"Institutional Relationship Strategies For Strengthening Brand Loyalty: A Study Of Management Education Institutions In Bengaluru City"

Manjunatha S[1*], Dr. A Mahalakshmi[2]

[1*]Research Scholar (USN-1MS19PBA01), Department of Management Studies, M S Ramaiah Institute of Technology, Bengaluru - 560054. Visvesvaraya Technological University, Belagavi – 590018. E-mail: manjunaths111@gmail.com
Orcid Id: 0000-0002-9496-4518
[2]Research Supervisor, Department of Management Studies, M S Ramaiah Institute of Technology, Bengaluru - 560054. Visvesvaraya Technological University, Belagavi – 590018. E-mail: mahalakshmiavi@gmail.com
Orcid Id: 0000-0003-4567-6138

[*]**Corresponding Author:** Manjunatha S
*Email: manjunaths111@gmail.com

Abstract
This research investigates the institutional relationship strategies employed by management education institutions in Bengaluru City, with a specific focus on their impact on brand loyalty, stakeholder satisfaction, and perceived service quality. The study surveyed 200 stakeholders—including students, alumni, and corporate partners—across leading management institutions to evaluate key dimensions of relationship-building practices such as communication effectiveness, personalized engagement, transparency, and institutional trust. Findings indicate a strong positive perception of institutional communication, with 84% of respondents rating it as good or excellent. Similarly, 80% expressed satisfaction with the level of personalized engagement provided by their respective institutions. While loyalty initiatives, such as alumni programs and industry partnerships, were generally viewed positively, opportunities remain to enhance engagement, particularly among the 28% of respondents who expressed neutral attitudes toward current efforts. Transparency in institutional operations, including fee structures and program outcomes, received high approval ratings, as did the professionalism and responsiveness of administrative and academic staff. However, areas for further improvement were identified, particularly in the customization of communications and the development of more dynamic and inclusive loyalty-building programs. The study also highlights gaps in data governance practices and the integration of advanced technologies to support ongoing relationship management—particularly in post-graduation engagement and alumni services. These dimensions' present valuable avenues for future research and institutional innovation. Overall, the findings suggest that while the relationship strategies of management education institutions in Bengaluru are effective in fostering brand loyalty and stakeholder satisfaction, continuous refinement and innovation are essential to address evolving stakeholder expectations and to sustain competitive differentiation in a dynamic educational landscape.

Keywords: Institutional Relationship Strategies, Brand Loyalty, Management Education Institutions, Bengaluru City.

I. Introduction

Institutional Relationship Strategies (IRS) have become essential for higher education institutions aiming to cultivate and maintain brand loyalty in a progressively competitive academic landscape. In the management education sector, where student satisfaction, alumni involvement, and institutional reputation are pivotal for long-term success, effective relationship-building methods are essential for distinguishing an institution and cultivating lasting stakeholder connections. Management education institutions in Bengaluru City, a rapidly developing center of academic and professional engagement, are diligently investigating innovative strategies to enhance relationships with essential stakeholders, including prospective students, current learners, alumni, corporate partners, and the wider community. This study analyzes the implementation of strategic relationship initiatives by these institutions throughout the student lifecycle—from pre-admission outreach and orientation to academic engagement, career support, alumni relations, and lifelong learning programs—and assesses how these interactions foster increased brand loyalty. The principal objective of this research is to comprehend how institutional engagement methods affect stakeholders' views of brand value and enduring connection. The study specifically assesses the influence of personalized communication, the quality of academic and administrative services, response to stakeholder feedback, and the efficacy of alumni and industry involvement efforts. This study identifies the important characteristics that enhance stakeholder experiences, providing significant insights for academic leaders aiming to bolster institutional loyalty and promote sustainable growth in the evolving field of management education.

