The Development of Conventional Brand Theories: A Critical Reviews from Islamic Perspective

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Abstract

This article describes the past literature regarded with the theories development of conventional brand. This is due to marketing scholars developed Islamic brand which based on the conventional brand pivot and claims as Islamic brand theory. Hence, the main aim of this article is to understand the mainstream of conventional brand. Later is to determine whether the adaption or modification of the theory can be accepted from Islamic point of view. This article begin with the development of conventional brand theories are divided into two (2) phases; initial phase of brand development before 1970s until 1980s, and second phase of brand development during 1990s until 21st century. This article discuss on the researcher's review critically on reality of those theories based on its advantages and limitations from Islamic perspective. In order to assess the limitations of current research, Islamic thought which is aligned with Al-Quran and Sunnah has been explored. It reveals the advantages of conventional brand is assist the firm to discover the finest strategy to attract the consumers' attraction, enhances product recognition that expose consumer to aware of firms' brand, and prevention from trademark infringement. However, the conventional brand is limited to suits well with Islamic teaching due to the capitalist aspiration (profit oriented and maximizing satisfaction), immoral behavior among firm and consumer and inadequate method to understand Islamic relation. Therefore, it may suitable well with the capitalist aspiration in motivating the firm to monopolize the market orientation through their brand product, but, unfortunately, it was against the Islamic teaching

Keywords: Conventional brand theories, Islamic perspective

1. Introduction

The root of brand development can be traced since the ancient era, medieval, the industrial of revolution, and twentieth century's. Initially, the creation product was imprinted as trademark, symbols, pictorial signs, and posters. In addition, humans and animals were also branded to distinguish their ownership by use of similar methods. Such as the cattle were branded with pine tar or paint, later it was branded with hot irons. While slave was branded to mark ownership, and criminals were branded as a humiliation (McDonoug & Egolf, 2003).

During ancient of Egypt, Greece, and Rome, the merchant used pictorial sign (using symbols and pictures) and painted at their storefronts. In the thirteen century (medieval era), the handbill were distributed as advertisement to attract the consumers' attention. The merchant also put a sign or symbol according to the merchant's type of business for easy recognition by the consumers. For example, a sword shape signed as a sword forger. Then, during the Sung Dynasty (960-1279), the Chinese created the early forms of brand identification and advertising through printing wrappers, banners, painted pictures, and signboard as well as printed advertisement (McDonoug & Egolf, 2003; Maurya & Mishra, 2012). By 1625 in England, brand has been established as a trademark and stamp by the government. In fact, the government also stated the first copyright laws to ensure the distinction and identification of services and goods. Then in the beginning of 1700s, the Industrial Revolution has caused a great impact on the future of advertisement and brand (McDonough and Egolf, 2003).

It is due to the marketing of the Industrial Revolution and the mass manufacturing spurred the growth of visual identification and trademarks. In fact, the capitalist economic idea in that era advocated the people to monopolize in business and reminded them to trademark their goods in preventing the copyright infringement and so on (Dogiamis & Vijayashanker, 2009). Before the civil war (1861-1865), the firm realized the potential to promote their "*brand names*" through an attractive packaging such label, wrappers, and boxes (Dogiamis & Vijayashanker, 2009). The firm also put the goods in a small box and added some information about the personality of items. Thus, it creates the usefulness and turned the goods into something more extremely profitable and fulfills the consumers' desires. The differentiation of identity in product enabled consumer to appraise its value of buying apparel (Naomi, 2000).

During twentieth century, brand became as "*tools of competitiveness*" between the firms which declared "*war*" among them (Holt, 2002). For example, Pepsi cola and Coca cola monopolized the soft drink market and declared "*the cola wars*" since before World War I. They competed through the advertisement and differentiated their product features which were able to win their consumers' heart and mind until today. Besides, Nike, Adidas, and Puma also competed each other since World War II in order to achieve a title as the world largest producer sporting apparel (Dogiamis & Vijayashanker, 2009). Henceforward, the firm developed many marketing and brand strategies (such as; marketing mix, lifestyle and others) in raising their revenue. Therefore, the marketer had created many theories of marketing which was relevant at that time in order to improve the firms' behavior.

2.0 The development of conventional brand theories

This article represents the development of conventional brand theories consists of two (2) phases; Initial phase of brand development before 1970s until 1980s, and second phase of brand development during 1990s until 21st century.

2.1 First phase of brand development before 1970s until 1980s

Dating back before 1970s, the studies which regard brand theories were still in initial stages. Many scholars were more deliberate about the marketing theory namely market segmentation, loyalty, lifestyle, marketing mix and store personality (Smith, 1956; Lazer, 1963). A study carried out by Marquardt, Makens, and Larzelere, (1956) found that 75% of the consumers preferred a well-known brand product as their favorites. This result gives a decent beginning in the evolution of brand theories. Table 2.1 describes the initial development of brand before 1970s until 1980s. At first, the concept of segmentation was developed by Smith (1956) and became a significant momentum for marketing theories. Smith looked at a heterogeneous market that consisted of consumers with an expanded market demand. Hence, he explained that the different variables could be established in market segment and it is depending on what category of consumer one is aiming for. He concluded that those variables are education, income, situation, and demographic factors such as age, cycle, life, and civil status. Then, Yankelovich (1964) continuously developed the segmentation theories in his article "New Criteria for Market Segmentation." He indicated many variables have been neglected in the process of segmenting market. Therefore, he suggested new variables to be included namely aesthetic preferences, buying behavior, motive, consumer patterns, and value.

