

## Consumer Perception and Behaviour Towards Halal Store-Brand Products and Repurchase Intention: Insights for Marketing Strategy

Maryam Ladi Isa<sup>1</sup>, Nitty Hirawaty Kamarulzaman<sup>2,3</sup>, Haslinda Hashim<sup>4</sup> and Sarina Abdul Halim Lim<sup>5</sup>

<sup>1</sup>Halal Products Research Institute, Universiti Putra Malaysia, 43400 UPM, Serdang, Selangor Malaysia, <sup>2</sup>Department of Agribusiness and Bioresource Economics, Faculty of Agriculture, Universiti Putra Malaysia, 43400 UPM, Serdang, Selangor Malaysia, <sup>3</sup>Halal Products Research Institute, Universiti Putra Malaysia, 43400 UPM, Serdang, Selangor Malaysia, <sup>4</sup>School of Business and Economics, Universiti Putra Malaysia 43400 UPM Serdang, Selangor Malaysia, <sup>5</sup>Department of Food Science, Faculty of Food Science and Technology, Universiti Putra Malaysia, 43400 UPM, Serdang, Selangor Malaysia.

Email: ladimaryamisa@gmail.com, gs62608@student.upm.edu.my, nitty@upm.edu.my, nitty@upm.edu.my, haslinda@upm.edu.my, sarinalim@upm.edu.my

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### Abstract

In recent years, the halal market has experienced significant growth globally, driven by increasing consumer awareness and demand for halal-certified products. This study aimed to examine the determinants of consumer behaviour and brand relationships in the Malaysian halal market, providing insights to inform targeted marketing strategies for halal store-brand products. Our findings revealed that, halal store-brand awareness shows a strong positive effect (coefficient: 0.294,  $p < 0.001$ ). Halal store-brand loyalty (coefficients: 0.199,  $p < 0.001$ ), attitude (coefficients: 0.262,  $p < 0.001$ ) and Perceived behavioural control (coefficient: 0.223,  $p < 0.001$ ) also positively impact repurchase intention. However, halal store-brand association exhibits a negative impact on repurchase intention (coefficient: -0.129,  $p < 0.05$ ). Halal store-brand perceived quality weakly influences repurchase intention (coefficient: 0.110,  $p < 0.1$ ). Subjective norms do not significantly influence repurchase intention ( $p > 0.1$ ). Halal store-brand association mediates the effect of halal store-brand image, perceived value, trust, price and satisfaction. Findings revealed that, halal store-brand image (coefficient is positive 0.454,  $p < 0.000$ ), halal store-brand perceived value (coefficient: 0.184,  $p < 0.001$ ), halal store-brand satisfaction (coefficient: 0.180,  $p < 0.003$ ) positively affect halal store-brand association. Halal store-brand trust, and price, do not significantly influence halal store-brand association. Overall, factors like halal store-brand awareness, halal store-brand loyalty, halal store-brand

image, halal store-brand perceived value, attitude, and perceived behavioural control play significant roles in shaping consumers repurchase intention for halal store-brand products. This study recommends that companies focusing on halal store-brand products prioritize strategies to enhance brand awareness, loyalty, image, satisfaction, perceived value, attitude and perceived behavioural control among consumers. Investing in marketing campaigns to increase awareness, fostering strong relationships with consumers to build loyalty and maintaining consistent product quality can bolster repurchase intention. Additionally, efforts should be made to reinforce positive image and attitudes towards the brand through effective communication and engagement strategies. Furthermore, improving perceived value through product differentiation and highlighting unique benefits can strengthen brand association.