Primary Features of Customer Relationship Management and Brand Loyalty

In Bengaluru City, where management schools are located, institutional engagement tactics are very important for building and keeping brand loyalty across a wide range of stakeholders. The idea behind these techniques is to engage stakeholders in a way that is unique to them. This means that institutions change their services, communication, and overall experience to fit the

specific requirements, wants, and goals of students, alumni, and industry partners. The first stage in this procedure is to divide stakeholders into groups based on a thorough review of behavioral, demographic, and academic data. This segmentation lets organizations create relationship-building programs that are specific and useful. In addition, having all of your communication channels in one place is important for making sure that stakeholders get a smooth and consistent flow of information across different platforms and touchpoints. This builds trust and credibility in the institution. Strong mechanisms for stakeholder input support these efforts. They not only make it easier to collect views from students, alumni, and business partners in a systematic way, but they also help to improve the quality of services and academic offerings on an ongoing basis. Institutions also build loyalty by offering well-planned programs for alumni and industry involvement, such as private networking events, chances for professional growth, mentorship programs, and initiatives that bring together people from different industries. These kinds of projects let stakeholders feel like they are part of something bigger and more valuable. The plan also stresses building lasting relationships by giving people chances to connect in meaningful ways through academic conferences, community outreach, and individualized contact. Finally, taking a proactive approach to solving responsive problems—one that is open, timely, and effective—builds trust and satisfaction among stakeholders, which in turn strengthens their commitment to the institution. These strategic parts work together to create a complete framework that management education schools in Bengaluru can use to build long-lasting brand loyalty in a school system that is becoming more and more competitive.

The Significance of Institutional Relationship Strategies and Brand Loyalty

For executive education programs in Bengaluru City, using successful institutional connection techniques to build brand loyalty has many benefits. One of the main benefits is that stakeholders are more likely to stay with the school. Well-planned relationship-building efforts create lasting connections with students, alumni, and industry partners, which leads to continued involvement and loyalty to the institution. Customized stakeholder engagement is a key part of this process. In this technique, schools use relationship data and stakeholder insights to create and offer unique academic, professional, and social experiences. These kinds of personalized encounters not only make stakeholders happier, but they also help them feel more connected to the institution. In addition, having a devoted group of stakeholders helps institutions grow in the long term. Former students and corporate partners who feel valued and connected are more likely to stay active with the school through mentoring, partnerships, referrals, and donations, all of which help the school expand over time. From a business point of view, building loyalty is very cost-effective. This is because it's cheaper to build on existing connections than to always look for new stakeholders. This lets institutions make the best use of their resources for engagement efforts. A dedicated and involved group of stakeholders is also very important for raising the status of an institution. When stakeholders actively participate and speak up for the institution, it raises its public profile, strengthens its brand image, and gives it a long-term competitive edge in the fast-changing world of higher education. These strategic outcomes all point to the fact that relationship strategies are very important for creating and keeping brand loyalty in Bengaluru City's management school sector.

II. Literature review

Brands, frequently regarded as "cultural symbols and personal affiliations," have grown intricately integrated into society identity and the global economy. The establishment of a robust institutional brand enhances value by influencing perceptions of the institution, its educational programs, and its cultural stance. In the evolving realm of management education, brand equity serves as a significant framework for analyzing how educational institutions distinguish themselves and cultivate stakeholder loyalty. Research highlights that brand preference and brand loyalty are essential for establishing strong brand equity. These components must function synergistically to guarantee that an institution conveys a uniform and favorable image to its students, alumni, corporate partners, and the wider society **(U. Thiripurasundari & P. Natarajan, 2011).** Bengaluru City has evolved as a competitive hub in the expanding landscape of Indian management education, attracting a variety of domestic and international institutions. Confronted with escalating competition, numerous management education institutes are progressively emphasizing the development of institutional loyalty. Recent research indicate that comprehending the extent of stakeholder loyalty is crucial for informing strategic initiatives. Institutions in Bengaluru are utilizing diverse relationship-building methods and engagement strategies to enhance brand loyalty and maintain stakeholder commitment in a competitive market **(Jisha N & Abishake I, 2018).** A systematic review of 212 peer-reviewed articles (1989–2020) examined the incorporation of Big Data and Artificial Intelligence (AI) into relationship management, highlighting three key dimensions: Big Data as an institutional relationship database, AI applications in relationship-building endeavors, and strategic AI-driven management. The results underscore AI's transformative capacity to improve stakeholder insights, facilitate personalized communication, and assist in data-driven decision-making. The suggested three-step AI implementation paradigm provides a significant foundation for forthcoming research and institutional practice **(Cristina Ledro, Anna Nosella & Andrea Vinelli, 2019).** Institutional Relationship Strategies are widely seen as a comprehensive, strategic framework that unifies individuals, processes, planning, and technology to cultivate effective stakeholder relationships. This attitude underscores the importance of harmonizing institutional processes with the requirements and anticipations of both internal stakeholders (faculty, staff) and external stakeholders (students, alumni, business partners). A stakeholder-focused approach has demonstrated the ability to foster enduring loyalty and organizational success. In management education, the necessity for more scientific and disciplined communication frameworks—especially for post-graduation involvement and alumni relations—has become essential for maintaining loyalty and institutional reputation **(Rakesh Naru & Dr. Arvind Kumar Jain, 2020).** Recent bibliometric assessments of relationship management literature (2014–2023), comprising 1,373 Scopus-indexed publications, have identified post-service engagement—such as alumni services and continuing education—as a crucial element of institutional loyalty initiatives. These efforts have demonstrated resilience throughout external crises, including the COVID-19 pandemic,

