Naming of educational organizations as a marketing tool

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Abstract: This research focuses on building the brand of an educational institution. An important attribute of the brand is the name. The purpose of the article is to analyze and evaluate the methods of creating the names of private secondary schools, to identify the frequency of their use. The material base of the research is a card index of names of private educational institutions of the middle level, formed by the author in the process of research by a continuous sample of names. A total of 194 names were analyzed and systematized.

The stages of creation of a name of an educational institution are considered. The requirements for a successful name of an educational institution are characterized. It is established that in Ukrainian education, naming has not yet become a common marketing tool. Only private educational institutions have mastered the methods and principles of naming, given the market of educational services and the possibility of its segmentation. The study describes 9 preferred methods of creating the names of secondary schools, including private schools. The most common are the associative method, based on the construction of certain positive connotations associated with the name of the institution, and the reference method.

Nominal, appellate and conceptual methods, names of flora, fauna, natural phenomena are also often used. The results of the study show that the modern names of educational institutions are dominated by names of the pragmatic type. Whereas, the small number of non-pragmatic non-informative nominations is due to the fact that in conditions of high competition, names with a value that is not supported by an indication of the type of activity of the institution will not be remembered by the consumer. Prospects for further research of the names of educational institutions in terms of communicative-functional approach are proposed.

Key words: educational marketing, branding of educational institution, naming, name of educational institution.

JEL: Z13, Z33

Introduction

Education is an integral part of most economic and social processes taking place in modern society, is an important factor in the creation and formation of human capital and welfare of the state, which, in turn, increases the need for highly qualified professionals. In such circumstances, marketing is designed to bring the market of educational services in line with the requirements of the times.

Today, for many specialized institutions, marketing is still not a priority. At the same time, the use of effective management methods in the field of education is of great interest. The high pace of development of the market of educational services has led to increased competition. In view of this, educational institutions must improve the organizational and economic mechanisms of their operation, using sound management and marketing approach in their activities [Teletova, 2011].

Theoretical and practical aspects of marketing in the field of Ukrainian education are just unfolding.

The development of society depends on educational services, so the state is interested in their quality. Features of educational services are: they contribute to the formation of human capital; are produced and consumed simultaneously; are provided to the consumer without intermediaries; a certain set of qualities must be inherent in the student.

Recently, in the economic literature, special attention is paid to the branding of educational institutions: the study of branding in education, the need to form and maintain a brand of higher education, modern brand technologies in education, the positioning of the institution in the market of educational services through its brand, the impact that branding of an educational organization has on its image, rebranding of educational institutions [Bansal, 2014; Freeman et al., 2017; Keller, 1998; Reynolds, 2017].

Branding, according to many researchers, is the most effective means of marketing communication [Chiranjeev et al., 2005]. Branding in the field of education performs many functions, making life easier not only for the educational institution, but also for the end user of educational services - students and their parents. Consumers can choose the educational institution themselves, and branding is the communication tool that helps the consumer to make a decision in favor of another educational institution.

Attributes of brands of educational institutions are: name, the prestige of the educational institution, curriculum; location, recommendations, affordable tuition, teaching staff, training schedule, international relations. The name gives life to the brand. The right name always attracts the attention of the target audience, creates a positive brand image. Professional naming will help to take the lead position of the educational brand even in conditions of high competition. The name, like the logo and corporate identity, becomes the basis of the brand, and even a slight transformation of the brand can change its image, linguo-functional meaning.

The purpose of the article is to analyze and evaluate the methods of creating the names of private secondary schools, to identify the frequency of their use; to assess the effectiveness of the names of secondary educational institutions in the system of forming and promoting brands in the educational sphere.

Literature review

Today, Ukrainian educational institutions are forced to operate in a market system: the birth rate has declined due to the economic situation in the country against the background of an increase in the total number of educational institutions, including private ones. In this situation, one of the main tools of educational institutions in the struggle for the consumer of services is branding, a component of which is naming.

Naming was formed in economically developed countries in the late XIX century, when with the development of science and technology, the growth of production in the market increased the same type of products, which led to fierce competition and the need to distinguish goods by name. According to experts in economics, marketing, brand management, branding, a commercial name should not be accidental and should have important properties.

Experts advise to follow the following rules of naming an educational institution [Douglas et al., 1995; Madieva, 2020; Robertson, 1989; Sankrar et al., 1999; Xiaopeng et al., 2020]:

1. The name must be unique, distinguish the educational institution from competitors, have no analogues.

2. The name should contain a hint at the advantages of educational services, guarantee their quality.

3. The name should be as short as possible in sound, easy to remember and easy to pronounce. It is important to avoid complex letter and sound combinations.

