



**THE INFLUENCING FACTORS OF BRANDING OF PRIVATE
HIGHER VOCATIONAL UNIVERSITIES-A CASE STUDY OF
SHANDONG UNIVERSITY OF ENGINEERING AND
VOCATIONAL TECHNOLOGY**

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**AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
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This Independent Study has been Approved as a Partial Fulfillment of the Requirement
of International Master of Business Administration

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Title: The Influencing Factors of Branding of Private Higher Vocational Universities-A Case Study of Shandong University of Engineering and Vocational Technology

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ABSTRACT

Higher vocational universities must enhance brand awareness and focus on building their own brand to maintain a competitive advantage. Shandong University of Engineering and Vocational Technology, a private institution, faces homogenization and must study and analyze factors affecting branding to develop the best strategy. This paper aimed to study on the influencing factors of branding of Shandong University of Engineering and Vocational Technology.

The objectives of the study were: 1) To explore whether brand awareness affects the branding of Shandong University of Engineering and Vocational Technology; 2) To explore whether brand positioning affects the branding of Shandong University of Engineering and Vocational Technology; 3) To explore whether brand management affects the branding of Shandong University of Engineering and Vocational Technology.

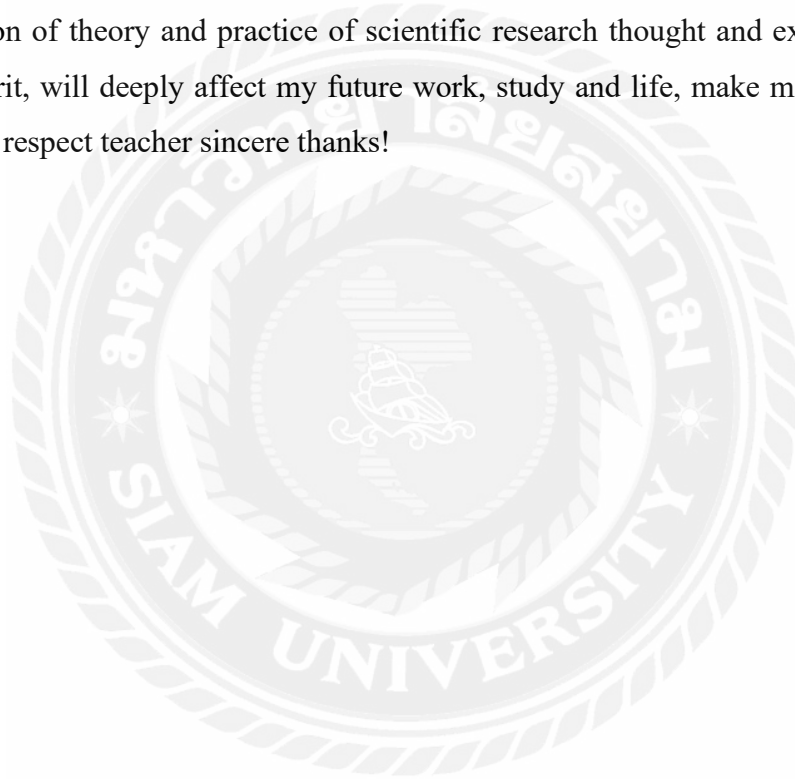
This study adopted a quantitative research method. In this study, a total of 378 questionnaires were distributed, with 346 valid questionnaires and the validity rate was 91.53%. The population was the instructors of Shandong University of Engineering and Vocational Technology. Combined with branding theory, the study results can be summarized as follows: 1) Brand awareness has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology; 2) Brand positioning has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology; 3) Brand management has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology. Recommendations for branding should focus on the following aspects: 1) Strengthen brand awareness; 2) Focus on brand positioning; 3) Refinement of brand management.

Keywords: influencing factors, branding, private higher vocational universities

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DECLARATION

I, Zhang Yuan, hereby certify that the work embodied in this independent study entitled “Study on the Influencing Factors of Branding of Private Universities-Taking Shandong University of Engineering and Vocational Technology as an Example” result of original research and has not been submitted for a higher degree to any other university or institution.



Zhang Yuan

Zhang Yuan
Feb 22, 2024

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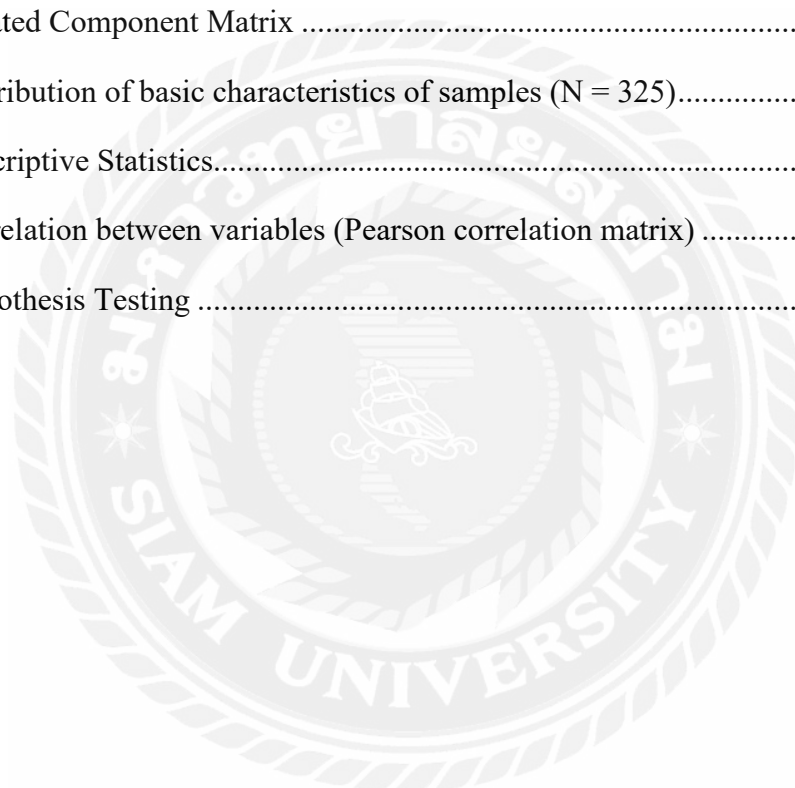


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Chapter 1 Introduction

1.1 Research Background

The continuous development of the economy and society will inevitably affect higher vocational education, which is closely related to it. With the development and reform of the market economy and society, the number of social demands for technical and skilled personnel is increasing, and the quality requirements of organizations and employers for graduates are also improving, which requires higher vocational education to increase the training of students and continuously improve the level and capacity of education and teaching. All these put forward new challenges to the development of higher vocational education (Köpsén, 2019). Modern higher vocational education is the inevitable product of the development of the times, it serves the needs of economic and social development is to promote the organization and the employer production line staff of sustainable career development of the type of education. With the reform and opening up, scientific and technological progress and the development of new industries, the importance of modern higher vocational education is gradually reflected, has become an important support for the comprehensive competitiveness of the country (Li & Islam, 2021).

The development of China's higher vocational education is relatively rapid, and the basic capacity of vocational universities has also been improved with the strong support of the government. The combination of industry-academia-research and school-enterprise cooperation within the institutions has been continuously strengthened, and inter-industry organizations have been encouraged to participate in the revision of the talent cultivation program and the curriculum construction of the institutions (Guleva, 2020), which have all led to the development of higher vocational universities to present a good trend. The development of higher vocational education has not only cultivated a large number of technical and skilled talents for the rapid development of China, but also gained wide recognition from all walks of life. Although the state vigorously promotes the development of vocational education, but in the process of this rapid development, China's vocational education exists worrying problems (Mincer, 2020).

