A conceptual framework of brand image on customer-based brand equity in the hospitality industry at Bangladesh: tourism management and advertisement as moderators

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Abstract: In this study, the conceptual framework of brand image is a combination of antecedents and moderators that create differential effects to customer response on customer-based brand equity in the hospitality industry at Bangladesh. By constructing a conceptual framework of brand image, hotels will build a competitive advantage in the hospitality industry that will increase their overall image with long-term sustainability at Bangladesh. Indeed, recent trends in hospitality industry have changed tremendously, and study of a conceptual framework of brand image in the hospitality industry at Bangladesh is increasingly becoming considerable to keep pace with this change. In this conceptual paper, we have summarized the literatures on currently prevailing concepts and approaches on brand image that will allow us to identify the conceptual framework of brand image, and therefore will facilitate hotels to enhance their marketing efficiency and effectiveness at Bangladesh. In this framework, we discussed a case study in Bangladesh, and in light of the findings of this case study we put forward the notion that the conceptual framework of brand image need to be associated with activities of branded hotels at Bangladesh.

Key words: Brand image; Conceptual framework; Customer-based brand equity; Antecedents; Moderators; Hospitality Industry; Bangladesh

1. Introduction

Companies are recurrently interested in building strong brands with positive image and equity. Brand image plays an active role in developing brand equity. Until now it is still ambiguous as to how brand equity is cultivated, managed, and maintained (Keller, 2003; Park, 2009; Gordon, 2010). In this pursuit number of research on brand equity has been conducted in the perspective of traditional goods, and the significance of brand equity is being realized with other products such as in the service sector (Gordon, 2010). The service sector is not only assorted but also has been recognized as one of the largest and fastest growing sector all over the world. Indeed, the hotel business is experiencing continued growth as a significant segment of the hospitality industry within tourism arena, and is a crucial spotlight of service sector (Park, 2009). During the past two decades beginning 1990's and to 2000's, companies' supply for hospitality services within tourism aspect has created an intense competition in

the market. For example, Americans are looking for hotels which provide value or benefit, convenience, handiness and healthier alternatives. Owing to a growing number of hotels, the customer's heavy demand as well as the economic recession, businesses in the food and accommodation service industry has become more competitive than before (Park, 2009). The increasing competition has had key advantages for the customer: increased choice regarding different alternatives, greater value for the money, and augmented levels of service (Kandampully & Suhartanto, 2000). Alternatively, in the competitive and shifting market environment with a plenty of new brands, hotels have had to redefine and reinforce or emphasize their brand image to enable customers to differentiate the hotels from among their rivals. Hence, a strong competitiveness of the brand or company has been more significant and the need for effective and efficient marketing strategies is evident. In this perspective, a well-defined brand image in the hotel business is a necessary prerequisite to flourish and

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survive in a speedily as well as rapidly growing in global market (Park, 2009).

With this background, this paper we attempt to present a conceptual framework of brand image on customer-based brand equity in the hospitality industry where investigated Bangladesh as its enormous potentiality in tourism arena. We have discussed a conceptual framework that includes brand awareness, brand association, brand superiority, brand affection, brand resonance, corporate social responsibility as antecedents of brand image and tourism management along with advertisement as moderators of brand image that is based on a comprehensive review of the existing literatures and a case study of very prominent hotel brand in Bangladesh. In an attempt to discuss the managerial implications of the conceptual framework, a scenario based on a case study is presented in this paper.

2. Overview of hospitality industry within tourism arena in Bangladesh

Bangladesh is a new hospitality destination on the map of the world within tourism aspect. Bangladesh has huge potential to develop hospitality industry because of its attractive natural beauty and rich cultural heritage within tourism arena. Indeed, the hospitality industry of the country is dominated by tourism where public and private organizations can play a vital role. Bangladesh is trying to develop its hospitality industry status into local and global market. Nowadays, hospitality industry is one of the main roots of developing the country's economy and skilled professional human resource. Bangladesh is a country packed with natural wonders and untouched reserves and home to a diversity of unique and wonderful creatures for which tourists or travellers are attracted by diversity of natural beauties and creatures. Thus, Bangladesh emphasises hospitality industry within tourism aspect. Now, the hospitality industry of the country is dominated by an active private sector. In the span of little over two decades, private sector has significantly developed hospitality industry of the country in general and the capital of Dhaka as well as Cox's Bazar seaside town in particular. For upscale accommodation, for many years Dhaka was dependent on Pan Pacific Sonargaon and Dhaka Sheraton (now Ruposhi Bangla). Now the Westin Dhaka, Radisson Blue Water Garden Hotel, Dhaka Regency Hotel & Resort and Hotel Sarina have enhanced Dhaka's hospitality industry especially hotel industry. And together they are offering about 1,400 five star quality rooms. There are about seven other hotels including Hotel Orchard Plaza, Hotel Washington, Best Western La Vinci, Lake Shore Hotel & Apartments, Platinum Suites, Royal Park Residence, Ascott the Residence which are offering about 500 three to four star quality rooms. In addition to these rooms, there are about 200 one to two star quality rooms available in guest houses. On the other hand, Hotel Sea Palace Limited, Seagull Hotel Cox's bazaar, Long Beach Hotel Ltd. and Hotel The Cox Today have enhanced Cox's bazer's hospitality industry especially hotel industry. All these hotels are offering more than 600 five star to four star quality rooms. Moreover, Hotel Coastal Peace, Hotel Coral Reef, White Orchid and Prime Park Hotel are offering more than 700 one star, two star and three star quality rooms. For this reason, public sector or in other words the government is no more required to invest in building hotels. But it does not mean that government now has nothing to do. In fact, government now has great responsibility as facilitator and regulator in leading the sector to a planned growth. In this connection, government has declared Cox's Bazar Development Authority to boost tourism sector in a planned way where foreign tourists will relax and feel comfortable. Steps have been taken to develop road and air communication especially for Cox's Bazar that provide to a much better service for the tourists. Public hotels are being modernized and expanded. New rest houses are also getting established in new tourist places that is the great contribution to hospitality industry from public sector. Thus, currently both public and private sector provide impressive contribution for hospitality industry in Bangladesh (www. thefinancialexpress-bd.com). Hospitality industry within tourism arena in Bangladesh is managed by Bangladesh Parjatan Corporation (BPC) under the Ministry of Civil Aviation and Tourism (MCAT). The economic contribution of hospitality industry within tourism aspect to the national economy is not studied with reliable statistics. According to the last Bangladesh Country Report 2010 which published by the World Travel and Tourism Council (www.wttc.org), forecasted that the contribution of hospitality industry based on travel & tourism (TT) to Gross Domestic Product (GDP) was expected to rise from 3.9% (BDT265.9bn or US$3,786.4mn) in 2010 to 4.1% (BDT788.4bn or US$8,781.7mn) by 2020. The real GDP growth for the Travel & Tourism Economy (TTE) was expected to be 1.7% in 2010 and to average 6.4% per annum over the up-coming 10 years. The contribution of the TTE to employment was expected to rise from 3.1% of total employment, 2,373,000 jobs or 1 in every 32.3 jobs in 2010, to 3.2% of total employment, 3,114,000 jobs, or 1 in every 31.1 jobs by 2020. Export earnings from international visitors were expected to generate 0.5% of total exports (BDT6.0bn or US$85.8mn) in 2010, growing (nominal terms) to BDT20.5bn or US$228.5mn (0.5% of total) in 2020. In hospitality industry based on Travel and Tourism investments were estimated at BDT64.0bn, US$911.9mn or 3.7% of total investment in 2010. Within 2020, this will reach BDT190.7bn, US$2,124.5mn or 3.8% of total investment (WTTC, 2010). Additionally, The World Travel and Tourism Council (WTTC) and UNWTO reports say that international arrivals have been positive in 2012, although in the Euro Zone, due to sovereign debt issues and national strictness policies, tourism spending has declined. The pace of growth in the developing countries, including

