

Predictors of Brand Loyalty with Technical and Vocational Education Training Colleges In Gauteng: Results of a Pilot Study

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ABSTRACT

According to Akoojee and McGrath (2008:132), TVET colleges are required to build institutions that are attuned better to satisfy the needs of the stakeholders through their brand. Very few TVET colleges have attracted stakeholders without proper brand communication and service quality (Beneke & Human 2010: 437). In most TVET colleges, very little is done to communicate the brand to stakeholders, which may be a direct result of the lack of proper brand communication and service quality (Azoury, Daou & El Khoury 2013:5). In an increasingly changing and dynamic South African higher education landscape, it is imperative for institutions to communicate their brands to stakeholders in such a way that these stakeholders perceive the institution as offering quality service in order to have a satisfied stakeholder who is loyal to the institution. However, there appears to be little attention paid to effects of brand communication, service quality and brand satisfaction on brand loyalty in the tertiary education sector, especially in the Technical and Vocational Education Training (TVET) sector. This study was conducted in Nigeria. In light of this view, and given previous research on brand loyalty in service industries identifying a relationship between brand communication, service quality, brand satisfaction and brand loyalty, it is unclear whether such relationships exist in the South African TVET sector. Therefore, there is a need to examine Generation Y students' perceptions of brand communication, service quality and brand satisfaction on brand loyalty in TVET colleges in Gauteng. Consequently, this research study reports on the findings from a pilot study conducted to determine the legitimacy and reliability of the measuring instrument being employed to examine Generation Y students' perceptions of brand communication, service quality and brand satisfaction on brand loyalty in TVET colleges in Gauteng.

Keywords: Brand Loyalty, Brand Communication, Service Quality, Brand Satisfaction