4. The name of the educational institution should evoke positive emotions in the consumer of educational services.

5. The name should be universal, because it will need to be translated into a foreign language and its sound should be adequate and not cause negative emotions in other languages.

6. The name of the educational institution should contain the promise that consumers can count on. The name should reflect the description of the activity.

Another approach to the development of a commercial name involves:

Market research. The generation of neem should begin with a comprehensive study of the market in which the brand will move, as well as with a study of the nature of goods and

services that will be offered under this name. These measures should include: first, the analysis of the offered services (purpose, quality, benefit, etc.); secondly, competitive analysis (price category, positioning); third, the study of consumer behavior (preferences, lifestyle, consumption situations).

Approval of substantive and formal requirements for name. The name of the educational institution is one of the most important communicators, so it is desirable that it provides key information to consumers, ie be motivated [Kroskrity, 2021].

The development of the name of the educational institution contains the following steps [Alikperov, 2018]:

1. Development (refinement) of the development strategy of the educational institution and the marketing plan. It is necessary to determine the strategic goal of development (strategy of product portfolio development, its level and differentiation, value and degree of novelty, for which target audience they are intended, what market share of services the institution claims, etc.). opportunities, but also pay attention to global trends and prospects for the development of the industry market.

2. Analysis of the competitive environment to identify the strengths and weaknesses of the educational institution and possible ways of its development. This will help to take into account market trends and opportunities for the promotion of the educational institution, its separation from competitors, identifying the demands of potential consumers of educational services and possible approaches to the development of the name.

3. Identification of potential consumers of educational services taking into account demographic, social, personal and psychological factors.

4. Development of the concept and variants of the name of the educational institution. At this stage, it is advisable to use logical and intuitive approaches to creating a name. Logical methods (morphological and problem analysis) should be used at the initial stage of name creation. Intuitive methods ("brainstorming", "635", synectics, etc.) are more rational for the creative process, when you need to determine the breadth of the search for the name, choose one of the approaches to the name, create a name that will help determine the profile of the institution, distinguish it from competitors, ensure the promotion of both the institution and its services. Check control will assess the main idea of the brand, its value to consumers, to form emotional and logical components of the name.

5. Coordinating the name with the management or founders of the educational institution, who have their own ideas about the concept and visualization of neem.

6. Verbalization and visualization of the name for its further promotion on the target market. Verbalization is not just about creating a name that can be protected by copyright. It is also the development of a language of communication: manners of communication, style of writing and conversation.

7. Testing of the developed name to identify potential consumers' attractiveness, interest, understanding, recognition, memorization, pronunciation, stand out from the competition, as well as clear from the name of the benefits and value of the services of the educational institution. Then make adjustments or in the name.

8. Trademark registration.

9. Evaluating the effectiveness of the name on the market of educational services. This is the final stage of naming. The evaluation will determine whether the goals set at the beginning of the project have been achieved.

The name of the educational institution in a competitive environment as a tool of advertising influence on the consumer audience [Chan et al.,1997].

Methodology

Evaluation of the effectiveness of naming in the educational environment involved the following stages:

Stage 1. Review of the market in the studied category.

This stage is focused on studying the market at a certain point in time. A list of items in a certain category is compiled using a continuous selection method. This makes it possible to see at a glance which names are already on the market.

Stage 2. Determination of methods of formation of the name of each company in the studied category.

For this stage, it is necessary to study in detail the methodology for creating naming. This approach helps to identify the direction in which a copywriter, a naming specialist needs to move to create a unique positioning.

Stage 3. Communicative analysis of names.

At this stage, a survey of respondents was conducted. The questionnaire contained questions related to associations, emotions, motives for buying, as well as the essence of the brand, its positioning.

To implement the purpose of the study, the following methods were used: general - analysis and synthesis, study and generalization of existing experience on branding in education; descriptive method - for inventory, classification, systematization and interpretation of proper names in synchrony; method of associative-conceptual analysis - to clarify the dominant meanings of the names of educational institutions; statistical method for establishing the frequency of use of a certain method of creating the names of educational institutions; pragmatic analysis of communications - for the reconstruction of nominative strategies and motivations during the creation of names. The survey method was used to identify the attitude of heads of educational institutions to the branding of educational institutions and to study the associations, emotions evoked by the brand, reflecting the essence of the brand through the name and the evoked desire to make a purchase.

