

Moderating Effects of Tourism Management and Entertainment to Antecedents of Brand Image Towards Brand Image: A Case of a Developing Country

¹Wasib B. Latif, ¹Md. Aminul Islam, ¹Idris Bin Mohd Noor,
²Abhinaya Chandra Saha, ³Shib Shankar Roy and ⁴A.B.M. Abdul Halim
¹School of Business Innovation and Technopreneurship,
Universiti Malaysia Perlis, 01000 Kangar, Perlis, Malaysia
²Department of Accounting and Information Systems (AIS),
³Department of Marketing, University of Rajshahi, 6205 Rajshahi, Bangladesh
⁴Department of Marketing, Govt. Titumir College, 1213 Dhaka, Bangladesh

Abstract: The moderating effects of tourism management and entertainment to antecedents of brand image that includes brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility towards brand image create differential impact on customer perception to the marketing of the brand. By constructing a conceptual framework of antecedents of brand image where tourism management and entertainment act as moderators, organizations will build a competitive advantage in the marketplace that will increase their overall image with long-term sustainability. Indeed, recent trends in modern marketing have changed tremendously and study of conceptual framework of antecedents of brand image is increasingly becoming considerable to keep pace with this change. In this conceptual study, we have summarized the literatures on currently prevailing concepts and approaches on antecedents of brand image that will allow us to identify the conceptual framework of antecedents of brand image that significantly moderated by the degree of tourism management and entertainment and therefore will facilitate organizations to enhance their marketing efficiency and effectiveness. In this research, we discussed a case study in Bangladesh and in light of the findings of this case study we put forward the notion that the conceptual framework of antecedents of brand image need to be associated with organizational activities. We suggest that these activities could play a major role in creating brand image among customers.

Key words: Antecedents of brand image, moderators of antecedents, conceptual framework, brand resonance, Bangladesh

INTRODUCTION

Organizations are recurrently interested in building strong brands with positive image. So much attention has been devoted recently to the concept of brand image (Park, 2009). The antecedents of brand image creates significant results that assist organizations to build strong brands which include greater consumer satisfaction, reduced price sensitivity and fewer consumer defections (Knapp, 2000). Moreover, the degree of tourism management and entertainment act as moderators that have significant effect on antecedents of brand image towards brand image. As a result, brand image highly affected by antecedents of brand image that assist organizations to build strong brands and sustain into marker for a long period of time. Considering the importance of brand image, since last decade

organizations are engaged to construct the conceptual framework of antecedents of brand image. Simultaneously, organizations are observed that the degree of tourism management and entertainment have significant impact of antecedents of brand image towards brand image. In this perspective, the brand image focuses on points of differentiation and points of identification that propose sustainable competitive advantage to the organization through the antecedents that affected by moderators into modern marketing environment. Hence, strong antecedents of brand image take pleasure in consumer loyalty, the possibility to charge premium prices and extensive brand power to hold up new product and service launches.

With this background, this study we attempt to present a conceptual framework of antecedents of brand image where the degree of tourism management and

entertainment act as moderators. We have discussed a conceptual framework with moderators that includes brand awareness, brand association, brand superiority, brand affection, brand resonance, corporate social responsibility, tourism management and entertainment that is based on a comprehensive review of the existing literature and a case study of very prominent hotel brand in Bangladesh. In an attempt to discuss the managerial implications of the conceptual framework, a scenario based on a case study is presented in this study.

WHAT IS BRAND IMAGE, ANTECEDENTS OF BRAND IMAGE AND MODERATORS OF ANTECEDENTS

Keller (1997) underlies that brand image has long been recognised 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 customer. Moreover, in developing strong brand image through organizations that assist customers to build strong mindset about brand (Katke, 2007).

In this perspective, it can be suggested that by establishing brand image the effect of brand image 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 conceptual framework of antecedents of brand image including brand awareness, brand association, brand superiority, brand affection, brand resonance, corporate social responsibility. All these antecedents of brand image are moderated by the degree of tourism management and entertainment. Through, antecedents of brand image and its moderators toward brand image organizations enhance their market performance and sustain into the mind of customers.

