Readings in Marketing: An Islamic Perspective

Osman M. Zain

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Readings in Marketing
An Islamic Perspective

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Contents

About the Editor viii
Preface x
Acknowledgement xv
Abstracts xviii

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

SECTION B: CONSUMER BEHAVIOR ISSUES 31
2. Journey to Market Segmentation Theory: Islamic Perspectives
   Muhammad Arham

3. The Potential of Ethnic Marketing in Australia: The Case of Halal Foods
   Alvin M. Chan 49

4. Islamic Banking Brand Preference Among Students in Malaysia
   Khaliq Ahmad, Micheal Dent & Ghulam Ali Rustam 71
5. Customer Satisfaction Towards Islamic and Conventional Bank in Tunisia: A Study Using Conformatory Model
   Ali Hadji Khalifa & Yusuf Ismail

SECTION C: PRODUCT ISSUES

6. Product Pythiosophy in Islamic Marketing
   Muhammad Arham

   Zulzaidi Mahmood

8. Will Those Targeted Pay More? The Issue of Halal Logo
   Ernest Cyril de Run & Lau Wee Ming

9. Corporate Image of Islamic Banks in Malaysia:
   An Institutional Theory Approach
   Ismah Osman, Kalthom Abdullah, Nurhdinawati Irvani Abdullah & Ahassanul Haque

SECTION D: PRICE, DISTRIBUTION, AND PROMOTIONAL ISSUES

10. Perspectives of Musli Consumers on Islamic Pricing Practice Among Businesses in Malaysia
    Mohd Ismail Ahmad & Santhapparaju
11. Export Market Orientation Behaviours In Malaysia: 225
   The Halal Industry Retrospective
   Asmat Nizam Abdul Talib & Ili Salsabila Abd. Razak

    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


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 (Dichter, 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