

# Brand Identification in Higher Education, Identity Threat and Students' Psychological Well-being: An Exploratory Study

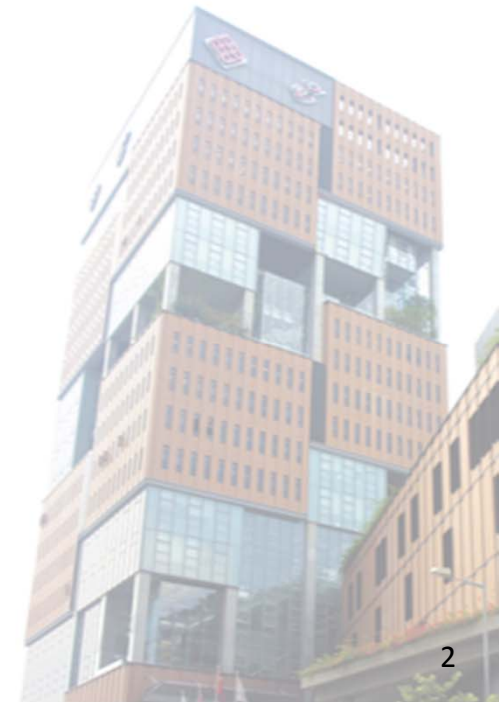
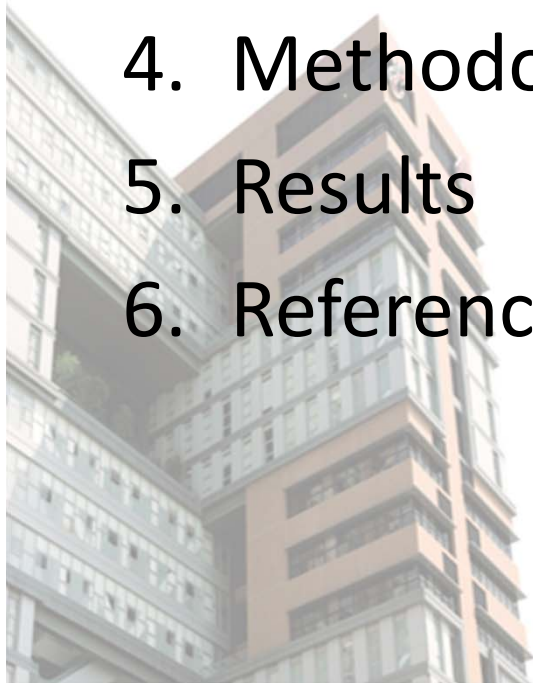
Dr. Daisy LEE

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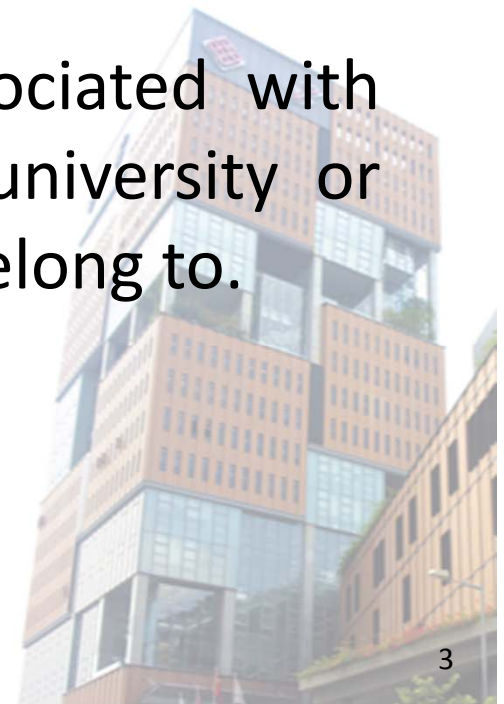
# Outline