A CONCEPTUAL FRAMEWORK OF ANTECEDENTS OF BRAND IMAGE AND ITS MODERATORS

Based on literature review, the conceptual framework that explain the antecedents and moderators of

antecedents of brand image towards brand image in a competitive market, known as conceptual framework of antecedents of brand image and its moderators. The eight elements of this framework that includes brand awareness, brand association, brand superiority, brand affection, brand resonance, corporate social responsibility, tourism management and entertainment are discussed below.

Brand awareness: According to Keller (1997, 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. So, brand awareness is the first step by which customers aware about a brand as well as organization and builds strong associations in the mind of customers. Indeed, brand awareness which is the first antecedent enhances brand image for organizations as well as brands (Latif *et al.*, 2014a-c).

Brand association: Brand associations are helpful tool for marketers. By using brand associations, marketers differentiate their brands and make a strong position not only customers mind but also into competitive marketplace. According to Aaker (1991), brand associations build and create positive attitudes and feelings towards brands in the mind of customers. Moreover, brand association which is the second antecedent enhances brand image for organizations as well as brands (Latif *et al.*, 2014a-c).

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. Moreover, brand superiority along with positive perceptions about brands enhance brand image. Indeed, brand superiority is the third antecedent of proposed conceptual framework of antecedents of brand image and its moderators (Latif *et al.*, 2014a-c).

Brand affection: For affection, emotions can play a vital role and create great impact into customer behavior. On the other hand, in a modern consumer attitude model, emotions make relationship between cognitive evaluations and behavioral intentions (Bagozzi, 1992). Within emotional perspective, customers will increase their affection level about brands. Moreover, the affection level positively contributes in perception level. In this regard, affection along with perception

enhances brand image and brand affection is the fourth antecedent of proposed conceptual framework of antecedents of brand image and its moderators (Latif *et al.*, 2014a-c).

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

Corporate social responsibility: Nowadays, modern marketing realizes the significance of corporate social responsibility and its impact on brand image. The contribution of corporate social responsibility not only impact on brand image but also encompasses societal well-being (Raman *et al.*, 2012). Indeed, to win brand resonance in today’s markets, corporate social responsibility has become a useful tool that enhance brand image. Meanwhile, corporate social responsibility is the sixth as well as final antecedent of the proposed conceptual framework of antecedents of brand image and its moderators. Figure 1 shows the plausible antecedents and the significant effect of the moderators of antecedents toward brand image (Latif *et al.*, 2014a-c).

Tourism management: The term tourism comes from different perspectives like economic, managerial, marketing, social, environmental and so on (Hasan, 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, 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. In this context, tourism business is managed by different set of activities where need proper management system. 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 organizations as well as brands.

Entertainment: From psychological and sociological point of view, entertainment and recreation services can

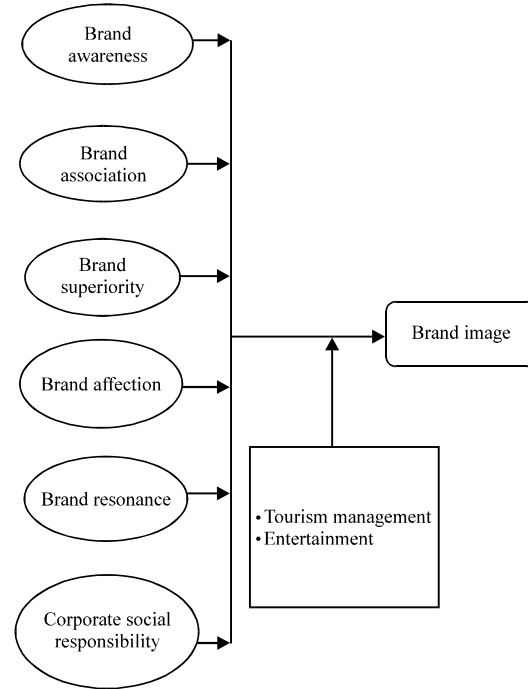


Fig. 1: Conceptual framework of antecedents of brand image and its moderators

play a significant role for the quality of tourism product (Vogt and Fesenmaier, 1995; Weiermaier and Fuchs, 1999). On the other hand, from marketing point of view, entertainment as well as recreation services can also perform an important role for tourism product. Basically, Tourism is acknowledged by a service industry as well as entertainment industry (Barlow and Maul, 2000). According to Middleton (1997), tourism product underlies into destination attraction, service facilities, accessibility to the destination, the images people have in mind and the price the total costs of travel, accommodation and participation in several activities. Thus, tourists spend their time of “happiness” within entertainment industry. In this perspective, along with antecedents of brand image which moderated by the degree of entertainment that enhances brand image for organizations as well as brands.

