

Customer Based Brand Equity Of Muslim Visitor: The Role Of Marketing Communication From The South Korea Perspective

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Abstract

This research examined both the direct relationship; Traditional channel based marketing communication and modern channel based marketing communication with and Muslim tourism brand equity. There are many Non- Islamic countries with many tourist destinations. It is a common belief that Muslims can get what marketers offer for all, but they feel unsecured to live in religiosity and to satisfy God. So, Muslims may be dissatisfied if tourism offerings are different from Muslimone. Islam is remarkable for its features in controlling Muslim human behavior, so it is thought that almost all of Muslims feel comfort in receiving what is given something Muslim. Integrated marketing communication impacting on Islamic tourism image and equity is important information for tourism practioners, tourism policy makers significant, and tourism researchers. Where AMOS statistical package was suitable to determine the value of different categorical constructed variables and their relationship as independent-dependent-moderating variables. Muslim tourists normally feel complexity in choosing a brand if they do have brand image and brand equity. Moreover, a competition among Islamic countries now appears in Islamic tourism. To differentiate each country's Islamic tourism offering from others, country branding and industry branding are regarded as a unique way because it provides first positive impression towards the offering of an organization. Marketing communication with Islam is very tricky and risky because inappropriate configuration or wrong message of marketing communication will leads to negative impression rather than positive one. To have a clear understanding over Muslim tourists' impression and awareness of brand image and brand equity of a country's and its sub-sectoral Non-Islamic tourism through marketing communication. The Muslim tourism of South Korea was significantly influenced by modern marketing communication through the sequentially all factors of Non-Islamic country image and Muslim tourism brand image, conventional channel based marketing communication, significant effects on Muslim tourism brand image, Non-Islamic country image, and even on Muslimtourism brand equity; as for the moderation of gender, communication effect on male international Muslim tourist is significantly different from the female counterpart in the path between modern channel based marketing communication and Muslimtourism brand Image.

1. Introduction

The services sector has grown exponentially all across the world. In world, a significant growth trend has been observed regarding visits to many types of brands (Morgan, Pritchard & Pride, 2011). Visitor future is brighter for its panoramic view, heroic historical conquer, and archaeological resources (R. K. Das & Chakraborty, 2012). Few researchers explored few marketing roles for Islamic tourism (Chon, Elgin, & Oppermann, 1997; Duman, 2011; Haq & Wong, 2010; Hashim, Murphy, & Hashim, 2007; Henderson, 2003). Few scholars researched on quality in Islamic visitor services (Sumaedi & Yarmen, 2015). Perceived risk and its impact are also studied in the context of a particular Islamic country (Jalilvand & Samiei, 2012).

After 1987 in different journals 504 articles investigated on Muslim customer around the world are considered as qualitative research, and the answers to the research questions suggest that research in this area is not sufficiently done and research issue is imperative for those who want to make a market with Muslim customers (Alserhan & Alserhan, 2012). Its duty is also to promote Islamic tourism among Muslim countries, where some research conducted in Islamic tourism in many countries such as South Korea, Palestine, Iran and Saudi Arabia (Zamani-Farahani & Henderson, 2010). Some pull (internal) factors and some push (external) factors of travel, tour and hospitality are let to relate with and influence satisfaction that subsequently affects loyalty. All relations are found significantly positive (Battour, Battor, & Ismail, 2012)

Religion in South Korea is diverse. The majority of South Koreans (56.1%, as of the 2015 national census) are irreligious. Christianity and Buddhism are the dominant confessions among those who affiliate with a formal religion. Protestantism represents (19.7%) of the total population, Korean Buddhism (15.5%), and Catholicism (7.9%). A small percentage of South Koreans (0.8% in total) are members of other religions, including Won Buddhism, Confucianism, Cheondoism, DaesunJinrihoe, Islam, Daejongism, Jeungsanism and Orthodox Christianity

In the drawbacks that are the South Korean Islamic tourism are mainly image and marketing issues that thwart its expected developments (Bhuiyan, Siwar, Ismail, & Islam, 2011). In an exploratory study spiritual brand development aspects are extracted on investigating spiritual tourists (Haq & Wong, 2013). Though Image of Islamic tourism websites is explored (Hashim et al., 2007), it gives not much information about South Koreacountries and Islamic tourism industry's brand image and brand equity. After the policy development of attracting tourist destinations in South Korea, economic and physical development of few destinations were taken up (Henderson, 2015b).

