The Impact of External Personnel Marketing Strategy on Brand Awareness of Customers:
The Case of Technological Universities in Egypt

Einas Elabbasy, Kafrelsheikh University, Egypt

ABSTRACT

This research analyzes the impact of external personnel marketing strategy using 7ps on brand awareness of students in the technological universities in Egypt. Two questionnaires were prepared and distributed. The research was applied on 254 faculty members of the whole technological universities in Egypt (Cairo, Quesna, and Beni Suef) and 280 students of these universities. The results indicated that there is a positive significant effect of external personnel marketing strategy using 7Ps (individually and collectively) on brand awareness. The study proposed a number of recommendations.

KEYWORDS

1. INTRODUCTION

Organizations need employees with specific knowledge and skills. Employees are the household who produce, improve the refined processes and sell products, since they give life, form, and content to them. According to the point of view of marketing, current employees and potential employees are customers to their organizations (Ungerman, Myslivcová, & Dĕdková.,2018) .So the organization uses marketing to create a structure on markets which can meet the expectations and needs of both latent and existing employees.It can also discover itself as an employer through the conception of the employer brand which is borrowed from marketing. Employer brand management, involves internally and externally content of what makes an organization as an employer (Backhaus & Tikoo, 2004) .The principal purpose of personnel marketing is developing the organization's attraction value as an employer through a strategy depending on the external one (Gladka& Fedorova,2019) which means that an organization uses marketing to the human resources management (Klimentova,2008).

Technical education in Egypt needs a big efforts to be marketed and increases the awareness of students about it. Three universities were built in Cairo, Quesna and Beni Suef to support the technical education, they undoubtedly need external personnel marketing strategy that gives them a distinctive brand that creates an appeal. This strategy includes the organization's vision of itself as an employer and helps organizations to make interactions between employees and consumers to create brand awareness to current students(De Chernatony, Drury & Segal, 2003;De Chernatony,2006;Boyko,2014) especially the main purpose of employees' abilities is providing the best customer services (Żuławska,2012). Therefor, the research examines the effect of external personnel marketing strategy applied for (faculty members) on the brand awareness of the (students) in the technological universities in Egypt.

1.1. Purpose of The Study

The objectives of this research are:

- Demonstrating to what extent the technological universities used 7Ps in personnel marketing strategy for their faculty members.
- To determine the effect of personnel marketing strategy according to marketing mix (product, price, place, promotion, process, people and physical evidence) (individually and collectively) on increasing the brand awareness for students in the first grade of the technological universities.
- Determine which element of the marketing mix elements plays a vital role in increasing the brand awareness for students in the first grade of the technological universities.

1.2. Problem Statement

Technical education is one of the most important pillars of the educational system, and the strong pillar prepared by the state for achieving sustainable development in accordance with the 2030 strategy, taking it into consideration as the locomotive of development of nations.

The education ministry has developed a new plan to promote technological education aimed at expanding the establishment of technological colleges, which will contribute to changing the societal perception of graduates of technical education and raise the level of students enrolled in the coming period, with activities carried out on the development of technological colleges, through the initiative to support and reform technical education .Three universities built in Cairo, Quesna and Beni Suef to support the technical education, these universities try to change a long believe in the minds about technical education so they need to increase the awareness of students (customers)about their brand, branding can make it (Bonnici, 2015). Personnel marketing gives the organization greater competitiveness Żuławska (2012). The employer's image and employer's reputation which is built by marketing through personnel marketing strategy may participate in building that awareness Boyko (2014). That external personnel marketing strategy can be measured on the basis of the marketing mix elements (7Ps) (Gladka& Fedorova, 2019).

So the main problem of the study revolves around the answer to the following question:

What is the effect of external personnel marketing strategy using 7Ps on the brand awareness of customers (students)of the technological universities.

2. LITERATURE REVIEW, CONCEPTUAL MODEL AND HYPOTHESES RELATIONSHIPS

2.1. External Personnel Marketing Strategies

According to Veloso (2018) the employer brand concept emerged at a colloquy in 1990.It can be defined as the picture of an employer which care of current employees, customers and others (Santos, Sousa, Reis & Monteiro, 2019). It makes the organization alluring for existing and attracts potential employees by offering certain advantages, then creating a strong learning culture to encourage employees to join it (Lenka & Chawla,2015).

Employer Branding consists of three steps; first, building and developing the concept of a proposed value that the organization provides to potential and current employees. Second, the external marketing of this proposed value by the employer to attract the targeted competencies of the organization, while the third step includes the internal marketing of the brand Backhaus &Tikoo, (2004); (Lievens, 2007).

Personnel marketing can be defined as an activity which helps organizations to create a position in the labor market .This concept is considered as a development of employer brand because the two concepts make the organization as an employer, but the personnel marketing strategy reshapes the

19 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/article/the-impact-of-external-personnel-marketing-strategy-on-brand-awareness-of-customers/267775

Related Content

The Relationship Between Customer Engagement, Satisfaction, and Loyalty
Hani H. Al-Dmour, Wasim Khalil Aliand Rand H. Al-Dmour (2019). *International Journal of Customer Relationship Marketing and Management (pp. 35-60).*
www.irma-international.org/article/the-relationship-between-customer-engagement-satisfaction-and-loyalty/221911

"A Narrative of Impending Tyranny": Ideological Extremism and Internet Use in the Tea Party Movement
Antonio Pinedaand Bianca Sánchez-Gutiérrez (2020). *Handbook of Research on Transmedia Storytelling, Audience Engagement, and Business Strategies (pp. 255-271).*
www.irma-international.org/chapter/a-narrative-of-impending-tyranny/253397

The Use of Social Media Among Public Relations Students in the UAE
Hamza Saad Mohamed (2015). *International Journal of Customer Relationship Marketing and Management (pp. 15-30).*
www.irma-international.org/article/the-use-of-social-media-among-public-relations-students-in-the-uae/132511

Testing and Validating Youth Leaders' Competencies in the UAE Governmental Organizations
Shamsa Almarri (2021). *International Journal of Customer Relationship Marketing and Management (pp. 97-111).*
www.irma-international.org/article/testing-and-validating-youth-leaders-competencies-in-the-uae-governmental-organizations/287768

Company Specific Virtual Worlds
Paul Blowers (2011). *Virtual Worlds and E-Commerce: Technologies and Applications for Building Customer Relationships (pp. 103-126).*
www.irma-international.org/chapter/company-specific-virtual-worlds/46434