CASE STUDY

A case study of one Bangladeshi brand hotel was undertaken to explain the approach of conceptual framework of antecedents of brand image and its moderators. It should be noted that we have used this very similar case study in discussing conceptual framework of brand image in regards to the role of

antecedents and outcomes in our earlier studies (Latif *et al.*, 2014a-c). The action points suggested through, this case study reinforced the proposed conceptual framework of antecedents of brand image and its moderators that act as combination of antecedents and moderators toward brand image where all elements of suggested framework play as brand image antecedents and moderators of brands of hotels.

ABCDE RESIDENCE AND BOUTIQUE HOTEL

ABCDE residence, the truly, international standard, boutique style, small, luxury hotel in capital city Dhaka at Bangladesh which has a very high degree of personalized service is owned and managed by a Sri Lanka based BOI (Board Of Investment) company in Dhaka. ABCDE is the only hotel in Bangladesh to be certified with ISO 2000 and HACCP. ABCDE hotel started their activities from January-2000 and since then it has been running with good reputation as well as customer satisfaction. At starting it was managed by Confifi hotel chain and now it is operated by owner STS (Shanta, Tropica and Sepal) Group. The STS Group also running several business enterprises including Apollo Hospital Dhaka, ISD School, DPS School, Shanta Garments, LonkaBangla Finance, etc. ABCD hotel is conveniently located beside airport road as well as the diplomatic zone at Banani leading to the main city and adjacent to the diplomatic enclave and upcoming blue chip commercial hub of Baridhara, Gulshan and Banani, only 7 km from the main international airport. The hotel is comprising 66 rooms and suites including all rooms feature king, queen or twin size beds, large work areas with high-speed internet, 24 h air-conditioning service, in-room safe, mini bar, tea/coffee making facilities and ironing facilities. ABCDE hotel is doing regular sales visit to the different organizations (RMG, FMCG, Media, Medical College, Hospitals, NGO, different AID organizations such as UNAID, German AID, USAID, etc.). They distribute Eid festival greetings card, New Year and Christmas greetings card. They also distribute their special cake and gift hampers to their most valuable and big clients time to time. ABCD hotel provides different services for the consumers. In general, inside each room they provide air condition, DVD player, television with cable, mini bar, free newspaper, hairdryer, outlet adapters, turndown service, iron with ironing board, smoke detectors and sprinklers in rooms. As room service, they also provide elevators, executive level corridor, ice machine, 24 h security, phone service, etc. Outside the rooms they provide outdoor pool, fitness center, gym, Jacuzzi, Sauna, steam bath, business center, laundry

service, shoe polishing service, concierge desk, wake-up service, meeting/banquet facilities, car rental desk, boutiques, conference facilities, currency exchange, outside catering, accessible facilities for wheel chair access, etc. Overall, the ABCDE hotel is a three star and international standard boutique hotel. The main concept of boutique hotel is personalized service. In this regard, the hotel is providing their best support to make their consumers happy and satisfied. For example, if one consumer wants to eat less spicy food their kitchen people make a note and try to make the food according the consumer choice. The location of ABCDE hotel is in a good diplomatic area and the environment is very calm and quiet. The hotel cost is reasonable according to the services. The hotel also does outside catering which is one of their specialties. Adding another feather in their cap, ABCDE hotel was awarded with the "Certificate of Excellence" for year 2013 by Trip Advisor. This prestigious award which places organizations in the top-performing 10% of all businesses worldwide on Trip Advisor is given to businesses that consistently earn high ratings from trip advisor travelers. Couple of months ago, Trip Advisor placed ABCDE, the best hotel in terms of guest reviews in Bangladesh and now has been recognized amongst the best globally which amply proves beyond doubt ABCDE has earned the top slot amongst the best in the world from its own patrons. In fact, consumers are fall in love to ABCDE hotel because they maintain a good relationship between their hotel customers and their patrons those are providing or try to provide the link that assist their business operations. They are highly concern about customer satisfaction. They maintain a customer comments sheet and if any complaint is there they will try to remove with top priority basis. ABCDE has suggestion box where customers as well as employees can drop their suggestions with written format. After a time being ABCDE hotel will organize corporate dinner party, cocktails party, BBQ party where most of the hosts are invited from different organizations. ABCDE hotel practices good relations with diplomats, Embassy and High Commission. Moreover, ABCDE hotel tries to provide extra services which are out of customer's expectation. For example, one customer he or she is staying with them for 4 days during that time his/her birthday may be occurred. Suddenly, they will arrange a surprise birthday party only honor of his or her honorary. Furthermore, ABCDE has adopted corporate social responsibility as a part of their mission. They have made corporate social responsibility one of the important principles of their business. In the context of corporate social responsibility, ABCDE hotel provides good food