The level of higher vocational education is uneven, some higher vocational universities in order to improve market competitiveness blindly to undergraduate universities to expand the scale of schooling, often ignoring the connotation of the institution's construction. Many higher vocational universities have serious similarities in professional settings, coupled with large enrollment scale, resulting in a grim employment situation for students. In addition, higher vocational universities to open the profession does not take into account the needs of society, resulting in social recognition is not high; school philosophy is more backward, there is no good communication and cooperation with the organization, the organization of the lower degree of participation; personnel training mode cannot adapt to the market economy and social needs of the changes; the degree of internationalization is low, and the

exchange and cooperation with the foreign education is weak (Guleva, 2020; Mincer, 2020). These problems are concentrated and also reflected in the process of rapid development of vocational education. In order to accelerate the development of vocational education and improve the existing problems at the same time, it is necessary to seize the opportunity of the development of higher vocational education, combined with the overall situation of economic, social and educational development, look at the problem through a strategic vision, and increase efforts to build a modern vocational education system by utilizing advanced concepts and international vision, which is an inevitable choice to promote the development of China's higher vocational education, to realize the massification of higher vocational education, and to build up into a human resources powerhouse.

In view of the current development of China's higher vocational education, the construction of brand is very necessary. While the number of higher vocational schooling is increasing, the number of college entrance exams of the right age is decreasing, and the number of higher vocational students is facing a yearly decrease, and all the major higher vocational universities are facing a white-hot situation in terms of the source of students. Coupled with the repetitive nature of the professional settings, only by strengthening its own branding can it continuously improve its visibility and establish a good brand image, so as to attract high-quality sources of students and promote the sustainable development of higher vocational universities (Köpsén, 2019; Li & Islam, 2021).

Higher vocational universities have a low degree of social recognition, most people do not have enough recognition of higher vocational education, and the employment market is also usually hit the wall phenomenon occurs. If you want to look for survival space in the competitive disadvantage of the situation to tap the prospects for development, higher vocational universities must strengthen the brand awareness, aware of the importance of branding for the development of their institutions, pay attention to the construction of their own brand, and combined with their own advantages to strengthen the construction, the use of brand advantages in the market competition to occupy a relatively advantageous position. Shandong University of Engineering and Vocational Technology is representative of private higher vocational universities (Köpsén, 2019; Li & Islam, 2021), facing the problem of homogenization. Therefore, branding is a certain necessity and urgency. There are many factors affecting branding, and they need to be fully studied and analyzed and the best strategy proposed in order to provide reference for the branding of Shandong University of Engineering and Vocational Technology.

1.2 Research Problems

With the continuous development of China's economy and society, the market has put forward higher requirements for the number and specifications of skilled personnel, which poses a new challenge to the development of higher vocational education. Modern higher vocational education serves the needs of economic and social development, and is the type of education that promotes the sustainable development of careers for employees on the front line of organizational production. With the development of social science and technology and new industrial fields, the modern higher vocational education system has gradually become an important support for national competitiveness.

In view of the development status of China's higher vocational education, social expectations for the quality of higher vocational education are getting higher and higher, and the competition among higher vocational universities is becoming more and more intense. Shandong University of Engineering and Vocational Technology accompanied by unclear philosophy of schooling, inaccurate positioning of specialties, the reduction of student sources, insufficient teachers and other problems, Shandong University of Engineering and Vocational Technology is facing a white-hot situation of student sources. In the face of competition, Shandong University of Engineering and Vocational Technology must pay attention to the important role played by branding in the process of institutional development. Therefore, it is of considerable significance to study the brand development of Shandong University of Engineering and Vocational Technology. Therefore, the following questions are raised:

(1) Dose brand awareness affects the branding of Shandong University of Engineering and Vocational Technology?

(2) Dose brand positioning affects the branding of Shandong University of Engineering and Vocational Technology?

(3) Dose brand management affects the branding of Shandong University of Engineering and Vocational Technology?

1.3 Research Objectives

The brand effect arises from product promotion. Because even when consumers are unable to buy through product experience, if the brand has a high degree of awareness and reputation, consumers will rely on the influence of the brand effect to make purchasing decisions. Therefore, the brand effect can bring great economic and social benefits to brand users. In order to evaluate the brand effect of Shandong Vocational and Technical University, a survey was conducted on the employees of Shandong University of Engineering and Vocational Technology. The branding of

Shandong University of Engineering and Vocational Technology needs to focus on brand awareness, brand positioning and brand management. Therefore, combined with the above analysis the purpose of this study is:

(1) To explore will brand awareness affects the branding of Shandong University of Engineering and Vocational Technology.

(2) To explore will brand positioning affects the branding of Shandong University of Engineering and Vocational Technology.

(3) To explore will brand management affects the branding of Shandong University of Engineering and Vocational Technology.

1.4 Research Scope

The scope of this study is Shandong University of Engineering and Vocational Technology. Other schools are not included in the scope of the study. The research subjects are the employees of Shandong University of Engineering and Vocational Technology. The surveyed employees need to have worked in Shandong University of Engineering and Vocational Technology for at least one year, have some understanding of the school's branding, and be able to give some comments. The study period is from October 1, 2013 to February 1, 2024. A questionnaire was used to collect information during the study. The questionnaire contained two main sections. The first part is the basic information about the survey sample. The second section mainly deals with Brand Awareness, Brand Positioning, Brand Management, Branding etc.

1.5 Research Significance

Since China has traditionally emphasized theoretical education and relatively neglected vocational and practical education in terms of educational tradition, this has resulted in a relatively weak theory of vocational education. This study can help to build the theoretical aspect of vocational education to a certain extent. Secondly, the study of branding of higher vocational colleges realizes the grafting of higher vocational education and branding, and the two seemingly distant fields can be combined together to realize the integration of the business concepts of different fields, and helps to improve the understanding of the importance of branding of higher vocational education, so as to promote the development of higher vocational education, which is in itself an innovative move (Khanna et al., 2014).

From the practical value point of view, higher vocational education brand research has a strong practical relevance. In the decades of high-speed development of higher vocational education, higher vocational universities generally lack of funds for running

schools, running school characteristics are not distinctive, the lack of teachers and low social acceptance and many other problems, especially general higher vocational universities (Yuan et al., 2016) at the same time also face a sudden drop in the source of students and the market incentives to compete. If you want to break through and gain a competitive advantage, higher vocational universities must introduce the concept of branding, pay attention to branding and establish a good image of the brand, create their own characteristics of the profession, and take the road of development of brand strategy.

In recent years, Shandong University of Engineering and Vocational Technology has gradually begun to realize the importance of branding, and also started to carry out matters related to branding. However, due to various reasons, the progress of branding in the college is relatively slow and not systematic and comprehensive enough (Zhu et al., 2017). This study attempts to explore and analyze the influencing factors of branding of Shandong University of Engineering and Vocational Technology through research, with the help of literature and empirical studies, so as to provide a specific strategy for the development and branding of Shandong University of Engineering and Vocational Technology, with a view to providing certain reference value for the branding and management of Shandong University of Engineering and Vocational Technology.

1.6 Theoretical Framework

Brand Awareness: Brand awareness refers to the extent to which consumers recognize and understand a brand, including the brand name, logo, products, services and other aspects of awareness. Brand Awareness reflects consumers' familiarity with the brand, and high brand awareness usually means that the brand has a high degree of exposure and recognition in consumers' minds, and a high degree of loyalty to the brand.

Brand Positioning: Brand positioning refers to the unique position that a brand occupies in the target market, including the brand's position in the minds of consumers, and the difference between the brand and its competitors. Brand positioning determines the status and perception of the brand in the minds of consumers. By determining a clear brand positioning, the brand can stand out in the competitive market and attract target consumers.

Brand Management: Brand management refers to a series of strategies and measures taken by an enterprise to enhance brand value and maintain brand image, including brand positioning, communication, product quality control and other aspects. Brand management is a long-term and comprehensive work, through effective brand management can enhance brand competitiveness, increase market share, and establish brand trust and recognition in the minds of consumers.