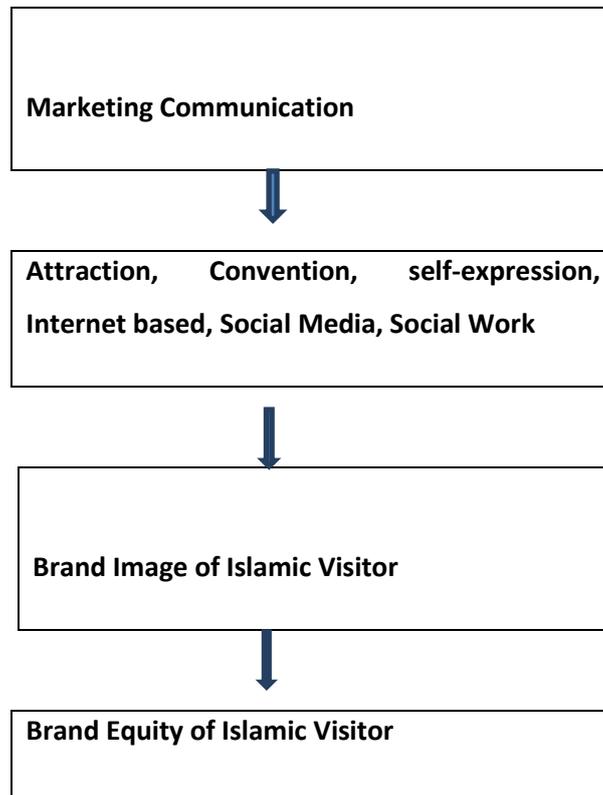
Measuring South Korea Non-Islamic country brand and Non-Islamic tourism brand should be preferential to determine how much To investigate causal relationship between marketing communications and brand image and brand equity of South Korea and its Islamic tourism

industry. To find out the mediation role of that brand image between the relationship between marketing communications and brand equity. To measure the effect size of male and female moderation between those brand image and brand equity. To imply some suggestions of how to enhance those brand image and brand equity through marketing communications: conventional and internet marketing communications so that Islamizing tourism can be extended more than ever before.

2. Theoretical Foundations

To examine organizational performance, this study has reviewed several existing innovation diffusion theories and has combined them with the institutional theory and resource-based views. More specifically, the following theories have been reviewed: theory of reasoned action (TRA) (Fishbein&Ajzen, 1975); diffusion of innovations (DOI) theory (Rogers, 1987); theory of planned behavior (TPB) (Davis, 1986); unified theory of acceptance and use of technology (UTAUT) (Venkatesh et al., 2003); technology, organization and environment (TOE) framework (Tornatzky& Fleischer, 1990); and resource-based theory (Barney, 1991). A comprehensive research model has been constructed by synthesizing existing theories: the model focuses on the diffusion of ICT process and its impacts on organizational performance. As most of the previous innovation diffusion studies have focused on the developed country perspective, the primary research model has been fine-tuned and contextualized through a qualitative study. The rigor in the qualitative field study analysis has resulted in a comprehensive model which includes a range of variables from individual, organizational, socio-cultural and environmental levels. The qualitative research has also provided an extensive understanding about this field of research through the inclusion of some new variables and the examination of their relationship with other study variables. For example, the study has included integration and utilization as new constructs and has anticipated their mediating roles in examining the effects of ICT usage on SME performance. The field study has also provided a valuable contribution by presenting the measurement procedures for the newly introduced variables. By adding some higher-order compound variables which cover a wide range of variables as each higher-order variable has two or more manifest variables, the framework has become a holistic research model. The theoretical framework now offers an opportunity to examine the whole process of innovation diffusion and its effect on organizational performance in a comprehensive model which is an important theoretical contribution. The robustness of estimates, furthermore, suggests the suitability of the comprehensive model for analyzing the Diffusion of ICT by SMEs and its effects on organizational performance. This framework is potentially suitable for testing similar phenomena in the large organization environment from both a developing and developed country

perspective. Muslims are motivated to do anything by using Islamic method in fearing Allah. Except this all theories are secular that is mostly significantly different from Islamic consumption/motivation theory. Haram-Halal lists are appropriate for Muslims to do anything as a consumption guide. Tourism related Qur'anic verses and Hadiths will be used as Islamic principles and theories.