Bangladesh, is faster than in developed nations (www.archive.thedailystar. net/beta2/news/tourism-industry-in-bangladesh/).

Finally on the basis of aforementioned discussion, there is a vibrant possibility in hospitality industry of Bangladesh within a tourism aspect. We have the longest sea beach "Cox's Bazar" and the largest mangrove forest "Sundarbans". Whereas sustainable tourism which is the alternative form of eco-tourism can takes a significant role. If we can brand our tourism sector, it will take a place after garment sector in earning foreign currency (www.thefinancialexpress-bd.com). Thus, hospitality industry within tourism arena in Bangladesh is emerging.

3. Literature review

3.1. Theoretical background

From a theoretical background, this study developed and proposed a conceptual framework of brand image on customer-based brand equity where Aaker's Customer-Based Brand Equity Framework, Keller's Customer-Based Brand Equity (CBBE) Pyramid and Baker's Corporate Social Responsibility (CSR) Model can play key role to establish a conceptual framework for branded hotels context in the hospitality industry within tourism arena at Bangladesh.

3.1.1. Conceptualization of brand equity

Brand equity is an excellent pointer of whether the brand is powerful or not (Aaker, 1996; Berry, 2000; Keller, 1993). For this reason, a brand with effective brand equity could increase a customer's trust of intangible buying, make tangible the intangible aspects of goods, and reduce the perceived risk of the service purchase by serving customers in visualizing and understanding flimsy features of the service product (Berry, 2000). Keller (1993) viewed brand equity from the standpoint of the customer; he defined it as "the differential effect of brand knowledge on customer rejoinder to the marketing of the brand" (p. 8). Moreover, unique brand associations have been considered the fundamental nature of brand equity (Keller, 1993; McDowell, 2004).

3.1.2. Conceptualization of customer-based brand equity

Brand equity first and mainly well-known and represented by Aaker (1991) that it can be said: it is a model solely psychological that equity can be considered from the perception of customer and includes five dimensions. Those are brand awareness, brand associations, perceived quality, brand loyalty and other assets associated brand equity relate to a company. That has been elevated basically four dimensions where the first will be

considered to analyze the customer-based brand equity that even Aaker (1991) has used from these four factors in other theories and fifth factor is conversed as a communication channel between the company and other factors. It could be concluded that brand equity from a marketing point of view is a customer-oriented approach that identifies brand value to both customers and companies. For brand equity, customer's benefits should consider their confidence, satisfaction and trust. On the other hand, for brand equity, companies benefit should consider by making profits and capitalizing on their brands to further develop the business and survive for a long period.

3.1.3. Aaker's customer-based brand equity framework

Aaker (1991) underlies brand equity as "a set of five types of brand assets or liabilities connected with a brand's name and symbol that add to or subtract from the value supplied by a product or service" p. 15. These brand assets assist customers to interpret, understand, process, and stock up information about products and brands by adding or subtracting its values. From Aaker's point of view, brand equity is "customer-based" in place of "financial based". As a result, customer-based brand equity would be more significant for hospitality industry within tourism arena at service sector such as restaurants and hotels rather than financial-based brand equity. In Aaker's model, brand equity consists of five dimensions: brand awareness, brand perceived quality, brand associations, brand loyalty and brand assets.

3.1.4. Keller's customer-based brand equity model

Keller (2003) proposed the most comprehensively framework of customer-based brand equity. Keller proposed a chain of four steps which underlies brand salience, brand performance and imagery, brand judgement and feelings and brand resonance for building a strong brand, with the success of each steps dependent on the completion of the preceding steps. These steps have been exemplified in the customer-based brand equity pyramid.

3.1.5. Baker's corporate social responsibility (CSR) model

According to Baker (2001), affirmed that CSR efforts in an organization can impact as well as dominance society in four main realms that is- (a) the environment, (b) community, (c) workplace and (d) the marketplace. The author further recommended that these four CSR impact as well as dominance realms are tied to the related stakeholder groups for the organizations. The key stakeholders that are impacted by the four CSR impact as well as

influence realms are: (1) shareholders, (2) employees and unions, (3) local communities, and (4) the government. Baker (2001) further recommended that a company should develop as well as execute carefully planned CSR initiatives to differentiate itself as a leader in terms of being an answerable business entity and show its sympathy as well as empathy as a responsible business entity and build strong brand image into marketplace at modern marketing environment.

3.2. Overview of background knowledge

From an overview of background knowledge viewpoint, the identification of all the relevant influences of background knowledge based on theoretical background is important in the construction of a conceptual framework that can guide brand image for this study.

3.2.1. Definition of brand

Brand means a combination of identification and differentiation that draw strong attention to the product for customers. The brand brings value to customers as well as companies. In customers' point of view, companies try to satisfy their customers by providing customers' desire list of values, where value means benefit. On the other hand when customers are satisfied by getting values from companies, customers may provide value to companies. During the interaction between companies and customers, some unique values that customers occupy into the mind which is called brand (Aaker, 1991).

3.2.2. Brand awareness

Brand awareness, according to Keller (2008), that holds brand recognition and brand recall performance. In cooperation, both are important components in sustaining brand equity whose main aim to achieve a strong brand image with long term relationship that indicate brand loyalty. Brand recognition is defined as the customers' ability to authenticate earlier revelation to the brand when given the brand as an indication while brand recall is customers' ability to recoup the brand from memory when given the product category, the needs satisfied by the category, or a purchase or habit situation as a reminder (Keller, 2008).

