyes of consumers, based on the ratio of price ("Price") and brand equity ("Equity"), creating the conditions for brand management. Based on the value of the indicators obtained, the enterprise manager can determine whether the brand capital exceeds the average value at a certain price and is able to increase the price premium, or whether the brand capital is below the average value at a certain price. Depending on the price level, it is necessary to increase it or move to a cheaper price segment.

According to the author, one of the most important elements of brand capital as an indicator of brand value for consumers is consumer loyalty to the brand. Brand loyalty is especially relevant in the fast-moving consumer goods (FMCG - Fast moving consumer goods) network, as consumers are faced with the need to choose between two competing brands (brands). According to V.Raymondi [9], it is typical for consumers to have a portfolio of brands within the categories of fast-moving products that they are loyal to and can choose from among them depending on mood and time.

The same idea is expressed in his own G. Braun [10], R. Kanningam [11], based on A. Ehrenberg [12], and buyers regularly choose products from among the brands that make up the brand set in the procurement process. According to the authors, multibrand purchases occur for the following reasons:

- The buyer, as a rule, strives for diversity, especially for fast-buying products.

- It has never been possible to have a preferred brand.
- Consumer incentives temporarily attract new customers. Loyalty is expressed as an emotional attachment to a product or satisfaction with a product that causes the consumer to repurchase it.

D. Aaker describes loyalty as “a measure of consumer brand loyalty”. In his view, loyalty reflects the degree to which a consumer is likely to switch to another brand, especially when prices or other indicators change. As loyalty increases, consumers tend to accept the actions of competitors. [14]

According to Dj.Rossister and R.Persy, loyalty is “regular (repeated) purchase of this brand product based on long-term trust and a positive attitude towards it”.

D. Statt interprets loyalty as a stable, long-term, acquired propensity attitude to respond appropriately to specific events.

Advances in machinery and technology have transformed the enterprise into competitive brands, while thanks to such transformational new developments, enterprises will have effective brand management. Modern brands have become an important component of the company's activities. The brand of the company is the desire to create confidence, consistency, a certain level of hope in consumers. Strategies and technologies to capture the minds of consumers through brands are improving year by year.

Brands are not produced like a product, they are formed in the minds of consumers, while at the same time creating an emotional connection to the product. The strength of this connection serves as an aid in determining the future of the company. As a result, the brand is a driving force in the life of the enterprise. The company's brand management system remains one of the strategic and tactical commitments for the formation of strong brands. [14]

In our opinion, the strategies created at the enterprise have changed their form over the years in line with socio-economic development trends. Branding strategy has also played a role in shaping the image of the enterprise in the minds of consumers, changing its character over the centuries. The fact that the company does not try to improve the image of its products prevents not only the conquest of the international market, but also the conquest of the domestic market.

The importance of the method of determining the reputation of higher education institutions in the XXI century on the basis of international rankings is noteworthy. As mentioned above, it is advisable to study the methods of rating agencies such as Quacquarelli Symonds World University Rankings, Times Nigher Education or Academic Ranking of World Universities and to form immunity against them in higher education institutions. This will serve to increase and further strengthen the brand capital of the higher education institution.

III. BRAND EQUITY ASSESSMENT METHODOLOGY OF UNIVERSITIES

In our opinion, according to the Quacquarelli Symonds World University Rankings method, 6 indicators serve to form the international berndi of universities. They can be seen as: academic reputation (40 percent), reputation among employers (10 percent), teacher-student ratio (20 percent), referrals per teacher (20 percent), share of foreign teachers (5 percent), and foreign students share (5 percent). The content of these indicators is discussed below. [15]

Academic Reputation - The highest percentage of each indicator is based on the academic reputation score of the higher education institution. Based on the agency's survey, the survey brings together expert opinions on the quality of teaching and research in higher education around the world. This survey will help determine the international academic status of higher education institutions.

Reputation among employers is explained by how prepared and competitive the students of a higher education institution are in the labor market. In this context, assessing the success of higher education institutions in providing this training will become an important indicator in the formation of an international brand.

Teacher-student ratio - the quality of education is usually important in the selection of universities by applicants, but its definition is an indicator of ambiguity. This requires the introduction of the method on certain grounds. This indicator assesses the extent to which students can provide meaningful use of speakers. The large number of professors and teachers per student means that the workload of credit-module hours is not high and it is possible to ensure quality.

Links to each teacher - to calculate this indicator, the ratio of the total number of citations to all articles published by the university for five years to the total number of professors and teachers of the university is taken into account.

Foreign activity indicator - a high international university will have a number of advantages. This demonstrates its ability to attract faculty and students from around the world, which in turn demonstrates that it has a strong international brand.

The methodology of the Times Nearer Education agency also includes indicators such as academic (teaching), scientific research, links to scientific publications, international activities and the share of funds from business

contracts.

In our opinion, the international rating agency emphasizes the importance of international, academic and scientific activities in the creation of the university brand. Therefore, it is expedient to pay special attention to these areas in the creation of brand capital in higher education institutions.