3.0 METHODOLOGY

Primary data has been collected from several cities of South Korea that are estimated for population. Sampling is probability sampling, and tourists from teenagers to aged Muslims are definitely stratified sampling according to ratio of tourists in different spots. Sampling is probability sampling, and 250 different aged foreign Muslim tourists from 20 spots around South Korea. A self-administered questionnaire on 5-point Likert Scale between strongly disagree and strongly agree has been developed to measure the brand image and brand equity from different related topics. A survey with a larger representative sample has taken up for causal experiment with simple random sample, where AMOS statistical package was suitable to determine the value of different categorical constructed variables and their relationship as independent-dependent-moderating variables.

4. Literature Review

Collocated several empirical theories and concepts are inevitable to support the proposed conceptual framework. So, especially scholarly articles and few related theses are selected to extract some part or parts that strengthen the research topics and researcher's thought. Brand equity provides competitive advantage in a market for example, (Lassar, Mittal, & Sharma, 1995). Company name, brands, symbols, and slogans, and their underlying associations, perceived quality, name awareness are the best intangible primary assets or brand equity for gaining competitive advantage (Aaker, 2009). The effect of brand equity on customer preferences and purchase intentions is now established (Cobbwalgren, Ruble, & Donthu, 1995). In this study it is revealed that destination image and destination personality are related concepts (Hosany, Ekinci, & Uysal, 2006). Brand image is not adherent to product technically, functionally or physically rather symbolic developed by marketers and perceived by customers (Dobni & Zinkhan, 1990). A tourist destination can be uniquely branded (Morgan, Pritchard, & Pride, 2002), and image is an crucial factor in developing tourism destination (Hunt, 1975). Moreover, through advertising image can be extended by developing concepts of product meaning in customers (Kirmani & Zeithaml, 1993). An Empirical Study on South Korean Islamic Tourist Destination' where it is mentioned there remains a little research gap to identifies the factors that influence Muslim tourists and their choice of Islamic tourism (Khan et al., 2013). Laderlah, Rahman, Awang, & Man (2011) tried to define Islamic as an Islamic way of life, and not merely as religion. Islam is viewed from three dimensions: "Islam", "Iman" and "Ihsan." They also defined Islamic Tourism as a flexible tourism because it is all-size-fit-all. Islam allows many purposes of traveling, such as shopping, medical, sports, visit and religions. Aspects of the relationship between Islam and tourism are investigated overall and issues of tourism policies, management and marketing and community involvement within the context of the two cases are discussed. The distinctive circumstances prevailing in Iran and Saudi Arabia are suggested, but more general insights are also presented into the interactions between and management of tourism and Islam (Zamani-Farahani & Henderson, 2010). This report reviews Islamic tourism and examines the nature and significance of Islamic Tourism as a human and commercial activity. Islam is one of the world's major religions and has an estimated one-and-a-half billion adherents concentrated in 57 countries belonging to the Organization of the Islamic Conference (OIC). Islamic tourism is primarily undertaken for leisure. It has economic, socio-cultural and religious aims (Henderson, 2015a). The success of marketing destinations for Muslim tourists could be guided by observing Islamic teachings in tourism activities. Qualitative data were conducted by taking two focus group discussions and fifty three interviews in South Korea. Two major aspects are identified which may attract Muslim tourists (Battour, Ismail, & Battor, 2011). Islamic tourism of Islamic countries are developing, and