Branding: Branding refers to a series of strategies and activities taken by an enterprise to build a strong brand image and brand value, including brand positioning, brand communication, product innovation and other aspects. Branding is a systematic project that requires enterprises to carry out comprehensive strategic planning and implementation at different levels. Through continuous branding, this paper can enhance the status and competitiveness of the brand in the market and realize the long-term sustainable development of the brand.



Chapter 2 Literature Reviews

2.1 Introduction

2.1.1 Brand Definition

The earliest of branding is derived from medieval Old Norse, which was initially used as a mark on cattle so that they could be distinguished from other people's property belongings (Astor, 1967). In the Middle Ages, a brand was a mark of a commodity, and its connotation was simply a visual identifier that represented or symbolized a product. The concept of branding has developed and evolved over time due to its own connotations, and so have the definitions made of it. Until today, there is still no unified, universally recognized definition of a brand in the marketing and advertising world (Moorthi, 2017).

Brand is a kind of symbol that can distinguish competitors. Brand is a name, noun, mark, symbol, design or a combination of them, the purpose of which is to identify a seller or a group of sellers of products or services, and make it different from competitors' products and services. A brand is a feature that distinguishes one product from another. Brand is the relationship between the product and the consumer. Brand reflects the relationship between the product and the customer. Brand is a commodity through the consumer's perception, experience, trust and emotion, to obtain a place in the relationship established by the core of the meaning of the brand is unique, and uniqueness depends on the consumer's perception. Brand is an intangible asset of an organization. A brand is the intangible sum of a product's name, attributes, price, packaging history reputation, and advertising methods, i.e., a brand is an intricate symbol of an organization's and consumers' impression of its use (Tollington, 1998).

A brand is a promise made by an organization to its consumers. A brand is a visual pattern or name given to the products and services offered by an organization to distinguish it from competitors' products and to assure customers that the product is of high and lasting quality. In the era of brand consumption (Boon et al., 2016), winning the hearts of consumers is far more important than production itself, and brand image is far more important than products and services themselves. This paper believes that brand is a specific thing that can be distinguished from competitors by the combination of name, symbol, attribute, packaging, culture, reputation and advertisement, etc. This group of specific things not only contains the commitment and credit of the product or service provider, but also includes the consumer's perception and emotional relationship to the product or service (Nabbe & Brand, 2021).

2.1.2 Branding connotations of higher education institutions

Brand is the main factor and strategic wealth of the competitive advantage of higher vocational universities, and it is a unique professional brand recognized by the public that is gradually formed in the process of its schooling. It includes the social awareness, reputation and loyalty of various elements of the school, i.e., professional setting faculty, teaching conditions, campus culture and environment.

Specifically, the brand of higher vocational universities refers to the visibility and prestige of vocational universities embodied in many aspects, such as the purpose of schooling, conditions of schooling, quality of schooling faculty, social satisfaction and so on. It is the result of the combination of brand theory and higher vocational education theory. Once the higher vocational universities have formed their own brand, they will convey a kind of information on behalf of campus culture to students, parents and the society, and show a good image including the level of school running, school running characteristics and school running advantages. Although the brand of higher vocational universities is an intangible asset, it can be converted into a tangible asset if it is maintained and publicized in an appropriate way, which can help higher vocational universities to obtain material wealth, thus promoting its continuous optimization in a virtuous cycle and generating the brand effect.

With the gradual application of branding theory in the field of education, education branding and school branding have been slowly derived. School branding can be categorized into two understandings: broad and narrow. School branding in the narrow sense refers to the name of the school and the symbols that can be used as the name of the school, such as signs, emblems, etc. The school brand in the broad sense refers to the name of the school. The school brand in the broad sense refers to a school in the process of long-term educational practice gradually formed and recognized by the public, with a specific cultural heritage and identification symbols of an intangible asset.

2.1.3 Branding Theory

(1) Definition of Branding Theory

The most valuable assets of an organization are not tangible assets, but intangible assets built on branding, so branding has become the key to the formation of an organization's core competitiveness and sustainable development. Branding is a long-term dynamic process, refers to the owner of the brand design, publicity, maintenance of behavior and efforts (Jin & Phua, 2014). The research on brand creation theory has lasted for more than half a century, and the theoretical research has been progressing and developing. Western scholars on the theory of brand creation can be roughly divided into four stages: advertising marketing, marketing integration, full brand creation and brand creation based on added value. The most representative brand

creation theories include brand positioning theory, brand creation theory based on customer value creation and brand creation theory based on brand identification (Kosmützky & Putty, 2015).

The core of branding theory is to advocate the use of a new communication method in advertising strategy, so as to create a more effective communication effect. Branding is about creating a favorable position for a brand in the minds of potential consumers, and brand communication should try to express the concept of "first". Branding theory also suggests that in the case of increasing product homogenization, brand communication should be more creative in advertisements to show the difference with similar brands in the category. In fact, branding theory is the process by which organizations demonstrate the unique personality of branded goods to target consumers (Ng & Forbes, 2009).

Brand identity theory is a great addition to brand creation theory. The creation of brand theory is mainly divided into three steps: the first step is to start the strategic analysis of the brand, which includes customer analysis, competitor analysis and self-analysis; the second step is to design the brand recognition system through the analysis of the internal and external environment. Brand identity is mainly embodied in four aspects: brand products, brand organization background, brand personality and brand symbols and meanings. Finally, the brand's goal orientation is determined: the value that can be created for customers is functional, emotional or self-expression benefits, and it is clear whether the brand can provide support for other brands (Nabbe & Brand, 2021).

(2) Brand Awareness

Brand awareness plays a crucial role in the branding of higher vocational education. First of all, brand awareness is the embodiment of the school's popularity and recognition in the external society. Through effective brand communication and marketing strategies, schools can convey their own characteristics, advantages and core values to the society at large, thus establishing a positive brand image. The establishment of such an image is crucial to attracting more students, outstanding faculty and staff, as well as the support of resources outside the school. Second, brand awareness also has a direct impact on the building of campus culture within the school. (Cakmak, 2019) A school with strong brand awareness is often able to gather more alumni, students and staff to work together for the development of the school, forming a united and positive campus cultural atmosphere. This cultural atmosphere can not only enhance the sense of belonging and pride of school members, but also inject more positive energy into the school's brand image.

In addition, brand awareness also has an important impact on the quality of education and academic reputation of the school. A school with strong brand awareness tends to attach great importance to the improvement of education quality and the innovation of academic research, and endeavors to improve the comprehensive quality and employment competitiveness of students, thus further consolidating and enhancing the brand status of the school. Brand awareness plays an important role in the branding of higher vocational education, which not only concerns the image and reputation of the school in the external society, but also directly affects the campus culture construction, education quality improvement and academic reputation shaping within the school. Therefore, schools should attach great importance to the cultivation and enhancement of brand awareness, and continuously consolidate and improve their brand status through effective strategies and measures (Ali, 2019).

(3) Brand Positioning

Brand positioning should take the product as the carrier, seize the consumption psychology of potential customers, and find a strong position in the minds of consumers that distinguishes it from its competitors. It emphasizes the streamlining and selection of information dissemination to obtain the desired effect, adapting to the intense changes in the internal and external environment through repositioning, consolidating the original positioning or obtaining new development through repositioning. Brand positioning is the core and centralized expression of market positioning. Establishing a good brand as well as organizational image can gain the recognition of target consumers and build a bridge between products and consumers (Himawan, 2019). Brand positioning should not only consider consumers, but also analyze the consumer market and products. Brand positioning is a strategic behavior, generally based on market research and segmentation, to find the organization in the industry sector has the uniqueness and advantages, the use of points of difference to position the organization's brand, and match with the needs of consumer groups in the target market, to make clear a unique position, and then the use of publicity media, to capture the consumer's consumption of psychology, leaving a deep impression in their minds, and to establish a strong association and a special impression. The goal of brand positioning is to gain a competitive advantage in the industry, correct positioning and distinctive features can clarify the target market (Janiszewska & Insch, 2012). Successful positioning of the brand will make the consumer group pay attention to the uniqueness of the goods from the subjective point of view, so as to form a stable consumer group, so that the organization to establish a reputation, in the same industry competition to form an advantage.