**Keywords:** Halal, Repurchase Intention, Consumer, Brand, Market

### **Introduction**

The Malaysian halal market has emerged as a significant force in the global economy, fuelled by the increasing demand for halal-certified products and services globally (Azam and Abdullahi, 2020). With Malaysia being home to a predominantly Muslim population and recognized as a leading producer and exporter of halal goods, the country plays a pivotal role in shaping consumer behavior and brand relationships within the halal market (Othman et al., 2009; Azman and Masron, 2012). The Malaysian halal market encompasses a diverse array of products and services that adhere to Islamic dietary laws and principles (Ambali and Bakar, 2014). From halal food and beverages to cosmetics, pharmaceuticals, and financial services, the halal market in Malaysia spans multiple sectors and industries (Akram, 2022). The country's strategic location, well-established halal infrastructure, and robust regulatory framework have positioned Malaysia as a global leader in halal certification and standards (Abdullah and Azam, 2020). Malaysia's Halal Industry Development Corporation (HDC) spearheads efforts to promote halal certification and facilitate the growth of the halal industry, both domestically and internationally (Noordin et al., 2009).

With a Muslim population exceeding 60%, Malaysia serves as a key market for halal products and services, catering to the needs and preferences of Muslim consumers as well as non-Muslims seeking halal-certified goods (Ambali and Bakar, 2013). Halal certification is not only a religious requirement but also a mark of quality, safety, and ethical standards, influencing consumer perceptions and purchase decisions (Jaiyeoba et al., 2020). As such, the Malaysian halal market represents a dynamic and rapidly expanding segment of the global economy, offering significant opportunities for businesses operating in this space (Salahuddin et al., 2021).

Consumer behavior in the halal market is shaped by a number of factors, including religious beliefs, cultural norms, social influences, and personal preferences (Billah et al., 2020; Arifin et al., 2023). Halal consumption is not merely a matter of dietary preference but also a reflection of religious identity and values, influencing consumers' attitudes and behaviors towards halal products and brands (Mukhtar and Butt, 2012). Consumers' perceptions of halal authenticity, product quality, and brand reputation play a crucial role in shaping their purchase decisions and brand preferences (Anam et al., 2018). Additionally, factors such as price sensitivity, convenience, and availability also influence consumer behavior in the halal market, highlighting the multifaceted nature of consumer decision-making in this context (Billah et al., 2020; Ali et al., 2021).

Brand relationships in the halal market are characterized by the emotional and symbolic connections that consumers develop with halal brands over time (Anam et al., 2018). Halal brands are not just products but also symbols of trust, integrity, and authenticity, embodying consumers' religious and cultural values (Aoun and Tournois, 2015). Brand loyalty and advocacy are often driven by consumers' perceptions of halal brands as reliable and ethical choices, fostering strong brand relationships and repeat purchase behaviour (Al Abdulrazak & Gbadamosi, 2017; Yousef, 2018). However, building and maintaining brand relationships in the halal market require careful consideration of factors such as brand reputation, product quality, and communication strategies to resonate with consumers' values and beliefs (Dawar and Parker, 1994; Nzioki et al., 2021).

Against this backdrop, this study seeks to provide insights into the complexities of consumer behavior and brand relationships in the Malaysian halal market. Through examining the determinants of consumer behavior and brand relationships, including factors such as halal brand awareness, perceived quality, loyalty, satisfaction, and perceived value, this research aimed to shed light on the underlying mechanisms driving consumer decision-making and brand preferences in the halal market. The objectives of this study are threefold: (1) to identify the key factors influencing consumer behavior and brand relationships in the Malaysian halal market, (2) to analyze the relationships between these factors and consumer perceptions, attitudes, and intentions towards halal brands, and (3) to provide actionable insights for marketing strategy to help businesses effectively target and engage Malaysian consumers in the halal market.

The study of consumer behavior and brand relationships within the Malaysian halal market holds critical importance due to its strategic implications for businesses operating in this dynamic sector. Understanding the complex factors influencing consumer decisions and brand perceptions is essential for crafting effective marketing strategies that resonate with Malaysian consumers' religious, cultural, and ethical values. With Malaysia's prominent role as a global hub for halal products and services, driven by a predominantly Muslim population and robust regulatory frameworks, businesses must navigate subtle consumer preferences and competitive dynamics to capitalize on growth opportunities. Moreover, insights derived from this research not only enhance industry practices but also contribute to academic knowledge by advancing our understanding of consumer behavior and brand management in diverse cultural contexts, paving the way for informed strategies that foster sustainable market engagement and brand loyalty.