and substantially enhance institutional sustainability through ongoing participation and advocacy. The results underscore significant deficiencies in the literature and provide essential guidance for forthcoming research on relationship tactics within the higher education sector **(Yuly Kridiawan & Gunawan Wang, 2023).**

III. Research Objectives
1. To identify the key elements influencing institutional relationship strategies for strengthening brand loyalty in management education institutions in Bengaluru City.
2. To apply effective institutional relationship strategies to enhance brand loyalty among stakeholders of management education institutions in Bengaluru City.
3. To evaluate the institutional services and facilities that impact relationship-building efforts and contribute to brand loyalty in management education institutions.
4. To analyse stakeholder experiences across students, alumni, and corporate partners—within management education institutions to inform strategies for enhancing brand loyalty.

IV. Scope of the study
- Knowing the definition of research design and its essential function in the research process. It entails organizing the efficient collection, measurement, and analysis of data.
- Addressing moral concerns about the study design, such as participant treatment, informed consent, and confidentiality.
- Taking into account pragmatic factors like time, money, and data or subject accessibility.
- Incorporating theoretical viewpoints that inform study design decisions and data interpretation.
- Utilizing modern research design techniques and technologies, such as sophisticated statistical software and digital data collection instruments.

V. Research methodology
The planned and methodical research design drove the current study, which was called "Institutional Relationship Strategies for Strengthening Brand Loyalty: A Study of Management Education Institutions in Bengaluru City." applied a simple random convenience sampling method to choose a representative group of 200 people who are involved with management education institutions in Bengaluru City, such as students, alumni, teachers, and business partners. We used a methodical survey with both open-ended and closed-ended questions to get a lot of detailed information about how stakeholders feel about institutional relationship tactics and how they affect brand loyalty. A pilot study with 25 respondents was done before the full-scale data collection to make sure that the research tool was reliable and valid. The pilot findings showed a mean score of 3.970 and a high Cronbach's alpha coefficient of 0.967, which proved that the measuring scales were very reliable and consistent. The study used a full set of statistical tools, including as reliability analysis, descriptive statistics, and chi-square testing, to look at how institutional tactics affected brand loyalty among different groups of stakeholders. We got primary data by using open-ended surveys and direct observations. This made sure that the answers we got were real and relevant to the situation. We also got secondary data from academic publications, reports from institutions, official websites of management education institutions, and other material that was related to customer satisfaction and stakeholder relationship management. This multi-dimensional analytical approach gave us a strong empirical basis for understanding how focused relationship strategies might improve brand loyalty in the management education sector in Bengaluru City.

VI. Hypotheses
H_0: The use of institutional relationship management strategies has no significant impact on brand loyalty among stakeholders of management education institutions in Bengaluru City.
H_1: Specific elements within institutional relationship management strategies significantly influence brand loyalty among stakeholders of management education institutions in Bengaluru City.
H_0: The application of relationship management strategies does not lead to a measurable strengthening of brand loyalty among stakeholders of management education institutions in Bengaluru City.
H_1: The application of relationship management strategies leads to a significant strengthening of brand loyalty among stakeholders of management education institutions in Bengaluru City.