3.2.3. Brand association

Brand associations are tremendously helpful for marketers. Marketers make use of brand associations to differentiate, position, and extend brands, to build and create positive attitudes and feelings towards brands, and to recommend attributes or benefits of purchasing or using a particular brand (Aaker, 1991). On the other hand, brand associations are more effective for the customers than the marketers. The approach as well as the way a brand association creates value to the customer will depend on the customer's perception of value. In support of each individual, reality is a completely personal observable fact, based on that person's needs, wants, and personal experiences.

3.2.4. Brand superiority

The substance realm for brand superiority is limited to Keller's (2003) conceptualization of the pull together. As a result, the following dialogue provides a significant review of the brand attitude literature as it narrates to brand superiority. Brand attitudes and brand superiority are extremely correlated each other and generate in that while they both communicate with the customer's aggregate cognitive evaluation of a target brand. The major difference lies in the conflicting operationalization of each construct or builds from a measurement perspective. Brand attitudes are first and foremost measured using a semantic differential scale attached by contrasting adjectives. Brand superiority measures the customer's aggregate cognitive evaluation of the brand in next of kin to competing brands.

3.2.5. Brand affection

Customer's affective reaction to advertisements, to the consumption of goods, use of services, and in connection with customer satisfaction has been examined comprehensively by preceding research (Bagozzi et al., 1999; Chaudhuri & Holbrook, 2001; Mano & Oliver, 1993; Matzler et al., 2006; Mooradian & Oliver, 1997; Richins, 1997; Thompson et al., 2006). Preceding findings have pointed toward that emotions play an important role in customer reaction and engage a vital position in consumer behaviour literature (Bagozzi et al., 1999; Chaudhuri & Holbrook, 2001 Richins, 1997). In a modern attitude model, Bagozzi (1992) proposed that emotional responses arbitrated the relationship between cognitive appraisals and behavioural intentions to a prearranged stimulus. This model illustrated the significance that affects use for predicting customer's behavioural intentions on the part of a product or brand.

3.2.6. Brand resonance

Brand resonance underlies to the final relationship that customers apprehend told a brand as well as the spread to which the customer feels "in sync" with a certain brand (Keller, 2003). With proper brand resonance, customers articulate a high degree of loyalty to the brand like that they enthusiastically quest means to intermingle with the brand and allocate their experiences with others. Organizations that are able to accomplish brand resonance should harvest a host of benefits, for

instance, greater price premiums and more efficient and effective marketing programs (Keller 2003).

3.2.7. Corporate social responsibility (CSR)

More organizations today are beginning to understand the significance of corporate social responsibility (CSR), and its impact on societal well-being, aside from the aggregate supremacy of the supply chain processes of every organization (Murali Raman et al., 2012). In the past, financial performance was the main principle to evaluate a firm's value. Higher ranks were given to organizations that offer greater margins economically. Maximization of shareholders' wealth was, until, the central point of profit-driven organizations. In this consideration, the stress on CSR in the past was not apparent. In this decade, on the other hand, the perception about CSR has changed considerably (Almohammad, 2010). At the present the success of a company is also being measured by its contribution to society (Pokorny, 1995; Saunders, 2006). Individualistic and unprincipled behaviour in business can be prevented by Corporate Social Responsibility (CSR) (Pakseresht, 2010). Nowadays most organizations are opening to realize the significance of CSR and its impact on societal well-being.

3.2.8. Tourism management

Basically, tourism is a product that consumed by tourists and managing this consumption process through tourists is called tourism management (Page, S., 2011). Indeed, tourism is a vast sector but the perspective of this study, here consider hotel sector. In the context of tourism, hotels can play an active role on hospitality industry. On the other hand, hotels provide services which are the major component of tourism management. So, in tourism management, in a sense of hotels that facilitates explicit intangibles and implicit intangibles services. For explicit intangibles are the comfortable stays overnight with food provided by the room and dine. In same time, implicit intangibles are the benefits like service, enjoyment and relaxation (Meng, 2006).

3.2.9. Advertisement

Advertisement is a method of marketing that provides information about product. Through advertisement customers not only get information but also it pursues and remind customer for purchasing product. The main objective of advertisement is to create product image and directly pursue customers to purchase product (Park et al., 2008). At present, different types of advertising media have been presented into modern marketing world. Billboards, newspapers and magazines play as a first generation advertising media. Radio and Television play as a next generation advertising media and now both media is the most popular in the advertisement world. Recently, Internet and Mobile network have introduced as a new type of advertising media (Park et al., 2008). So, all of these advertising media can play an active role for advertisement and with the help of these advertising media marketers provide their product (branded hotels) information to customers (tourists).

3.2.10. Brand image

Brand image, an important building block in customer-based brand equity, is destined as "perceptions about a brand which reflected by the brand associations apprehended in customer's memory" (Keller, 1998). Even though the term or notion brand image has been largely defined and used in diverse ways, one common agreement of the definition is that brand image is a customer's aggregate impression of a particular brand which influence of a customer's emotional perceptions (Dobni & Zinkhan, 1990; Aaker, 1996). According to Hsieh and Li (2008), strong brand image does construct a superior brand message of a particular brand over the rivalry brand into a competitive market. Consequently, not only customer's behaviour but also customer's purchasing decision will be affected and determined by brand image (Burmann et al., 2008).

Finally, a review of theoretical and empirical literature based on theoretical background which includes Conceptualization of Brand Equity, Conceptualization of Customer-Based Brand Equity, Aaker's Customer-Based Brand Equity Framework, Keller's Customer-Based Brand Equity (CBBE) Pyramid and Baker's Corporate Social Responsibility (CSR) Model. While it is understood that the final aim is to build brand image on customer-based brand equity, the challenge is to establish questions of the study as well as objects of the study with the help of problem statement and quantify the improvement of the conceptual framework and hypotheses based on background knowledge for this study.

4. Problem statement

According to the current literatures on branding, brand image has a momentous impact on the brand equity factors which are interrelated in a company's value chain (Batra & Homer, 2004; Ataman & Ulengin, 2003; Rio et al., 2001; Bhat & Reddy, 1998; Kwun, & Oh, 2007; Kim et al., 2003). While the antecedents of brand image could be principal and prime sources of building a positive image to enhance as well as improve success in brand management, there is very limited research on the antecedents of brand image such as brand awareness (Schuiling & Kapferer, 2004; Esch et al., 2006), brand association (Aaker, 1991; Schiffman and Kanuk 2002), brand superiority (Keller, 2003; Mittal, 1990), brand affection (Bagozzi et al., 1999; Chaudhuri & Holbrook, 2001), brand resonance (Keller, 2003; 2002 & 2009) and corporate social

responsibility (Pakseresht, 2010; Murali Raman et al., 2012) in the field of hospitality industry within tourism arena at service sector. Simultaneously, on the basis of comprehensive review of previous research literatures regarding hospitality industry especially hospitality industry in Bangladesh which is emerging, still there is no research about the degree of tourism management and advertisement that have a moderating effect on brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility towards brand image on customer-based brand equity in the hospitality industry in Bangladesh. Moreover, in the perspective of Bangladesh, the hospitality industry especially hotels are threaten due to lack of experiences of marketers about the impact of factors influences brand image. Thus, the hospitality industry within tourism arena in Bangladesh is being challenged and complicated to improve or progress their market performance by brand image, identifying factors or determinates which have an impact on favorable or positive brand image could be a fundamental question for marketers in the hospitality industry within tourism arena at service sector of Bangladesh. Furthermore, previous research has completely ignored the impact of factors influences brand image in the hospitality industry especially hotel sector at Bangladesh. Hence, a review of the marketing literature reveals worldwide brand image research in various sectors such as healthcare, fashion, publishing, FMCG sector and other fields, there is little evidence of brand image research strictly in the hotel sector of hospitality industry.

