

Halo of Trust: An Integrative Framework Studying Brand Trust for Business Schools

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ABSTRACT

Marketing and branding of higher education occupies an important space today in the extremely competitive B-school market. This paper aims to explore the drivers of brand love, community and trusting the context of branding of business schools. The research paper explores, how the various brands constructs of experience, engagement, love and community come together to create a halo around brand trust for an institution. A cross-sectional study amongst the MBA students of elite Indian business school was conducted to explore the associations of the various constructs. Collected data was analyzed using confirmatory factor analysis and structural equation modeling to validate the theoretical framework. The findings of the paper delineate that brand experience and engagement predicts brand trust. The research also lends support to the argument that brand trust builds brand love, brand community and brand advocacy

Keywords: Brand trust, brand community, brand experience, brand engagement, brand loyalty.

