Factors Affecting Brand Loyalty of Private Universities: Case Study Guangxi University of Foreign Languages

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In recent years, China's private higher education has developed significantly, and private universities have become one of the "two schools". However, due to the expansion of the scale of public schools, the limited supply of teachers in private colleges, and the mismatch between the supply and demand of graduate employment, the crisis of students in private colleges and universities has become increasingly serious, and the pressure of survival and competition is increasing. The main purpose of this study is to explore the influence of Guangxi University of Foreign Languages marketing mix and brand awareness on brand loyalty, and to provide recommendations for Guangxi University of Foreign Languages private universities. The researchers will use a quantitative approach to study the effect of two independent variables (marketing mix and brand awareness) on the dependent variable (brand loyalty). A total of 414 questionnaires were distributed to students of Guangxi University of Foreign Languages and analyzed using statistical software SPSS. Perform descriptive statistical analysis to understand the sample of respondents; perform reliability and validity analysis to ensure the reliability and validity of the questionnaire; perform correlation analysis to determine the correlation between independent and dependent variables; and perform regression analysis, to explore the influence and degree of influence of various factors on the brand loyalty of private colleges and universities. Research shows that marketing mix and brand awareness have a significant positive impact on brand loyalty of private universities. Finally, based on the research results, five suggestions are put forward from the perspective of private universities to help private university brands improve customer brand loyalty and their own brand competitiveness.

Keywords: Guangxi University of Foreign Language, marketing mix, brand awareness, brand loyalty

Introduction

At present, China's higher education is gradually changing from "elite" to "universal" and "popular", and the entire higher education industry is in a state of vigorous development. In the absence of public educational resources, a number of outstanding private colleges and universities have made considerable progress. According to the National Education Development Statistical Bulletin 2019 issued by the Ministry of Education in 2020, there were 2,688 ordinary colleges and universities nationwide in 2019, of which 757 were private general colleges and universities (including 257 independent colleges and 1 adult college), an increase of 7 over the previous year, accounting for 28.16% of the national proportion. In 2019, the general undergraduate and junior college enrollment was 2,196,900, an increase of 357,500 over the previous year, an

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increase of 19.43%; the number of students at school was 7,088.3 million, an increase of 592,300 over the previous year, an increase of 9.12% (Ministry of Education, 2020). It can be seen that, as an important part of higher education, private colleges and universities play an important role in the process of popularization and popularization of higher education in China.

In recent years, on the one hand, private higher education has ushered in an important moment of rapid development as privately-run colleges and universities have been among the "two schools". On the other hand, due to the expansion of enrollment in public schools, the limited faculty of private colleges, and the mismatch of the employment supply and demand of graduates, private colleges and universities are facing an increasing crisis of student resources, and they are facing increasing pressure for survival and competition. Therefore, how to seize opportunities and avoid challenges has become the key to the sustainable development of private universities. After entering the 21st century, brand strategy has increasingly become one of the core tasks of private colleges and universities. If private colleges and universities want to improve their competitiveness, they must attach importance to brand building and implement brand strategies. China's higher education has developed well in this century. However, due to the short history of running schools, weak core competitiveness, and weak brand management awareness, there are many problems in brand marketing of private colleges and universities, such as school-running characteristics that are not enough to create an education brand and brand positioning is biased. And the brand strategy management system is immature.

As the first batch of private colleges and universities in Guangxi, China, Guangxi University of Foreign Languages is a powerful higher education organization, and its educational brand marketing is a leader in the reform trend. Since entering the 21st century, Guangxi University of Foreign Languages has made full use of its regional advantages for ASEAN, relying on the development opportunities brought by the China-ASEAN Free Trade Area and Guangxi Beibu Gulf Economic Zone, and actively responding to China's "One Belt and One Road" initiative. The transformation of development mode and industrial upgrading of the industry demand for talent training implement the requirements of classified guidance and characteristic development of higher education, optimize teaching institutions, keep the fundamentals, and continue to innovate. In addition, Guangxi University of Foreign Languages has also established the goal of "building into a private general undergraduate college with outstanding foreign language advantages, serving the frontiers, connecting with ASEAN, and distinctive characteristics", and won the "National Private Education Advanced Collective" and "Chinese Private Higher Education Excellent College". The social influence and employment level have been significantly improved. However, due to the lack of school funding, hardware facilities, and the level of teachers, the brand marketing strategy of Guangxi University of Foreign Languages needs to be further optimized. Therefore, solving internal problems, seizing external opportunities, and expanding brand influence are the top priority of Guangxi University of Foreign Languages.