5. Questions of the study

After an in-depth review of literature, four questions were generated for the marketing point of view (customer-oriented approach).

RQ$_1$. Do brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility affect brand image?

RQ$_2$. Does the degree of tourism management have a moderating effect on brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility towards brand image?

RQ$_3$. Does the degree of advertisement have a moderating effect on brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility towards brand image?

RQ$_4$. How can a conceptual framework be constructed for brand image on customer-based brand equity?

6. Objectives of the study

Based upon the associated literature and theoretical background of Aaker's Customer-Based Brand Equity Framework (1996), Keller's Customer-Based Brand Equity Pyramid (2003) and Baker's Corporate Social Responsibility Model (2001), the objectives of this study are:

(a) To investigate the effect of brand image antecedents including brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility

(b) To explore the moderating effect of the degree of tourism management on brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility towards brand image

(c) To explore the moderating effect of the degree of advertisement on brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility towards brand image

(d) To develop a conceptual framework of brand image on customer-based brand equity

7. Develop a conceptual framework

For the purpose of this study, a conceptual framework (see Fig.1 a Conceptual Framework) is developed based on theoretical background and their related background knowledge. This conceptual framework permits the study to postulate the antecedents of brand image (brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility) and moderating role of the degree of tourism management and advertisement on brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility towards brand image. In the context of a conceptual framework, the above mentioned antecedents of brand image can consider as independent variables, the degree of tourism management and advertisement can consider as moderating variables. Furthermore, within below conceptual framework independent variables (antecedents of brand image) include brand awareness, brand association, brand superiority, brand affection, brand resonance and corporate social responsibility affect brand image (independent variables). Simultaneously, independent variables include brand awareness, brand association; brand superiority, brand affection, brand resonance and corporate social responsibility are moderated by the degree of tourism management and advertisement (moderating variables) towards brand image (dependent variable).

8. Design the hypotheses

Based on a widespread review of the previously discussed literature, the following hypotheses formed a conceptual framework for this study:

8.1. The role of brand awareness for brand image

According to Keller (2008), brand awareness embraces brand recognition and brand recall performance into the mind of customers. Indeed, both are imperative components in sustaining customer-based brand equity whose main aspire to accomplish a strong brand image with long term relationship. It also persuades perceptions and attitudes, and can be a driver for brand loyalty that the ultimate goal is to construct a strong brand image (Aaker, 1991). Swerdlick (2008) states that

brand awareness is necessary because : it is an essential condition for insertion in the set of brands being considered for purchase; next in low-involvement decision settings it can be a sufficient condition for choice; and it influences the nature and strength of associations that encompass as well as build strong brand image. Thus:

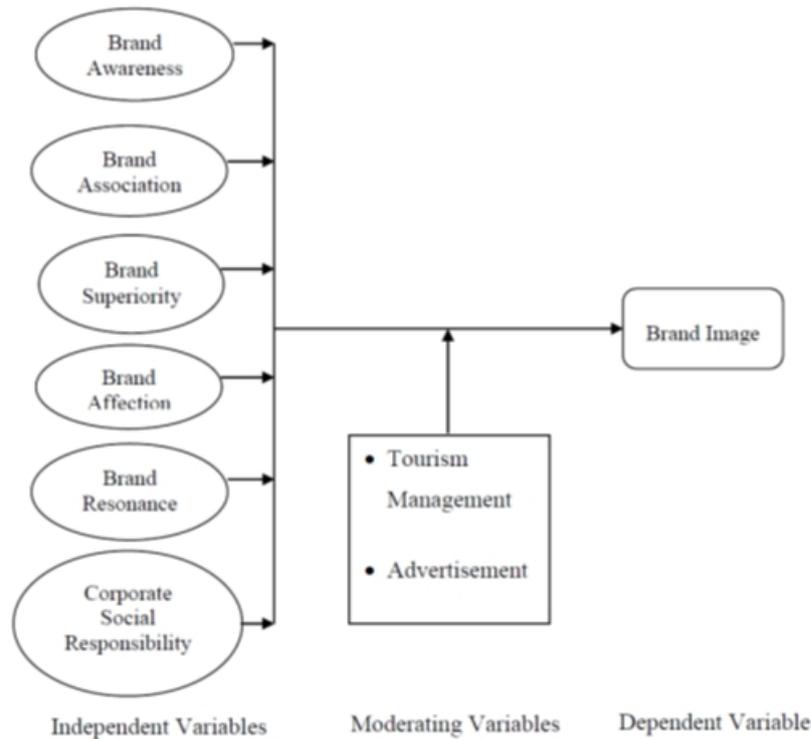H1: Brand awareness has a positive effect on brand image.

Fig. 1: A Conceptual framework

8.2 The Role of Brand Association for Brand Image

Keller (1993) stated brand image as "a set of associations connected with the brand that customers squeeze in memory" (p. 3). A brand image is cool, quiet and composed of a set of associations that influence the brand in the mind of the customers. Brand associations are considered as an informational nodes linked with a brand node that comprises the meaning of the brand in the mind of the customers (Keller, 1998). Brand associations are simply feelings and thoughts associated with the brand in the mind of the customers (Keller, 1993) and therefore, the associations do not carry an evaluative or emotional element to them. As a result, the insertion of brand attitude and brand image as conceptualized in this cram stands in desolate comparison to the manner in which brand associations have been expressed. Faircloth et al., (2001) observed the impact of brand associations on customers' attitudes and overall image. In additionally, they found that specific brand

associations have a positive impact on the aggregate brand image. Thus:

H2: Brand association has a significant effect on brand image.

8.3. The role of brand superiority for brand image

Brand superiority states to the level of uniqueness and differentiation that the brand holds in the mind of the customer and connecting with other brands in the same product category. Primarily, a brand is superior if it can offer advantages that other brands cannot hold for which that particular brand build strong brand image rather than those brands who cannot take advantages regarding uniqueness and differentiation (Keller, 2003). Therefore, brand superiority signifies the uniqueness and differential impact that the brand has on the customer and create strong brand image in the mind of the customers. Thus:

H3: Brand superiority has a positive relation with brand image.