In 1958, Martineau established the theoretical foundation of store personality. He clarified two similar store personalities that could offer the same price, quality of product, and equally good service. At the same time the personality of store involved a good brand image as an important key in order to create the desire of personality among the consumer. Therefore, the consumer will choose the outstanding store that represented their own personality which was able to satisfy their desire. Even though, Martineau (1958) focused more on store personality area, but it was shown that the store personality can also be applied into brand personality concept as well. Later, lifestyle became the major influence on brand and marketing concept during 1960s and it was inspired by Lazer (1963). The lifestyle became a popular concept among the consumers when many firms were having mass production and communication at that time. However, only mass production was applied for lifestyle marketing to attract more attention from consumer during 1970s. In fact, the marketing lifestyle was a successful strategy during the wars and economic depression which produced positive outcome to the firm (Drucker, 1994).

Then, a well-known term emerged in today's marketing namely 4 Ps (Price, Product, Promotion, and Place) concepts which were also recognized as the marketing mix. Neil H. Borden introduced the marketing mix concept and later was popularized by Jerome McCartney when he proposed the 4 Ps concepts.

Even though these concepts became the main components which symbolized the marketing tools in order to achieve the firms' goal. But, the 4Ps has no explicit relation to brand. (Kotler & Keller 2006). However, Borden (1965) was the first person that coined the term which included brand in marketing mix instead of product planning, personal selling, distribution channels and pricing. Later, Cunningham (1965) introduced loyalty that became as one of the biggest issue and created disputes among the academicians. At that time, he exposed that more than 90% of consumers were concerned with brand loyalty and it strongly influenced the household loyalty in purchasing product. Therefore, many of the firms invested large amount of money which caused an uncertainty on whether their investment is worthy or otherwise in household product. As a conclusion, many academicians elaborated more about the existed marketing concept rather than brand theories before 1970s. However, the idea of marketing theory became a first move inspiration among the academicians in developing brand theory which was more established during 1990s until 21st century (Moore & Reid, 2008). The field of brand theory was initially interconnected with mass communication, and mass production. It was also used as a commercials value in differentiating the firms' product. Furthermore, established brands became story-telling brands that aimed to create meaningful value of products among the consumers (Roper & Parker, 2006).

During 1970s, many marketing theories was developed; social marketing, positioning, and relationship marketing. Those theories began to understand the relationship between firm and consumer that was able to achieve profit for both parties. In fact, those theories were currently adapted in conventional brand such as brand positioning, and brand as a relationship. Table 2.1 explains the development of conventional brand during 1970 until 1980s. The evolution of brand began when Kotler and Zaltman (1971) came out with the theory that brand could be used by non-profit organizations namely concept of social marketing. This concept became as an important tools to encourage the adequacy of new ideas. Besides, the social marketing concept created the relationship between consumers and firms which was important value instead maximizing the profits.

Later, Ries and Trout introduced the concept of positioning (Hampf & Lindberg-Repo, 2011). Later in 1981, Ries and Trout (1981) argued that positioning was about the target group and not only something, do you with the product itself. When outlaying the positioning strategy, it must be concentrated on the surrounding elements of the product instead of changing anything about the core product. Therefore, the product will immerse into the mind and heart of the consumer. For instance, the firm has options to make alterations to the product name, price strategy and the package. The strategies will ensure that the desire of consumers will be fulfill instantly. The theory of brand positioning became well-known among the marketers. They realized that this theory is able to increase the firms' revenue and profitability profit. The firm strained to discover other innovative ways to reach the consumers' feeling with stronger reaction instead of using the common commercials slogan such as word "first", "best", "beautiful" and others (Ries& Trout, 1981).

During 1989, the marketing which mixed practices and social marketing was shifted to a new paradigm namely relationship marketing (Gronroos 1989, and Gummesson, 1993). According to Gronroos (1989), the main objective of marketing is to maintain, establish, and develop the relationship with the consumer. This is achieved by a mutual exchange and fulfillment of promises. The relationships between the firm and consumers are often, but not necessarily long-term relationship. To be able to establish a relationship, the firm first has to attract the consumer and then build the relationship in a manner those profits for both parties (Gummesson, 1993). Relationship marketing has primarily been developed within service marketing and industrial marketing. However, at the time, no one had yet in-depth elaborated or explained the connection between relationship marketing and brand.

2.2 Second phase of development conventional brand theories during 1990s until 21st century

In 1990s, the development of conventional brand became an important research area within the entire discipline of conventional marketing (Moore & Ried, 2008). Keller (2003) had devoted this discipline of brand assumptions for firms and consumers' agenda. For firms' agenda, brand was formed through productivity that enhances the market performance. This productivity was to generate and maximizing profit. For consumers, the brand is considered as an attitude represented set of belief to purchase the product. It is also enhance the consumers' desire that solely into limitless for the short term benefit. Based on this assumptions had motivated subsequent brand theories to develop new knowledge of brand. It consisted of brand equity, brand by country of origin, brand personality, relational brand, country of origin, brand communities, and subculture of consumption corporate social responsibility (CSR), and brand identity hexagon. Table 2.2 views the development of conventional brand theories during 1990s until 21st century.

Brand equity initial was coined in early 1980s and became one of the most researched areas in the field of marketing (Brodie, Glynn, & Van Durme, 2002). This concept became an important criterion in marketing especially in assessing the value of brand. The brand equity was introduced by American public relation business to prevent firm from acting shortsightedly by reducing investment in brand. Therefore, the firm had to find financial measurement to determine the return on such investment in order to convince the CEOs and manager for the long term benefits in brand investment (Aaker, 1996).

However, there was a scarcity in describing the framework of brand equity. Hence, the Marketing Institute (MSI) announced brand equity as an important area of research in the late 1980s. As a result, there were large numbers of publications which were published by the academicians regarding brand equity. (Brodie et. al, 2002). Primary, brand equity was classified in three (3) perspective; financial perspective, consumer-based perspective, and combination (financial and consumer) based perspective (Kim, Kim, and An, 2003). The financial perspectives focused on the total of the brand value which was related to the firms' performance in the market. Simon and Mary (1993) introduced a mathematical way to calculate brand equity. Therefore, the financial perspective allowed the firm to extract financial brand value from the total value of the firm.

