

Franchising in the education sector:

How do Pakistani customers perceive this new phenomenon?

Abstract

The literature on franchising is growing. However, the customer perceptions regarding franchising have been rarely explored and the few studies deal with developed markets, e.g., UK, USA. The aim of this research is to assess how customers perceive franchising in the education sector in Pakistan. More specifically, our research questions are the following: (1) According to the customers, what are the perceived differences between franchised schools and public schools?; (2) What are the customer perceptions regarding the main characteristics of franchising in the education sector?; (3) What are the customer perceptions regarding social achievements of these franchised schools and chains?; and (4) According to the customers, what are the perceived opportunities and challenges associated to franchising in the education sector? We adopt a qualitative approach with seventeen face-to-face interviews conducted with customers of franchised schools in Pakistan, including parents and students.

Keywords

Franchising, Education Sector, Customer Perceptions, Emerging Markets, Pakistan, Qualitative Approach.