they tries their level best to attract Muslims around the globe to travel their countries in an Islamic environment by pushing diverse messages as information into world Muslim people. In South Korean context, it started Islamic tourism around longer than a decade by creating an impression like countries of Middle East in it. South Korea has no brighter historical spots like Arabian countries, so it has mainly focused on Shariah-compliant tourism around it with panoramic view of nature and geography and world-class hospitality. Islamic tourism brand is thus developing in South Korea with a greatest success in some dimensions. Islamic brand concepts can be applicable in Islamic tourism, and it can be phrased as Islamic tourism brand. Islamic tourism of Islamic countries are developing, and they tries their level best to attract Muslims around the globe to travel their countries in an Islamic environment by pushing diverse messages as information into world Muslim people. In South Korean context, it started Islamic tourism around longer than a decade by creating an impression like countries of Middle East in it. Islamic brand concepts can be applicable in Islamic tourism, and it can be phrased as Islamic tourism brand. Country image is interchangeable with country of origin. Country image of a country is developed based on its development culture. Substantial researches have been done on the relationship between country image and its product image (Liu & Johnson, n.d.; Pappu, Quester, & Cooksey, 2007; Pappu & Quester, 2010; Wang, Li, Barnes, & Ahn, 2012; Zeugner Roth, Diamantopoulos, & Montesinos, 2008). Essential features of integrated communication are strategic business process, extensive brand communication, evaluation and measurement, external and internal stakeholder groups, and long-term brand value focus (Schultz, 2004b; American Marketing Association, 2007).

5. Analysis

5.1. Reliability test

Factors	Items	Croanbach's Alpha
Conventional marketing communication	4	0.945
Internet marketing communication	4	0.945
Country's brand image affects brand equity	4	0.876
Islamic visitor industry brand image influences brand equity	4	0.931
Overall	16	0.941

5.2. KMO Measurement

In this study with table 4.19 values, KMO value found larger than .60.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.851
	Approx. Chi-Square	22016.700
Bartlett's Test of Sphericity	df	561
	Sig.	.000

5.3. Factor Extractions

Each item has sufficient factor loading according to cut-off value >.30 (shown in table 4.21 below). Forty six (24) variables were deleted from eighty variables listed in the questionnaire due to the lower or poor factor loadings, cross loadings and lower than three items factor.

Rotated Component Matrix^a

	Component			
	1	2	3	4
CMC1	.715			
CMC5	.910			
CMC6	.919			
CMC7	.926			
ICM3		.790		
ICM4		.838		
ICM6		.887		
ICM7		.701		
CBIBE2			.775	
CBIBE3			.867	
CBIBE5			.872	
CBIBE8			.767	
IVIBIE1				.899
IVIBIE3				.896
IVIBIE4				.679
IVIBIE5	-.389			.506

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

6.1 APPLICATION OF STRUCTURAL EQUATION MODELLING (SEM)

A structural model can then be tested and developed (Hair et al., 2010; Kline, 2005). According to Arbuckle (1995), SEM is defined as, “the portion of the model that specifies how the latent variables are related to each other”(p. 90). However, the purpose of the model is to determine which independent construct specifically or in an indirectly impact the estimations of other dependent construct in the hypothesised model (Byrne, 1989).