(4) Brand Management

Brand management refers to the process of systematic and comprehensive planning, organizing, coordinating and controlling the brand in order to achieve the brand objectives. Determining the school's brand positioning is the first task of brand management. Through market research and analysis, determine the school's core competitive advantages and target audience, and clarify the school's positioning and differentiation advantages in the education field. Brand management entails communicating the school's brand image and core values to the external community and target audience through effective communication strategies. This includes online and offline means of branding, advertising, and PR activities, as well as the use of social media, websites, and other platforms for the distribution and dissemination of brand content (Lin & Siu, 2019). Brand management for schools needs to focus on the brand experience of internal audiences such as students, staff and alumni. Through the provision of quality educational services, colorful campus cultural activities and a good campus environment, the internal audience's sense of identity and satisfaction with the school's brand can be enhanced. Brand management requires the establishment of an effective monitoring mechanism to continuously monitor and evaluate the brand image and reputation (Chernatony, 2014). Through regular brand surveys, public opinion monitoring and competitor analysis, problems and challenges in brand management can be identified and solved in a timely manner, and the brand management strategy can be optimized continuously. Brand management also requires the establishment of a sound crisis management mechanism to respond to various emergencies and negative situations that may affect the brand reputation in a timely manner and protect the image and reputation of the university brand. Brand management plays a crucial role in the brand construction of Shandong University of Engineering and Vocational Technology, and through effective brand management, the brand image and reputation of the school can be improved, and the competitiveness and attractiveness of the school can be enhanced.

2.2 Theory Reviews

Higher vocational education must implement the brand strategy, to create a brand of vocational education, is a necessary road for higher vocational universities to achieve sustainable development. Higher vocational education must implement the brand strategy, create vocational education brand, is a necessary road for higher vocational universities to realize sustainable development. Higher vocational education is going to enter into connotation-based development from scale expansion development (Liu & Ning, 2017). The characteristics of higher vocational universities are not outstanding and the fierce competition in the education market they face, which determines that they must survive and develop through the construction of education brand. To create education brand, the foundation is education quality, and the key is schooling characteristics. The creation of higher vocational education brand is an important strategy to realize the survival and development of each higher vocational institution (Jiao, 2020; Lin, 2021).

The path of branding of higher vocational universities is studied, the philosophy of running schools with the times and clear positioning of running schools is the core of the implementation of the brand strategy, improving the quality of running schools and strengthening the strength of running schools is the basis of the implementation of the brand strategy, and the unity, pragmatism, and enterprising leadership under the leadership of the excellent president is the guarantee of the implementation of the brand strategy. Through the analysis of the basic ideas of brand marketing and the characteristics and practice of China's higher vocational education, the branding of higher vocational universities (Liu & Ning, 2017) should do the following five aspects of work "brand positioning, resource integration, brand publicity, brand expansion, brand maintenance". Higher vocational universities are actively exploring their own unique mode of operation and personnel training. Most of the exemplary higher vocational universities have chosen to serve the regional economy, closely follow the development of the industry, and create distinctive specialties according to the regional economic structure and industry development needs in the process of forming their own unique schooling characteristics. Innovative talent cultivation mode, reflecting schooling characteristics. The innovation of talent cultivation mode of higher vocational universities is mainly based on the combination of work and study, school-enterprise cooperation. Demonstration of higher vocational are actively exploring suitable for their own combination of engineering mode, in order to form the characteristics of schooling (Lin, 2021).

Higher education marketing is an inevitable choice to enhance the competitiveness of universities, and the development and implementation of higher education marketing is of great significance. School marketing helps to enhance the image and visibility of the school; the effective use of educational resources can improve the quality of service; market segmentation can enrich the competitive situation and promote the diversity of organizational forms, thus improving competitiveness (Jiao, 2020). School marketing enhances the public image of the school, facilitates access to educational resources, and increases the effectiveness of student learning. The representative models of higher vocational education in the world include community colleges in the United States, "dual system" in Germany and junior colleges in the United Kingdom. They have formed distinctive models in their own development process, and have played a certain role in the development of higher vocational education in other countries. By analyzing the talent cultivation and running mode of higher vocational education in developed countries, the main features can be summarized as follows (Li, 2019).

The government attaches importance to it and the system is sound. The governments of developed countries guarantee the healthy development of higher vocational education through sound policies, laws and regulations. School-enterprise cooperation, industry-academia combination of higher vocational education model. For example, in Germany's "dual system", students have signed contracts with enterprises before enrolling in dual system schools. Curriculum system co-development. Higher

vocational curriculum system in developed countries is more scientific and rigorous, and is jointly developed by people from the industrial and commercial sector and people from the education sector. The development and selection of course content is mainly based on the characteristics and needs of occupational clusters, industries or enterprises. In this way, the course content focuses on the cultivation of vocational ability and emphasizes the learning of basic knowledge (Et. al., 2021).

2.3 Theoretical Framework

This study takes higher vocational and technical universities in particular and higher vocational colleges in general to form their own characteristics, improve teaching quality, and expand the visibility and reputation of colleges through brand creation as a way to build core competitiveness and win the market. Based on the analysis of Cognitive Evaluation Theory, Brand Awareness, Brand Positioning, Brand Management as the influencing factors of branding of Shandong University of Engineering and Vocational Technology. Among them, brand awareness, brand positioning, brand management are independent variables; Branding is the dependent variable. The model framework is shown in Figure 2.2

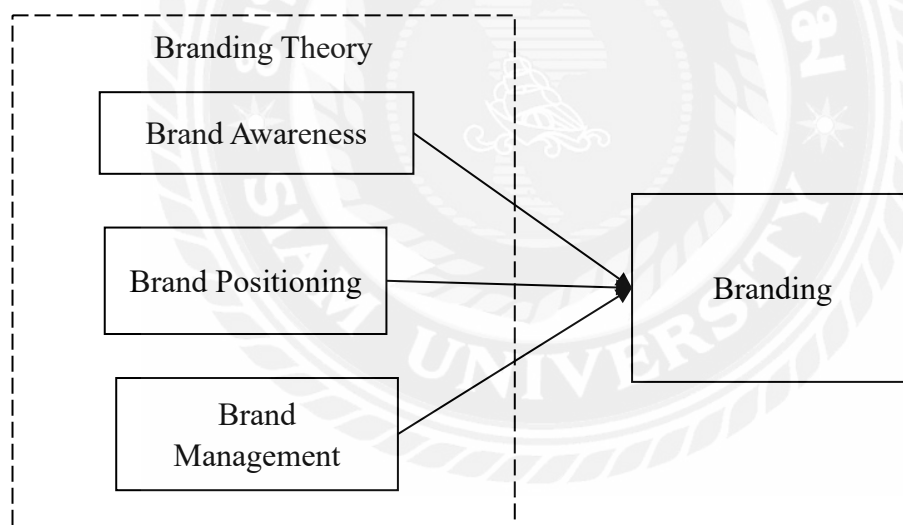


Figure 2.2 Theoretical framework

Chapter 3 Research Methodology

3.1 Introduction

This study focuses on the influencing factors of branding of Shandong University of Engineering and Vocational Technology. Combined with Branding Theory, the independent variables in the research model were identified as brand awareness, brand positioning, brand management, and the dependent variable was branding. The questionnaire is set according to the classical scale in the research process, and the hypotheses are formulated according to the relationship between the variables. The research population and specific sample size were determined according to the purpose of the study, and the data collection was done by mail. The reliability and validity of the collected data need to be analyzed before analyzing the relationship between variables and hypothesis testing. The reliability of the data was judged by Cronbach's alpha. Validity was judged by Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO). And Bartlett's Test of Sphericity were judged. This study conducted a survey to collect data. Sample data was collected using Likert 5-point scale.

