CONCEPTUAL FRAMEWORK OF BRAND IMAGE FOR TOURISM INDUSTRY: TOURISM MANAGEMENT AND ADVERTISEMENT AS MODERATORS

Wasib B Latif[1][†] --- **Md. Aminul Islam**[2] --- **Abdur Rahman**[3] --- **Mahadzirah Mohamad**[4] --- **Kritika Kongsompong**[5]

[1]*PhD. Candidate, School of Business Innovation and Technopreneurship, Universiti Malaysia Perlis, Perlis, Malaysia*

[2]*Associate professor, School of Business Innovation and Technopreneurship, Universiti Malaysia Perlis, Kangar, Perlis, Malaysia*

[3]*Professor, Department of Business Administration, Prime University, 2A/1, North East of Darus Salam Road, Mirpur, Section-1, Dhaka, Bangladesh*

[4]*Professor, Department of Management, Faculty of Economics and Management Sciences, Universiti Sultan ZainalAbidin (UniSZA), Kuala Terengganu, Malaysia*

[5]*Associate Professor, Sasin Graduate Institute of Business Administration of Chulalongkorn University SasaPatasala Building Soi Chula 12, Phyathai Road Bangkok, Thailand*

ABSTRACT

The conceptual framework of brand image for the tourism industry is a combination of antecedents and moderators that create differential effects on customer response to the tourism marketing of the brand. By constructing a conceptual framework of brand image for tourism industry will build a competitive advantage in the marketplace that will increase their overall image with long-term sustainability. Indeed, recent trends in modern tourism marketing have changed tremendously, and study of a conceptual framework of brand image for the tourism industry is increasingly becoming considerable to keep pace with this change. In this conceptual paper, we have summarized the literature on currently prevailing concepts and approaches on brand image for the tourism industry that will allow us to identify the conceptual framework of brand image, and therefore will facilitate the tourism industry to enhance their marketing efficiency and effectiveness.

Keywords: Brand image, Tourism industry, Conceptual framework.

Contribution/ Originality

This paper's contribution or originality is focusing the conceptual framework of brand image for the tourism industry. Indeed, the first time this paper highlights two moderating variables that imply tourism management and advertisement as moderators within the conceptual framework of brand image for the tourism industry.

1. INTRODUCTION

Brand image for tourism industry construct a conceptual framework that creates differential effects on customer response to the marketing of tourism industry. Considering the importance of brand image for the tourism industry, since the last decade tourism industry is engaged to construct the conceptual framework of brand image and enhance sweet blow into customers mind in the perspective of the tourism industry. The conceptual framework indicates a combination of the antecedents and moderators of brand image for the tourism industry. Actually, antecedents and moderators are latent variables of brand image whose task to build and hold a brand image in customer's mind for a long period of time. In this regard, the conceptual framework of brand image for tourism industry will bear great significance in today's tourism marketing environment. Moreover, the conceptual framework of brand image is one of the essential blocks of customer-based brand equity that underlies as perceptions about a tourism brand which reflected by the brand associations apprehended in customer's memory (Keller, 2008). Thus, it is acknowledged that the conceptual framework of brand image for tourism industry plays an important role as antecedents and moderators of brand image that assists tourism industry to keep touch within customers' memory for a long period of time.

With this background, this paper, we attempt to present a conceptual framework of brand image for the tourism industry. We have discussed a conceptual framework and its managerial implications that include brand awareness, brand association, brand superiority, brand affection, brand resonance, corporate social responsibility, tourism management and advertisement that is based on the comprehensive review of the existing literatures. On the other hand, there is no literature about the degree of tourism management and advertisement as moderators of brand image within the tourism industry. In this regard, first time this conceptual paper introduces both the degree of tourism management and advertisement as moderators toward brand image for the tourism industry.

2. SIGNIFICANCE OF CONCEPTUAL STUDY FOR TOURISM INDUSTRY

In this concept study, the brand image framework for the tourism industry is developed through brand awareness, brand association, brand superiority, brand affection, brand resonance, corporate social responsibility, tourism management and advertisement. All these tools use as latent variables for this conceptual framework to explore the significance of this concept study in the tourism industry. Indeed, this conceptual framework uses valuable tools to construct the image of the tourism industry. Having suitable tools facilitates this framework to get more accurate and concurrent conceptualization of brand image in the tourism industry. Thus, the significance of brand image within tourism is using a valid brand image framework in an effort to meet with the good conceptualization of the tourism industry.