VII. Limitations
There are several problems with coming up with and evaluating hypotheses in this study on Institutional Relationship Strategies for Strengthening Brand Loyalty: A Study of Management Education Institutions in Bengaluru City. First, limited access to large amounts of reliable, up-to-date stakeholder data—especially across many institutions—may limit the range of some hypotheses and may weaken the depth and strength of the results. Second, because the study is only looking at Bengaluru City, the hypotheses that come from this specific area may not apply to other places or groups of people. For example, institutional practices and stakeholder expectations may be very different in other areas or demographic groups. Third, a number of outside influences, such as larger economic trends, cultural attitudes toward education, and continual technology progress, affect how stakeholders operate in the higher education sector, just like they do in other fast-changing industries. These factors might make it hard to figure out how connection methods directly affect brand loyalty. Another problem is that there is no longitudinal data. This is a problem because many things that affect brand loyalty happen over long periods of time, and cross-sectional data alone can't adequately capture these tendencies. Finally, the study's breadth may be affected by institutional operational constraints, like limited budgets, implementation problems, and conflicting strategic priorities. All of these might

affect how various relationship-building efforts are planned and carried out in practice. Recognizing these limitations is important for putting the study's contributions in context and for directing future research that aims to better understand brand loyalty in the context of management education.

VIII. Data analysis
8.1. Reliability Analysis

		N	%
Cases	Valid	24	96.0
	Excluded[a]	1	4.0
	Total	25	100.0

| Cronbach's Alpha	Cronbach Alpha Based on Standardized Items	No of Items
.967	.969	40

Interpretation
The pilot study with 25 stakeholders from management education schools in Bengaluru City found a Cronbach's alpha coefficient of 0.967, which shows that the measurement scale is quite consistent within itself. This high reliability shows that the 40-item instrument has good inter-item correlation, which means that the questions together capture a cohesive underlying construct that has to do with institutional interaction techniques and how they affect brand loyalty.

8.2. Descriptive analysis
"How valuable do you perceive the relationship strategies (such as alumni engagement, mentorship programs, professional development opportunities, and personalized communications) implemented by your management education institution"

|		Frequency	Percent
Valid	Neutral	56	28.0
	Valuable	96	48.0
	Very Valuable	48	24.0
	Total	200	100.0
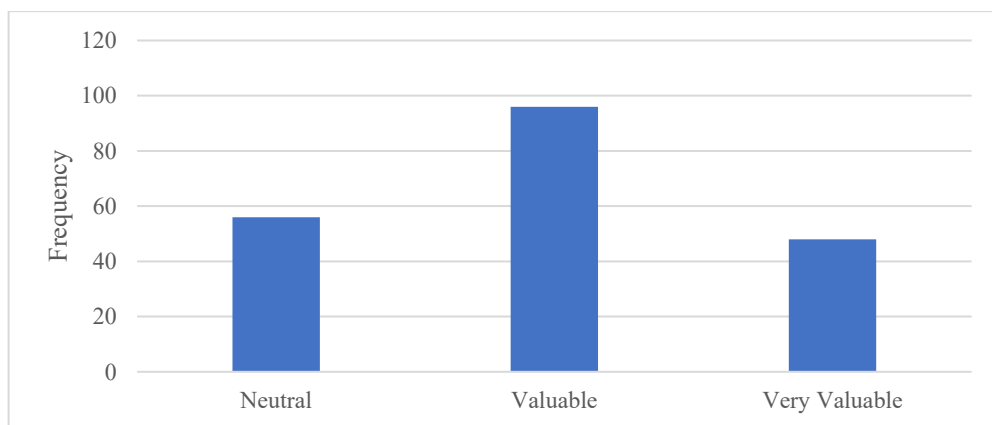
Interpretation
According to the data analysis, 48% of stakeholders thought the institution's relationship-building experience was useful, and 24% thought it was very useful. About 28% of the people who answered said they had a neutral view. Overall, the results show that 72% of stakeholders thought that the relationship experience made their involvement with the institution more valuable. This shows that institutional relationship tactics generally have a favorable effect on how people feel about brand loyalty.