Method

Population

The population for this study was 26,000 students studying at Guangxi University of Foreign Languages. This study was conducted to analyze the impact of marketing mix and brand awareness, which can help increase customer brand loyalty to Guangxi University of Foreign Languages.

Sample Size

This research mainly focused on university students and undergraduates of different majors and different types of enrollment. About 414 people were selected to conduct a questionnaire survey.

Data Collection

Secondary data for this research paper were obtained from various sources, including previous studies, journals, and other internet sources. We collect the primary data for this study. For this study, primary data were collected from customers of Guangxi University of Foreign Languages by designing a questionnaire. The researcher used a random sampling method to collect data for this study. By applying an unknown population formula, the researcher must collect data from 414 students who come to Guangxi University of Foreign Languages.

Research Tools

The instrument used by the researcher to collect data in this study is through a designed questionnaire. The questionnaire will be distributed through a survey form, and data will be collected face to face from undergraduates of Guangxi University of Foreign Languages.

The structured questionnaire will be divided into four sections.

Part 1: Personal information.

Part 2: Marketing mix.

Part 3: Brand awareness.

Part 4: Brand loyalty

Analysis of the Study

Descriptive statistics. This part of the study concentrates on validating the main objectives of the study. In the descriptive analysis, the researcher will use statistical tools to obtain the results of means and standard deviations.

The first part of the questionnaire will show frequencies and percentages.

The second part of the questionnaire will present the means and standard deviations of the independent variable marketing mix.

The third part of the questionnaire will present the means and standard deviations of the independent variable brand awareness.

The fourth part of the questionnaire will present the means and standard deviations of the dependent variable brand loyalty.

Table 1

Interpretation Scale of Descriptive Statistics

Scale	Range
Very satisfied	4.21-5.00
Satisfied	3.41-4.20
Average	2.61-3.40
Dissatisfied	1.81-2.60
Very dissatisfied	1.00-1.80

The table above shows the ranges for the questionnaire-based scales. The researcher will use these ranges to interpret the mean and standard deviation of the marketing mix.

Table 2

Interpretation Scale of Descriptive Statistics

Scale	Range
Very high brand loyalty	4.21-5.00
High brand loyalty	3.41-4.20
Moderate brand loyalty	2.61-3.40
Relatively low brand loyalty	1.81-2.60
Low brand loyalty	1.00-1.80

The table above shows the ranges for the questionnaire-based scales. The researcher will use these ranges to interpret the means and standard deviations of brand awareness and brand loyalty.

Reliability and validity. Reliability and validity tests were used to measure the scales of the independent and dependent variables. In this study, our independent variables marketing mix and brand awareness and the dependent variable brand loyalty have high significance on the results. In order to calculate and measure the degree of association between our independent and dependent variables, the researcher will use Cronbach's Alpha to test the reliability scale and the factors affecting customer trust will be measured through validity (Kara, 2018). By applying Cronbach's Alpha test, if the value is greater than 0.7, the data are considered reliable if it is less than 0.7 (Nunnally, 1978). Cronbach's Alpha reliability analysis results explain below.

Table 3

Psychometric Properties of Marketing Mix, Brand Awareness, and Brand Loyalty

Variables	Mean	K	SD	α
Marketing mix	3.43	31	0.81	0.96
Brand awareness	3.56	6	0.90	0.87
Brand loyalty	3.22	10	0.72	0.81

Notes. M = Mean; SD = Standard Deviation; α = Cronbach's Alpha.

The Cronbach's Alpha reliability analysis showed that all three scales have a significant reasonable reliability value. The reliability value falls in the range of five and six instances of ≥0.8. The acceptable value of reliability is 0.7 to 0.6. Therefore, all the scales of measure in Table 3 have significant Cronbach's Alpha reliability.