E.Neretina, I.Gvozdetskaya, Y.Korokoshka, Russian scientists, will present their scientific conclusions on the brand of the higher education institution. In particular, it emphasizes the need to take into account a number of competencies of graduates in creating a brand of higher education. These include indicators such as analytical skills, professional knowledge, teamwork, leadership quality, communication skills and knowledge of foreign languages.

A. Prokhorov describes several stages and types of development of the higher education institution in the creation of the brand of the university. They include: medieval university, classical university, neoclassical university, and global university. In turn, universities in the global university model distinguish project-oriented higher education institutions with entrepreneurial, corporate, and innovative features.

In general, it should be noted that in the formation of the brand of higher education, along with educational, scientific and international activities, it is expedient to pay attention to the quality of graduates.

In this bar, according to Shez and Sesoda, brand capital management is two trends, namely: [16]

The first is the technique of brand formation and management, which involves the idea that a company should increase the value of its brand capital and create tools to measure such value.

The second promotes the idea that the financial performance of brand capital should be reflected in the financial statements, capitalizing the costs incurred to create brand capital and depreciating it as an intangible asset.

Brand assets include intangible assets of the company, ie patents, copyrights, licenses, know-how. If the brand value is 40-90% of the company's market capitalization, then it can also be valued.

According to Russian scientist AA Pankrukhin, education is one of the fastest growing and most promising sectors of the economy in the world. According to industry experts, the share of demand for education in the world is growing significantly, and especially in dynamically developing countries, an average of 10-15% per year in higher education and postgraduate education. Such growth and development will increase the interest and activity of investors to invest in this area. [17]

It is necessary to understand and see the essence of brand management in education, to analyze the elements and aspects of the market of educational services. This requires, first of all, an understanding of the subjects of industry-specific brand communication and the function of these entities in this area. A one-on-one review of these relationships will allow us to set strategic goals for the proper implementation of brand management in the education system.

The real participants in the system of higher education are consumers (individuals, enterprises and organizations), intermediaries (including employment services, labor exchanges, khokimiyats, registration, licensing and accreditation of educational institutions and other relevant bodies of higher education).

A. According to Pankrukhin, a student is not only a user of the accumulated knowledge or a collection of knowledge, but most importantly its consumer and the product of the university. Higher education is characterized by the fact that consumers meet their cognitive needs, that is, the need to learn knowledge and innovation, not only in order to earn money through a diploma or certificate. [17] Therefore, the use of modern concepts of education is required to meet the interests and needs of the learner as a consumer.

Through a strong brand strategy, universities can become a strong education hub by turning their customers into loyal consumers. The reason is that the product of the university is determined by the employment of graduates and the high demand for them. It is obvious that the graduates and loyal students of the university always serve to raise the image of the university by contributing to the development of a particular field.

In accordance with the law of the Republic of Uzbekistan, educational institutions are divided into academies, universities and institutes according to the potential of professors and teachers.

CIS scientist A. According to Belostotskaya, any type of university and its affiliates can implement educational programs (primary general, basic general, secondary (full) programs) and general, primary and secondary special vocational education, only if it has a relevant license.

In addition to providing services to students of higher education, their activities can include postgraduate education, as well as advanced training and retraining, scientific and scientific-pedagogical, fundamental and scientific-practical research.

The basis of the higher education program, the workload and its requirements are determined by the state educational standards of the Ministry of Higher Education. Classes are available in full-time, part-time and part-time forms. The state education standard defines for higher education institutions the form in which these programs should be taught.

Graduates of higher education institutions, ie bachelors, will have a master's degree in the relevant specialty. In

Uzbekistan, "dual" forms of education of foreign universities based on cooperation with international universities on the basis of joint international programs are also developing. In this case, graduates are awarded a diploma in the educational program or specialty received by the accredited university, students who passed the final state exam.

The Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan sets admission quotas for universities based on the needs and requirements of employers. From 2018, the practice of admitting students who have not scored enough points to enter the university through a "super contract" has been introduced.

CIS scientists Yu.L. Shatava, M.Yu. In his research, Karpishchenko advocated discounting future earnings in assessing brand value, arguing that this was the most popular method, which, unlike the direct capitalization model, included detailed forecasting of future cash flows. The calculation of the residual value of the direct capitalization model is used in the initial assessment. This is because in the initial assessment, detailed forecasting is replaced by accepting the assumption that the expected rate of return will not change or change insignificantly. In addition, if the valuation of a brand is done for tax purposes, the uncertainty of service life is in conflict with depreciation. [17]

In assessing the value of the brand should take into account the impact of existing risks, which are:

- risks associated with the emergence of a "stronger" brand in the market, as well as other situations that may adversely affect future cash flows;
- risks associated with errors in the organization and implementation of the brand management system in the company (including marketing research, advertising campaigns and other activities);
- Risks associated with the emergence of counterfeit brands in the market.