Results

In the system of Ukrainian education system, naming has not yet become a marketing tool. Only private educational institutions have a special approach to naming, given the market for educational services and the possibility of its segmentation. Other educational institutions follow the old vintage approach. Usually their names contain the following components:

- geographical part (western Ukrainian, Kyiv);
- organizational and legal form of the institution (regional, regional);
- sectoral approach (pedagogical, agricultural, humanitarian);
- level of education (preschool, general, incomplete higher, higher);
- type of educational institution (preschool, general education, professional, organization of higher education, as well as organization of additional education);
- type of educational organization (for secondary - school, lyceum, gymnasium; for professional - professional lyceum, technical school; for higher - college, institute, university);
- numbering (for secondary, professional, preschool institutions).

76 heads of secondary schools were interviewed in order to study their attitude to the naming of educational institutions. The majority agreed with the need to rename educational institutions (84% of respondents). Among the reasons for renaming are: competition in the market of educational services - 89%; distinction from competitors and clear positioning - 76%; compliance with the demands of consumers of educational services - 54%.

According to the respondents, the most successful names of educational institutions are: associative names - 68%; proper names, in particular the names of famous educators - 58%; neologisms - 47%; foreign words - 39%.

We have compiled a list of Ukrainian private schools using the service osvita.ua. To create a name, the owners of an educational institution must answer the following questions: what is the purpose of the educational institution; what is the target audience; what should the name convey to consumers of educational services.

The object of the study were the names of 194 Ukrainian private secondary schools. As a result of the analysis of the names of secondary educational institutions, in particular private schools, 11 main methods of their formation were revealed (Table 1).

Table 1. Basic methods of forming the names of private schools

Name formation method	Explanation	Example
Associative method	Using associative series words, which in the minds of consumers are associated with the object of naming	Prestige, Future School of Technology, Intelligence, Innovator, Professional, Prospect, Erudite, Leader, Gravitation, Iamb
Reference method	Using the name of a product that is the leader in the category, its easy to change; use of foreign names that reference its country origin	British International School, Open European School, International Academic School, International Innovation School, Innovative lyceum, Futurum Children's Academy, Ukrainian Global School, Astor School, Inventor School, Elite Digital English School, iQschool, Creative School, Capital Union School, Eruditus School
Nominal method	Usingsurnames or names. One of the oldest and most popular methods of creating names	Humanities profile lyceum named after Hai-Mushka Schneerson, Boiko School, School-gymnasium of St. Sophia, Kostandi, Private schools of Elena edernikova
Appeal method	Using names that appeal to the feelings and emotions of the target audience	The beginning of wisdom, The Living Word, At the Crossroads, The Future, Veda, Ascent, Harmony, Dream school, Path, Good school, The new generation, Dream, Creating a

		personality, Without borders, Wings, School of Our Dream, The key
Conceptual method	Reflecing the uniqueness of the institution	Elite Digital English School, Ukrainian Global School, Future School of Technology, Kingdom Family School
Names of flora, fauna and natural phenomena, geographical names	The semantics of the names of flora, fauna and natural phenomena or geographical names allows to create vivid images for brands	Apricot, Seagull, September, Papaya School, Atlantic School
Hybrid method	Formed from an original phrase; the words seem to overlap, which creates a game effect	Єvrolend, Marmelandiya, Divosvit, Ekolend, Interaktiv, EdKids
Abbreviation method	Creating a name using abbreviations	DEC life school (development, education & culture), NSS school (NEW SCHOOL OF SCIENCE)
Method of neologisms	A method that allows the use of educational naming neologism - a word or phrase that has recently appeared in the language	Rikiki

Source: own work

According to the results of the study, educational institutions most often use the associative method, which is based on the construction of certain positive connotations associated with the name of the institution. This method accounts for 26% of all names. The second most frequent (25%) method of creating names of educational institutions is the reference method. Nominal (17%), appellate (16%) and conceptual (6%) methods, names of flora, fauna, natural phenomena (5%) are also common. The abbreviation method and the method of neologisms are used in isolated cases, from 1% to 3%. Of course, the range of naming methods is not limited to the methods described above.

Based on the presence / absence of pragmatics in the names of private schools, we have developed a classification of names of educational institutions:

1. Non-pragmatic. 1.1 informative - directly indicate the scope of activities of the institution: Montessori School of the New Age, World School, Gymnasium A +, Innovative Lyceum, French Private School, Open European School, International Academic School; names characterized by a high degree of informativeness: Creative International Children's School, European Collegium, Miniboss Business School; 1.2 non-informative - do not contain any information about the educational institution, understandable without deciphering. Such names are divided into two types: one includes names that are not associated with

educational institutions: Chaika, Parus, Meridian; the other consists of neologisms, such as Rikiki.