In contrast to the financial perspective, the main purpose in the consumer-based perspectives was to measure how consumer reacted to a brand (Keller 1993; Shocker, Sristava & Ruekert, 1994). In consumer brand perspective, brand equity has been defined as the differential effect of brand knowledge regarding the consumers' reaction towards the marketing of brand. (Lasser, Mittal & Sharma, 1995). Thus, the consumer base perspective derived in every single consumer and consumer based equity raised when they considered a brand to be well known in positive view, unique brand association, and strong performance.

In order to understand the basic of consumer based perspective, there are five considerations to be taken into account. First, brand equity referred to the consumer instead of considers any objective. Second, the value of the brand necessary referred to the global value. Third, the global value that was associated with brand was also derived from the brand name. Fourth, brand equity was not absolute, but was also related to current competition in the market. Fifth, brand equity are significantly influenced by the financial performance. (Lasser et. al, 1995). In addition, other academician combined between financial perspective and consumer based perspective that also has been presented in today's world. However, there was an argument that the financial and consumer based perspectives did not illustrate the overall picture especially in using the combined perspective (Motameni & Shahrokji, 1998). Therefore, the academician introduced the Global Brand Equity Valuation model (GBEV) which demonstrated that the global equity can be calculated by using three brand multiples that described the brand strength; 1) global potential 2) consumer base and 3) potential competitive. The authors claimed the positive image that the brand plays an important role in creating the brand loyalty by using this model (Motameni & Shahrokji, 1998).

Besides, the previous researchers also explored the possibility to use Country of Origin (COO) in brand strategy. This was an area discovered by Peterson and Jolibert (1995) that investigated the aspect of brand for the past decade. The research revealed that there was an increasing competition from the international brands. The purpose was to establish an attractive brand based on country and popularity, for instance, the well-known perfume was originally from France. Then in 1990s, Agrawal and Kamakura (1999) clarified the advantages in applying COO through the brand strategy when the products were more dependent on the brand image such as wines, perfumes and others.

As indicated before, the store personality enthused by Martineu (1958) had inspired Aaker (1997) to develop brand personality. Primary, brand personality was introduced by Aaker (1997) that regarded the product personality which consisted of consumers' characteristics. Brand personality is defined as "the set of human characteristics associated with the brand". The purpose of brand personality was to help the consumer expressed their actual self, idea, and social desire (Belk, 1998). From this purpose, Aaker distributed the measurement of personality into five dimensions; sincerity, excitement, competence, sophistication, and ruggedness (Aaker, 1997). Sincerity is explained as a fair, just, and accomplishment of the promise. The sincerity showed brand as an innovator which provided physical and mental fulfillment to the consumer. Excitement described as a brand that regarded consumers' emotional responses which was exciting, imaginative, spirited, up to date, and independent (Sung & Kim, 2010). Competence was about the brand's capability that could be reliable, intelligent, and successful product to accomplish needs and job completion (Coutler & Coutler, 2002).

While, sophistication was beholding into glamorous charming and good impression. Last but not least, ruggedness dimension of a brand was related to outdoorsy for athletic that involved strong, rugged, and no-nonsenses (1996). Nonetheless, there were several limitations in this theory. First, Aaker stated this theory only represented to America's population. Second, this theory is based on culture orientation where some dimensions were not suitable to be applied in other countries such as Spain, Japan, Korea, and Chile. For example, dimension of ruggedness have a weak association with theory of brand personality in Chile. In fact, three (3) new dimensions were found suitable with Korean culture, namely, ascendency, cuteness, passive likableness (Yang & Cho, 2002; Sung & Tinkham, 2005). Last but not least, the theory of brand personality cannot be clarified according to the religious basis (Ahmed & Jan, 2015). Therefore, Ahmed and Jan (2015) proposed a conceptual study about the extension of Aaker's theory of brand personality according to Islamic perspective (see explanation on development Islamic brand). Even though there were many limitations regarding this theory, it is still applied to the sports brand, clothing, banking, and, jewelry industry.

Besides, Fournier (1998) clarified that brand is a relationship partner. The way to legitimize the brand as partner view is to highlight ways in which brands were animated, personalized and humanized. The author explained the consumers are of the opinions that have several relationships with different brands. Consumers feel that such relationship added value and purpose to their existence, and these extra values could be both functional and emotional by nature. Kapferer (2008) also recognized the potential of the relationship between brand and consumer; he indicated brand relationship also involved with deep emotional contacts and loyalty. Brand relationship is important because it affect the image of firm (Gummesson, 2002). But, the main aspect that needs to be highlighted was the value of relationship between consumer and the characteristics of brand (Lindberg-Repo, 2001). It happened when the mind of consumer was influenced by the personality of product such as origin, label, and personality. Therefore, the relationships with the consumer are important in order to build a successful brand. Chernatony and Riley (1998) introduced the brand identity and design as a model of identity that conceptualized them in terms of culture and vision. The culture and vision of the employees affected the brand building process since it was important to be acknowledged and should not be neglected. He also noted that this model gained an impact in desire positioning, personality, and relationship that are presented to reflect stakeholders' actual and desired self-images.

Furthermore, Chernatony and Riley (1998) indicated that the firm needed to emphasis on firms' internal role as a brand builder and focused on developing behavior and attitudes of the employee. It was important due to emotional branding when the firms' and the staff's attitudes are required to correspond each other which will perceive a positive brand image from the consumers' view. In fact, Kapferer (2008) also introduced the concept of brand identity. The author explained the brand identity provided guidelines to the firm in term of what parts of the brand should be kept the same and what elements can be modified and allowing brands to evolve in time. The idea of brand communities was another concept found in the literature that has become relevant for branding. Muniz and Guinn (2001) have defined the concept of brand communities as a "specialized, non-geographically bound community, based on a structured set of social relations among admirers of a brand." A similar concept was subcultures of consumption, which also described the phenomenon when people jointly form a smaller group within the society, often with the common denominator of one or several brands. McAlexander, Schouten, and Koenig (2002) explained brands became social objects with an effect on the brand equity. In other words, Muniz and Guinn (2001) supported the building of a framework describing the complex relationship between humans and brands.