8.3. "How important are institutional loyalty initiatives and exclusive engagement programs in influencing your commitment to continue associating with your management education institution".

|		Frequency	Percent
Valid	Not very important	8	4.0
	Neutral	24	12.0
	Important	96	48.0
	Extremely important	72	36.0
	Total	200	100.0
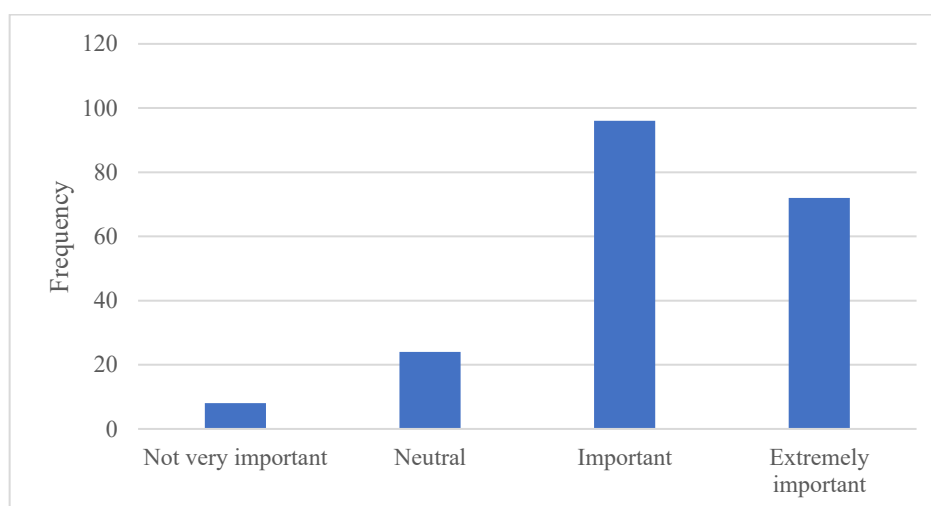
Interpretation

Of the 200 people who took the survey, 4% thought the topic was unimportant and 12% were neutral. A large number of people, 48%, thought the issue was very significant, and 36% thought it was very important. In total, 84% of respondents said the issue was important or very important, which shows that there is a solid agreement on its relevance to institutional engagement strategies and brand loyalty.

8.4. "The level of attentiveness demonstrated by the institution's staff in addressing your needs and concerns."

		Frequency	Percent
Valid	Neutral	48	24.0
	Inattentive	104	52.0
	Very inattentive	48	24.0
	Total	200	100.0
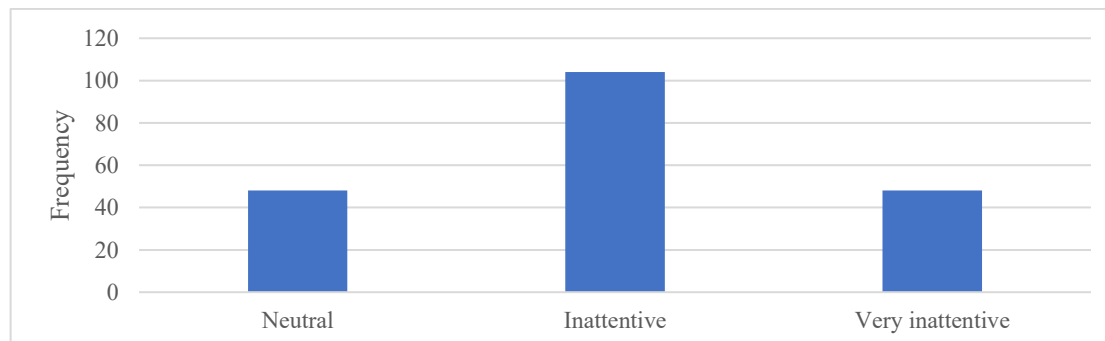
Interpretation

Of the 200 people who answered, 25% said they didn't care about how attentive the personnel was, while more than 50% said the service was inattentive, and another 25% said it was very inattentive. These results show that a lot of stakeholders think the institution's personnel isn't paying enough attention, which shows that people generally don't think the service quality is good when they deal with stakeholders.

