

# Literature review of CBBE model and new research agenda in Halal Hotel

Azmira Adnan<sup>1</sup>, Nurulizwa Rashid<sup>1\*</sup>, Samer Ali Al Shami<sup>2</sup>, Nzarirah Nizam<sup>1</sup>

<sup>1</sup>Faculty of Technology Management and Technopreneurship, Universiti Teknikal Malaysia Melaka, Hang Tuah Jaya, 76100 Durian Tunggal, Melaka, Malaysia

<sup>2</sup>Institute of Technology Management and Enterpreneurship, Universiti Teknikal Malaysia Melaka, Hang Tuah Jaya, 76100 Durian Tunggal, Melaka, Malaysia

\*Corresponding author's email: nurulizwa@utem.edu.my

**ABSTRACT:** Customer Based Brand Equity (CBBE) is a method of marketing activities that bring unique effects to a specific brand. The brand performance depends on beliefs and perception of consumer based on their experience. The objective of this paper is to determine the variables that influence brand attitude and customer purchase intention in the Halal hotel industry through a systematic literature review. The selections of twenty-two papers that have reviewed were retrieved from Scopus database with high citation index from 2014 to 2019 under the first term of CBBE. Based on the selected document, it shows four determinants considered as the core factors for the CBBE. Those consisted of brand loyalty, brand awareness, perceived quality, and brand image. They will impact on brand attitude and consumer purchase intention. The outcome of this research is to prove that the four determinants were vital to represent the CBBE dimensions, especially for Halal Hotel industry.

**Keywords:** *Customer based brand equity, brand attitude, halal hotel*

## 1. INTRODUCTION

Branding is an effective tool for a company to identify and differentiate goods or services into consumers' mind. In another words brand can be defined as a name, term, sign, symbol, design, identity, trademark, or combination of all these that is projected to recognize the goods or services of a person or group of sellers. In the other perspective, branding is commonly used as a marketing strategy to improve company performance [1]. Besides that, brand is highly regarded as an important source of capital for most business as well as brand equity can gain competitive advantages through strong brand name [2]. Once a brand name is established, the assessment of branding has another challenge. Brand equity has been described as psychology conferred on a goods or services by its brand name [3].

In the term of tourism industry, the success of branding is measured through brand equity [5]. Brand equities are categorizing in three areas which is financial, sales-based and customer based. Customer Based Brand Equity have been utilized by the marketing researchers as one of model to measure the brand names. This paper basically to validate the existing literature about CBBE

model towards halal hotel industry because in the other side of CBBE model, there only focusing the effect of CBBE towards luxury hotel brand [1], customer brand intention [3], financial and hotel conventional. This research thus offers reference platform for a more prominent understanding and adopt the CBBE model of consumers' purchase intention towards Halal hotel industry. The aim of this research is to explore the current CBBE model in literature and identifying the factor affecting customer purchase intention in Halal hotel industry.

## 2. METHODOLOGY

This research is primarily a literature review and examines the CBBE model literature. Therefore, this study assessed the literature of the CBBE model in databases that is also used by Scopus to guarantee publication coverage. The concept CBBE model can be understood as a combination of four fields: brand awareness, brand loyalty, perceived quality, and brand image. In appropriate papers, we also used references. The search engines Google scholar and Scopus were also used to ensure the coverage of publications in another database. This search resulted in 32 related articles published between 2014 and 2019. The full texts of these articles were carefully studied, and 9 articles were omitted form the list their main topics did not concern CBBE model. Finally, 22 articles were selected for classification.

## 3. RESULTS AND DISCUSSION

Muslim consumer in Malaysia is really concerned about halal product and services whether it is Halal for consumption from the Islamic perspective of Islamic religious obligations. The consumer will have confidence that the product or services can be consume without violating to Islam perspective if Standard and Industrial Research Institute of Malaysia (SIRIM) and Jabatan Kemajuan Islam Malaysia (JAKIM) certified the product. Islam has major impact on the individuals who are contingent during their lifetime. Every Muslim will do their best to live in compliance with the religious rules on the matters related to the way of thinking, behaving, and living. Somehow, they also used their spare time activities such as holidays and entertainment in conformity with the religious rules [6]. Halal hotel can be defined as a hotel establishment that provides all the services in accordance with the sharia principles

including food and beverage and all the operation and management.

Brand equity is the most important precious marketing asset which create competitive advantages and improves financial performance of the company [7]. Based on [8] brand equity conceptual and measurement are diverse and inconclusive. In the marketing perspective the value of the brand can be realized when the brand is relevant to the consumer's mind. Brand loyalty is about the conscious or unconscious decision by the consumers, expressed through intention or behaviour to continually repurchase a brand. In tourism studies, brand loyalty refers to the customers who are willing to pay extra for that hotel brand, mainly for halal hotel.

Brand awareness is of primary importance in the CBBE model as it aims to build the unique name of the brand [6] explain that the reason for its primary status is that it is the component which is solely responsible for creating and maintaining the awareness of a brand, which further develops positive feelings about the brand, and this in turn increases the possibility of destination visit behaviour. According to [8], in order to raise awareness about the brand not just using a sign, name or logo but need more than that which is it comes from consumer heart and minds that can recall any sort of feeling and association.

Consumer nowadays seek value and quality for certain brand from their experience which is coined as 'experiential value'. Thus, industry especially hotel industry will pay greater attention to consumers' experiential value and quality due to its importance in creating competitive advantage with the declining scope of differentiation in marketing offering. Perceived quality is consumer perception of general quality one product or service with attention to the purpose of that product or service in comparison to other alternatives as well as a component of brand value.

Consumers' current view about a brand called as brand image. It can be defined as a set of unique associations within the target customers mind. It indicates what the brand currently stands for and also a set of beliefs detained about a specific brand. Other than that, it is the manner in which a particular brand is located in the market. The brand image it's not just a mental image but expresses the value of emotional and related to an organization's character. It is a group of contact and observation by people outside of the organization. It should highlight an organization's mission and vision to all. Positive brand image is a unique logo that reflecting organization's image, slogan that describing organization's business in brief and brand identifier to supporting the key values.

#### 4. CONCLUSION

This paper presents a comprehensive review of the literature on multiple elements linked to the consumer purchase intention in Halal Hotel industry. Utilizing

extensive literature brand equity research, the determinants of Customer Based Brand Equity Model, including brand loyalty, brand awareness, perceived quality and brand image used to study understanding the importance of CBBE model. Although the scholar results on research and development of the CBBE Model, several shortcomings stay in evaluating the brand attitude and consumer purchase intention in halal hotel industry and developing countries. As discuss in the literature part regarding four elements of CBBE model were vital to represent the most supporting elements, especially for Halal hotel industry.

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