In the beginning of the 21st century, one could witness how two different concepts were united into one, namely brand and Corporate Social and Responsibility (CSR). Recently, the concept has gained in popularity in brand. One of the reasons CSR is so complex due to its uniqueness not only for all lines of businesses but also for all firms (Kitchin 2003). CSR became a hot topic due to the understanding of the connection between a firms' reputation and its brand equity. Another reason for the huge interest of CSR is that research in America revealed that consumers and employees disapproved of the way large corporations treated their consumers and employees. One study showed that 88% of all respondents were of the opinion that firm must increase their responsibility to the society and urban districts. About 82% thought the top management favored their own interest above the employees, and 81% were of the opinion that firm considered it more important to make profit than to ensure safe and reliable products (Dobson, 2003).

Firms play the most important role in CSR. Although all activities affected the reputation, the firm must acknowledge that all activities deliberately undertaken to influence the brand must be accomplished in the name of the brand. Principally, there are four reasons to adopt CSR theories in firm: (1) to understand the brand's promise, (2) to maintain consumer loyalty, (3) to maximize the effect of investments that were to be directed toward CSR regardless of the brand, and (4) to avoid conflicts with stakeholders (Blumenthal & Bergstrom, 2003). Finally, firms that possessed perceived responsibility would be able to use ethicality as one of the brand benefits, allowing consumer to feel satisfied due to the linkage of responsible behavior of the brand in its relationship with society. (Kapferer 2008).

In 2011, Hampf & Lindberg-Repo (2011) came up with the new brand theory namely the brand identity hexagon. The authors believed that the theory will be an inspiration in the future that will create demand by consumers and gain profit to the firms. Initially, the theory consists of seven casual connections namely personality, COO, CSR, relational brand, cultures, and positioning. CSR is its main aims to create this theory in predicting its central role in the future. The authors also suggested forcing the firm in designing their own CSR strategy. Therefore, the authors claimed that the concept of brand identity hexagon played as a main role for the future of brand strategy. It can be concluded that during the first phase, the role of brand was only for the consumer to differentiate the product among the competitors. In addition, it became as a profit and revenue to the firm. The second phase, brand became greater competition among the competitor because many new brand came into the new market. So the role of brand became very important in which marketer try to build strong brand equity. As a result, it encouraged marketing academician to carry out research on brand. The next section discusses on critical review of conventional brand theories from Islamic perspective.

3. Critical review on conventional brand theories

This article had described a critical review on advantages and limitations of conventional brand. Several viewpoints were listed to clarify the strength/advantages of brand; 1) assist the firm to discover the finest strategy to attract the consumers' attraction, 2) enhances product recognition, and 3) prevention from trademark infringement. While, the limitations were listed; 1)conventional brand is based on capitalist aspiration, 2) conventional brand suffers due to the immoral behavior among consumer and firm, 3) typical conventional brand provides research method which not able to understand the Islamic relation.

3.1 Advantages in development of conventional brand

Brand is a complex management area that deserved a detailed study from a variety of different perspectives, academic traditions, and multidisciplinary approach. Hence, this article underlined current development of conventional brand. Here are the advantages of brand theory in the current study; 1) assist the firm to discover the finest strategy to attract the consumers' attraction, 2) enhances product recognition that expose consumer to aware of firms' brand, 3) prevention from trademark infringement,

3.1.1 Assist firm to discover the finest strategy to attract the consumers' attraction

As aforementioned, the current development of conventional brand has guided the firm to equip the right tools and strategy to choose the right brand elements. As proven, the current conventional brand such as brand identity, brand relationship, and brand communities has exact overview of the types of association held in the minds of consumers, the strength, favorability, and uniqueness of the associations. The firm can be systematically organized and investigate the key elements in order to further fine-tune brand to accommodate the mechanisms of the target consumer. Equipped with these theories, the firm is able to make a detailed strategy and precise plan to win the heart and minds of consumers. For example, brand communities help the firm to position their brand and understand the communities in what dominant they want and need. Such as, halal certification logo is important to gain the trust among the Muslim consumer towards the firms' brand. Therefore, the firms are acquired to get halal certification from the authorities.

3.1.2 Enhances product recognition that expose consumer to aware of firms' brand

Brand ideally provides multiple sensory inducements to enhance consumer recognition. For example, a brand can be visually recognizable from its packaging, shape, logo, and tagline. It can also be recognizable via sound, such as hearing the name on a radio advertisement or talking with someone who mentioned the product. The symbol, logo, or trademark indicated as a vital sign to the consumer in identifying the product features.

Hence, the easy recognition among the consumer towards the product makes sense to the firm in establishing their well-known brand. This recognition product exposed the consumers' awareness to the firms' brand repeatedly. Brand awareness can be the most important strategies where the consumers will be able to choose the well-known brand because it facilitated their choice. It is due to the fact that the consumers display a propensity to accept the pioneering brand which is more recognized and gain benefit to them. When the consumers are aware with the product recognition, the marketer might also pay some attention to create the highest possible degree of brand awareness of familiarity is crucial for a successful brand.