The significance of this study lies in its potential to inform marketing strategy and practices in the Malaysian halal market, offering valuable insights for businesses seeking to navigate the complexities of consumer behavior and brand relationships. This study is crucially important and beneficial for a diverse range of stakeholders within the Malaysian halal market. Firstly, businesses operating in this sector stand to gain invaluable insights into consumer preferences, behaviors, and brand dynamics, enabling them to tailor their strategies more effectively to meet the demands of Malaysian consumers. Therefore, understanding the complex factors influencing consumer decisions, businesses can enhance product development, marketing efforts, and brand positioning to foster stronger customer relationships and drive sustainable growth. Additionally, policymakers and regulatory bodies will benefit from a deeper understanding of the market dynamics, facilitating the development of more robust policies and frameworks that support the growth and integrity of the halal industry. Academically, this research contributes to advancing knowledge in

consumer behavior and brand management within cultural contexts, providing a foundation for future studies and insights into global halal markets beyond Malaysia.

## Material and Methods

### The Study Area

This study focuses on the districts of Klang Valley Selangor Malaysia, specifically chosen due to their concentration of prominent supermarkets and hypermarkets such as Giant, Aeon Big, Lotus, and Mydin (Koll and Plank, 2022). Over time, these supermarkets and hypermarkets have developed halal store-brand products (Koll and Plank, 2022). The selection of these districts as the research region is attributed to the fact that most of Malaysia's hypermarkets and supermarkets are located in the more affluent areas of the Klang Valley Selangor. These regions host the majority of hypermarkets and supermarkets producing halal store-brands, including Giant, Aeon Big, Lotus, and Mydin (Koll and Plank, 2022). The area boasts approximately 60 Giant stores and 40 Lotus stores Koll and Plank (2022), making it a significant market for halal store-brand products. Therefore, gathering consumer information from these regions is essential for evaluating the relationship between brand equity dimensions and the intention to repurchase halal store-brand products within the research area. The selected Klang Valley districts include the Federal Territory of Putrajaya, the Federal Territory of Kuala Lumpur, the Selangor districts of Petaling, Klang, Gombak, Hulu Langat, Sepang, and Kuala Langat.

## Methods

### Sampling

The sampling procedure for this research involved applying the Taro Yamane (1973) formula to determine the appropriate sample size. With a population of 9,000,000 in the Klang Valley districts (World Population Review, 2023), the formula was utilized as follows:

$$n = \frac{N}{1 + N(e)^2}$$

Where:

N = Population = 9,000,000

e = Precision level or error margin = 0.05 (5%)

Substituting the values into the formula:

$$\begin{aligned} n &= \frac{9,000,000}{1 + 9,000,000(0.05)^2} \\ n &= \frac{9,000,000}{1 + 9,000,000(0.0025)} \\ n &= \frac{9,000,000}{1 + 22500} \\ n &= \frac{9,000,000}{22501} \\ n &= 399.9 \\ n &\approx 400 \end{aligned}$$

### Sampling Method

This study employed an online convenience sampling strategy, distributing questionnaires to consumers readily available to provide information. The inclusion criterion was past purchase of halal store-brand products, while non-purchasers were excluded. Participation was

voluntary, with respondents asked about their frequency, recent purchases, and specific products bought. Only consumers who had purchased halal store-brands were included in the data collection, ensuring that those who had never purchased such products were excluded.

### **Data Collection**

This study employed an online convenience sampling strategy, distributing questionnaires to consumers readily available to provide information. A quantitative methodology was utilized and data was collected from 440 respondents. The questionnaire utilized in this research was carefully crafted to elicit responses pertaining to the specific variables under investigation. It incorporated Likert scales to gauge respondents' attitudes and perceptions on the targeted constructs. Prior to the main data collection phase, a pilot study was conducted to assess the reliability of the questionnaire design. The inclusion criterion was past purchase of halal store-brand products, while non-purchasers were excluded. Participation was voluntary, with respondents asked about their frequency, recent purchases, and specific products bought. Only consumers who had purchased halal store-brands were included in the data collection, ensuring that those who had never purchased such products were excluded.