The questionnaire, a research tool, was conducted by language experts to create an English-Chinese translation questionnaire with the same content.

Results

The purpose of the study was to understand the marketing mix factors (7P) and brand awareness that influence customers' brand loyalty to Guangxi University of Foreign Languages. The sample consisted of 414 respondents from Guangxi University of Foreign Languages. The psychometric properties of the marketing mix, brand awareness, and brand loyalty were measured through Cronbach's Alpha reliability analysis. Descriptive statistical analysis was used to find frequencies, percentages, mean, and standard deviation. Pearson's correlation was used to find the relationships between the primary and sub-study variables that influence brand loyalty. Finally, multiple regression analysis was used to identify the predictors of brand loyalty.

Personal Information

Table 4

Frequencies and Percentages of Demographic Variables

	Year	Frequency	Percent (%)
	Freshman	144	34.78
	Sophomore	131	31.64
Frequency table for year	Junior	91	21.98
	Senior	48	11.59
	Total	414	100.00
	Male	76	18.35
Frequency table for gender	Female	338	81.64
	Total	414	100.0
	19-21years	338	81.64
	22-24years	75	18.11
Frequency table for age	25 and above	1	0.24
	Total	414	100.0
	City	83	20.04
Frequency table for live	Prefecture-level city	88	21.25
	Rural	243	58.69
	Total	414	100.0
	Below 3,000 yuan	160	38.64
	Between 3,001 yuan and 4,000 yuan	123	29.71
Frequency table for income	Between 4,001 yuan and 5,000 yuan	49	11.83
	Between 5,001 yuan and 6,000 yuan	35	8.45
	More than 6,000 yuan	47	11.35
	Total	414	100.0

The main respondents were students from Guangxi University of Foreign Languages. 34.78% of the respondents were freshmen, 31.64% were second year students, and 21.98% were juniors. Of these, 18.35% were male and 81.64% were female. 81.64% of respondents were between the ages of 19-21, 18.11% were between the ages of 22-24, and 0.24% were 25 years old or younger. The main living areas of respondents were 20.04% from urban areas, 21.25% from prefecture level cities, and 58.69% from rural areas. The average monthly household income of respondents was less than RMB 3,000 for 38.64% of respondents, RMB 3,001-4,000 for 29.71%, and RMB 4,001-5,000 for 11.83% of respondents.

Descriptive Statistical Analysis

Table 5

Descriptive Statistics for All Sub-variables of the Marketing Mix

Variables	Mean	Std. Deviation	Interpretation
Product	3.53	1.036	Satisfied
Price	3.40	1.059	Average
Place	3.41	1.126	Satisfied
Promotion	3.35	0.906	Average
People	3.42	1.146	Satisfied
Process	3.28	1.088	Average
Physical	3.65	1.115	Satisfied

In the above table, as for the mean average value of the satisfied in the marketing mix and the standard deviation, the highest mean average value is physical 3.65, product is 3.53, and people is 3.42.

Table 6

Descriptive Statistics of Product

Variables	Mean	Std. Deviation	Interpretation
Are you satisfied with the multilingual majors offered?	3.58	1.125	Satisfied
Are you satisfied with modern curriculum?	3.58	1.165	Satisfied
Are you satisfied with the teacher's qualifications?	3.60	1.152	Satisfied
Are you satisfied with the teaching techniques and skills?	3.38	1.318	Average
Are you satisfied with teacher's teaching intention?	3.45	1.330	Satisfied
Are you satisfied with the availability of teaching tools?	3.46	1.306	Satisfied
Are you satisfied with technology for teaching?	3.67	1.164	Satisfied
Total mean	3.53	1.036	Satisfied

In the above table, the highest mean average value of the satisfied in product factor of Guangxi University of Foreign Languages is a technology for teaching 3.67, teacher's qualifications 3.60, multilingual majors offered 3.58, and modern 3.58 with a level of "satisfied".

