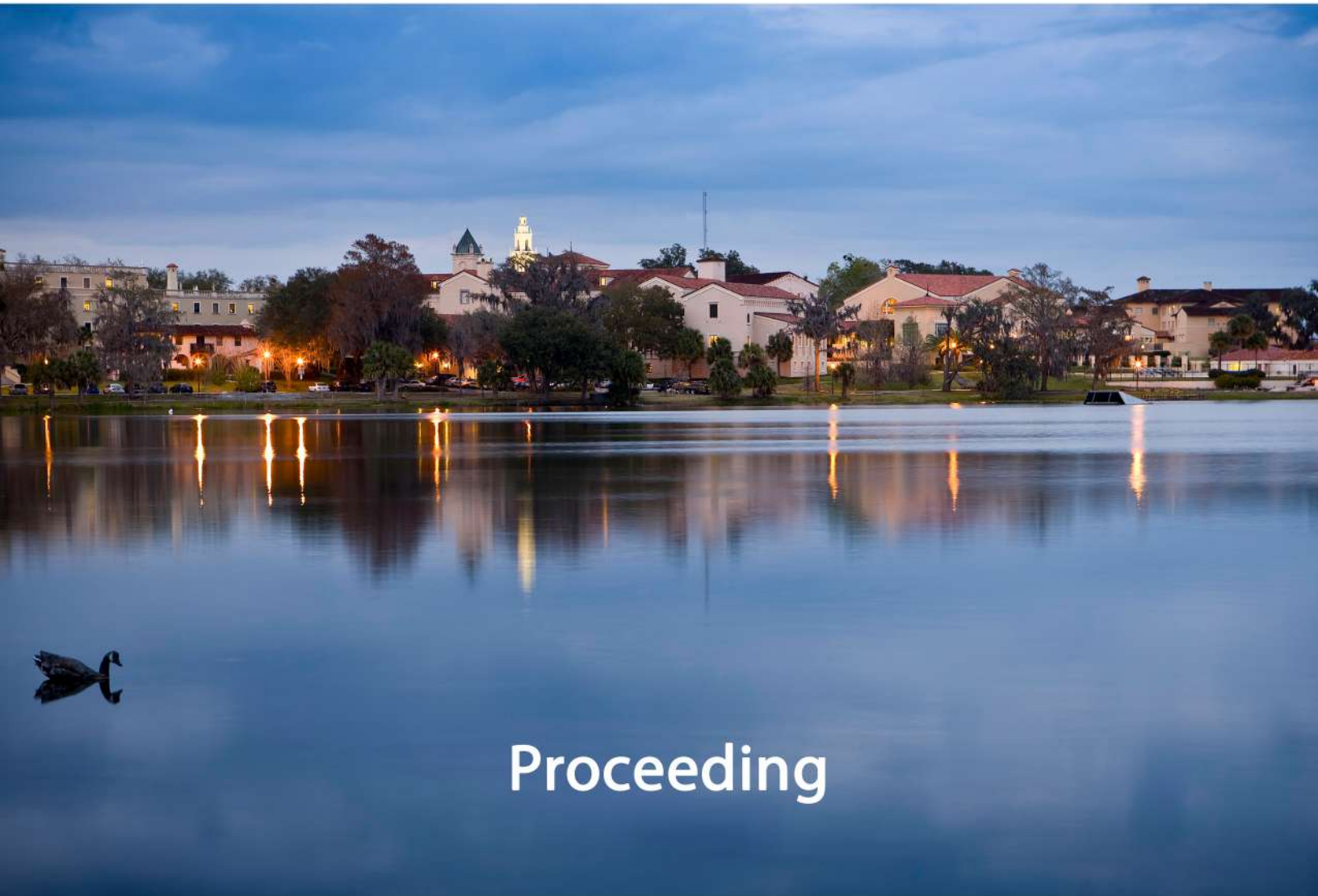


# 3rd International Consumer Brand Relationship Colloquium



Proceeding

26-28 September, 2013  
Rollins College, Winter Park, FL

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**Market orientation, relationship marketing and brand equity. The study of authorized independent automobile dealers in Malaysia**

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**Purpose:** This paper is to examine the mediator effect of relationship marketing components (i.e. trust, commitment and satisfaction) toward the relationship between market orientation and brand equity.

**Design/Methodology/Approach:** This study concerning retailer's perspective that's represented by authorized independent sales dealers among branded cars in Malaysia. For the purpose of data collection, 132 of these dealers in Peninsular Malaysia were randomly selected. A survey method was conducted among them using a questionnaire.

**Findings:** The result shows that relationship marketing components i.e. trust, commitment and satisfaction are found to mediate the relationship between market orientation and brand equity.

**Implication:** Finding suggests that firms' encouragement of their dealers to be market-oriented companies is vital as it enables the dealers to increase their market knowledge. However, success in implemented relationship marketing is crucial as it help to conceptualize and explain how market orientation brings about the development of brand equity.

**Originality/Value:** This study adds value by revealing the key mediator of relationship marketing component in market orientation and branding area. Interestingly, while majority of relationship marketing studies have focused in western, but, this study that focus in the context of Malaysian dealers provide a base for additional research to further develop not only in the fields of marketing orientation but relationship marketing in Asia where limited research exists, particularly in contribution to brand equity development.

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**PAPER SESSION 7: CONSUMER BRAND RELATIONSHIPS IN HEALTHCARE AND SPORTS**

**Brand Authenticity in Healthcare: Conceptualizing authenticity in the Portuguese private hospital market**

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**Purpose:** This study aims to explore hospital patients and healthcare professionals beliefs and perceptions on service quality and customer experience and identify elements that contribute to brand authenticity in healthcare.

**Design/Methodology/Approach:** A qualitative study was conducted in 2 private hospitals. A total of 32 healthcare professionals (16 doctors and 16 nurses) were interviewed and 43 patients participated in focus groups discussions. Data were analyzed using qualitative content analysis.

**Findings:** With similar offers in terms of access and quality in the public and private healthcare sector, the empowered consumer navigates in a complex service industry, full of uncertainty when choosing a provider. Authenticity stood out as a distinctive characteristic of healthcare brands and new dimensions of the construct were determined.

**Implications:** Brands play a new role in healthcare relationships as they contribute to increase trust and help consumers to make their decisions. This research is the base for future research to understand its effects over hospital-patient relationship variables and consequently over business value.

**Originality/Value:** There is an opportunity for private hospitals to craft authenticity as a unique characteristic of their brand and service delivery. The perceived risk of lower customer service in the public sector, the increase access through private insurance and probably other variables such as access to information and patient empowerment have an impact on the emergence of authenticity as a strategic asset for consumer-brand relationships in healthcare.