3.2 Research Design

This study adopts quantitative research. The factors affecting the branding of Shandong University of Engineering and Vocational Technology are taken as the object of the study. According to branding theory, it is determined that the important factors affecting counselor studio construction strategies include three aspects which are brand awareness, brand positioning, brand management.

Questionnaire scale design was conducted based on relevant research and theories. Design the measurement question items for each variable. A five-point Likert scale was used to measure each item. Brand awareness has 6 measurement items, including brand awareness, brand meaning, purchase intention, etc. Brand positioning has 6 measurement items, including brand concept and characteristics, as well as the university's teaching, research and employment, etc. Brand management has 6 measurement items, including brand management, brand image, brand identity, etc. Branding has 4 measurement items, including branding method, strategy, target market, etc. See Table 3.1.

Table 3.1 The measurement items

Variate	Measuring item	NO.
Brand Awareness	1. do you know Shandong University of Engineering and Vocational Technology well?	Q1
	2. what is the significance of Shandong University of Engineering and Vocational Technology to you?	Q2
	3. when you think of Shandong University of Vocational Engineering and Technology, do you have a very clear idea?	Q3
	4. are you willing to buy or use the products or services provided by Shandong University of Engineering and Vocational Technology?	Q4
	5. Do you have a very good impression of Shandong University of Vocational Engineering and Technology?	Q5
	6. would you be interested if someone mentioned Shandong University of Engineering and Vocational Technology to you?	Q6
Brand Positioning	1. you think the brand positioning of Shandong University of Engineering and Vocational Technology in the field of education is relatively clear.	Q7
	2. you know more about the educational philosophy and characteristics of Shandong University of Engineering and Vocational Technology.	Q8
	3. in your opinion, the characteristics of Shandong University of Vocational Engineering and Technology in the field of teaching are clear.	Q9
	4. in your opinion, the orientation of Shandong University of Engineering and Vocational Technology in terms of academic research is relatively clear.	Q10
	5. you know more about the employment situation of the graduates of Shandong University of Vocational Engineering and Technology.	Q11
	6. in your opinion, Shandong University of Engineering and Technology has a clear position in the quality of education.	Q12
Brand Management	1. For you, Shandong University of Vocational Engineering and Technology is doing a good job in brand management.	Q13
	2. for you, Shandong University of Engineering and Vocational Technology is doing a good job in maintaining its brand image and reputation?	Q14
	3. for you, Shandong University of Engineering and Vocational Technology has done a good job in brand communication and publicity?	Q15
	4. you think Shandong University of Vocational Engineering and Technology is better at handling brand crisis and negative events?	Q16

	5. do you think Shandong University of Vocational Engineering and Technology manages its brand logo and visual identity effectively?	Q17
	6. do you rate the brand management team of Shandong University of Vocational Engineering and Technology highly?	Q18
Branding	1. do you think the brand image of Shandong University of Engineering and Vocational Technology has been built and maintained to a great extent in the target market?	Q19
	2. you are satisfied with the way and strategy of branding of Shandong University of Engineering and Vocational Technology?	Q20
	3. do you think the brand of Shandong University of Vocational Engineering and Technology has a greater influence in the target market?	Q21
	4. you think the branding of Shandong University of Engineering and Vocational Technology has a greater impact on its position in the highly competitive education sector?	Q22

Each variable was analyzed and organized according to the literature and variable operational definitions. The measurement question items for each variable will be used as indicators and content for the specific collection of variable data. Once the questionnaire has been designed, the questionnaire will be distributed according to the requirements, with the primary survey population being the counselors in Shandong University of Engineering and Vocational Technology. During the data collection process, the data will be screened according to the time response status of the questionnaire. Invalid questionnaires will be eliminated and valid questionnaires will be organized to lay the foundation for later data analysis.

3.3 Hypothesis

The independent variables in this study are brand awareness, brand positioning, brand management. The dependent variable is branding, and the model is constructed based on the analysis and the relationship between the variables. The relationship between variables is set through hypotheses. Therefore, hypotheses are formulated:

H1: Brand awareness has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology.

H2: Brand positioning has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology.

H3: Brand management has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology.

Combined with the above analysis, the hypothetical model of the influencing factors of Branding of Shandong University of Engineering and Vocational Technology is constructed and the interrelationships among the variables are confirmed. See figure3.1.

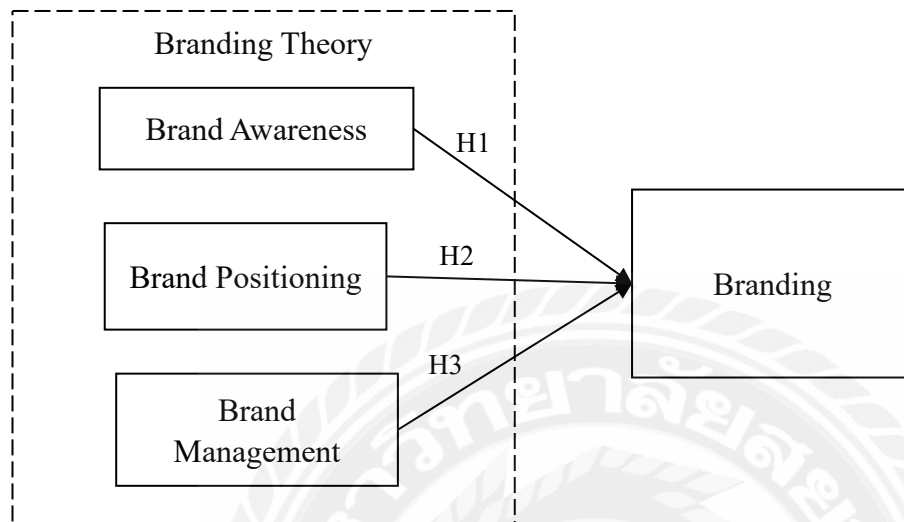


Figure 3.1 Hypotheses

3.4 Population and Sampling

The scope of this study is Shandong University of Engineering and Vocational Technology. Other schools are not included in the scope of the study. The research subjects are the employees of Shandong University of Engineering and Vocational Technology. The surveyed employees need to have worked in Shandong University of Engineering and Vocational Technology for at least one year, have some understanding of the school's branding, and be able to give some comments.

The sample ensured is fully representative of the entire school instructors so that more representative and reliable findings can be obtained. According to the data statistics of Shandong University of Engineering and Vocational Technology, there are 1300 faculty members. Therefore, this time, the random sampling method was used for sample selection, in which the sample size was calculated according to.

$$N = \frac{r^2 * \rho(1 - \rho)}{\beta^2}$$

The calculation gives the sample size for this sample survey as 377.89, so the number of people to be sampled is 378.

3.5 Data Collection

Data collection for this survey was accomplished primarily through the Personnel Office of the Shandong University of Engineering and Vocational Technology, which was provided with a list of the faculty and staff of the University. Based on the list, each faculty member was numbered to ensure that everyone had an equal chance of being selected. Using a random number generator, a certain number of faculty members were randomly selected from the list to form the study sample. Based on the sample drawn, the selected faculty members were contacted via e-mail. The faculty members were informed of the purpose and importance of the study and the contribution of their participation. Clear survey instructions and a confidentiality statement were provided to ensure that the privacy of the participants was protected. To increase participation, provide incentives such as a commitment to participate in feedback on the results of the study. Ensure that questionnaires or interviews are designed to be concise and minimize the burden on participants. The study period is from October 1, 2013 to February 1, 2024. After counting, 378 electronic questionnaires were distributed and 346 valid questionnaires were recovered, with a recovery rate of 91.53%.