Table 7

Descriptive Statistics of Price

Variables	Mean	Std. Deviation	Interpretation
Are you satisfied with tuition fee at 18,000-20,000 yuan fee per academic year?	3.38	1.205	Average
Are you satisfied with education fee per academic year?	3.40	1.189	Average
Are you satisfied with facilities fee per academic year?	3.34	1.225	Average
Are you satisfied with the subsidy standard of 2,000-4,000 yuan per academic year?	3.48	1.207	Satisfied
Total mean	3.40	1.058	Satisfied

In the table above, the highest mean satisfaction level for the price factor at Guangxi University of Foreign Languages is study allowance 3.48 with a level of "satisfactory", and education funding 3.40 and study tuition fees 3.38 with a level of "average".

Table 8

Descriptive Statistics of Place

Variables	Mean	Std. Deviation	Interpretation
Are you satisfied with the two campus addresses convenient?	3.39	1.289	Average
Are you satisfied with the "two-three-three" talent training model (e.g., "two integration, three platforms, and three collaborations")?	3.27	1.282	Average
Are you satisfied with the "one-to-one" employment tutor work?	3.56	1.195	Satisfied
Total mean	3.407	1.126	Satisfied

In the above table, the highest mean average value of the satisfied in place factor of Guangxi University of Foreign Languages is a employment tutor work 3.56 with a level of "satisfied", and campus addresses 3.39 and talent training model 3.27 with a level of "average".

Table 9

Descriptive Statistics of Promotion

Variables	Mean	Std. Deviation	Interpretation
Are you satisfied with the promotion methods of Guangxi University of Foreign Languages' print media, WeChat and Douyin?	3.41	1.091	Satisfied
Are you satisfied with the scholarship standard of 2,000-8,000 yuan per academic year?	3.45	1.065	Satisfied
Are you satisfied with the telephone customer service of Guangxi University of Foreign Languages?	3.21	1.139	Average
Are you satisfied with the admission types (specialist, undergraduate, master) of Guangxi University of Foreign Languages?	3.35	1.081	Average
Total mean	3.35	0.906	Average

In the above table, the highest average value of the promotion factor satisfaction of Guangxi University of Foreign Languages is 3.45 for the scholarship standard and 3.40 for the promotion method with the level of "satisfaction" and admission type (specialist, undergraduate, master) 3.35 with "average" level.

Table 10

Descriptive Statistics of People

Variables	Mean	Std. Deviation	Interpretation
Are you satisfied with the quality of the teachers in Guangxi University of Foreign Languages (teaching method, professional level)?	3.40	1.316	Average
Are you satisfied with the quality of the counselors of Guangxi University of Foreign Languages?	3.47	1.336	Satisfied
Are you satisfied with the quality of the logistics management staff of Guangxi University of Foreign Languages?	3.32	1.400	Average
Are you satisfied with the quality of students at Guangxi University of Foreign Languages?	3.48	1.323	Satisfied
Total mean	3.42	1.146	Satisfied

In the above table, the highest average of people factor satisfaction of Guangxi University of Foreign Languages is a quality of students 3.48 and quality of counselors 3.47 with the level of "satisfaction" and quality of teachers 3.40 with the level of "average".

Table 11

Descriptive Statistics of Process

Variables	Mean	Std. Deviation	Interpretation
Are you satisfied with the classrooms and teaching facilities of Guangxi University of Foreign Languages?	3.29	1.267	Average
Are you satisfied with the campus and dormitory environment of Guangxi University of Foreign Languages?	3.17	1.281	Average
Are you satisfied with the exchange and learning platform provided by Guangxi University of Foreign Languages?	3.24	1.306	Average
Are you satisfied with the learning resources and reference materials provided by Guangxi University of Foreign Languages?	3.34	1.232	Average
Are you satisfied with the internship practice base provided by Guangxi University of Foreign Languages?	3.37	1.249	Average
Total mean	3.28	1.088	Average

In the above table, the highest average value of process factor satisfaction in Guangxi University of Foreign Languages is a practice bases 3.37, learning resources and reference materials 3.34, and classrooms and teaching equipment 3.29 with the level of "average".

