

Readings in Marketing : An Islamic Perspective

Osman M. Zain



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An Islamic Perspective

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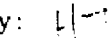
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Contents

<i>About the Editor</i>	<i>viii</i>
<i>Preface</i>	<i>x</i>
<i>Acknowledgement</i>	<i>xv</i>
<i>Abstracts</i>	<i>xviii</i>

SECTION A: INTRODUCTION

1. Conscientious Marketing: Setting Foundation in Making a Difference in People's Lives 1
Zahir A. Quraeshi, Mushtaq Luqmani, Roberta J. Schultz & Osman M. Zain

SECTION B: CONSUMER BEHAVIOR ISSUES

2. Journey to Market Segmentation Theory: Islamic Perspectives 31
Muhammad Arham
3. The Potential of Ethnic Marketing in Australia: The Case of Halal Foods 49
Alvin M. Chan
4. Islamic Banking Brand Preference Among Students in Malaysia 71
Khaliq Ahmad, Micheal Dent & Ghulam Ali Rustam

- | | | |
|----|---|----|
| 5. | Customer Satisfaction Towards Islamic and Conventional Bank in Tunisia: A Study Using Cornfirmatory Model
<i>Ali Hadj Khalifa & Yusuf Ismail</i> | 91 |
|----|---|----|

SECTION C: PRODUCT ISSUES

- | | | |
|----|--|-----|
| 6. | Product Pyhilosophy in Islamic Marketing
<i>Muhammad Arham</i> | 119 |
| 7. | Halal Product Marketing in Malaysia : A Study on the Essential of Halal Certificate
<i>Zulzaidi Mahmood</i> | 137 |
| 8. | Will Those Targeted Pay More? The Issue of Halal Logo
<i>Ernest Cyril de Run & Lau Wee Ming</i> | 161 |
| 9. | Corporate Image of Islamic Banks in Malaysia: An Institutional Theory Approach
<i>Ismah Osman, Kalthom Abdullah, Nurdianawati
Irwani Abdullah & Ahassanul Haque</i> | 175 |

SECTION D: PRICE, DISTRIBUTION, AND PROMOTIONAL ISSUES

- | | | |
|-----|--|-----|
| 10. | Perspectives of Musli Consumers on Islamic Pricing Practice Among Businesses in Malaysia
<i>Mohd Ismail Ahmad & Santhapparaju</i> | 207 |
|-----|--|-----|

11. Export Market Orientation Behaviours In Malaysia: 225
The Halal Industry Retrospective
Asmat Nizam Abdul Talib & Ili Salsabila Abd. Razak

12. Perception of Deceptive Practices of Companies: 247
An Islamic Perspectiv
Kalthom Abdullah & Yusof Ismail

13. A Study on Advertising Practices of Islamic Banking 277
in Malaysia: An Empirical Assesment Under Islamic
Observation
*Ahassanul Haque, Mohd Ismail Sayyed Ahmad, &
Sabbir Rahman*

CHAPTER 9

CORPORATE IMAGE OF ISLAMIC BANKS IN MALAYSIA: AN INSTITUTIONAL THEORY APPROACH

*'Ismah Osman**, *Kalthom Abdullah***, *Nurdianawati Irwani Abdullah***, & *Ahasanul Haque***

BACKGROUND OF THE STUDY

Corporate brand tends to be an intangible asset for any organisation (de Chernatony, 1999; Fombrun, 1996). Its role in any organisations is to grant credibility towards communications with government, the financial sector, the labour market, as well as the society on the whole (Urde, 2003). The basis of a corporate brand comprised of organisational values, core values and added values (Xie, 2006) where these integration moulds the value-creating of its process (Urde, 2003). Apparently, creating strong brand is not only a process which entails building consumer awareness towards differentiation in brands (Balmer, 1998; Keller et. al. . 2002). More importantly, corporate image indicates the overall impression made on the mind of the public about an organisation (Ditcher, 1985; Hatch & Schultz, 2003). However, measuring corporate image effectively has always been a debate among the marketers and practitioners (Dobni & Zinkhan, 1990).

Hence, this paper seeks to investigate corporate image in Islamic banks in Malaysia. Islamic retail banking in Malaysia has grown tremendously which gives an alternative to the customer in conducting their banking transaction that suits their needs, besides having the conventional banks. Indeed, the competitiveness in the Islamic banking industry is very vast as we have witnessed the establishment of Islamic banks, followed by the conventional banks having Islamic windows and at present having their Islamic