3.6 Data Analysis

3.6.1 Reliability

Based on the data collected, the data was organized and filtered. The missing values in the research data were eliminated, while the variables assigned to the research were loaded into the SPSS software for analysis. By applying Cronbach's alpha coefficient to analyze the reliability and validity of the data of this research, and then determine whether the intention and purpose of the survey can be carried out through the questions in the questionnaire to reflect the validity of this dissertation research, as well as whether the information and content are reliable. The questionnaire reliability analysis is mainly used to test whether the questionnaire questions used in this research are stable, reliable and not related to whether the data is correct or not. The size of Cronbach's alpha coefficient can reflect the reliability of the reliability or not. When the obtained coefficient is greater than 0.8, it indicates that the reliability of the questionnaire is better; if the obtained coefficient is in the range of 0.6-0.8, it indicates that the reliability of the questionnaire is generally acceptable; if the obtained coefficient is less than 0.6, it indicates that the reliability of the questionnaire is not able to meet the standard. Cronbach's Alpha were used in the study to test the reliability of each topic in the questionnaire.

The Cronbach's alpha coefficient of Brand Awareness is 0.894, the Cronbach's alpha coefficient of Brand Positioning is 0.874, the Cronbach's alpha coefficient of Brand Management is 0.873, and the Cronbach's alpha coefficient of Branding is 0.868.

All of them are in the range of 0.8~0.9, which indicates that the reliability of this paper's questionnaire is better, and then the validity can be further analyzed. This indicates that the reliability of the questionnaire of this survey study is very good, as shown in Table 3.2.

Table 3.2 Variate reliability test

Variate	Cronbach's Alpha	N of Items
Brand Awareness	0.896	6
Brand Positioning	0.902	6
Brand Management	0.889	6
Branding	0.837	4

3.6.2 Validity

Reliability analysis is an analysis done from the perspective of stability of the scale. In order to test whether the items of the scale can accurately respond to the actual situation of the variable being measured, the scale needs to be examined by validity analysis. Validity analysis generally includes methods such as exploratory factor analysis and validation factor analysis. The validity analysis was analyzed using SPSS software. Reliability analysis is done from the perspective of stability of the scale. Generally, two indicators are used to test the validity of the questionnaire: KMO and Bartlett's ball test, KMO is a value between 0 and 1. The larger the KMO value is, the stronger the correlation between the variables, the more suitable the original variables are to be analyzed in factor analysis, and vice versa. According to the KMO criterion, the KMO should be greater than 0.7 for factor analysis.

The validity of the questionnaire was analyzed, and according to the results of the data amount analysis, the validity of the questionnaire was good. The index of validity analysis is Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO), the KMO value is 0.927, which is greater than 0.7, and the Sig. value of Bartlett's Test of Sphericity is less than 0.000, which indicates that it is significant.

Table 3.3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.927
Bartlett's Test of Sphericity	Approx. Chi-Square	3525.006
	df	153
	Sig.	0.000

The collected data and the related data were calculated based on the Maximum Variance Method, which showed that a total of four common factors were extracted, which is in line with the three variables designed in the questionnaire. Meanwhile, according to the calculation results, it can be concluded that the explanation of the

dependent variable by the five male factors is 66.487%, which is more than 50%, and meets the requirements, see Table 3.4. The calculation results by Rotated Component Matrix show that the question-item differentiation validity of each factor is good, see Table 3.5.

Table 3.4 Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		Rotation Sums of Squared Loadings	
	Total	% of Variance	Cumulative %	% of Variance	Cumulative %	% of Variance	Cumulative %
1	7.034	39.075	39.075	39.07	39.075	22.85	22.854
2	3.071	17.061	56.136	17.06	56.136	22.27	45.126
3	1.863	10.351	66.487	10.35	66.487	21.36	66.487
4	0.574	3.189	69.675				
5	0.521	2.897	72.572				
6	0.511	2.84	75.412				
7	0.469	2.606	78.018				
8	0.455	2.527	80.545				
9	0.443	2.459	83.004				
10	0.427	2.373	85.377				
11	0.397	2.208	87.585				
12	0.391	2.171	89.756				
13	0.379	2.104	91.859				
14	0.361	2.004	93.864				
15	0.328	1.823	95.687				
16	0.279	1.552	97.239				
17	0.264	1.466	98.705				
18	0.233	1.295	100				

The results of the factor analysis need to be practically meaningful for each factor. Rotating the factor loading matrix makes the relationship between the original variables and the factors more salient, i.e., each variable has a larger loading on only one common factor and a smaller loading on the other common factors. Also, the factors were rotated to be able to better categorize each of the original variables. The rotated formation matrix was performed by the maximum variance method to verify that there is no covariance in the question items measured by each variable and analyzed based on the maximum eigenvalue. Through the results of Table 3.5, it can be learned that a total of five factors were extracted, and each variable has a large loading on only one common factor, while the loadings on the other common factors are small, indicating that each variable has a better but differentiated validity.

Table 3.5 Rotated Component Matrix

	1	2	3
Q1	0.060	0.844	0.099
Q2	0.076	0.803	0.105
Q3	0.062	0.774	0.161
Q4	0.086	0.789	0.219
Q5	0.111	0.778	0.202
Q6	0.090	0.763	0.170
Q7	0.869	0.095	0.162
Q8	0.786	0.073	0.184
Q9	0.761	0.090	0.239
Q10	0.788	0.111	0.183
Q11	0.792	0.053	0.174
Q12	0.790	0.079	0.203
Q13	0.244	0.267	0.717
Q14	0.148	0.194	0.762
Q15	0.219	0.190	0.748
Q16	0.189	0.168	0.769
Q17	0.225	0.102	0.777
Q18	0.184	0.129	0.781

Chapter 4 Findings

4.1 Introduction

In the present investigation, data were gathered by creating an online survey, and 346 reliable responses were obtained. The data were evaluated for both validity and reliability. The acquired data was deemed to be reliable and valid, and it could be examined using correlation and descriptive statistical analysis. The relevant data in this study were subjected to descriptive statistical examination and correlational evaluation. The analysis was conducted in order to clarify the connections between each of the variables. The hypotheses are investigated using correlation analysis.

4.2 Description of statistical variables

In the survey, a total of 335 valid questionnaires were collected from the faculty and staff of Shandong University of Engineering and Vocational Technology. By organizing and analyzing the data of the study, for the gender aspect of the survey, it was obtained that the sample of the study was 178 males, accounting for 51.4%, and 168 females, accounting for 48.6%. In the survey on age, a relatively even distribution of age can be observed. In the survey on education, the distribution of the educational level of the sample is relatively even. In the survey on jobs and work experience, the distribution of samples is basically in line with the actual situation. As shown in Table 4.1. The sample as a whole met the statistical requirements.

Table 4.1 Distribution of basic characteristics of samples (N = 325)

Item	Options	Frequency	Percent%
Gender	Male	178	51.4
	Female	168	48.6
Age	Under 30	110	31.8
	30-50	119	34.4
	Over50	117	33.8
Education	High school and below	91	26.3
	Bachelor's degree	88	25.4
	Master degree	74	21.4
	Higher than the Master's degree	93	26.9
Position	Operation	105	30.3
	Lecturer/instructor	109	31.5
	Other	132	38.2
Tenure	Less than 1 year	77	22.3
	1-2 years	54	15.6
	3-5 years	83	24.0
	6-7 years	67	19.4
	More than 7 years	65	18.8
Total		346	100.0

Descriptive statistics on the sample as a whole can provide a more intuitive measure of the subject sample as a whole. The mean method and standard deviation are generally two important indicators of descriptive statistics for an overall sample. The standard deviation reflects the relative dispersion of the data in the overall sample, while the mean reflects the concentration of the sample on a particular concept or underlying situation. The small differences in each question item indicate that the measurement of each question item was relatively evenly. Based on the analysis, the Mean Statistic for each of the variables evaluation and incentive mechanism, platform building, resource sharing, career development ranged from 3.38 to 3.89. This suggests that the measurement of each question item is rather homogenous.