### **Data Analysis**

The data collected through the online survey were subjected to advanced statistical analysis to test the hypotheses and examine the relationships among variables. Structural Equation Modelling (PLS-SEM) was employed as the primary analytical tool in the second phase of the analysis. PLS-SEM enables the assessment of path coefficients, direct and indirect effects, and the overall fitness of the proposed theoretical model.

### **Bootstrap PLS-SEM Procedure**

To enhance the robustness of the analysis and mitigate potential biases, Bootstrap PLS-SEM was utilized. This method involves drawing multiple subsamples from the original dataset and estimating the model parameters for each subsample. Two key statistics were generated: the original sample estimate and the sample mean estimate.

**Original Sample Estimate:** This parameter represents the results obtained from estimating the PLS-SEM model on the original dataset. It provides insights into the relationships among variables as observed in the initial sample.

**Sample Mean Estimate:** The sample mean estimate is computed as the average of the estimates derived from all subsamples generated during the bootstrapping procedure. This statistic offers a more stable and reliable estimate of the model parameters, accounting for variability across different subsamples.

### **Hypotheses Testing**

The hypotheses testing involves the evaluation of the structural relationships among the constructs (variables), which is done using the estimates of the Bootstrap PLS-SEM path coefficients. The results include the path coefficients (total direct effects), and the estimates of the total indirect effects of the constructs on halal store-brand association and the repurchase intention. Negative value of coefficient indicates negative relationship while positive value indicates positive relationship (Grace and Bollen, 2005).

However, the statistical significance of a coefficient depends ultimately on its bootstrap standard error (Standard deviation (STDEV)) T-statistic (T statistics ( $|O/STDEV|$ ) or P-values. The T-statistic and P-values are computed from the coefficients and the standard errors (Radomir et al., 2023; Hair et al., 2021).

These statistics are used for testing the study hypotheses. If the estimated (empirical) t-statistic is greater than the critical value (1.96 for 5% level of significance) of the T-statistics, the coefficient is said to be statistically significant, and the corresponding independent variable has significant effect on the dependent variable. Suggesting the rejection of the null hypothesis (Kline, 2023; Collier, 2020; Keith, 2019). If the estimated (empirical) t-value is less than the critical value (1.96 for 5% level of significance), of the T-statistics, the coefficient is said to be statistically insignificant, and the corresponding independent variable does not have significant effect on the dependent variable. Suggesting the nonrejection of the null hypothesis.

## **Results**

### **Halal Store-Brand Awareness**

Hypothesis 1 ( $H_01$ ) posits that there is no significant positive effect of halal store-brand awareness on consumers repurchase intention (RPI). Path coefficients are utilized to examine this hypothesis. The parameter estimates for the variable halal store-brand awareness (HSBA) is 0.294, both for the original sample and the subsample mean. The coefficient's t-statistic is 4.809, yielding a p-value of 0.000, indicating that the coefficient of HSBA is not only positive but also statistically significant at the 1% level of precision. Consequently, the empirical evidence provided is substantial for rejecting the null hypothesis. Consequently, we accept the alternative hypothesis, concluding that higher levels of awareness regarding halal store-brand products significantly influence consumers repurchase intention. In essence, increased awareness of halal store-brand products tends to foster greater consumer inclination towards repurchasing these products.

### **Halal Store-Brand Perceived Quality**

Hypothesis 2 ( $H_02$ ) suggests that there is no significant positive effect of halal store-brand perceived quality on consumers repurchase intention (RPI). The path coefficient for halal store-brand perceived quality (HSBPQ) is 0.110 for the original sample and 0.114 for the sample mean, while the T-statistic is 1.827. The P-value of the coefficient is 0.068, indicating that the coefficient is not statistically significant at the 5% level, but it is significant at the 10% level. The significance levels are determined by comparing the T-statistic with critical values: 2.54 for 1%, 1.96 for 5%, and 1.68 for 10%. In this case, the T-statistic falls between 1.96 and 1.68, and the P-value falls between 0.05 and 0.1. Therefore, the coefficient is positive and weakly significant at the 10% level of significance. Consequently, we reject the null hypothesis and conclude that halal store-brand perceived quality (HSBPQ) does have a positive influence on consumer repurchase intention (RPI). This suggests that higher perceived quality of the brand corresponds to higher levels of repurchase intention, and vice versa.