3. THE SCOPE OF CONCEPTUAL STUDY FOR TOURISM INDUSTRY

Based on a comprehensive literature review and considering the literature gap, the present conceptual study is designed in an attempt to explore latent variables of brand image for the tourism industry. Even though this concept study has identified the meaning, benefits and/or advantages of brand image for tourism industry. Consequently, the reason of this study is to develop a better understanding of the meaning of brand image within tourism due to assist or help customers to clear conceptualization about tourism industry. With this rationale ground, this study will propose conceptual framework of brand image for tourism industry.

4. WHAT IS BRAND IMAGE?

Keller (1998) underlies that brand image has long been recognized as an important concept in marketing and although marketers have not always agreed about how to measure it, one generally accepted view is that brand image is consumers' perceptions about a brand, as reflected by the brand associations held in consumer memory. Keller (2008) mentions in that creating a positive brand image takes marketing programmes that link strong, favourable and unique associations to the brand in memory. Customers are able to form brand associations in a variety of ways other than marketing activities: from direct experience; through information from other commercial or nonpartisan sources. As such, the brand image can be considered as the key concept between the brand and the brand equity based on customers. Moreover, in developing strong brand image within tourism industry that assists customers to build strong mind-set about tourism brand (Katke, 2007).

In this perspective, it can be suggested that the effect of brand image for tourism industry will build as well as sustain for a long period of time in customers' mind. As a result, brand image makes essential impact to explore the effect of a conceptual framework of brand image including brand awareness, association, superiority, affection, resonance, corporate social responsibility, tourism management and advertisement.

5. IMAGINATION OF TOURISM INDUSTRY

Because of huge competition into tourism marketing, the imagination of tourism industry goes on vibrate into customers' mind through brand image. As a result, tourism industry is not only assorted but also has been recognized as one of the largest and fastest growing industry all over the world. Indeed, the tourism business is experiencing continued growth as a significant segment of the tourism industry (Weiermair and Fuchs, 1999). The increasing competition has had key advantages for the customer: increased choice regarding different alternatives, greater value for the money, and augmented levels of service from tourism industry (Latif *et al.*, 2015). So, a strong competitiveness of tourism marketing has been more significant and the need for effective and efficient marketing strategies that assist the imagination of tourism industry in this modern world.

In this context, brand image for tourism industry emphasise conceptual framework. Through this framework, it is easy to imagine the exploration of the effect of brand image for tourism industry where tourism management and advertisement act as moderators.

6. A CONCEPTUAL FRAMEWORK OF BRAND IMAGE FOR TOURISM INDUSTRY

Based on literature review, the conceptual framework that explains the antecedents and moderators of brand image in the competitive markets known as a conceptual framework of brand image for the tourism industry. The eight latent elements of this framework that includes brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility those treated as antecedents of brand image, whereas tourism management and advertisement act as moderators of brand image for the tourism industry are discussed below.

6.1. Brand Awareness

According to Keller (1998;2008) brand awareness underlies brand recognition and recall performance. Both components are playing active role to build brand image. Moreover, brand awareness creates pressure to increase brand image inside tourism industry. So brand awareness is the first step by which customers aware about brands as well as organizations within tourism industry and builds strong associations in the mind of customers. As a result, brand awareness is the first antecedent of a proposed conceptual framework of brand image for tourism industry (Latif *et al.*, 2014).

6.2. Brand Association

Brand associations are helpful tools for marketers. By using brand associations, marketers differentiate their brands and make a strong position not only customers' mind but also into competitive tourism marketplace. According to Aaker (1991) brand associations build and create positive attitudes and feelings towards brands in the mind of customers that enhance brand image within tourism industry. Thus, brand association is the second antecedent of a proposed conceptual framework of brand image for tourism industry (Latif *et al.*, 2014).

6.3. Brand Superiority

According to Keller (2009) brand superiority directly communicates with customer evaluation process. With the help of evaluation process, customers generate perceptions in their mind towards brands. In this regard, brand superiority can play an important role to generate positive perceptions about brands in the mind of customers (Mckinney and Benson, 2013). Moreover, brand superiority along with positive perceptions about brands enhance brand image inside tourism industry. So, brand superiority is the third antecedent of a proposed conceptual framework of brand image for tourism industry (Latif *et al.*, 2014).

