Customer-based brand equity model for the Shari'ah-compliant tourism: A conceptual model from the Muslim tourists’ perspective

Ahmad, F., Rani, A., Abdullah, V., Razali, F. S. A.,
Department of Business Administration, International Islamic University, Malaysia, Malaysia.

Abstract

The authors develop a conceptual model of consumer-based brand equity for the Shari'ah-compliant tourism from the international Muslim tourist perspective in Malaysia. The model might aid concerned users to understand and measure the Shari'ah-compliant brand image and equity developed in the Muslim consumer's mind regarding quality, service, price, and a variety of factors. The model includes an Islamic value-based brand image and equity development concept which is different from a platform of building image and equity from the contemporary ethical marketing. Positive customer-based brand equity entices consumers to buy products or services and the vice versa. Shari'ah-compliant brand image is a different set of dimensions like brand equity as supported by Shari'ah law, whereas in the conventional brand knowledge, favorableness is considered as an important dimension that is only brand image as a main element of knowledge is conceptualized in this model because Islam does not permit personal favorableness violating Shari'ah law. Different media channels (traditional channel, e-based and modern channel-based) integrated marketing communiqués projecting Shari'ah-compliant tourism into international Muslim tourists based on Shari'ah-compliant tourism creates Shari'ah-compliant consumer-based brand equity. Instruments appropriate for measuring customer-based brand equity are implied and possible future research is discussed as well. © 2017 American Scientific Publishers. All rights reserved.