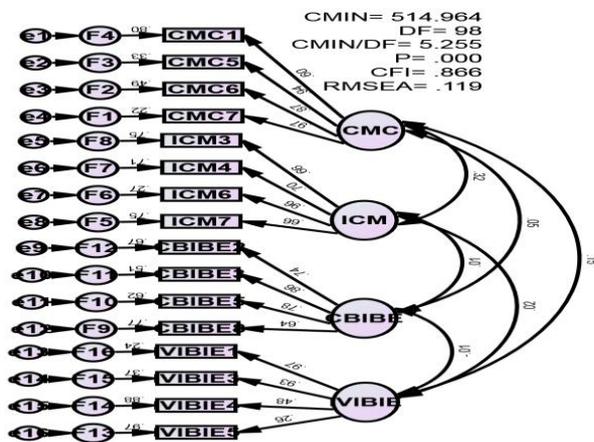


Figure (1).Standardized Measurement Model of the Research

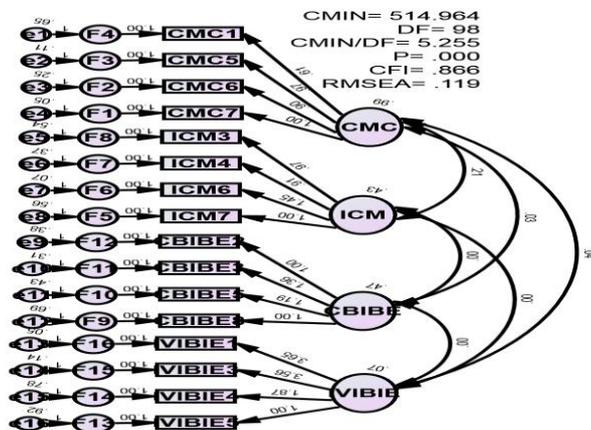


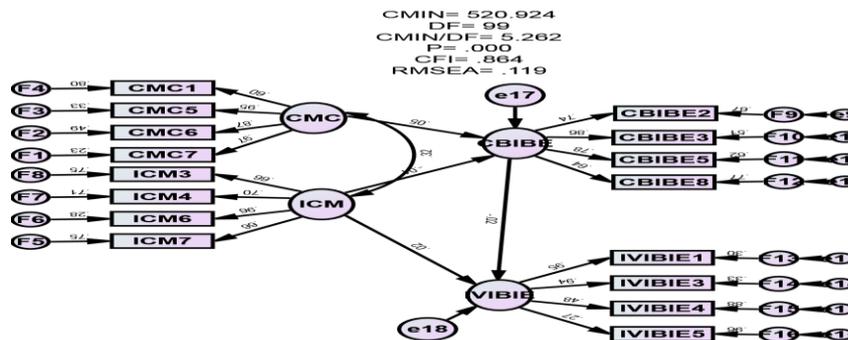
Figure (2).Unstandardized Measurement Model of the Research

As chapter two presented the research hypotheses, this structural model in the following research tested those research hypotheses. As highlighted in Table 4.20, these hypotheses were represented in various causal paths to determine the relationships between the constructs under consideration. Table 4.20 presents the fit indices criteria for hypothesised default model. The study variables constructs were categorised into two classes, including independent constructs (service quality, relationship marketing, and brand strategy) and dependent constructs

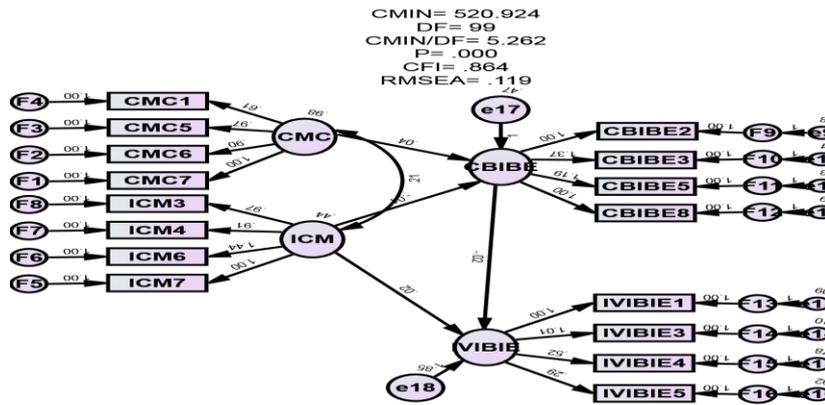
Table 10 Fit Indices Criteria for Hypothesised Default Model

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	37	520.924	99	.000	5.262
Saturated model	136	.000	0		
Independence model	16	3223.235	120	.000	26.860

If the model does not pass the entire threshold provided by the scholars, the SEM model required to modify further. In this process, research can able to get the fit and acceptable model with meaningful theoretical presentation of the study data (Hair et al., 2010).



<Figure 3>Standardized Structural Model of South Korea



<Figure 4> Unstandardized Structural Model of South Korea

Finally, SEM is one of the most useful and effective statistical tool to assess the direct and indirect relationship among the research constructs. This research examined both the direct relationship (Traditional channel based marketing communication and modern channel based marketing communication with and muslim tourism brand equity) and indirect relationship (Traditional channel based marketing communication and modern channel based marketing communication with Muslimtourism brand equity through Islamic country image and Muslimtourism brand image).