### **Halal Store-Brand Loyalty**

Hypothesis 3 ( $H_03$ ) posits that brand loyalty does not exert a significant positive influence on consumers repurchase intention. To examine this hypothesis, we analyze the path coefficient of HSBL to repurchase intention (RPI), yielding values of 0.199 for the original sample and



0.193 for the sample mean. The T-statistic is calculated at 3.345 with a corresponding P-value of 0.001. These figures reveal that the coefficient of halal store-brand loyalty is statistically significant at the 1% level of significance. This conclusion is drawn based on the T-statistic being greater than 1.96 and the P-value being less than 0.01. Consequently, we reject the null hypothesis and accept the alternative hypothesis. Thus, the structural equation models' results demonstrate that halal store-brand loyalty indeed exerts a positive and significant influence on consumers repurchase intention (RPI).

### **Halal Store-Brand Association**

Hypothesis 4 ( $H_{04}$ ) proposes that brand association does not positively and significantly affect consumers repurchase intention. To examine this hypothesis, we analyze the sign and significance of the path coefficient of HSBAS to RPI. The estimates reveal that the coefficient is negative and statistically significant, with values of -0.129 for the original sample and -0.127 for the sample mean. The T-statistic is computed at 2.790, with a corresponding P-value of less than 0.05. This indicates that halal store-brand association (HSBAS) has a significant negative influence on consumer repurchase intention, leading to a partial rejection of the null hypothesis. This partial rejection stems from the negative influence, despite its statistical significance. The negative influence is evidenced by the negative value of the path coefficient (-0.129 or -0.127) of HSBAS, highlighting brand association as a significant driver of consumers repurchase intention. Thus, it can be concluded that halal store-brand association indeed exerts a negative and significant influence on consumers repurchase intention.

### **Perceived Behavioral Controls**

Hypothesis 5 ( $H_{05}$ ) posits that perceived behavioral control does not exert a positive and significant influence on consumers repurchase intention. To assess this hypothesis, we employ the regression coefficients of the structural equation models estimates to examine the relationship between perceived behavioral control and repurchase intention. The estimates indicate that the coefficient is positive and statistically significant at the 1% level of significance, with values of 0.223 for the original sample and 0.221 for the sample mean. The T-statistic is calculated at 4.205, and the corresponding P-value is 0.000. Consequently, the hypothesis test results in the rejection of the null hypothesis, which suggests that perceived behavioural control does not have a positive and significant influence on consumers repurchase intention. Therefore, the conclusion drawn is that, perceived behavioural control indeed exerts a positive and significant influence on consumers repurchase intention. This implies that higher perceived behavioral control prompts consumers' intention to repurchase halal store-brand products.

### **Attitude**

Hypothesis 6 ( $H_{06}$ ) suggests that attitude does not exert a positive and significant influence on consumers repurchase intention. Analysing the regression coefficients of the structural equation models, the estimates for the relationship between attitudes and repurchase intention yield values of 0.262 for the original sample and 0.260 for the sample mean. The T-statistic is computed at 3.614, with a corresponding P-value of 0.000. These findings indicate that the path coefficient of Attitude to RPI is positive and highly statistically significant at the 1% level. Consequently, the null hypothesis is rejected. Thus, the results reveal that attitude does have a positive and significant influence on consumers repurchase intention of halal store-brand products in the study area.

### **Subjective Norms**

Hypothesis 7 (H<sub>07</sub>) asserts that subjective norms do not exert a positive and significant influence on consumers repurchase intention. The coefficient estimates for SNORMS are negative, with values of -0.066 for the original sample and -0.064 for the sample mean. However, they are statistically insignificant, as indicated by a T-statistic of 1.438 and a P-value of 0.151. These results show that the coefficients are negative, and the P-value exceeds 0.1 (10%). Therefore, we cannot reject the null hypothesis, which suggests that subjective norms do not have a positive and significant influence on consumers repurchase intention. In essence, subjective norms do not influence consumers repurchase intention for halal store-brand products in the study area.