2. Pragmatic. This group includes names in which the speech influence on the addressee is pronounced. The group of pragmatic names is divided into two subgroups: 2.1 pragmatic informative - contain additional information about the educational institution, which is not directly related to its activities, but creates a positive image of the institution in the imagination of the addressee. For example, this could be information about the location of the school Advance Green school (school located in the woods), Novopechersk school. In addition, the name may specify the direction of the institution: Elite Digital English School, Future School of Technology; 2.2 pragmatic associative – which do not directly reflect the specifics of the educational institution, but seek to influence the consumer through the associative background created by the name. area list of most of these names is as follows: Intelligence, Innovator, Professional, Perspective, Scholar, Leader.

At the last stage of the study, the respondents were asked the following questions:

1. Your gender;

2. How old are you ?;

1. Which of the following names do you associate with the field of education ?;

2. What emotions does each name evoke in you ?;

3. What is the first name that comes to your mind when it comes to teaching?;

4. Do you think each name reflects the essence of the brand?

5. Which name makes you think about studying in this institution?

Among 140 respondents, 90 female and 50 male respondents took part in the survey. 78% of respondents are 12-17 years old - students who act as the core of the target audience of the educational services

The second place is taken by respondents aged 34 to 52 years. The target group in this segment are parents of schoolchildren, who also have a significant influence on the choice of an educational institution by a child.

As shown by the survey, the names of which include such components as school, lyceum, academy are ssociated by more respondents (81% of the respondents) with the field of educational services: British International School, Open European School, International

Academic School, International Innovation School, Innovative lyceum, Futurum Children's Academy. Does not cause associations associated with the field of education, such names: Єvrolend, Marmelandiya, Rikiki (62% of the respondents).

The following names evoke positive emotions among the respondents (57% of the respondents): Prestige, Intelligence, Innovator, Professional, Prospect, Erudite, Leader, Iamb, Єvrolend.

To a greater extent, the respondents are forced to think about studying at this school by such names as Future School of Technology, Erudite, Inventor School, Elite Digital English School, iQschool (68% of the respondents). Least of all the respondents want to study at (79% of the respondents) Papaya School.

The results of the survey show that the most effective principles for the nomination of educational institutions are informative and associative.

Summary, recommendations

Thus, marketing in the market of educational services is a socially oriented process that helps increase the competitiveness of educational institutions through wider and better meeting the educational needs of customers: the individual - in education, enterprises and organizations - in increasing human potential, society - in reproducing personal and intellectual potential. Achievement of this goal requires the cooperation of all parties.

Competitive environment and equal status of educational institutions at all levels, regardless of ownership, encourage owners and top management to seek new forms and ways to gain the trust of consumers of educational services.

The most effective means of marketing communication is branding. One of the external attributes of the school's brand is the name. The task of naming in the field of education creating a positive image of the educational institution that will reflect all the values and benefits of the brand consciousness of the target audience.

The use of naming principles in the activities of educational institutions is a new and necessary step in the market economy. However, in Ukrainian education, naming has not yet become a marketing tool. Only private educational institutions are aware of the importance of this verbal means of communication, given the market for educational services and the possibility of its segmentation. The active and professional use of these principles by private

secondary schools testifies to the relevance of naming as an effective tool for promoting educational institutions and educational services.

The name of an educational institution should be accurate and meaningful, associated with the following categories: the idea of positioning the institution; the essence of the brand; the main difference from competitors; the main benefit or advantage for consumers of educational services; the result from feedback received by the consumer; purpose of the service; main aspects of quality assurance; design features of educational institution and educational services; the main value of the brand from the point of view of consumers; style and standard of living of the consumer; factors that motivate consumers to choose this educational institution; price category.

As a result of the analysis of the names of secondary level educational institutions, in particular private schools, the main methods of their formation are revealed. The most common are the associative method, based on the construction of certain positive associations associated with the name of the institution, and the reference method. Nominal, appellate and conceptual methods, names of flora, fauna and natural phenomena are also often used.

A study of modern nominations of educational institutions showed the predominance of pragmatic names. The small number of non-pragmatic non-informative nominations is due to the fact that in conditions of high competition, names with a value that is not supported by an indication of the type of activity of the institution will not be remembered by the consumer.

Prospects for further research are the study of the names of higher education institutions in terms of communicative-functional approach in the field of cognitive linguistics as a segment of onomasic space.

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