Table 12

Descriptive Statistics of Physical

Variables	Mean	Std. Deviation	Interpretation
Are you satisfied with the school management system of Guangxi University of Foreign Languages?	3.67	1.256	Satisfied
Are you satisfied with the teaching management system of Guangxi University of Foreign Languages?	3.65	1.201	Satisfied
Are you satisfied with the student management system of Guangxi University of Foreign Languages?	3.72	1.291	Satisfied
Are you satisfied with the weekly reception of the principal of Guangxi Foreign Studies University?	3.56	1.277	Satisfied
Total mean	3.65	1.115	Satisfied

In the above table, the highest average value of physical factor satisfaction in Guangxi University of Foreign Languages is a student management system 3.72, school management system 3.67, and teaching management system 3.65 with the level of "satisfied".

Table 13

Descriptive Statistics for Each Sub-variable of Brand Awareness

Variables	Mean	Std. Deviation	Interpretation
Brand recognition	3.81	1.084	Moderately awareness
Brand recall	3.29	0.997	Somewhat awareness

In the above table, as for the mean average value of the satisfied in the brand awareness and the standard deviation, the highest mean average value is brand recognition 3.81 and brand recall 3.29.

Table 14

Descriptive Statistics of Brand Recognition

Variables	Mean	Std. Deviation	Interpretation
When I saw the logo, I know, it is the Guangxi University of Foreign Languages logo.	3.95	1.179	Moderately awareness
I can recognize the detail of Guangxi University of Foreign Languages logo.	3.71	1.229	Moderately awareness
I can remember the Guangxi University of Foreign Languages motto statement.	3.79	1.229	Moderately awareness
Total mean	3.81	1.084	Moderately awareness

In the table above, the highest average brand recognition for Guangxi University of Foreign Languages is a logo 3.95, motto statement 3.79, and details of the logo3.71 with the level of "moderately awareness".

Table 15

Descriptive Statistics of Brand Recall

Variables	Mean	Std. Deviation	Interpretation
I know that the Guangxi University of Foreign Languages' ranking first in the international competitiveness of Chinese private universities in 2021.	3.43	1.130	Moderately awareness

Table 15 to be continued

I know the Guangxi University of Foreign Languages ("National Advanced Private Education Collective" and "Chinese Private Higher Education Excellent Institutions") has the social reputation.	3.32	1.063	Somewhat awareness
Guangxi University of Foreign Languages has high education standard in Guangxi.	3.14	1.170	Somewhat awareness
Total mean	3.29	0.997	Somewhat awareness

In the table above, the highest average brand recall for Guangxi University of Foreign Languages is international competitiveness 3.43 with the level of "moderately awareness" and social reputation 3.32 and education level 3.14 with the level of "somewhat awareness".

Table 16

Descriptive Statistics for Each Sub-variable of Brand Loyalty

Variables	Mean	Std. Deviation	Interpretation
I would choose Guangxi University of Foreign Languages for my relative and close relationship.	3.72	0.708	Brand loyalty
I would choose Guangxi University of Foreign Languages, even if the other universities serve the same education as the one for my relative and close relationship.	3.93	0.919	Brand loyalty
Total mean (repurchase)	3.83	0.813	Brand loyalty
I always give other people some advice about Guangxi University of Foreign Languages.	3.16	1.032	Somewhat brand loyalty
I have received advice from others about Guangxi University of Foreign Languages.	3.21	1.013	Somewhat brand loyalty
If I had to recommend a university, I would recommend Guangxi University of Foreign Languages.	3.29	1.035	Somewhat brand loyalty
Total mean (word of mouth)	3.22	1.027	Somewhat brand loyalty
Guangxi University of Foreign Languages is my first choice for university.	3.38	1.484	Somewhat brand loyalty
The reputation of Guangxi University of Foreign Languages in the market.	3.38	1.486	Somewhat brand loyalty
Total mean (confidence)	3.38	1.485	Somewhat brand loyalty
Guangxi University of Foreign Languages is clearly different from other universities.	2.28	1.283	Slightly brand loyalty
I pay attention to the development and changes of Guangxi University of Foreign Languages	2.44	1.311	Slightly brand loyalty
I am willing to pay for studying at Guangxi University of Foreign Languages, even if the tuition fee increases.	2.59	1.367	Slightly brand loyalty
Total mean (cognitive)	2.44	1.320	Slightly brand loyalty

In the table above, as for the mean and standard deviation of brand satisfaction, the highest mean is repurchase 3.83, confidence rate 3.38, and repurchase rate 3.29.