### **Halal Store-Brand Image**

Hypothesis 8a (H<sub>08a</sub>) suggests that halal brand image (HSBI) does not have positive and significant influence on brand association. Analysing the regression coefficients of the structural equation models, the estimates for the relationship between brand image and brand association yield values of 0.454 for the original sample and 0.455 for the sample mean. The T-statistic is computed at 8.500, with a corresponding P-value of 0.000. Statistically, this implies a significant positive relationship between halal store-brand image and the brand association. Hence, the result suggests the rejection of the null hypothesis and acceptance of the alternative hypothesis. So, the result of the hypothesis testing shows that brand image has positive and significant influence on brand association for halal store-brand products in the study area.

### **Halal Store-Brand Perceived Value**

Hypothesis 8b (H<sub>08b</sub>) posits that brand perceived value does not have a positive and significant influence on brand association. Examining the regression coefficients of the structural equation models concerning the relationship between halal store-brand perceived value and brand association, we observe estimates of 0.184 for both the original sample and the sample mean. The T-statistic is calculated at 3.321, with a corresponding P-value of 0.001. These results demonstrate that the path coefficient of HSBPV to HSBAS is positive and highly statistically significant at the 1% level. Consequently, the null hypothesis is rejected. Thus, the findings indicate that brand perceived value does indeed have a positive and significant influence on brand association for halal store-brand products in the study area.

### **Halal Store-Brand Trust**

Hypothesis 8c (H<sub>08c</sub>) suggests that brand trust does not have a positive and significant influence on brand association. The coefficient estimates for HSBT to HSBAS are negative, with values of 0.055 for the original sample and 0.054 for the sample mean. However, they are not statistically significant, as indicated by a T-statistic of 1.151 and a P-value of 0.250. These findings provide empirical evidence for the non-rejection of the null hypothesis, which posits that brand trust does not have a positive and significant influence on brand association. In other words, brand trust does not impact the brand association for halal store-brand products in the study area.

### **Halal Store-Brand Price**

Hypothesis 8d (H<sub>08d</sub>) posits that halal store-brand price (HSBP) does not have a positive and significant influence on brand association. Similarly, the estimates from the regression model



do not provide evidence to reject this null hypothesis. The coefficient estimates ( $O = -0.030$ ;  $M = -0.032$ ) are negative, and they are not statistically significant, as indicated by a T-statistic of 0.554, which is less than 1.96, and a P-value of 0.580, which is greater than 0.1. Consequently, we accept the null hypothesis and conclude that brand price is not a significant determinant of brand association for halal store-brand products in the study area.

### **Halal Store-Brand Satisfaction**

Hypothesis 8e ( $H_{08e}$ ) asserts that halal store-brand satisfaction (HSBS) does not have a positive and significant influence on brand association. However, the regression estimates provide evidence to reject this null hypothesis. The coefficient estimates ( $O = 0.180$ ;  $M = 0.183$ ) are positive and statistically significant, as the T-statistic (3.016) exceeds 1.96, and the P-value (0.003) is less than 0.01 (1%). Consequently, the null hypothesis is rejected, indicating that brand satisfaction indeed drives brand association for halal store-brand products. The findings suggest that the more satisfied consumers are, the more they become associated with halal store-brand products in the study area.

### **Discussion**

Understanding consumer behavior and the factors influencing it is fundamental in marketing research. The study aims to investigate various determinants affecting consumers repurchase intention and brand association in the context of halal store-brand products. This discussion will critically analyze the results obtained from the regression analysis, assessing the hypotheses proposed and their implications for marketers and researchers.

The findings indicated a significant positive relationship between brand awareness and repurchase intention. This aligns with previous research highlighting the importance of brand awareness in shaping consumer behavior (Keller, 1993). When consumers are more aware of a brand, they are more likely to consider repurchasing its products. This underscores the significance of marketing efforts aimed at enhancing brand visibility and recognition among consumers.