8.4. The role of brand affection for brand image

Customer's affective reaction as well as response to advertisements, to the consumption of goods, use of services, and in relationship with brand image has been examined as well as verified comprehensively and broadly by preceding research (Bagozzi et al., 1999; Chaudhuri & Holbrook, 2001; Mano & Oliver, 1993; Matzler et al., 2006; Mooradian & Oliver, 1997; Richins, 1997; Thompson et al., 2006). Dick and Basu (1994) posed that positive affection and feelings are connected with higher levels of brand image. Therefore, considering brand affect the customer-based brand equity that is confirmed by Keller (2001 & 2003) should focus on building strong brand image. Thus:

H4: Brand affection has a positive connection with brand image.

8.5. The role of brand resonance for brand image

Brand resonance indicates to the final relationship that customers apprehend told a brand and the spread to which the customer feels "in sync" with a particular brand and response based on their cognitive evaluation of the image of the brand (Keller, 2003). A commitment along with a sense of resonance have permitted the brand to achieve higher prices, positive word of mouth and lower advertising cost in the long run as well as retaining lost customers which might help to flourish new momentum of brand image that is most important for brand resonance (Chaudhuri,1999). Dick and Basu (1994) point out that brand resonance favors positive brand image and greater affection within loyal customers. For this reason, brand resonance is encompassed brand loyalty which goal is to build strong brand image and also maintain relationship for a long period of time. Thus:

H5: Brand resonance has a positive impact on brand image.

8.6. The role of corporate social responsibility (CSR) for brand image

Many studies have been accomplished connecting CSR to customer loyalty as well as increase brand image by proper establishment of customer-based brand equity. Contemporary review of CSR related literature underlies that well applied CSR inceptions can develop customer loyalty and build strong brand image that constructed by customer-based brand equity (Almohammad, 2010; Saunders, 2006; Pakseresht, 2010). To win loyalty along with brand resonance in today's markets, companies have to encompass on building and maintaining customer loyalty and CSR has become a useful tool in this consideration that end result is to increase brand image as well as continuously communicate with CSR for sustaining brand image and brand resonance for which customers' reaction positively keep and hold to brand for long period of time. CSR might affect the value of a company's brand and its brand performance which goal is to build strong brand image. Thus:

H6: Corporate Social Responsibility has a positive effect on brand image.

8.7. The moderating role of tourism management to brand awareness for brand image

Actually, tourism is a product where it is consumed by tourists through proper management system (Page, S., 2011). According to Meng (2006), tourists (customers) can aware about tourism product facilities through tourism management. However, according to Keller (2008), awareness encompasses recognition and recall performance into the mind of customers (tourists). As a result, the role of brand awareness for brand image may differ by the degree of tourism management. Thus:

H7: The effect of brand awareness on brand image can be moderated by tourism management.

8.8. The moderating role of tourism management to brand association for brand image

Tourism management provides explicit intangibles and implicit intangibles service for tourists (Meng, 2006). For explicit intangibles are the comfortable stays overnight with food provided by the room and dine at hotel. In same time, implicit intangibles are the benefits like service, enjoyment and relaxation provided by tourism management (Meng, 2006). In this regard, all these facilities are the major elements of brand association because brand association is considered as an attributes connected with a brand (Keller, 1998 & 2008). According to Bauer et al. (2008) and Keller (1993), positive customer based brand equity can be created by positive, favorable, and unique associations of brand. Therefore, the role of brand association for brand image may differ by the degree of tourism management. Thus:

H8: The tourism management has a significant moderating effect on brand association towards brand image.

8.9. The moderating role of tourism management to brand superiority for brand image

Tourism management facilitates bundle of activities, services and benefits that include destination attractions, destination facilities, accessibility, image and price (Medlik and Middleton, 1973). According to Athanassopoulos (2000) and Bolton & Lemon (1999), brand superiority underlies quality assessment through cognitive knowledge. So tourism management facilities are evaluated by cognitive knowledge. As a result, the role of brand superiority for brand image may differ by the degree of tourism management. Thus:

H9: The effect of brand superiority on brand image can be moderated by tourism management.

8.10. The moderating role of tourism management to brand affection for brand image

Tourism can be segmented into different categories like holiday travel, visiting friends and relatives (VFR), business travel, health treatment, shopping, conference, incentive travel, official mission, education, sport and others travel (Malaysia Tourism Promotion Board, 2004). In this regard, tourism management articulates different attractive activities for tourists (customers) that attempts to strike into a tourist's feelings toward tourism product. According to Matzler et al. (2006) and Thompson et al. (2006), customer's affective response as well as emotional response influences their purchasing decisions. However, tourist's feeling towards tourism product can be affected by affection as well as emotional response. Therefore, the role of brand affection for brand image may differ by the degree of tourism management. Thus:

H10: Tourism management has a significant moderating effect on brand affection towards brand image.

8.11. The moderating role of tourism management to brand resonance for brand image

In tourism management, tourist preferences and values are considerable for providing services to tourist in terms of enjoyment as well as relaxation that include destination attractions, hotel facilities, accessibility, image and price (Apostolakis and Jaffry, 2005). According to international Association of Scientific Experts in Tourism (2001), Tourism is the combination of phenomena as well as relationships occurring from the travel and focus on residents as well as non-residents. In this context, building long-term relationships with tourists (customers), tourism management can play an important role. Moreover, ultimate goal of long-term relationships is to create loyalty with customers (tourists) and make positive preferences into the mind of customers (tourists) that is the main motto of brand resonance (Keller, 2003). As a result, the role of brand resonance for brand image may differ by the degree of tourism management. Thus:

H11: The effect of brand resonance on brand image can be moderated by tourism management.

8.12. The moderating role of tourism management to corporate social responsibility for brand image

Williams (2004) underlies that tourism provides different types of socio-cultural advantages for society if it is developed and managed by societal responsible manner. In this context, this development is to promote and invest in sustainable tourism. It is an alternative form of tourism that assists to protect the natural, cultural and social environment of a destination. On the other hand, Corporate Social Responsibility (CSR) has been created by the many confronts which are associated with different issues of the environment (Creel and Timothy, 2012). Steve Hoeffler and Kevin Keller

(2002) state Corporate Social Responsibility (CSR) that can assist an organization to construct customer-based brand equity that objective is to make brand image. Therefore, the role of corporate social responsibility for brand image may differ by the degree of tourism management. Thus:

H12: The effect of corporative social responsibility on brand image can be moderated by tourism management.

8.13. The moderating role of advertisement to brand awareness for brand image

From marketing point of view, advertisement into different types of media provides information about product. Through product information, customers can aware about product (Park et al., 2008). On the other hand, awareness assists organizations to build strong brand image (Keller, 2009). As a result, the role of brand awareness for brand image may differ by the degree of advertisement. Thus:

H13: Advertisement has a significant moderating effect on brand awareness towards brand image.