3.1.3   Prevention of trademark infringement

Another advantage of brand role is to prevent trademark infringement from unethical competitors. Islam had concerned an individual ownership as indicated in hadith from Rifa'ahIbn Rafi ' that the Prophet was asked:

What is that work best? He said: *"The work of a person with his own hands* and every sale of *Mabrur."*

(Musnad Ibn Hanbal, 16628; Sahih)

The above hadith described that a Muslim came to the Messenger for advice on what are the best efforts of work? The Prophet answered by saying "The work of a person with his own hands. According to Al-Maliki, and Al-Nuri (n.d), Muslim are required to achieve something good (halal) and avoid illegal (haram) effort in his work. He explained a human being basically claimed every single work or action as to obtain sustenance (Al-Kasab) in different ways. Al-Kasab means looking for *Ma'isyah* (livelihood or sustenance) (Al-Nasa'i, n.d). Al-Kasab was something done by humans to serve as his ownership. It included ownership and business results in the form of property and anything that has a value. Nowadays, human are required to invest then get the profits in business, though there are some of those still trying with his capability (Al-Maliki & Al-Nuri, n.d). Islam has given the individual authority over the thing that he owns. It enabled him to freely dispose of it and benefit from what he owns according to the Sharia rules. It is allowed for the individual to own it and benefit from it by utilising it or selling it (Al-Maliki & Al-Nuri, n.d). Primary, individual ownership is related to trademark. The trademark has a material value in Islam since it is part of the trade allowed by Sharia.

Trademark is a legal protection to protect the name or mark associated with the product or services to which they are attached. A trademark is any word, name, symbol, color, or sound that is adopted and used by a company to identify its goods and distinguish them from those manufactured or sold by others. Almost anything that can distinguish the firm' goods or services from the competitors is a trademark. This article identified that patents, copyrights, and trademarks protect intellectual property from being used by others without the owner's consent. Just as the authority must gazette the legal protection and force to protect, say, a grocer's inventory (i.e., physical property) from being stolen by others, it must do the same with intellectual property (such as protecting the use of an invention with a patent, the use of firms' product with a copyright, and the use of brand names and logos with trademarks). Protecting patented devices, copyrighted material, and trademarks is similar to protecting any other property that a firm owns.

For instance, the protection of patents, copyrights, and trademarks helps to increase efficiency, quality, and the supply of goods by making it possible for those who create wealth or develop a good reputation to profit from it. Patents provide the ability and incentive to develop new inventions or make improvements on old ones. Copyrights provide the ability and incentive to produce higher quality written matter. Trademarks provide a strong incentive to maintain quality by making it possible for a firm to gain from the reputation it has built. Besides, trademark is an invented sign placed by the firm on its product to distinguish them from the products of others, which assists the purchasers or consumers to recognise them.Therefore, the establishment of brand name is purposely aims to prevent the trademark infringement in order to forbid others from using that mark in a way that would lessen the brand product uniqueness.

3.2   Limitations in conventional brand

This article had discovered some limitations in current conventional brand which does not suit with Islamic teachings; 1)conventional brand is based on capitalist aspiration, 2)conventional brand suffers due to the immoral behavior among consumer and firm, and 3) typical conventional brand provides research method which not able to understand the Islamic relation.

3.2.1   The development of conventional brand is based on capitalist aspiration

Initially, capitalism was inspired by Adam Smith since 1771. The academician has greeted him as a capitalist prophet. He brought the ideology of capitalist in developing the economics thought in terms of self-interest, monopolism, the limitless desire, and exploitation of sources. The author believed that current brand theory is motivated under capitalist aspiration due to firms' performance, monopolism, and profit agenda in order to fulfill the consumers' desire (Formaini, 2012). Adam Smith's philosophies of capitalist are basically simple. It has been distinguished into five (5) features; (1) it considers accelerated wealth expansion and maximum production and 'want' satisfaction in accordance with individual preferences (consumer) to be of primary importance in human well-being, (2)) it claims that serving of self-interest (firm) by all individuals will also automatically serve the collective social interest, (3) it assumes individual freely to operate the firm in competitive markets to be sufficient conditions for realizing optimum efficiency in the allocation of resources, (4) The individual free to pursue self-interest, to own and manage private ownership, and (5) monopoly power due to the government initiative to reserve a market or a portion of a market for one or more firms(Chapra, 1995).

A first and second feature is about maximizing the desire. It is indicated that the capitalist gave license to the consumer to consume what they want in accordance with their individual preferences to maximize their desire. It also gives license to the firm to produce what they want in response to consumer preferences with whatever combination of factors of production they deem fit to minimize their costs and to maximize their profits. Market-determined prices serve as the filtering device. Such prices bring about equilibrium between demand and supply by determining not only what, but also how much. The maximizing desire of consumer will consume and the profit-maximizing of firm will supply. The third and fourth features in capitalism were regarded with private ownership. Private ownership from the capitalism point of view is based on the means of production and the operation of firm to generate profit. This would include the private property, accumulation of capital, wage or salary of labor, a price system and having competitive advantages in the markets. In other words, the private ownership is the circumstance where the assets or property is totally belonged to an individual or a person. The individual or the absolute owner of the property has fully rights to utilize the property whether to use it personally or to render the benefit without transferring the ownership to other people. This circumstance will improve the firms' behavior that aims to increase the performance, and generate the profitability in succeeding capitalist aspiration.

Last but not least, the fifth feature stressed out the monopoly power existed when the government initiated physical force to reserve a market or a portion of a market for one or more firms. The monopoly power can arise naturally out of the market simply by firm becoming the only brand monopoly in an industry. It shows, the greater the market share a firm has, the greater is its monopoly power. As long as a firm is being protected from competition by the government no matter what its size then that firm has monopoly power. As examples, Microsoft, Wal-Mart, and Apple are considered monopolies based on the economic concept due to their large size and market share in their respective markets. In Japan, the post-war dissolution of *zaibatsu* (family controlled groups of monopolistic companies like Mitsui, Mitsubishi, Sumitomo and Yasuda along with land reform spread economic power more evenly over the population, making it difficult for a small group of people to dominate the national economy and politics(Simpson, 2005). This situation has occurred in Malaysia due to government support to the private firms' involvement in economics development such as, Astro, Genting Group, Malakof, and Maxis.

In this matter, the outcome of this behavior in a certain social framework will bring about perfectly definite and foreseeable results (maximizing satisfaction, increase the profitability, and monopolism). Specifically it show us how the drive of firm self-interest in an environment of similarly motivated firm will result in competition and increase the firms' performance.