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# 1. Background

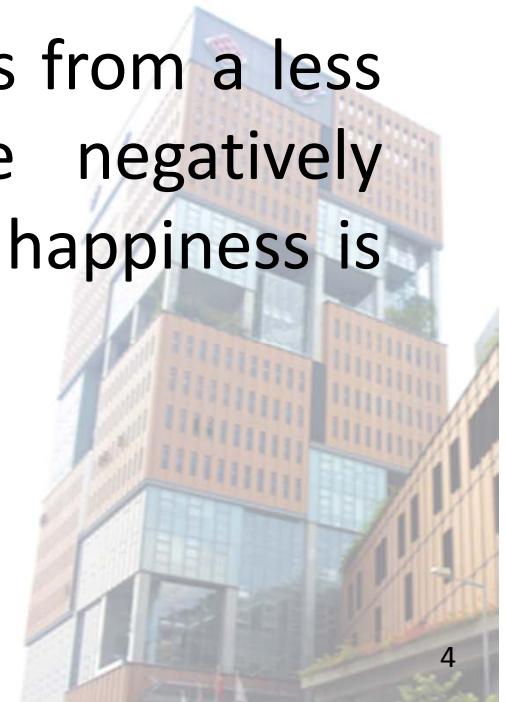
- There is a growing awareness of students' psychological well-being (also referred to as happiness) in relation to their social identity in higher education.
- Students' social identity is usually associated with the ranking and brand image of the university or higher education institution (HEI) they belong to.





## 2. Literature Review

- While universities develop their brands, the brand identity of universities also acts as a major symbolic resource of students' social identity formation.
- Although it seems obvious that students from a less prestige HEI are more likely to be negatively stereotyped, it is a misassumption that happiness is purely linked to the brand image of HEI.



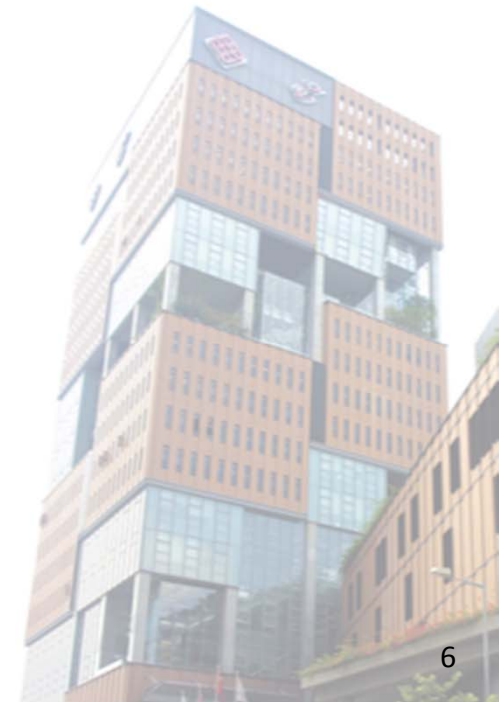
### 3. Research Objectives

This study developed a theoretical framework to explore the postulated relationship between students' psychological well-being and

- i. brand identification in higher education,
- ii. word-of-mouth (WOM) behaviour as a defence mechanism,
- iii. identity threat, and
- iv. school life satisfaction

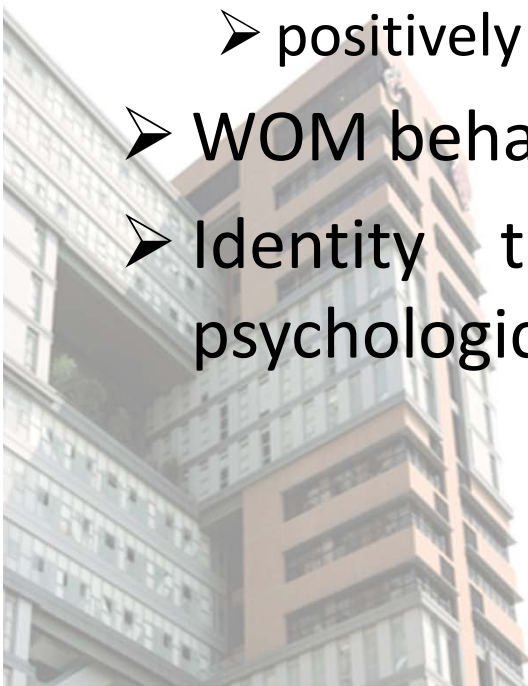
## 4. Methodology

Students from a local self-financing HEI were invited to participate in this pilot study ( $n = 52$ ) through online self-administrated questionnaires. Relationship between variables is examined using PLS-SEM.



## 5. Results

- Brand identification
  - positively influences students' psychological well-being and the relationship is fully mediated by school life satisfaction.
  - positively affects positive WOM
- WOM behaviour is not related to their well-being.
- Identity threat has no impact on students' psychological well-being



## 6. References

- References are available on request.

