

The Impact of the Communicative Behaviour in Social Media on the University Brand Image

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Abstract

Communicative behaviour as a state of relationship which influences bilateral feelings, needs, and thoughts for more unambiguous and open communication (Ivanov & Werner, 2010) can affect the brand image. Correspondingly, communication from the side of the universities toward students through social media has a significant role.

Facebook is a powerful communicational channel. It effectively and efficiently took control of the business sector, advertising sector, and furthermore, educational realm. It has an enduring influence on the way how people communicate, and as time passes, it becomes an essential part of their lives.

The article presents the behaviours of Georgian higher educational institutions in social media, especially on Facebook, and the attitude of the existing or potential students towards communicative behaviour of HEIs. The findings show what kind of influence does communication in Facebook has on customer perception and correspondingly brand image.

Keywords: Social Media; Communicative Behaviour; University Branding; Brand Image; Digital Media.