8.14. The moderating role of advertisement to brand association for brand image

With the help of advertisement into different types of media, marketers inform customers about functional attributes of product (Mitchell, 2003). As a result, functional attributes of product consider as brand association (Keller, 1998 & 2008). On the other hand, brand association has a great impact on brand image (Faircloth et al., 2001). Therefore, the role of brand association for brand image may differ by the degree of advertisement. Thus:

H14: The effect of brand association on brand image can be moderated by advertisement.

8.15. The moderating role of advertisement to brand superiority for brand image

Through advertisement into different types of media, marketers inform customers about unique features of product. With the help of unique features of product, marketers try to gain attention from their target customers (Park et al., 2008). As a result, unique features of product consider as brand superiority that create appropriate meaning and feeling into the mind of customers (Mitchell, 2003). On the other hand, brand superiority implies unique entity that has a great impact on brand image (Keller, 2003). Therefore, the role of brand superiority for brand image may differ by the degree of advertisement. Thus:

H15: Advertisement has a significant moderating effect on brand superiority towards brand image.

8.16. The moderating role of advertisement to brand affection for brand image

Advertisements in various advertising media create high involvement level with customers. Advertisement is a form of communication that creates positive attitudes, emotions and love into the mind of customers (Mitchell, 2003). As a result, positive attitudes, emotions and love to the product from customers consider as brand affection (Chaudhuri and Holbrook, 2001). On the other hand, positive brand affection is associated with higher level of brand image (Dick and Basu 1994). Therefore, the role of brand affection for brand image may differ by the degree of advertisement. Thus:

H16: The effect of brand affection on brand image can be moderated by advertisement.

8.17. The moderating role of advertisement to brand resonance for brand image

At present, different types of advertising media focus on advertisement. Through advertisement, marketers create strong communication with their customers (Mitchell, 2003 and Park et al., 2008). Due to the strong communication with customers through advertisement, marketers create strong relationship with customers. As a result, strong relationship with customers considers brand resonance (Keller, 2002 & 2003). On the other hand, brand resonance has a great impact on brand image (Keller, 2008 & 2009). Therefore, the role of brand resonance for brand image may differ by the degree of advertisement. Thus:

H17: Advertisement has a significant moderating effect on brand resonance towards brand image.

8.18. The moderating role of advertisement to corporate social responsibility for brand image

Nowadays, advertisement is a communication channel of marketing to provide product information into different types of media (Park et al., 2008). Today's marketing is so competitive. So, currently organizations not only provide product information but also inform customers about their activities for environment, society and humanity through advertisement into different types of media (Keller 2008 & 2009). All these activities of organizations for environment, society and humanity consider as corporate social responsibility. However, within advertisement, marketers provide product information in such way that implies their product has a huge impact on environment, society and humanity (Park et al., 2008; Creel and Timothy, 2012; De Mooij, 2013). With the help of corporate social responsibility, companies build positive perception into the mind of customers (Almohammad, 2010; Saunders, 2006; Pakseresht, 2010). On the other hand, corporate social responsibility has a great impact on brand image (Almohammad, 2010). Therefore, the role of corporate social responsibility for brand image may differ by the degree of advertisement. Thus:

H18: The effect of corporate social responsibility on brand image can be moderated by Advertisement.

9. Case study

A case study of one Bangladeshi brand hotel was undertaken to explain the approach of a conceptual framework of brand image (antecedents and moderators). The action points suggested through this case study reinforced the proposed conceptual framework of brand image that act as combination of antecedents and moderators towards brand image where all elements of suggested framework play as brand image antecedents and moderators regarding branded hotels of Bangladesh. This case study is almost similar in terms of previous case studies (Latif, 2014 & 2015).

9.1. Six seasons residence and boutique hotel

SIX SEASONS, the truly, international standard, boutique style, small, luxury hotel in capital city Dhaka at Bangladesh, which has a very high degree of personalized service is owned and managed by a Sri Lanka based BOI (Board Of Investment) company in Dhaka. SIX SEASONS hotel is the only hotel in Bangladesh to be certified with ISO 2000 and HACCP. SIX SEASONS hotel started their activities from January-2000 and since then it has been running with good reputation as well as customer satisfaction. At starting it was managed by Confifi hotel Chain and now it is operated by owner STS (Shanta, Tropica and Sepal) Group. The STS Group also running several business enterprises including Apollo Hospital Dhaka, ISD School, DPS School, Shanta Garments, LonkaBangla Finance etc. SIX SEASONS hotel is conveniently located beside airport road as well as the diplomatic zone at Banani leading to the main city, and adjacent to the diplomatic enclave and upcoming blue chip commercial hub of Baridhara, Gulshan & Banani, only 7km from the main international airport. The hotel is comprising 66 rooms and suites including all rooms feature king, queen or twin size beds, large work areas with high-speed internet, twenty four hours air-conditioning service, in-room safe, mini bar, tea/coffee making facilities and ironing facilities. SIX SEASONS hotel is doing regular sales visit to the different organizations (RMG, FMCG, MEDIA, MEDICAL COLLEGE, HOSPITALS, NGO, different AID organizations such as UNAID, German AID, USAID etc.). The hotel management maintaining a very good relation with the media sectors especially the print media as well as electronic media. They are using the integrated marketing tools in their marketing strategy and business expansion. They distribute Eid festival Greetings Card, New Year and Christmas Greetings Card. They also distribute their special Cake & gift hampers to their most valuable and big clients time to time. SIX SEASONS hotel provides different services for the consumers. In general, inside each room they provide air condition, DVD player, and television with cable, mini bar, free