Table 1: The antecedents and moderators toward brand image

Variables	Brand images
Antecedents	ABCDE residence and boutique hotel
Awareness	ABCDE residence and boutique hotel is doing regular sales visit to the different organizations (RMG, FMCG, Media, Medical College, Hospitals, NGO, different AID organizations such as UNAID, German AID, USAID, etc.)
Association	ABCDE residence and boutique hotel provides different services for consumers. In general, inside the rooms they provide air condition, DVD player, television with cable, mini bar, free newspaper, hairdryer, outlet adapters, turndown service, iron with ironing board, smoke detectors, sprinklers, elevators, executive level corridor, ice machine, 24 h security, phone service, etc. Outside the rooms they provide outdoor pool, fitness center, gym, Jacuzzi, Sauna, steam bath, business center, laundry service, shoe polishing service, concierge desk, wake-up service, multilingual, meeting/banquet facilities, car rental desk, boutiques, conference facilities, etc. In dining, they provide several buffet menus
Superiority	ABCDE hotel is a three star and international standard boutique hotel. The main concept of boutique hotel is personalized services. They are providing their best support to make their consumers happy and satisfied. For example, if one consumer wants to eat less spicy food their kitchen people make a note and try to make a food according to a consumer choice. The location of ABCDE hotel is in a good diplomatic area and the environment is very calm and quiet. The hotel cost is reasonable according to the services. They also do outside catering which is one of their specialties. Adding another feather in their cap, ABCDE hotel was awarded with the "Certificate of Excellence" for year 2013 by Trip Advisor
Affection	In fact, consumers are fall in love to ABCDE hotel because they are highly concern about customer satisfaction. They maintain a customer comments sheet and if any complaint is there, they will try to remove with top priority basis. ABCDE hotel tries to provide extra services which are out of customer's expectation. For example, one customer he or she is staying with them for 4 days during that time his/her birthday may be occurred. Suddenly they will arrange a surprise birthday party only honor of his or her honorary
Resonance	ABCDE hotel practices good relations with diplomats, Embassy and High Commission. They maintain a good relationship between their hotel customers and their patrons those are providing or try to provide the link that assist their business operations. Moreover, ABCD hotel will organize corporate dinner party, cocktails party, BBQ party where most of the hosts are invited from different organizations
Corporate social responsibility	ABCDE has adopted corporate social responsibility as a part of their mission. In the context of corporate social responsibility, ABCD hotel provides chicken briyani every 18th day for 175 persons, 20th day for 100 persons, 27th day for 100 persons and 31st day for 100 persons of a month at different places those are Botomoly orphanage at Farmget, missionary of charity at Tejgaon, Jagoroni Jute Holicross at Tejgaon and road side people at several areas of Dhaka city at Bangladesh
Moderators	ABCDE residence and boutique hotel
Tourism management	ABCDE provides services to tourist in terms of enjoyment as well as relaxation that include destination attractions, hotel facilities, accessibility, image and price. For example, they provide tourist attractions on the Crescent Lake in Dhaka at Bangladesh. Moreover, they also provide heritage attraction on the Lalbagh Fort and the Ahsan Manzil in Dhaka at Bangladesh. These facilities of ABCDE hotel create strong brand image into the mind of customers (tourists)
Entertainment	ABCDE concerns about the entertainment services to tourist in terms of enjoyment as well as relaxation that include evening cultural entertainment, serving quality of food in restaurant, shopping conveniences and beautiful outside location for entertainment. Hence, they provide play ground, gym, swimming pool and adult game zone for entertainment to tourists (customers). All are incurred by their actives regarding quality services, commitment and enthusiastic co-operation towards customers (tourists) and also positive performances along with strong brand image within hospitality industry at service sector of Bangladesh