Correlation Analysis

Pearson's correlation was used to find the correlation between variables to test the main hypothesis. It is assumed that the marketing mix and brand awareness are positively correlated with the brand loyalty of Guangxi University of Foreign Languages.

Main hypotheses:

H_1: The marketing mix and brand loyalty have a correlation.

H_{01}: The marketing mix and brand loyalty do not have a positive correlation.

H_{11}: The marketing mix and brand loyalty have a positive correlation.

H_2: The brand awareness factors and brand loyalty have a correlation.

H_{02}: The brand awareness and brand loyalty do not have a positive correlation.

H_{12}: The brand awareness and brand loyalty have a positive correlation.

Table 17

Multiple Correlations Between Variables Between Marketing Mix, Brand Awareness, and Brand Loyalty

Sr no.	Variables	Marketing mix	Brand awareness	Brand loyalty
1	Marketing mix	-	-	-
2	Brand awareness	0.692**	-	-
3	Brand loyalty	0.542**	0.367**	-

Note. ** Correlation is significant at the 0.01 level (2-tailed).

The results in the table above show that the marketing mix and brand loyalty are positively correlated, and the brand awareness factors are positively correlated with brand loyalty. This means that brand loyalty increases, so does the marketing mix. Brand awareness increases, and so does brand loyalty. The results prove a positive relationship between the marketing mix and brand awareness and the brand loyalty of the Guangxi University of Foreign Languages.

Conclusion of Hypothesis Testing

After the above analysis, the hypothesis test conclusion of the article is finally obtained.

Table 18

Conclusion of Hypothesis Testing

Research hypotheses	In conclusion
H_1: The marketing mix and brand loyalty have a correlation.	
H_{01}: The marketing mix and brand loyalty do not have a positive correlation.	Reject
H_{11}: The marketing mix and brand loyalty have a positive correlation.	Accept
H_2: The brand awareness factors and brand loyalty have a correlation.	
H_{02}: The brand awareness and brand loyalty do not have a positive correlation.	Reject
H_{12}: The brand awareness and brand loyalty have a positive correlation.	Accept

The analysis of the overall results provides information on demographic variables, descriptive analysis of variables and sub-variables. The correlation results and multiple regression analysis of inter-variate correlations revealed predictors of the dependent variable. The correlation between the main independent variable marketing mix and brand awareness was positively correlated with the dependent variable (brand loyalty). The researcher then conducted a correlation analysis of the sub-variables in the study and the results showed that all the sub-variables of marketing mix and brand awareness were positively correlated with the dependent variable (brand loyalty) as shown in Table 17. The results also showed that both marketing mix and brand awareness were strong predictor dependent variables.

Regression Analysis

In addition, the researchers will apply regression analysis to identify predictors of customer brand loyalty.

Table 19

Regression Analysis by Model Summary

Model summary

Model	R	R square	Adjusted R square	Std. Error of the estimate
1	0.516[a]	0.266	0.262	0.617

Note. a. Predictors: (Constant), marketing mix, brand awareness.

The above table shows the correlation values of the independent variables (R = 0.516). The R square value is 26.60% of the explained variance, and the adjusted R square value 26.20% explains the number of predictors in the model.

Table 20

Regression Analysis by ANOVA

ANOVA[b]

Model		Sum of squares	df	Mean square	F	Sig.
	Regression	56.669	2	28.334	74.447	0.000[a]
1	Residual	156.426	411	0.381	-	-
	Total	213.095	413	-	-	-

Notes. a. Predictors: (Constant), marketing mix, brand awareness. b. Dependent variable: Brand loyalty.

The data reported in the ANOVA above table were fitted to the regression equation. The regression value is significant ($p < 0.05$) and it represents the overall significant predictor of marketing mix on customer brand loyalty.