Similarly, this study investigated the impact of brand perceived quality on repurchase intention. The results revealed a significant positive relationship between brand perceived quality and repurchase intention. This finding corroborates previous studies emphasizing the role of perceived quality in influencing consumer purchase decisions and fostering brand loyalty (Zeithaml, 1988). Consumers tend to develop stronger repurchase intentions for brands they perceive to offer high-quality products, emphasizing the importance of consistently delivering superior product offerings to maintain consumer loyalty.

Another aspect examined was the influence of brand loyalty on repurchase intention. The analysis uncovered a significant positive relationship between brand loyalty and repurchase intention, indicating that consumers with stronger brand loyalty are more likely to repurchase halal store-brand products. This finding aligns with the theoretical framework of brand loyalty, which suggests that consumers who exhibit higher levels of loyalty towards a brand are more resistant to competitive influences and exhibit higher repurchase intentions (Oliver, 1999). Therefore, fostering brand loyalty through various strategies such as loyalty programs and superior consumer service can be instrumental in driving repeat purchases.

Furthermore, the study investigated the impact of brand association on repurchase intention. Surprisingly, the results revealed a significant negative relationship between brand association and repurchase intention. This finding deviates from conventional wisdom and contradicts previous research suggesting a positive association between brand association and consumer behavior (Keller, 1993). It is essential to delve deeper into the underlying reasons for this unexpected finding, as it challenges existing theoretical frameworks and warrants further investigation to understand the dynamics between brand association and repurchase intention in the context of halal store-brand products.

Moreover, the analysis examined the influence of subjective norms on repurchase intention. Contrary to expectations, the results indicated that subjective norms did not exert a significant positive influence on repurchase intention. This finding is somewhat surprising, as subjective norms, which refer to perceived social pressure to engage in a behaviour (Ajzen, 1991), are typically considered influential factors in shaping consumer behavior and purchase intentions. However, it is possible that other factors such as personal beliefs and attitudes may overshadow the influence of subjective norms in this context, highlighting the need for further research to explore the interplay between different social and psychological factors influencing consumer behavior.

Additionally, the study investigated the role of perceived behavioral control in shaping repurchase intention. The results revealed a significant positive relationship between perceived behavioral control and repurchase intention, indicating that consumers' perceptions of their ability to control their behavior significantly influence their intentions to repurchase halal store-brand products. This finding aligns with the Theory of Planned Behaviour Ajzen (1991), which posits that perceived behavioral control plays a crucial role in determining behavioral intentions and subsequent behavior. Therefore, efforts aimed at empowering consumers and enhancing their perceived control over their purchasing decisions can effectively boost repurchase intentions.

Furthermore, the analysis examined the influence of attitude on repurchase intention. The results revealed a significant positive relationship between attitude and repurchase intention, indicating that consumers with more favorable attitudes towards halal store-brand products are more likely to repurchase them. This finding is consistent with the Elaboration Likelihood Model Petty and Cacioppo (1986), which suggests that attitudes are formed through the processing of persuasive messages and significantly influence behavioral intentions and decisions. Thus, cultivating positive attitudes towards halal store-brand products through targeted marketing strategies and product positioning can enhance repurchase intentions among consumers.

Moreover, the study explored the impact of brand perceived value on brand association. The results revealed a significant positive relationship between brand perceived value and brand association, indicating that consumers perceive greater value in halal store-brand products are more likely to associate themselves with the brand. This finding emphasizes the importance of offering value-added products and services that resonate with consumers' needs and preferences in building strong brand associations. It also highlights the role of perceived value as a key driver of brand loyalty and advocacy among consumers.

Additionally, the analysis investigated the influence of brand satisfaction on brand association. The results revealed a significant positive relationship between brand satisfaction and brand association, indicating that satisfied consumers are more likely to associate themselves with halal store-brand products. This finding is consistent with previous research highlighting the link between consumer satisfaction and brand loyalty (Dam and Dam, 2021). Satisfied customers are not only more likely to repurchase products but also to recommend the brand to others, thereby contributing to positive brand associations and word-of-mouth marketing.