Furthermore, it demonstrated how competition will result in the provision of those goods that society wants, in the quantities that society desires, and at the prices, society is prepared to pay. Thus the selfish motives of firm are transmuted by interaction to yield the most achievement is profit agenda, monopoly the market and full fill the society's limitless desire. In regards with the previous brand literature, it was underpinned by marketing theory that is based on capitalist aspiration. The concept and theory of marketing was introduced since 1950s is a basic of capitalist principles which was implemented in brand theory after 1990s. For example, brand equity, brand relationship, brand identity, brand personality, brand communities, brand CSR, country of origin, and brand identity hexagon.

All these theories purposes were to increase firms' performance by concern about the society wants, needs, and limitless desire which is claims as foreseeable results according to capitalist features (Kazmi, Leca, & Naccache, 2012).

Moreover, it is well indicated by Naomi (2002) and Holt (2002) that brand is only a "tools of competitiveness" in maximizing profit orientation and fulfill the consumers' desire. In order to sustain the firms' performance, the marketer and academicians tried to find out the finest approach in promoting their brand that are able to differentiate from product's competitor. The idea of creation, pattern, and copy right of the product is owned by firm that prevented trademark infringement. Furthermore, a well-known brand is able to monopoly market orientation by spreading out the influences in economy of nation that is governed under the government. This article found those features are against the Islamic teaching. Here are the argumentation with regards to those capitalist features (maximizing desire, private ownership, and monopolism) from Islamic perspective.

a) Desire from Islamic perspective

Islam has prohibited the limitless desire that leads into human lust. Allah (ﷺ) forbids following Jews or Christian's desire. This limitless desire will cause human self-destruction as mentioned in (Al-Quran) 2: 264;

And never will the Jews or the Christians approve of you until you follow their religion. Say, "Indeed, the guidance of Allah is the [only] guidance." If you were to follow their desires after what has come to you of knowledge, you would have against Allah no protector or helper.
(Al-Quran; 2: 264)

Human desire from Islamic perspective is governed by Islamic worldview. In this regard, Islamic worldview refers to the vision of reality and truth that appears before our mind's eye revealing what existence is all about (Al-Attas, 1994). It is not only for the goodness of individual himself but for also every member of the society regardless his religion. In one of the verses of the Quran, Allah says:

It is not righteousness that you turn your faces towards East or West; but it is righteousness to believe in God and the last day, and the angles and the Book, and the messengers; to spend of your substance, out of love for Him, for your kin, for orphans, for the needy, for the wayfarer, for those who ask, and for the ransom of slaves; to be steadfast in prayer, and practice regular charity; to fulfill the contracts which you have made.
(Al-Quran; 2:177).

Having mentioned that, the concept of *Aqidah* (belief) will become the most priority for every Muslims that touches upon man-Allah relationships (*Hablunminallah*), man-man relationships (*Hablunminannas*) and man's relationship with other creations of Allah(Salleh, 2003). This philosophical foundation of the Islamic society will eventually create peaceful surroundings between consumer and producers (firm) whereby every member will cooperate with each other to satisfy their needs and desires respectively. These vertical relationships (man-Allah relationships) apparently have not ever been discussed in any conventional theory of brand. In fact, it is the main foundation that will affect the entire structure of Islamic consumption.

As discussed earlier, capitalism has focused on goals to maximizing desire. In fact, capitalism neglected an attention to cognitive process issues that definitely put aside the spiritual part. To Islam, material and spiritual needs should go hand in hand in harmony. In many cases, spiritual needs should be put in the first place as compared to material needs. The desire that need to be counted is to achieve His blessing. It is because, the utmost purpose of the creation of all rational beings is their cognition (*Ma'rifah*) of the existence of God. On that basis, Allah did not create humans but for one purpose and one goal, that is to submit to Him alone exclusively as mentioned by Allah:

I have not created the invisible beings and men to any end other than that they may (know and) worship Me.
(Al-Quran, 51:56)

b) Private ownership from Islamic perspective

Islam places morality values that it fosters individual self-interest within a social context and does not violate the Islamic goals; economic justice, and equitable distribution of wealth. Hence, a negation of this right of ownership must be considered with the teachings of Islam. The recognition by Islam to own the property is different from capitalism aspiration due to tow important reason.

Firstly, Islamic system allowed the property to be privately owned, but, it must be considered as a trust from Allah (ﷺ) because everything in the earth and heaven only belongs to the Creator (Chapra, 1995). In fact, Al-Quran highlighted the role of man being the vicegerent of Allah that enjoys the right of ownership only as a trust. As described by Al-Quran (2:284) and Al-Quran (24:33);

To God belongs whatever is in the heavens and whatever is in the earth

Al-Quran (2:284)

And give them of the wealth of God which He has given you

Al-Quran (24: 33)

Secondly, when the man is the vicegerent of Allah and wealth he owns is a trust given by the Creator, thus, he is bound by the condition of trust to bring a good deeds by applying the moral values of Islam; values of halal haram, justice, equitable to distribute wealth, and brother-hood (*Habluminannas*)(Salleh, 2003). The wealth that he owned must be acquired in accordance with Islamic teaching. The trust that is given by the Lord is tending to control human desire that drive away greediness, pompous, and, arrogance. In reviewing Islamic history, the role of Abdul Rahman bin Auf as the richest man and entrepreneur as always distributing his wealth for the sake of Allah should be encouragingly inspired. In fact, he never be in arrogance and greediness, but he practiced *Tawaduk* that make him realize himself as only as a trustee of Allah. This is a proof that had been taught in Islamic value that should be promoted in value of brand.