Table 21

Regression Analysis by Coefficients

Coefficients[a]

Model		Unstandardized coefficients		Standardized coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.594	0.138		11.537	0.000
1	Marketing mix	0.465	0.052	0.529	9.007	0.000
	Brand awareness	-0.015	0.047	-0.019	-0.325	0.745

Note. a. Dependent variable: Brand loyalty.

The coefficient table shows the necessary information about the predictors. In the table above, the researchers ran the model run on the independent variables marketing mix and brand awareness, and the results showed that marketing mix (B = 0.465, $p < 0.05$) was a strong predictor of brand loyalty. The p-value for brand awareness is higher than 0.05, which means it is not significantly related to brand loyalty.

Y = α + B1X + B2X

Regression Equation: Y = 1.594 + 0.465X1 -0.015X2
X1= Marketing mix
X2= Brand Awareness
Y = Dependent variable (brand loyalty)
B (Beta) = Estimated regression coefficients
Alpha = constant

Figure 1. Multiple regression analysis results

The results show that X1 changes by one unit and Y changes by 0.465 units. Marketing mix has an important relationship with brand loyalty. The coefficient of X2 does not pass the significance test, so the coefficient of X2 is meaningless. It shows that brand awareness is not a significant predictor of brand loyalty.

Discussion

The four basic objectives of the current study are: The first objective is to analyze the level of brand loyalty of Guangxi University of Foreign Languages. The second objective is to analyze the impact of the marketing mix of Guangxi University of Foreign Languages. The third objective is to analyze the impact of brand awareness of Guangxi University of Foreign Languages. The fourth objective is to analyze the impact of marketing mix and brand awareness of Guangxi University of Foreign Languages brand loyalty.

Discussion on Marketing Mix and Brand Loyalty

Hypothesis H_1: The factors of marketing mix include: product, price, place, promotion, people, process, and physical influence on Guangxi University of Foreign Languages brand loyalty. The empirical results of the multiple regression of marketing mix attitudes and marketing mix attitudes reveal a strong positive relationship between them. It found that product, price, place, promotion, people, process, and physical influence the level of brand loyalty.

The analysis result supported by Khoo Khay Hooi (2012) found that marketing mix elements and customer satisfaction have positive influence on customer loyalty in terms of willingness to pay more, recommendation, and repurchase. Moreover, the study also confirmed that the marketing mix factors and customer satisfaction have a positive relationship with customer loyalty. Moreover, the study of Youcef Souar, Keltouma Mahi, and Imane Ameur (2015) with the aim to study the relationship between the marketing mix elements and customer loyalty in Algeria Telecom Company also found that there were the positive and significant effects of product, process, and promotion on customer loyalty.

Another study by Muthu Kumar (2009) examined the relationship of the marketing mix element and brand loyalty in the drug prescription industry and the findings show that better product attributes and sales promotion lead to high brand loyalty. Furthermore, Kushwaha et al. (2015) studied the 7Ps marketing mix of banking service marketing and discovered that the physical evidence, process, place, and people have the relationship with aspects that affect the customer's perception. Also, Owomoyela and Oyeniyi (2013) revealed that the 4Ps of marketing have a powerful relationship and have a significant effect on consumer loyalty. This result was found through the investigated to the impact of marketing mix factors toward customer loyalty of Nigerian breweries and the study.

Most findings from previous studies support the findings that attitudes towards the marketing mix have an impact on Guangxi University of Foreign Languages' brand loyalty. However, when considered in detail, the details of the elements of the marketing mix that affect customer loyalty differ for each research arch. Some studies show that product factors and promotional factors influence customer loyalty, while another study shows that all marketing mix factors influence customer loyalty. However, in this study, the analysis results show that the significance of price, promotion, and people is less than 0.05, and the regression coefficient is greater than 0, indicating that it has a significant positive impact on the loyalty of Guangxi University of Foreign Languages.

Discussion on Brand Awareness and Brand Loyalty

Hypothesis H_1: The factors of brand awareness include: the impact of brand recognition and brand recall

on Guangxi University of Foreign Languages. The multiple regression empirical results of brand awareness and brand loyalty show that there is a strong positive correlation between them.

