Orginal Article

Investigating the Impact of Social Responsibility on Brand Value and Brand Loyalty in Higher Education

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Introduction

Nowadays, attention to the environmental approaches of social responsibility is more important, therefore, many higher education centers are trying to be more socially responsible and less harmful to the environment due to environmental pressures from society. Social responsibility is of great importance and has strategic for organizations in all industries, universities and higher education institutions are no exception. Today's higher education industry has become increasingly competitive. As a result, the organization's social responsibility activities contribute to social welfare and enhance the university's reputation. Social responsibility as a strategy affects the performance of an organization in general and is expected to increase the equity value of a brand in particular. However, few studies specifically address the relationship between social responsibility and branding in higher education. Given this research gap, the authors aim to investigate how social responsibilities impact brand value and loyalty in this sector.

Method

This descriptive survey study involves students from the Shahid Chamran University of Ahvaz. A sample of 229 students was selected and surveyed. Data were gathered from field and library sources, and a standardized questionnaire was used for this goal. The field data was analyzed using the PLS-SEM method.

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Results

This research highlights the importance of social responsibility in fostering brand confidence in higher education. Increased trust in an educational brand correlates with greater loyalty among individuals. Thus, establishing and maintaining reliable, long-term relationships is crucial for a brand's success in the competitive higher education market.

Discussion

University presidents should work to enhance the university's relationship with industry and society, alongside financial aspects, to boost overall community satisfaction and foster a positive, responsible image of the higher education brand.

Keywords: Brand trust, Social responsibility, Brand Valu, brand loyalty