Skewness is used to assess the symmetry of the data distribution. A normal distribution has a skewness of 0. If skewness > 0 , it is positively skewed, with the long tail on the right side; if skewness < 0 , it is negatively skewed, with the long tail on the left. Kurtosis describes how tightly the data lies on the mean and how sharp or flat the data distribution is. A high kurtosis is one that is greater than zero, indicating a steeper, more pointed peak form than a normal distribution; vice versa. According to the results of the analysis, the descriptive statistics results, Mean Statistic, Skewness Statistic, and Kurtosis. According to the results of the analysis, the descriptive statistics results, Mean Statistic meets the requirements, Skewness Statistic, Kurtosis Statistic meets the requirements, see Table 4.2. the research data meets the normal distribution and is suitable for correlation analysis

Table 4.2 Descriptive Statistics

Items	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Deviation Statistic	Skewness Statistic	Kurtosis Statistic
Q1	1	5	3.56	1.073	-0.498	-0.401
Q2	1	5	3.58	1.173	-0.531	-0.457
Q3	1	5	3.43	1.064	-0.434	-0.421
Q4	1	5	3.63	1.264	-0.484	-0.869
Q5	1	5	3.38	1.144	-0.446	-0.420
Q6	1	5	3.45	1.162	-0.568	-0.390
Q7	1	5	3.50	1.125	-0.368	-0.803
Q8	1	5	3.55	0.992	-0.279	-0.181
Q9	1	5	3.65	1.072	-0.260	-1.124
Q10	1	5	3.78	1.325	-0.660	-0.768
Q11	1	5	3.64	0.916	-0.071	-0.639
Q12	1	5	3.87	1.207	-0.600	-0.824
Q13	1	5	3.89	0.890	-0.509	-0.306
Q14	1	5	3.61	1.077	-0.803	0.231
Q15	1	5	3.87	1.032	-0.821	0.429
Q16	1	5	3.92	1.039	-0.642	-0.446

Q17	1	5	3.78	1.034	-0.569	-0.245
Q18	1	5	3.47	1.223	-0.415	-0.739
Q19	1	5	3.62	1.089	-0.422	-0.546
Q20	1	5	3.60	1.220	-0.649	-0.464
Q21	1	5	3.66	1.105	-0.441	-0.537
Q22	1	5	3.82	1.067	-0.659	-0.409

4.3 Results of the Study

Correlation analysis is a statistical research strategy that investigates whether there is any form of interdependent link between research subjects. If the correlation analysis reveals the presence of a dependent relationship between the objects of investigation, the direction and degree of correlation between the variables can be investigated as indicators. Correlation analysis is typically used to assess the degree of correlation between variables and factors. Pearson's coefficient is commonly used to assess the correlation between these variables; a coefficient more than 0 indicates positive correlation, a coefficient less than 0 indicates negative correlation, and an absolute value closer to 1 indicates greater correlation.

The correlation coefficient is commonly denoted by the symbol r in research. As shown in Table 4.3, a correlation coefficient of less than $r \leq 0.3$ indicates no linear correlation between the two variables. A correlation coefficient of $0.3 < r \leq 0.5$ indicates low linear correlation, $0.5 < r \leq 0.8$ indicates significant linear correlation, and $0.8 < r$ indicates high linear correlation. According to the correlation analysis, it can be seen that the correlation coefficient between the brand awareness, brand positioning, brand management and branding has a correlation coefficient between 0.232 and 0.516. This means that indicates that each of the two variables are significantly correlated while $p < 0.01$, indicating that the correlation terms are positively correlated see Table 4.3.

Table 4.3 Correlation between variables (Pearson correlation matrix)

	Brand Awareness	Brand Positioning	Brand Management	Branding
Brand Awareness	1	.243**	.419**	.232**
Brand Positioning		1	.480**	.492**
Brand Management			1	.516**
Branding				1

NOTE: *. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at the 0.01 level (2-tailed).

The Pearson correlation coefficient between Branding and Brand Awareness is 0.232, and $P < 0.01$, indicating that there is a correlation between Branding and Brand Awareness, and it is a general correlation.

The Pearson correlation coefficient between Branding and Brand Positioning is 0.492, and $P < 0.01$, indicating that there is a correlation between Branding and Brand Positioning, and it is a general correlation.

The Pearson correlation coefficient between Branding and Brand Management is 0.516, and $P < 0.01$, indicating that there is a correlation between Branding and Brand Management, and it is a general correlation.

The Pearson correlation coefficient between Brand Management and Brand Awareness is 0.419, and $P < 0.01$, indicating that there is a correlation between Brand Management and Brand Awareness, and it is a general correlation.

The Pearson correlation coefficient between Brand Management and Brand Positioning is 0.480, and $P < 0.01$, indicating that there is a correlation between Brand Management and Brand Positioning, and it is a general correlation.

The Pearson correlation coefficient between Brand Awareness and Brand Positioning is 0.243, and $P < 0.01$, indicating that there is a correlation between Brand Awareness and Brand Positioning, and it is a general correlation.

Therefore, according to the results of data analysis, Brand Awareness has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology. Hypothesis H1 holds. Brand Positioning has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology. Hypothesis H2 holds. Brand Management has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology. Hypothesis H3 holds.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study is based on branding theory, study on the influencing factors of branding of Shandong University of Engineering and Vocational Technology. The study collected data by distributing questionnaires, 378 electronic questionnaires were distributed and 346 valid questionnaires were recovered, with a recovery rate of 91.53%. and the relationships and hypotheses between the variables were analyzed by SPSS.

5.1.1 Brand Awareness has a significant positive effect on branding

The Pearson correlation coefficient between Branding and Brand Awareness is 0.232, and $P < 0.01$, indicating that there is a correlation between Branding and Brand Awareness, and it is a general correlation. The relationship between branding and brand awareness is complementary. Branding is a series of marketing activities and strategies aimed at increasing brand awareness, image, reputation and cognition, so as to establish a positive brand image and brand value in the target market. Brand awareness, on the other hand, is the degree of consumer knowledge and understanding of the brand, including brand awareness, brand characteristics, brand values and other aspects. Branding increases the degree of consumers' cognition and understanding of the brand through various publicity, promotion and marketing activities, thus increasing brand awareness. Consumers will have a deeper impression and cognition of the brand after being exposed to the brand's advertisements, promotional activities, public relations activities and other information, thus increasing brand awareness. Branding positively affects brand awareness by increasing brand awareness, shaping brand image and values, enhancing brand trust and loyalty, and forming brand awareness networks. There is a mutually reinforcing and complementary relationship between branding and brand awareness, which helps enterprises establish a strong brand influence and competitive advantage in market competition.

5.1.2 Brand Positioning has a significant positive effect on branding

The Pearson correlation coefficient between Branding and Brand Positioning is 0.492, and $P < 0.01$, indicating that there is a correlation between Branding and Brand Positioning, and it is a general correlation. Branding involves a series of marketing activities and strategies aimed at increasing brand awareness, image, reputation and recognition. Branding includes brand positioning, culture, communication, and image building. Brand positioning, on the other hand, identifies and communicates the brand's position and differentiating characteristics in the target market to meet the needs of specific consumer groups and to differentiate the competitive strategy from competitors. The success of branding needs a clear brand positioning as a foundation. Brand positioning determines the position and characteristics of the brand in the minds of

consumers, while branding is a series of marketing activities and strategic implementation based on this positioning. There is a close positive correlation between branding and brand positioning. They influence each other, shape the brand image together, and are affected by market demand, competitive environment, and corporate resources and capabilities. Therefore, when formulating brand strategy, enterprises need to consider branding and brand positioning comprehensively to ensure the success of the brand in the market.