newspaper, hairdryer, outlet adapters, turndown service, and iron with ironing board, smoke detectors and sprinklers in rooms. As room service, they also provide elevators, executive level corridor, ice machine, 24 hour security, phone service etc. Outside the rooms they provide outdoor pool, fitness centre, gym, Jacuzzi, Sauna, Steam bath, business centre, laundry service, shoe polishing service, concierge desk, wake-up service, meeting/banquet facilities, car rental desk, boutiques, conference facilities, currency exchange, outside catering, accessible facilities for wheel chair access etc. Overall, the SIX SEASONS hotel is a three star and international standard boutique hotel. The main concept of boutique hotel is personalized service. In this regard, the hotel is providing their best support to make their consumers happy and satisfied. For example, if one consumer wants to eat less spicy food their kitchen people make a note and try to make the food according the consumer choice. The location of SIX SEASONS hotel is in a good diplomatic area and the environment is very calm and quiet. The hotel cost is reasonable according to the services. The hotel also does outside catering which is one of their specialties. Adding another feather in their cap, SIX SEASONS hotel was awarded with the "Certificate of Excellence" for year 2013 by Trip Advisor. This prestigious award, which places organizations in the top-performing 10% of all businesses worldwide on Trip Advisor, is given to businesses that consistently earn high ratings from Trip Advisor travellers. Couple of months ago, Trip Advisor placed SIX SEASONS, the best hotel in terms of guest reviews in Bangladesh and now has been recognized amongst the best globally, which amply proves beyond doubt SIX SEASONS has earned the top slot amongst the best in the world from its own patrons. In fact, consumers are fall in love to SIX SEASONS hotel because they maintain a good relationship between their hotel customers and their patrons those are providing or trying to provide the link that assist their business operations. They are highly concern about customer satisfaction. They maintain a customer comments sheet and if any complaint is there, they will try to remove with top priority basis. SIX SEASONS has suggestion box where customers as well as employees can drop their suggestions with written format. After a time being SIX SEASONS hotel will organize corporate dinner party, cocktails party, BBQ party where most of the hosts are invited from different organizations. SIX SEASONS hotel practices good relations with diplomats, Embassy and High Commission. Moreover, SIX SEASONS hotel tries to provide extra services which are out of customer's expectation. For example, one customer he or she is staying with them for four days during that time his/her birthday may be occurred. Suddenly they will arrange a surprise birthday party only honour of his or her honorary. Furthermore, SIX SEASONS has adapted corporate social responsibility as a part of their mission. They have made corporate social responsibility one of the important principles of their business. In the context of corporate social responsibility, SIX SEASONS hotel provides good food like Chicken Briany every Saturday of a week for 150 persons to missionary of charity at Islampur. They also provide Chicken Briany every 18th day for 175 persons, 20th day for 100 persons, 27th day for 100 persons and 31st day for 100 persons of a month at different places those are Botomoly Orphanage at Farmget, missionary of charity at Tejgaon, Jagoroni Jute Holicross at Tejgaon, road side people at several areas of Dhaka city and Ashkona Orphanage Centre. On the other hand, SIX SEASONS provides information regarding services to tourist through both electronic and print media that include destination attractions, hotel facilities, accessibility, image and price in terms of enjoyment as well as relaxation. For example, they provide information to tourists about tourist attractions on the Crescent Lake in Dhaka at Bangladesh. Moreover, they also provide information to tourists about heritage attraction on the Lalbagh Fort and the Ahsan Manzil in Dhaka at Bangladesh. Additionally, they concern about the entertainment services to tourist in terms of enjoyment as well as relaxation that include evening cultural entertainment, serving quality of food in restaurant, shopping conveniences and beautiful outside location for entertainment. Hence, they provide playground, gym, swimming pool and adult game zone for entertainment to tourists (customers). All of these services have been shown by its official website. SIX SEASONS hotel is associated with the popular name of STS (Shanta, Tropica and Sepal) Group. The name itself has earned a lot of reputation from the market with their several business enterprises including Apollo Hospital Dhaka, ISD School, DPS School, Shanta Garments, LonkaBangla Finance etc. SIX SEASONS hotel serves not only staff training and medical awareness programs twice a month for its staff members but also arranges awareness programs for SIX SEASONS hotel's customers and tries to educate them on several areas that are concerning issue to the development of hospitality industry. On the other hand, STS Group is associated with several services such as hospitality, heath care, education and garments those are well-known to customers and simultaneously customers are highly experienced about STS Group at Bangladesh. The top priority of SIX SEASONS hotel is quality and service. The hotel never compromise with quality at any cost and they strive to provide their guests and clients with the best service at their level best. Additionally, Customer satisfaction is their main goal. They strictly maintain a standard for which customers always keep with them. They arrange surveys and monitor a track on customer feedback forms and also take initiatives where is needed for better performance and keep touch with customers. SIX SEASONS hotel wants their customers feel a hotel like a home, both in the comfort and safety perspective. SIX SEASONS hotel is fully secured with CC cameras on all floors with emergency support and they maintain a good level of trust with their customers based on

commitment and co-operation. In this regard, customers are faithful to SIX SEASONS hotel. Due to quality services within hospitality industry, SIX SEASONS hotel becomes a trustworthy brand within hotel sector. In these circumstances, they create a space into customers' mind and customers become a loyal not only behavioural perspective but also attitudinal perspective. All are incurred by their actives regarding quality services, commitment and enthusiastic co-operation towards customers and also positive performances within hospitality industry at Bangladesh. The following table (Table1: The Antecedents and Moderators of Brand Image of SIX SEASONS residence and boutique hotel) represents the evidence of a conceptual framework of brand image of SIX SEASONS residence and boutique hotel with considering the designed hypotheses of this study (http://www.sixseasonshotel.com).

Table1: The antecedents and moderators of brand image of SIX SEASONS residence and boutique hotel