6.4. Brand Affection

For affection, emotions can play a vital role and create great impact into customer behaviour. On the other hand, in a modern consumer attitude model, emotions make relationship between cognitive evaluations and behavioural intentions (Bagozzi, 1992). Within emotional perspective, customers will increase their affection level about brands (Barlow and Maul, 2000). Moreover, the affection level positively contributes in perception level. In this regard, affection along with perception enhances brand image in the perspective of tourism industry, and brand affection is the fourth antecedent of a proposed conceptual framework of brand image for tourism industry (Latif *et al.*, 2014).

6.5. Brand Resonance

Brand resonance underlies final relationship with those customers who are affected by affection (Keller, 2003). With the help of brand resonance, organizations within tourism industry create strong brand loyalty. Moreover, brand resonance describes how to build strong loyal relationships with customers (Rai, 2013). In this regard, along with the loyalty, brand resonance which is the fifth antecedent enhances brand image for tourism industry (Latif *et al.*, 2014).

6.6. Corporate Social Responsibility

Nowadays, modern tourism marketing realizes the significance of corporate social responsibility and its impact on brand image within tourism industry. The contribution of corporate social responsibility not only impact on brand image but also encompasses societal wellbeing (Murali *et al.*, 2012). Indeed, to win brand resonance in today's markets, corporate social responsibility has become a useful tool that enhance brand image (Rai and Srivastava, 2012). Considering stated logic, corporate social responsibility is the sixth as well as final antecedent of the proposed conceptual framework of brand image for tourism industry (Latif *et al.*, 2014).

6.7. Tourism Management

The term tourism comes from different perspectives like economic, managerial, marketing, social, environmental and so on Rashidul (1988). Tourism can be segmented into different categories. They would contain holiday travel, visiting friends and relatives (VFR), business travel, health treatment, shopping, conference, incentive travel, official mission, education, sport and others travel (Malaysia Tourism Promotion Board, 2004).According to International Association of Scientific Experts in Tourism (2001) Tourism is the combination of phenomena as well as relationships occurring from the travel and focus on non-residents whose intention do not lead to permanent resident and are not involved with any earning activity (Vogt and Fesenmaier, 1995). In this context, tourism business is managed by different set of activities where need proper management system (Middleton, 1997). Thus, tourism and management are closely interrelated to each other. In this regard, along with antecedents of brand image which moderated

by the degree of tourism management that enhances brand image for tourism industry (Latif *et al.*, 2015).

6.8. Advertisement

Advertisement is a method of communication that provides information about product. Through advertisement customers not only get information but also it pursues and remind customer for purchasing product. The main objective of advertisement is to create product image and directly pursue customers to purchase product (Park *et al.*, 2008). At present, different types of advertising media have been presented into modern tourism marketing world. Billboards, newspapers and magazines play as a first generation tourism advertising media. Radio and Television play as a next generation tourism advertising media and now both media is the most popular in the advertisement world for tourism industry. Recently, Internet and Mobile network have introduced as a new type of tourism advertising media (Park *et al.*, 2008). So, all of these tourism advertising media can play an active role for advertisement and with the help of these advertising media tourism marketers provide their product information to customers. Additionally, advertisement plays a key role to build a product position into the marketplace (Cerjak *et al.*, 2010). Thus, tourism marketers use advertising media to establish and occupy a product position into the mind of customers. In this perspective, along with antecedents of brand image which moderated by the degree of advertisement that enhances brand image for tourism industry. The following figure (Figure-1. A Conceptual Framework of Brand Image for Tourism Industry) shows the plausible antecedents and moderators of brand image for tourism industry.
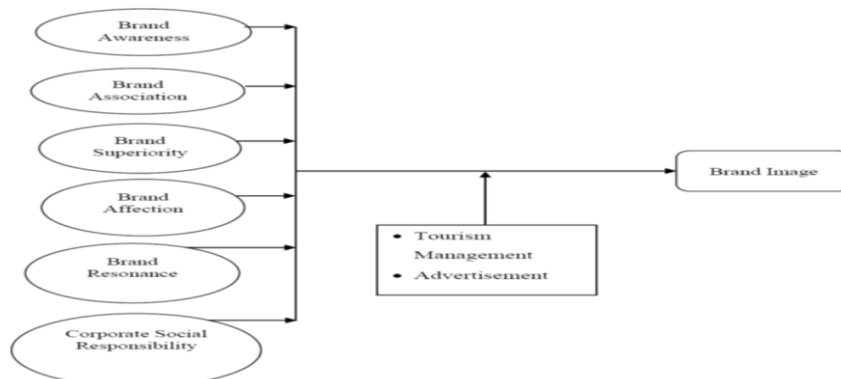
Figure-1. A Conceptual Framework of Brand Images for Tourism Industry (Adapted from Latif *et al.* (2014;2015)
Source: Latif, W.B., Md. Aminul. Islam, M. Mahadzirah, H.S. Md. Abul and A. Iftekhar, 2015. A conceptual framework of brand image on customer-based brand equity in the hospitality industry at Bangladesh: Tourism management and advertisement as moderators. Journal of Scientific Research and Development, 2(11): 1-16.