8.5. Chi square test

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	11.508[a]	3	.009
Likelihood Ratio	14.492	3	.002
Linear-by-Linear Association	1.215	1	.270
No of Valid Cases	200		

Interpretation

The Pearson Chi-Square test gave a score of 11.508 and a p-value of 0.009, which means that the variables studied were statistically linked. The Likelihood Ratio test also showed a substantial connection, with a value of 14.492 and a p-value of 0.002. The Linear-by-Linear Association test, on the other hand, gave a value of 1.215 and a p-value of 0.270, which means

that there was no significant linear trend. When you look at all of these results together, you can see that there is a meaningful connection between the elements being studied, even though the connection isn't always linear.

IX. Findings

- About 52% of stakeholders said they get regular updates and interactions from their management education institutions, and 12% said they were extremely involved. At the same time, 28% admitted to having occasional exchanges, while only a small percentage (4%) said they rarely or never got such information. These results show that most stakeholders are consistently involved through institutional communications.

- More over half of the people who answered thought the institution was clear about fees and charges, and 20% said it was very clear. About a fifth of them stayed neutral. Overall, this shows that most people agree that the institutions make financial and service-related information clear and easy to find.

- A total of 60% of people who took part thought that the personnel at the institution were professional in how they interacted with them. An additional 12% rated staff professionalism as very high. Only 8% said the staff was unprofessional or very unprofessional, while 20% stayed neutral. This shows that most people thought the staff was professional and competent.

- 68% of stakeholders were happy with the availability of snacks and drinks during institutional events or visits, and 20% were very happy. Only 4% were unhappy, and 8% were neutral, which shows that most stakeholders like these hospitality initiatives.

- Of the 200 people who answered, 56% were happy with how well the institutional resources or facilities were set up and ready to use at the moment, and 24% were very happy. Only 4% were unhappy, and 16% were neutral, which shows that most stakeholders were happy with how the institution delivered services.

X. Suggestions

- The frequency and level of interaction with institutional communications are good, but there is still room to make messages and offers more relevant and personal. Making interactions more in line with what stakeholders want could help build stronger relationships and get more people involved, especially those who only participate occasionally right now.

- One of its best features is that it is clear about its fees and other related information. To keep this edge and build on it, institutions should make sure that all stakeholders completely understand the pricing structures and feel confident that the costs are fair. This will promote trust and satisfaction.

- The professionalism of the staff at institutions is very important. To maintain these high standards and successfully resolve concerns voiced by the minority who think the quality of service is deficient, ongoing training and development programs are necessary.

- When people say nice things about things like snacks during events or visits, it shows that they really like them. There is still a chance to expand the offers by adding more premium or diverse options to make stakeholders even happier.

- Institutions should focus on keeping and, if feasible, improving the state and readiness of resources and facilities in order to increase satisfaction with their delivery. Quickly fixing little problems and always providing good service will help keep stakeholders happy.

- People who think positively about financial and support services are likely to approve of them. But offering more flexible and personalized solutions could better suit the demands of people who are currently neutral or unhappy, which would increase overall shareholder loyalty.

- Clear and open communication about services is a strong point for the institution. Continuing this technique, along with adding interactive and interesting communication tools, could help reduce neutral perceptions and make sure that everyone involved feels fully informed and happy.

XI. Conclusions:

Management education institutions' institutional relationship strategies, which emphasize on things like good communication, tailored services, loyalty programs, and openness, have generally made stakeholders very happy. Most people who answered said they liked the professionalism and quality of the services they got. But some areas need more work, especially when it comes to data privacy, integrating technology, and improving targeted engagement strategies. Future research might look into how relationship management techniques affect support after engagement and find ways to make integration easier while also moving forward with specialized activities for different stakeholder groups. Overall, it's clear that the existing techniques work, but there is still a lot of room for improvement to make the stakeholder experience even better and increase brand loyalty.

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Conflicts of Interest: The authors do not have any conflicts of interest with this article.

Data Availability Statement: The data set information is included in the article that support the findings of this research.

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