Previous studies also proved brand as an ownership that was able to create the value of equity and profit that assisted the firm to become well-known. In this case, Islam is concerned with the fact that brand is owned by Allah (ﷺ) while, the value that the brand is only the trust that was given by Allah to man. Therefore, the role of the man is to establish his brand and aims to preaching the consumer in regards to the Islamic value in reminding the Almighty. That is exactly the way that can be differed from conventional brand principles.

c) Monopolism from Islamic perspective

There were many Islamic literatures relating to monopolies, and nearly all agreed that monopolistic practices are strictly prohibited. The same applies to all forms of monopolistic competition (price, goods, and services). Monopoly, or *Ihtikaar* in Arabic, is a prohibited practice in Islam because it leads to injustice (Az-Zuhaili, 2007). The Prophet (ﷺ) has made explicit and specific statements about it;

"Whoever withholds food (in order to raise its price), has certainly erred!" [Muslim] Also: "Whoever strives to increase the cost (of products) for Muslims, Allah, the Exalted, will seat him in the center of the Fire on the Day of Resurrection."

[Ahmad and al-Haakim]

The majority opinion, which is also most in line with *Maqasid*Sharia is that the prohibited monopoly is one that inflicts harm on people and makes it difficult for them with the monopolist's intention to sell when prices soar, and at the highest possible price. Whoever does this would be considered a monopolist, and his deed is unlawful (Az-Zuhaili, 2007).

Imam Malik said: "Monopoly occurs in everything, including food products, jute, woolen or safflower products and the like; whatever, if withheld, would harm people, the withholder should be prevented from so doing, but if he is not harming (consumers) or their commerce, there is nothing wrong with it (Az-Zuhaili, 2007). Abu Yusuf described monopolies of all sorts are prohibited, as long as they harm people. In the language of present day, economics can be said that it is not lawful to play with supply of a necessary product which has no substitute. Monopoly cannot be restrictively and exhaustively defined due to its many types, but it is possible to cite some of the examples the jurists mentioned when they talked about monopoly; (1) monopolizing the production of a product, whether individually or by a group, or government so as to control pricing, supply, and competitive production. (2), monopolizing certain services and trades, such that a certain group has the arrogation of a monopole. Thus they can prevent others from providing that service or trade, or they will not provide their services, while the *Ummah*is in a dire need of them (Az-Zuhaili, 2007).

As indicated above, in recent scenarios, current monopoly conducted by some firms not only control the supply to affect prices, but also to maintain the business, the government's desire and market penetration (by making significant price declines). Currently, more harmful monopolistic rival firms in the same industry than adverse consumer. Imam An-Nawawi said:

"The wisdom behind prohibiting monopolistic practices is to prevent the harm that would befall people as a result. Scholars are in agreement that if a person possesses items that people are in dire need of, and they cannot find anyone else to supply it, he is to be forced to sell it in order to lessen the harm and remove difficulty from people."

The main concern is to regulate markets to eliminate fraudulent transactions and exploitation of monopoly power rather than abolish market trading (An-Nawawi, 1997). As a conclusion, the monopolisms according to capitalist principles are prohibited and against Islamic teaching as long as it were harmful to the society. To incorporate brand from Islamic perspective, brand is not a tool of monopolism which was harmful to the society, but, brand is a product identity to bring justice which pleaded the consumer in reminding them to the Creator.

3.2.2   Current conventional brand suffers due to the immoral behavior between consumer and firm.

As described, the previous theory ascertained more on firms' performance to create a successful brand. Mostly, the marketer is focused on product development that was based on consumers' desire, characteristics, personality, and identity. As a result, it creates a product features that is able to win the heart and mind of consumer. Besides, it also crafted brand loyalty among the consumer that achieve the benefit to enhance firms' profitability. Nonetheless, there is a limitation in the current theory which was not concerned to educate the consumer in seeking the decent values and manners, but the main aim is to fulfill consumers' desire and drained out consumers' money to purchase the firms' product. As quoted by Baker Alserhan from Oglivy and Mather (2010);

"Consumer is fed up with how they have been treated. They want to be seen as humans, not as wallets for marketer to drain. They want products that will keep the planet habitable for their children and their grandchildren. They want marketer who care more about health and well-being of their consumer. They want firm that view the interest of the community as a minaret that guides their operations, not as target to shoot at. The ethical principles of Islamic marketing can help greatly in this regard.

The above statement clearly exposes the reality where injustice is imposed to the customer when the marketer recklessly urged them to spend to the maximum with the intention to fulfill their self needs and desires (mass consumerism education) in order to maximize the firms' profit.

Moreover, current conventional brand is endorsing elitism, hedonism, and obsession as well as to entice the subconscious desire of consumer. This was because the consumers are often manipulated into becoming obsessed with the glamour, and excitement that derived from the luxurious and symbolic brands. As proven, the current issue indicated that the obsession among consumers caused an immoral behavior which has been neglected by the marketer. For example, the Black Friday America incident had led the consumer to act irrationally by stampeding into the complex during Thanks Giving's promotion without taking safety into their consideration. This action had caused several casualties and injuries due to obsession to purchase their favored brand which were on sales at that time. The parties involved (firms) does not take any responsibility since the damages (casualties and injuries) occurred were done by the consumer. For the firm, the main achievement in Black Friday's Thanks Giving was to increase the revenue and profits. According to IBM (2015) Black Friday's statistic, the firm was able to achieve the profits which shows drastic increase compared with previous years.

Referring to a similar case in Malaysia, the obsession towards Mode Republic promotions in 2016 has caused a serious mad rush by the public to possess the products. The obsession for the brand has caused consumers to act irrationality by standing in long queues for the whole day, which proved their lack of civic mindedness. As a conclusion, the idea of conventional brand in making profits originally turned out to be immoral behavior between consumers and firm. The theory also inspired to fulfill the capitalist aspiration in maximizing the profit in any vulgar ways and neglecting mass education among the consumers. Thus, it may suits well with capitalist philosophy, but, totally not acceptable in Islamic thought.

3.2.3 Typical conventional brand provides research method which not able to understand the Islamic relation.

It is admitted that studies on brand have been carried out systematically and in a very well nature. Various theories have been introduced by the scholars in order to understand the role of brand. Primarily, brand theories, concepts, model, and approaches are based on the social construction methods.