The main challenge in assessing brand value using the revenue approach is to identify and forecast cash flows, as well as to establish an appropriate discount rate. Forecasting cash inflows should be based on economic growth rates, financial opportunities, as well as market capacity. It is recommended to make a forecast based on optimistic, pessimistic and most likely development scenarios in order to show a reliable assessment range.

The Discounted Cash Flow (DCF) method is considered by many authors and researchers to be the most effective method of estimating brand value [18]. The essence of the method is to determine the cash flows for the entire enterprise by determining the share of cash flows corresponding to the brand being valued in the future. Interbrand Zintzmeier & Lux AG, an international consulting firm that has played a key role in the popularization of the DCF method, has been publishing rankings of the largest and most popular brands every year since 2001, in conjunction with Business Week. [19]

In modern domestic and foreign valuation practice, there is no generally accepted procedure for valuing brand value. In general, different methods are used to assess the value of other intangible assets in valuing brands. However, their use in assessing brand value has its own characteristics. [20] In the dissertation work, five main types of determining the value of brand capital are considered. Since the scientific work is related to the brand capital of the university, the author proposed a formula for calculating the brand capital of the university:

$$BReq = \sum_{i=1}^n \beta * Pi + \sum_{i=1}^n Vnonb. + \sum_{i=1}^n Vfor. nonb. + \sum_{i=1}^n Vchar. + \sum_{i=1}^n Vpp. \quad (1.1.)$$

here,

1. Pi – average cost of educational services (thousand soums / year) (payment contract amounts in universities);
 2. $Vnonb.$ – Amount of extra-budgetary funds received for the study of students and listeners during the year (thousand soums / year);
 3. $Vfor. nonb$ – amount of extra-budgetary funds received for the study of foreign students and trainees (thousand soums / year);
 4. $Vchar.$ – Funds received from legal entities and individuals for educational activities in higher education, equipment, ie income from graduates and other sponsors (thousand soums, year);
 5. $Vpp.$ – additional contract amount (price increase);
- β – Coefficient representing the position of the university in the international rankings (QS, THE, etc.) (prone to adjustment).

The above indicators, which reflect the brand capital of the university, are the result of the university's activities and consumers' acceptance of the university.

Table 1: A coefficient scale that represents the university's place in the international rankings (QS)

| № | The role of the university in QS | Contract price difference (equal) | β – coefficients |
|---|----------------------------------|-----------------------------------|------------------------|
| 1 | 1-50 | ~ 50 | 50 |
| 2 | 50-100 | ~ 40 | 40 |
| 3 | 101-200 | ~ 35 | 35 |

| | | | |
|---|----------|------|----|
| 4 | 201-300 | ~ 20 | 20 |
| 5 | 301-500 | ~ 15 | 15 |
| 6 | 501-1000 | ~ 13 | 13 |
| 7 | 1000 + | ~ 1 | 1 |

Source: It is systematized by the author on the basis of information on the websites of a number of foreign universities.

According to the author, the territorial location of the university and the social policy of the host country are also factors influencing the cost of tuition. However, the position of universities in the ranking increases or decreases its attractiveness, reflecting its prestige. Using a scientifically abstract method, the study found that the university's place in the international rankings affects its tuition fees.

The complexity of using this method is that it takes time to find tuition fees at affiliated universities, and most universities do not keep brand capital accounts as an asset in accounting. The advantage of this method is that the growth of the university's reputation allows to assess its impact on brand capital, while fully reflecting the sources of formation of brand capital of the university.

As a result of the multi-stage and multifunctional process of the university brand should significantly improve the quality of education, strengthen its external economic relations, improve the internal socio-economic situation and many other systems that affect the initial goal of university education and student living conditions.

Thus, the proposed mechanism of higher education allows to create an easy-to-evaluate system of promotion of higher education (or faculty) by achieving pre-conceived goals. The objectives of HEI branding are based on creating a conducive environment for students and teachers.

IV. CONCLUSIONS

A study of the financial and combined approaches to valuing brand value available in the market allows us to draw the following conclusions:

- In the current situation, strengthening the image of the university to maintain its position in the market of educational services is becoming an important issue. Because relying on the quality of education alone is not enough to promote an educational service. Every university needs to shape its image;
- In our opinion, the qualitative and quantitative indicators of the image of the university are: the name of the university, logo, educational activities, quality of education, faculty capacity, financial, economic, social and other resources, as well as the education of applicants as an intangible component of the brand based on a subjective opinion about their services;
- Valuation of brand value is subjective, which is reflected in both the quantitative (financial) approach to the attempt to include in it the qualitative (consumer) aspect of the valuation of brand capital. Because different coefficients have a large share of assumptions in the form of expert estimates. No appraiser company fully covers their style, which turns their style into 'black boxes' for the customer;
- In assessing the value of the brand is much less rigorously tested than the sale of businesses and their divisions due to the limited circumstances of the sale of brands. The value of the brand capital of the university is developing in the media, telecommunications;
- The financial (value) assessment of the brand corresponds to the objectives of financial management, the definition of the results of mergers and acquisitions, but not for the purposes of brand management.

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