7. MANAGERIAL IMPLICATIONS OF A CONCEPTUAL FRAMEWORK OF BRAND IMAGE FOR TOURISM INDUSTRY

The suggested conceptual framework of brand image for tourism industry provides possible antecedents and moderators of brand image to marketers. Along with possible antecedents and

moderators marketers make a strong brand image as well as customer relationships for a long period of time. Regarding a strong brand image and customer relationships, tourism marketers take competitive advantages from target markets.

Indeed, nowadays modern tourism marketing and market is challenging for tourism marketers to build brand image and sustain customer relationships within tourism industry for a long period of time. In this regard, this proposed framework should assist tourism marketers to build brand image and sustain as well as maintain customer relationships for a long period of time where main indicator is to establish tourism industry. On the other hand, tourism marketers also want to create strong resonance along with corporate social responsibility and loyalty with customers where the degree of tourism management and advertisement play a significant role. In this perspective, this suggested framework will assist tourism marketers to create strong resonance along with corporate social responsibility and customer loyalty that is significantly moderated by the degree of tourism management and advertisement.

Regarding brand image the tourism marketers will be able to do it from customer familiarity with a brand along with customer satisfaction, trust and attitudinal loyalty as well as behaviour loyalty. Thus, this suggested framework should influence tourism marketers to construct strong brand resonance along with corporate social responsibility and loyalty with the help of degree of tourism management and advertisement as well as a sustainable brand image that ultimately come from possible conceptual framework of brand image for the tourism industry. We assume that with the help of this proposed framework, tourism marketers will increase brand image and customers' knowledge level about the tourism industry.

We further assume that this framework will be highly acknowledged by customer-based brand equity. This is so as framework awareness, association, superiority, affection, resonance, corporate social responsibility, tourism management and advertisement always knock to customer engagement about brand image for tourism industry. Finally, this proposed framework should not only provide theoretical authentication that supports the significance of antecedents and moderators of brand image but also will present an accomplishment process which will show how the antecedents and moderators of brand image can affect tourism market performance in the marketplace. Therefore, we believe this proposed framework provides the much needed indication that high level of brand awareness, brand association, brand superiority, brand affection, brand resonance, corporate social responsibility, tourism management and advertisement increase the probability of the effect on brand image for the tourism industry.

8. CONCLUSION

This paper discusses the conceptual framework of brand image for the tourism industry that represents the antecedents and moderators of brand image in the perspective of the tourism industry. This paper also presents managerial implication and discussed it based on the review of pertinent literatures. As discussed in this conceptual paper, brand image creates the competitive

advantage of tourism products in the tourism marketplace and enhance overall tourism industry goodwill, trust and credibility in the mind of customers.

9. RECOMMENDATION

We recommend that the antecedents and moderators of brand image dimensions in the context of the proposed conceptual framework of brand image for tourism industry would be a potential for building a strong tourism brand in the modern tourism marketing environment because the antecedents and moderators of brand image can offer valuable managerial implications that will help the tourism brand managers. Many of the ideas expressed in this proposed conceptual framework will provide a more comprehensive picture of how the tourism industry can create a brand image and sustain brand image for a tourism brand. Moreover, we believe that with the help of this proposed conceptual framework, the tourism industry will be able to build brand image and make customer relationships into a competitive marketplace. Overall, we recommend that the eight latent variables proposed in the conceptual framework of brand image for tourism industry namely, brand awareness, brand association, brand superiority, brand affection, brand resonance, corporate social responsibility, tourism management and advertisement can enable for the tourism industry to create a brand image and sustain brand image for a long period of time in a competitive tourism market.

10. LIMITATION

Actually, this concept study is conceptually developed by framework with the help of premise literatures. Due to lack of empirical evidence, statistical application and output is not being considered for this study.

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