Antecedents and Moderators toward Brand Image	
Antecedents	**SIX SEASONS residence and boutique hotel**
Awareness	SIX SEASONS residence and boutique hotel is doing regular sales visit to the different organizations (RMG, FMCG, MEDIA, MEDICAL COLLEGE, HOSPITALS, NGO, different AID organizations such as UNAID, German AID, USAID etc.). Moreover, SIX SEASONS hotel serves not only staff training and medical awareness programs twice a month for its staff members but also arranges awareness programs for SIX SEASONS hotel's customers and tries to educate them on several areas that are concerning issue to the development of hospitality industry at Bangladesh.
Association	SIX SEASONS residence and boutique hotel provides different services for consumers. In general, inside the rooms they provide air condition, DVD player, television with cable, mini bar, free newspaper, hairdryer, outlet adapters, turndown service, iron with ironing board, smoke detectors, sprinklers, elevators, executive level corridor, ice machine, 24 hour security, phone service etc. Outside the rooms they provide outdoor pool, fitness centre, gym, Jacuzzi, Sauna, steam bath, business centre, laundry service, shoe polishing service, concierge desk, wake-up service, multilingual, meeting/banquet facilities, car rental desk, boutiques, conference facilities etc. In dinning, they provide several buffet menus.
Superiority	SIX SEASONS hotel is a three star and international standard boutique hotel. The main concept of boutique hotel is personalized services. They are providing their best support to make their consumers happy and satisfied. For example, if one consumer wants to eat less spicy food their kitchen people make a note and try to make a food according a consumer choice. The location of SIX SEASONS hotel is in a good diplomatic area and the environment is very calm and quiet. The hotel cost is reasonable according to the services. They also do outside catering which is one of their specialties. Adding another feather in their cap, SIX SEASONS hotel was awarded with the "Certificate of Excellence" for year 2013 by Trip Advisor.
Affection	In fact, consumers are fall in love to SIX SEASONS hotel because they are highly concern about customer satisfaction. They maintain a customer comments sheet and if any complaint is there, they will try to remove with top priority basis. SIX SEASONS hotel tries to provide extra services which are out of customer's expectation. For example, one customer he or she is staying with them for four days during that time his/her birthday may be occurred. Suddenly they will arrange a surprise birthday party only honour of his or her honorary.
Resonance	SIX SEASONS hotel practices good relations with diplomats, Embassy and High Commission. They maintain a good relationship between their hotel customers and their patrons those are providing or try to provide the link that assist their business operations. Moreover, SIX SEASONS hotel will organize corporate dinner party, cocktails party, BBQ party where most of the hosts are invited from different organizations.
Corporate Social Responsibility	SIX SEASONS hotel has adopted corporate social responsibility as a part of their mission. In the context of corporate social responsibility, SIX SEASONS hotel provides Chicken Briany every 18th day for 175 persons, 20th day for 100 persons, 27th day for 100 persons and 31st day for 100 persons of a month at different places those are Botomoly Orphanage at Farmget, missionary of charity at Tejgaon, Jagoroni Jute Holicross at Tejgaon and road side people at several areas of Dhaka city.
Moderators	**SIX SEASONS residence and boutique hotel**
Tourism Management	SIX SEASONS provides services to tourist in terms of enjoyment as well as relaxation that include destination attractions, hotel facilities, accessibility, image and price. For example, they provide tourist attractions on the Crescent Lake in Dhaka at Bangladesh. Moreover, they also provide heritage attraction on the Lalbagh Fort and the Ahsan Manzil in Dhaka at Bangladesh. These facilities of SIX SEASONS hotel create strong brand image into the mind of customers (tourists).
Advertisement	SIX SEASONS hotel management maintaining a very good relation with the media sectors especially the print media as well as electronic media. They are using the integrated marketing tools in their marketing strategy and business expansion. In this regard, they provide playground, gym, swimming pool and adult game zone for entertainment to tourists (customers). All of these services have been shown by its official website as well as printed into authorised and authentic print media.
Brand Image of SIX SEASONS residence and boutique hotel	
SIX SEASONS hotel is associated with the popular name of STS (Shanta, Tropica and Sepal) Group. The name itself has earned a lot of reputation from the market with their several business enterprises including Apollo Hospital Dhaka, ISD School, DPS School, Shanta Garments, LonkaBangla Finance etc. SIX SEASONS hotel serves not only staff training and medical awareness programs twice a month for its staff members but also arranges awareness programs for SIX SEASONS hotel's customers and tries to educate them on several areas that are concerning issue to the development of hospitality	

industry. On the other hand, STS Group is associated with several services such as hospitality, heath care, education and garments those are well-known to customers and simultaneously customers are highly experienced about STS Group at Bangladesh. The top priority of SIX SEASONS hotel is quality and service. The hotel never compromise with quality at any cost and they strive to provide their guests and clients with the best service at their level best. Additionally, Customer satisfaction is their main goal. They strictly maintain a standard for which customers always keep with them. They arrange surveys and monitor a track on customer feedback forms and also take initiatives where is needed for better performance and keep touch with customers. SIX SEASONS hotel wants their customers feel a hotel like a home, both in the comfort and safety perspective. SIX SEASONS hotel is fully secured with CC cameras on all floors with emergency support and they maintain a good level of trust with their customers based on commitment and co-operation. In this regard, customers are faithful to SIX SEASONS hotel. Due to quality services within hospitality industry, SIX SEASONS hotel becomes a trustworthy brand within hotel sector. In these circumstances, they create a space into customers' mind and customers become a loyal not only behavioural perspective but also attitudinal perspective. All are incurred by their actives regarding quality services, commitment and enthusiastic co-operation towards customers and also positive performances within hospitality industry at Bangladesh.

10. Result and discussion

The suggested conceptual framework of brand image provides possible antecedents and moderators of brand image to marketers. Along with possible antecedents and moderators marketers make a strong brand image as well as customer relationship for a long period of time. Regarding a strong brand image and customer relationship, marketers take competitive advantages from target markets. Indeed, nowadays modern marketing and market is challenging for marketers to build brand image and sustain customer relationship for a long period of time. In this regard, this proposed framework should assist marketers to build brand image and sustain as well as maintain customer relationship for a long period of time. On the other hand, marketers also want to create strong resonance along with corporate social responsibility and loyalty with customers where the degree of tourism management and advertisement play a significant role. In this perspective, this suggested framework will assist marketers to create strong resonance along with corporate social responsibility that is significantly moderated by the degree of tourism management and advertisement. The marketers will be able to do it from customer familiarity to a brand along with customer satisfaction, trust and attitudinal as well as behavioural loyalty that treated as an end result of brand image. Thus, this suggested framework should influence marketers to construct strong brand resonance along with corporate social responsibility with the help of degree of tourism management and advertisement as well as sustainable brand image with the help of possible conceptual framework of brand image. We assume that with the help of this proposed framework, marketers will increase brand image and customers' knowledge level about hospitality industry in Bangladesh. Further we assume that this framework will be highly acknowledged by customer-based brand equity. This is so as a framework awareness, association, superiority, affection, resonance, corporate social responsibility, tourism management and advertisement always knock to customer's engagement about branded hotels in Bangladesh.

Finally, this proposed framework should not only provide theoretical authentication that supports the significance of antecedents and moderators of brand image but also will present an accomplishment process which will show how the antecedents and moderators of brand image can affect an organization's market performance in the marketplace. Therefore, we believe this proposed framework provides the much needed indication that high level of brand awareness, association, superiority, affection, resonance, corporate social responsibility, tourism management and advertisement increase the probability of the effect of brand image on customer-based brand equity in the hospitality industry in Bangladesh.

11. Conclusion

This paper discusses the conceptual framework of brand image that represents the antecedents and moderators of brand image on customer-based brand equity in the hospitality industry in Bangladesh. This paper also presents a case study and discussed it based on the review of pertinent literatures. As discussed in this conceptual paper, brand image creates competitive advantage of product in the marketplace and enhance overall organizational goodwill, trust and credibility in the hospitality industry at Bangladesh.

12. Suggestions

We suggest that the antecedents and moderators of brand image dimensions in the context of suggested conceptual framework of brand image would be a potential for building a strong brand in the hospitality industry in Bangladesh because the antecedents and moderators of brand image can offer valuable managerial implications that will help the brand managers. Many of the ideas expressed in this proposed conceptual framework will provide a more comprehensive picture of how branded hotels can create brand image and sustain brand image for brand of hotels at Bangladesh. Moreover, we believe that with the help of this proposed conceptual framework, branded hotels will be able to build brand image and make customer relationship into a competitive marketplace. Overall, we suggest that the eight variables proposed in a conceptual

framework of brand image namely, brand awareness, association, superiority, affection, resonance, corporate social responsibility, tourism management and advertisement of the brand can enable branded hotels to create brand image and sustain brand image for a long period of time in a competitive market towards hospitality industry at Bangladesh.

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