



TERENGGANU

THE ISSUES OF CO-BRANDING AMONG
HOSPITALITY ORGANIZATIONS

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ABSTRACT

Retail co-branding is an increasingly popular form of growth in a maturing Malaysian franchising sector. There is a growing recognition of the issues of co-branding of synthesising qualitative research. In response to this, methods for undertaking these syntheses are currently being developed. Content analysis is a method that is often to analyse data in primary qualitative research. This paper reports on the use of this type of analysis in systematic reviews to bring together and integrate the findings of multiple qualitative studies.

Researcher describes content synthesis, outline several steps for its conduct and illustrate the process and outcome of this approach using a completed review of issues in retail co-branding. Content synthesis has three stages which are the coding of text 'line-by-line', the development of 'descriptive themes' and the generation of analytical themes. While the development of themes represent a stage of interpretation whereby the reviewers 'go beyond' the primary studies and generate new interpretive constructs, explanations or hypotheses.

Researcher distinguished relevant studies published somewhere in the between 1994 to 2019, through searches of Science Direct, Scopus, Springer Link and ProQuest ABI/ INFORM Collection databases. A total of 22 studies meeting the conclusion criteria were identified through this search strategy. There are ten and twelve studies from the year 1900 and 2000 respectively. Studies were grouped according to the design (reference, title, population, measurement tools) and intended outcomes. Researcher categorized four themes for the issues of co-branding in the hospitality industry. These four themes include management, marketing, product and service and consumer.

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