like chicken briyani every saturday of a week for 150 persons to missionary of charity at Islampur. They also provide chicken briyani every 18th day for 175 persons, 20th day for 100 persons, 27th day for 100 persons and 31st day for 100 persons of a month at different places those are Botomoly orphanage at Farmget, missionary of charity at Tejgaon, Jagoroni Jute Holicross at Tejgaon, road side people at several areas of Dhaka city and Ashkona orphanage centre. On the other hand, ABCDE provides services to tourist in terms of enjoyment as well as relaxation that include destination attractions, hotel facilities, accessibility, image and price. For example, they provide tourist attractions on the Crescent Lake in Dhaka at Bangladesh. Moreover, they also provide heritage attraction on the Lalbagh Fort and the Ahsan Manzil in Dhaka at Bangladesh. Additionally, they concern about the entertainment services to tourist in terms of enjoyment as well as relaxation that include evening cultural entertainment, serving quality of food in restaurant, shopping conveniences and beautiful outside location for entertainment. Hence, they provide play ground, gym, swimming pool and adult game zone for entertainment to

tourists (customers). All are incurred by their actives regarding quality services, commitment and enthusiastic co-operation towards customers and also positive performances along with strong brand image within hospitality industry at service sector of Bangladesh. Table 1 represents the conceptual framework of antecedents of brand image and its moderators of ABCDE residence and boutique hotel.

DISCUSSION

The suggested conceptual framework of antecedents of brand image and its moderators provides possible antecedents and moderators toward brand image to marketers. Along with possible antecedents and moderators marketers make a strong brand image as well as customer relationship for a long period of time. Regarding a strong brand image and customer relationship, marketers take competitive advantages from target markets. Indeed, nowadays modern marketing and market is challenging for marketers to build brand image and sustain customer relationship for a long period of

time. Thus, this suggested framework should influence marketers to construct sustainable brand image with the help of antecedents of brand image that includes brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility which moderated by the degree of tourism management and entertainment towards brand image. We assume that with the help of this proposed framework, marketers will increase brand image and customers' knowledge level about an organization and its brands. We further assume that this framework will be highly acknowledged by customer-based brand equity. This is so as framework awareness associations, superiority, affection, resonance, corporate social responsibility, tourism management and entertainment always knock to customer's engagement about a brand.

Finally, this proposed framework should not only provide theoretical authentication that supports the significance of antecedents and its moderators toward brand image but also will present an accomplishment process which will show how the antecedents and moderators toward brand image can affect an organization's 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 entertainment increase the probability of the effect of brand image.

CONCLUSION

This study discusses the conceptual framework of antecedents of brand image and its moderators that represent the antecedents and moderators of brand image. This study also presents a case study and discussed it based on the review of pertinent literature. As discussed in this conceptual study, brand image creates competitive advantage of product in the marketplace and enhance overall organizational goodwill, trust and credibility. We suggest that the antecedents and moderators toward brand image dimensions in the context of suggested conceptual framework of antecedents of brand image and its moderators would be a potential for building a strong brand in the modern marketing environment because the antecedents and moderators toward brand image can offer valuable managerial implications that will help the brand managers. Many of the ideas expressed in this proposed conceptual framework will provide a more comprehensive picture of how organizations can create brand image and sustain brand image for a brand. Moreover, we believe

that with the help of this proposed conceptual framework, organizations will be able to build brand image and make customer relationship into a competitive marketplace. Overall, we suggest that the eight variables proposed in conceptual framework of antecedents of brand image and its moderators namely, brand awareness, brand association, brand superiority, brand affection, brand resonance, corporate social responsibility, tourism management and entertainment can enable organizations to create brand image and sustain brand image for a long period of time in a competitive market.

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