7. Hypotheses Testing

7.1. Direct and Indirect Effects

The SEM model represents all the hypotheses of the research that have been tested through software package AMOSS 20. This section presents the answers the research questions from one to four. For the overall model as a whole, the statistical result indicates a good fit.

Regression Weights: (Group number 1 - Default model)table :11

			Estimate	S.E.	C.R.	P	Label
CBIBE	<---	CMC	.0678	.046	11.800	.000	
CBIBE	<---	ICM	-.211	.071	-4.155	.003	
IVIBIE	<---	CBIBE	-.022	.086	-6.260	.000	
IVIBIE	<---	ICM	.056	.086	5.252	.001	

The Structural Equation Model (SEM) represents all the hypotheses of the research that have been

tested through software package AMOSS 23. For the overall model as a whole, the statistical result indicates a good fit. The complete model inclusive of the eight hypothesized paths is illustrated in <Figure 3>, <Figure 4> as Regression Weights in Bangladesh, South Korea <Table 10>.

1.1 H1: Conventional marketing communication (CMC) has a significantly influence on country's brand image, and Islamic visitor industry brand image.

According to Hair et al. (2010),In this regard, figure Amos structural model <Figure 3> and<Figure 4>,<Table 11>portray that the values of path coefficient Conventional marketing communicationSouth Korean are 0.40, and 0.50,are standardized and unstandardized coefficients respectively.

Furthermore, from <Table 000> it is also observed that the p-value was less than 0.05 (0.000) with a standard error of 0.046 and the value of critical ratio was 11.800 which higher than the threshold value (± 1.96). Therefore, this study accepted hypothesis 1 that there is a positive significant relationship.

1.2 H2: Internet marketing communication (IMC) has a significantly influence on country's brand image, and Islamic tourism industry brand image

According to Hair et al. (2010),In this regard, figure Amos structural model <Figure 3> and <Table 11> portray that the values of path coefficient Internet marketing communication South Korean are 0.50, and 0.401,are standardized and unstandardized coefficients respectively.

Furthermore, from <Table 10> it is also observed that the p-value was less than 0.05 (0.000) with a standard error of 0.071 the value of critical ratio was -4.155 which higher than the threshold value (± 1.96). Therefore, this study accepted hypothesis 2 that there is a positive significant relationship.

1.3 H3: Country's brand image affects brand equity

According to Hair et al. (2010),In this regard, figure Amos structural model <Figure 3> and <Table 11> portray that the values of path coefficient Country's brand image of South Korean are 0.02, and 0.02,are standardized and unstandardized coefficients respectively.

Furthermore, from <Table 10> it is also observed that the p-value was less than 0.05 (0.000) with a standard error of 0.86 and the value of critical ratio was 6.260 which higher than the threshold value (± 1.96).

1.4 H4: Islamic visitor industry brand image influences brand equity

According to Hair et al. (2010),In this study <Figure 1>, <Figure 2>, <Figure 3> and <Figure 4> shows the unique response of the one groups of respondents in South Korea. Bases on these figures, it is

clear that there is a good fit model. Therefore, it moves to the next stage of invariance analysis considering both standardized, unstandardized structural model of south Korea types of models in order to see if there is any difference between Chi Square values in according to the DF values which are significant. In constrained model, all the hypothesized relationships are constrained. That means relationships between the paths of CMC, ICM, CBIBE and IVIBIE are constrained associated with the static parameter values for groups.

8. CONCLUSION

The study showed that customer-based brand equity for the Muslim tourism of South Korea was significantly influenced by marketing communication through the sequentially all factors of Muslim tourism brand image, conventional channel based marketing communication, significant effects on Muslim tourism brand image, and even on Muslim tourism brand equity. It is mentioned in Quran and Sunnah that Muslims have obligations to behave based on Islamic codes and conducts. So, Muslims may be dissatisfied if tourism offerings are different from Muslimone. Islam is remarkable for its features in controlling Muslim human behavior, so it is thought that almost all of Muslims feel comfort in receiving what is given something Muslim. Integrated marketing communication impacting on Islamic tourism image and equity is important information for tourism practioners, tourism policy makers significant, and tourism researchers.

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