However, this study also examined the impact of brand trust on brand association, which yielded unexpected results. Contrary to expectations, the analysis found that brand trust did not exert a significant influence on brand association. This finding raises questions about the role of trust in shaping consumer-brand relationships, particularly in the context of halal store-brand products. It suggests that other factors such as product quality, value, and satisfaction may overshadow the influence of trust in influencing brand associations among consumers.

Furthermore, this analysis investigated the influence of brand price on brand association. Surprisingly, the results revealed that brand price did not have a significant influence on brand association. This finding challenges the conventional wisdom that price plays a crucial role in shaping consumers' perceptions and associations with brands. It suggests that other factors such as product quality, value proposition, and brand image may have a more significant impact on brand associations among consumers of halal store-brand products.

In general, the findings of this study provide valuable insights into the complex dynamics of consumer behavior and brand relationships in the context of halal store-brand products. They highlight the importance of various factors such as brand awareness, perceived quality, loyalty, satisfaction, image and perceived value in influencing consumer perceptions, attitudes, and intentions towards brands. However, some unexpected results, such as the negative relationship between brand association and repurchase intention, warrant further investigation to better understand the underlying mechanisms and dynamics at play. Future research should explore deeper into these areas to inform marketing strategies and practices aimed at building strong and enduring relationships with consumers of halal store-brand products.

## **Conclusion**

This study shed light on the complex interplay between various factors influencing consumer behavior and brand relationships in the context of halal store-brand products. Through rigorous analysis and interpretation, several key insights have emerged, offering valuable implications for theory, practice, and future research. Firstly, the results underscore the significance of brand-related factors such as awareness, perceived quality, loyalty, satisfaction, and perceived value in shaping consumers' perceptions, attitudes, and intentions towards halal store-brand products. These findings align with established theories and empirical evidence in the field of marketing, emphasizing the pivotal role of brand equity components in driving consumer behavior. Moreover, the identification of unexpected results, such as the negative relationship between brand association and repurchase intention, highlights the complexity and nuance inherent in consumer-brand relationships.

These findings challenge conventional wisdom and theoretical frameworks, suggesting the need for a nuanced understanding of the underlying mechanisms and dynamics shaping consumer behavior in specific contexts. Furthermore, the implications of these findings extend beyond academic discourse to practical applications in marketing strategy and management. By elucidating the drivers of consumer behavior and brand relationships, this study offers actionable insights for marketers seeking to enhance brand performance and competitiveness in the marketplace. For instance, strategies aimed at increasing brand awareness, improving perceived quality, fostering brand loyalty, and enhancing consumer satisfaction can effectively influence consumer perceptions and intentions towards halal store-brand products. However, the identification of unexpected results, such as the lack of significant influence of subjective norms, brand trust, and brand price on consumer behavior, highlights the need for caution and further investigation. These findings suggest that traditional predictors of consumer behavior may not always hold true in specific contexts or demographic segments, emphasizing the importance of context-specific research and tailored marketing strategies. In light of these findings, future research directions could explore the moderating effects of cultural, demographic, and situational factors on consumer-brand relationships in the halal market. Additionally, longitudinal studies and experimental designs could provide deeper insights into the causal relationships and temporal dynamics underlying consumer behavior and brand relationships. This study recommends that marketers should prioritize efforts to enhance brand awareness through targeted advertising, social media engagement, and experiential marketing initiatives to increase consumer exposure and recognition. Secondly, a relentless focus on delivering superior product quality and value proposition is crucial to build and maintain consumer trust and loyalty. Thirdly, strategies aimed at fostering positive brand associations, such as celebrity endorsements, community engagement, and cause-related marketing campaigns, can help strengthen brand identity and resonance among target consumers. Additionally, continuous monitoring of consumer satisfaction and feedback is essential to identify areas for improvement and address any issues promptly, thereby enhancing overall brand perception and loyalty. Furthermore, future research should explore the role of cultural, demographic, and situational factors in shaping consumer behavior and brand relationships within the halal market to develop tailored marketing strategies that resonate with diverse consumer segments.

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