Social constructions are a method that was applied by identifying the present reality in human interaction, behavior, and lifestyle. It met the requirements by the society's approval to decide whether it is good or bad according to the human judgment. Therefore in brand principles, the creation of brand that fulfill the human personality, desire, and limitless lust are permissible. However, these concepts, theory, and approaches serve as tools for analysis of the study and are unable to understand the reality from Islamic perspective. Allah (ﷺ) prohibiting the believers to enhance their desires that souls to limitless which can leads into disaster. As explained in Al-Quran, 23:71;

"But if the Truth had followed their inclinations, the heavens and the earth and whoever is in them would have been ruined. Rather, we have brought them their message, but they, from their message, are turning away".

The verse shows the unbeliever's inclination would lead into disaster which clearly contradict with Allah's will. In fact, those theories do not represent as believing the Creator and is not able to educate both perspectives to rely on the element of worship to Allah. As indicated in Al-Quran, 51:56,

And I did not create the jinn and mankind except to worship Me.

(Al-Quran, 51:56)

In addition, Imam Al-Buhkari mentioned in his book of hadith that any transactions of sale and purchase between two parties, the intention must be rooted to acquire the blessing from Allah (ﷺ) (IbnBattal, n.d).Thus, the conventional brand theories failed to fulfill Islamic aspiration due to neglecting the worship to Allah (ﷺ).

4. Conclusion

This article concluded the current development of conventional brand has guided the firm to equip the right tools and strategy to choose the right brand elements. Besides, brand ideally provides multiple sensory inducements to enhance consumer recognition, and lastly, another advantage of brand role is to prevent trademark infringement from unethical competitors. Nevertheless, the conventional brand theories are limited to suits well with Islamic teaching due to the capitalist aspiration. The involvement of capitalist agenda led the firm and consumer suffered from immoral behaviors that are against Islamic thought. Furthermore, all of conventional brand approaches have clearly succeeded in revealing social reality according to conventional marketing principles. Moreover, most of brand theories from conventional perspective concerned more on the firms' performance, profit agenda, and maximizing satisfaction based on the capitalist thought. Hence, it may adequate well with the capitalist aspiration in motivating the firm to monopolize the market orientation through their brand product, but, unfortunately, it was against the Islamic teaching.

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Table 1.1: The initial phase of brand development before 1970s until 1980s

Phase	Concept//Theory	Author and Year	Explanation
Before 1970s until 1980s	Establishment the importance of brand	Marquardt, Makens, and Larzelere, (1956)	• 75% of the consumer preferred a well-known brand product as their favorite
	Market segmentation	Smith (1956) Yankelovic (1964)	• Education • Income • Demographic • Preferences • Buying behavior • Value of product
	Store personality	Martineau (1958)	• Brand image that able to attract the consumer.
	Marketing Lifestyle	Lazer (1963)	• Positive outcome to the firm even during depression economic and war.
	Marketing Mix; Price, Product, Place, Promotion (4Ps).	Borden (1965)	• Coined the term of brand that related to the product purchases.
	Brand Loyalty	Cunnigham (1965)	• Consumer brand loyalty in household product.
	Social marketing	Kotler and Zaltman (1971)	• Applied to non-profit organization • Create relationship between consumer and firm.
	Positioning	Ries and Trout (1981)	• Target market • Product name • Price strategy • Innovation
	Relationship marketing	Gronroos (1989) Gammeson (1993)	• Maintain, establish, and develop the relationship with the consumer. • Build the relationship in a manner that profits for both parties

Table 2.2: Second phase of development conventional brand theories during 1990s until 21ˢᵗ century

Period	Author and Year	Concept//Theory	Explanation
1990s until 21ˢᵗ Century	Farquhar (1990) Aaker (1996) Keller (1993) Simon and Mary (1993) Shocker, Srivastava, Reukert and Robert (1994)	Brand equity	• Assessing the value of brand. • Financial measurement to determine return on investment. • Long benefit term to attract the investor to invest brand product. • Brand equity from three (3) perspectives; financial based perspective, consumer based perspective, both combination between consumer and financial perspective.
	Peterson and Jolibert (1995) Agrawal and Kamakura (1999)	Country of Origin (COO)	• To establish an attentive brand based on country and popularity.
	Aaker (1997) Yang and Cho (2002) (Coutler and Coutler (2002). Sung and Tinkham (2005) Sung and Kim (2010)	Brand Personality	• Personality based on human characteristics. • Five (5) dimensions of personality; sincerity, excitement, sophistication, competence, ruggedness. • Dimension based culture orientation.
	Fournier (1998) Brodie et al. (2002) Gummeson (2002)	Relational brand	• Brand as a partner • According to personalization, imagination, and harmonization. • Regards deep emotion contact and loyalty. • Affect to firms' image such as label, origin, and personality.
	Chernatony (1999) Kapferer (2008)	Brand identity	• Conceptualized based on culture and vision of the firm. • Emphasized firms' internal role; attitude and behavior of employee.
	Muniz and Guinn (2001) McAlexendar, Schouten, and Koenig (2002)	Brand communities	• social relations • The phenomenon when society, often with the common denominator of one or several brands.
	Dobson (2003) Blumenthal and Bergstrom (2003)	Brand Corporate Social Responsibility (CSR)	• Firm perceived responsibility would be able to use ethically as one of brand benefit. • There are four (4) reasons to adopt CSR theory in firm; • (1) to understand the brand promise • (2) to maintain consumer loyalty • (3) to maximize the effect of investments that were to be directed toward CSR regardless of the brand • (4) to avoid conflicts with stakeholders
	Hampf and Lindberg-Repo (2011)	Brand Identity Hexagon	• Based on seven (7) connections namely personality, COO, CSR, relational brand, cultures, and positioning. • CSR is his main aims to create this theory due to predict central role in the future.