5.1.3 Brand Management has a significant positive effect on branding

The Pearson correlation coefficient between Branding and Brand Management is 0.516, and $P < 0.01$, indicating that there is a correlation between Branding and Brand Management, and it is a general correlation. Branding is influenced by brand management and there is interaction between the two variables. In the process of branding, the influence of brand management should be considered, and brand management should be strengthened to realize the rapid improvement of branding.

Table 5.1 Hypothesis Testing

NO.	Hypothesis	Result
H1	Brand Awareness has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology.	Established
H2	Brand Positioning has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology.	Established
H3	Brand Management has a significant positive effect on branding of Shandong University of Engineering and Vocational Technology.	Established

5.2 Recommendation

5.2.1 Strengthen brand awareness

In the face of market changes, higher vocational universities should rationally analyze and predict the trend of the development of higher vocational education from the perspective of sustainable development, and be ready to meet the competition in the industrialization of education. If higher vocational colleges want to have a certain advantage in the stimulating market competition, they must consider the problem from the perspective of market economy development, give full play to their own advantages, and pay attention to and strengthen the brand construction of the college. Establishing brand awareness is the basic premise of the brand strategy of higher vocational colleges, and it is also an important condition to enhance the brand value. Establishing and strengthening brand awareness should not only be publicized in the management group, but also in the teachers, staff and even students.

From the management's point of view, it is necessary to understand the general trend of education development at home and abroad, scientifically determine the development goals of the college, study and learn the experience and management mode of other higher vocational universities, pay attention to the characteristics of their own schools, establish their own brand, attract and cultivate more talents. When participating and making decisions, one should have a sense of the big picture, put the local development on the overall development of the college, be innovative and construct a platform for branding. From the perspective of teachers and students, they should play the spirit of ownership, fulfill their duties, and lead by example to consciously maintain the image of the college. The establishment of brand awareness is actually adapted to the laws and choices of the market economy, especially to the whole school teachers and students work together in order to form the centripetal force and cohesion of the college. Higher vocational universities can only make the college in an advantageous position by vigorously developing the overall construction of the college and carrying out branding.

5.2.2 Focus on brand positioning

Whether the success of brand positioning is directly related to the share that higher vocational universities obtain in the market competition, helps them cultivate and develop the education market, affects their ability of sustainable development, and lays a solid foundation for long-term development. Reasonable brand positioning is the basic premise of branding, which should be people-oriented and start from the fundamental interests of satisfying consumer needs and market demands, and according to the principles of brand positioning, it should give full consideration to the characteristics of the product, resource conditions, competitor positioning and cost-benefit ratio.

On the basis of fully investigating the market for higher vocational education, combined with its own conditions of operation, professional settings, teaching resources and environment, competitive situation and development space for an integrated and comprehensive analysis, to clarify the school's positioning objectives, combined with the different competitive advantages of the college to determine the development objectives and development strategies. It can analyze the aspects that affect the brand positioning, such as school philosophy, professional training objectives, curriculum construction, etc., and finally clarify the brand positioning of the institution.

5.2.3 Refinement of brand management

Since branding and marketing communication activities are realized in a constantly changing environment, in order to make it adapt to the changing market environment, the college brand should be carefully and meticulously maintained and managed. In order to maintain and manage the brand, a professional brand management department should be set up first. The brand management department should recruit specialized personnel with branding and education marketing background to carry out brand management. The brand management department must, according to the actual situation and changing trend of regional economic and social development, combine with the college's own advantages, carry out timely maintenance work such as brand image updating and brand positioning modification, as well as management work such as marketing and dissemination that strengthens and consolidates the brand's market position and reputation. Such work is conducive to the establishment of brand image and the expansion of brand influence.

Brand crisis management refers to the organization in the sudden emergence of brand crisis, should take what corresponding measures to resolve the crisis, and strive to minimize the damage to the brand image in the crisis. Crisis events cause irreparable damage and seriously hinder the development process of the college. Therefore, the establishment of brand crisis management mechanism is imperative for XT vocational college in the process of branding. First of all, a crisis early warning system should be established to set up a permanent organization to cope with the crisis, and through real-time monitoring of the internal and external environments, potential crisis events should be discovered and extinguished in time, and all kinds of emergencies should be properly dealt with. Secondly, formulate brand crisis handling program. The establishment of crisis early warning system can only minimize the frequency of crisis, but cannot guarantee that the crisis will never happen. Therefore, once a brand crisis occurs, we should quickly clarify and formulate the process of crisis management and adopt corresponding crisis management strategies.

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Appendix Questionnaire

Dear Sir/Madam,

Thank you for your participation in this questionnaire survey. The survey will be conducted anonymously, and your relevant information will be kept confidential. Thank you again for your cooperation.

Part I :

1. Gender Male Female
2. Age under 30 30-50 over50
3. Education High school and below Master degree Bachelor degree
 Others
4. Position Operation Lecturer/instructor Others
5. Tenure in current position (year)
 less than 1 year 1-2 years 3-5 years 6-7 years more than 7 years

Part II: Please judge to what extent you agree with the following statement, please choose the most appropriate option, and mark the corresponding number "√". The questionnaire used Likert scale, ranging from 1 to 5 in which 1 indicates strongly disagree (or strongly disagree), 2 indicates relatively disagree (or relatively disagree), 3 indicates neutral, 4 indicates relatively agree (or relatively agree), and 5 indicates strongly agree (or strongly agree)

Measuring item	Strongly disagree	Disagree	General	Agree	Strongly agree
Brand Awareness					
1. do you know Shandong University of Engineering and Vocational Technology well?					
2. what is the significance of Shandong University of					

Engineering and Vocational Technology to you?					
3. when you think of Shandong University of Vocational Engineering and Technology, do you have a very clear idea?					
4. are you willing to buy or use the products or services provided by Shandong University of Engineering and Vocational Technology?					
5. Do you have a very good impression of Shandong University of Vocational Engineering and Technology?					
6. would you be interested if someone mentioned Shandong University of Engineering and Vocational Technology to you?					
Brand Positioning					
1. you think the brand positioning of Shandong University of Engineering and Vocational Technology in the field of education is relatively clear.					
2. you know more about the educational philosophy and characteristics of Shandong University of Engineering and Vocational Technology.					
3. in your opinion, the characteristics of Shandong University of Vocational Engineering and Technology in the field of teaching are clear.					
4. in your opinion, the orientation of Shandong University of Engineering and Vocational Technology in terms of academic research is relatively clear.					
5. you know more about the employment situation of the graduates of Shandong University					

of Vocational Engineering and Technology.					
6. in your opinion, Shandong University of Engineering and Technology has a clear position in the quality of education.					
Brand Management					
1. For you, Shandong University of Vocational Engineering and Technology is doing a good job in brand management.					
2. for you, Shandong University of Engineering and Vocational Technology is doing a good job in maintaining its brand image and reputation?					
3. for you, Shandong University of Engineering and Vocational Technology has done a good job in brand communication and publicity?					
4. you think Shandong University of Vocational Engineering and Technology is better at handling brand crisis and negative events?					
5. do you think Shandong University of Vocational Engineering and Technology manages its brand logo and visual identity effectively?					
6. do you rate the brand management team of Shandong University of Vocational Engineering and Technology highly?					
Branding					
1. do you think the brand image of Shandong University of Engineering and Vocational Technology has been built and maintained to a great extent in the target market?					
2. you are satisfied with the way and strategy of branding of					

Shandong University of Engineering and Vocational Technology?					
3. do you think the brand of Shandong University of Vocational Engineering and Technology has a greater influence in the target market?					
4. you think the branding of Shandong University of Engineering and Vocational Technology has a greater impact on its position in the highly competitive education sector?					