There is a significant positive correlation between brand awareness and brand loyalty. The more aware consumers are of a brand and the stronger their bond with it, the higher the likelihood of repeat purchases and positive attitudes. Even when other brands of similar products are promoted, consumers feel that the more aware brand is more self-expressive and will prefer the more aware brand. This is in line with the study by Liu Xin and Yang Weiwen (2010). This study suggests that brand awareness has a significant effect on brand loyalty through the mediation of brand commitment. Therefore, this paper argues that brand awareness is an important factor influencing brand loyalty in Guangxi University of Foreign Languages. Therefore, strengthening consumers' sense of belonging to and awareness of the brand can strengthen consumers' loyalty.

Recommendations

The results of this study are helpful to the Guangxi University of Foreign Languages. The results of this study make it necessary for Guangxi University of Foreign Languages to make the following recommendations in order for Guangxi University of Foreign Languages to increase customer loyalty.

Suggestions on Publicity and Promotion of Private Universities

Guangxi University of Foreign Languages should maximize the school's enrollment promotion and make good use of different forms of publicity and promotion of the brand in order to attract more attention from parents and students. For example: (1) In the process of recruiting students, understand the psychology of customers, and choose the way of publicity that customers prefer. (2) Through school teachers, students and alumni use modern and electronic means (WeChat, Weibo, Douyin, etc., media) to distribute information to more customers. At the same time, it can carry out unlimited exchanges and realize fast tracking and publicity.

Suggestions for Marketing Promotion of Private Universities

Guangxi University of Foreign Languages conducts effective marketing and advertising campaigns on social media, such as professional orientation sessions and open campus days, in order to get more people attracted to the school. For example: (1) professional orientation meeting and campus open day, in order to attract more people to the school and let customers understand the school's characteristics more intuitively. (2) Under the special activities, the grassroots, through the school's student organizations and clubs, carry out professional teaching and networking activities to local high schools, secondary vocational schools and enterprises.

Suggestions on the Construction of the Logistics Support Team of Private Universities

An efficient logistic service team should be established. The logistic staff is related to all aspects of students' services in school life. Improving the service quality of the logistic staff makes students really feel like home, provides students with various convenient conditions to make them feel satisfied, gives them a sense of security and trust, and establishes a golden sign in their hearts. For example: (1) Hire a professional service company to provide students with various life services, such as safety, cleaning, etc. (2) Regularly organize logistics personnel to participate in professional skills training to improve the professional skills of logistics support personnel, such as water and electricity maintenance master, network maintenance division, and so on. (3) Strengthen the integrated construction of network services, so that students can declare and handle various life affairs more quickly and conveniently through the network.

Suggestions on the Construction of Teaching Staff in Private Universities

Teacher training should be strengthened to cultivate a stable team of teachers with high education and high titles. The quality of school operation is closely related to the teaching ability of the teaching team; therefore, colleges and universities should constantly train teachers in business skills and professional ethics. Reduce the mobility of employees to further improve the level of school operation and increase students' loyalty to the school. For example: (1) Establish and improve the teacher training mechanism. The human resources department will work together to help teachers improve their academic qualifications and professional titles based on the situation of each teacher. (2) Establish a reasonable reward mechanism to stimulate the initiative, enthusiasm, and innovation of teachers through various competitions. (3) Organize various activities to improve teachers' recognition of the school, enhance teachers' anger, and improve teachers' happiness index.

Suggestions on Improving the Brand Image of Private Universities

A good brand image should be created. Unlike price, quality, and other factors, brand image is a soft power to increase customer loyalty. Guangxi University of Foreign Languages makes long-term, all-round efforts to build up a good corporate image and increase customer loyalty. For example: (1) Show the characteristics and highlights of the school by participating in various large-scale activities. (2) Improve the society's evaluation of the school through cooperation with enterprises and employers.

Conclusion

In conclusion, this study has achieved its goal of examining the relationship between marketing mix and brand awareness and brand loyalty at Guangxi University of Foreign Languages. Results: The marketing mix had a significant positive impact on Guangxi University of Foreign Languages brand loyalty.

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