

## Examining the Influence of Brand Recognition on the Intention to Repurchase Halal Store Brand Products: A Review

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To Link this Article: <http://dx.doi.org/10.6007/IJARBS/v14-i1/20226>

DOI:10.6007/IJARBS/v14-i1/20226

**Published Date:** 14 January 2024

### Abstract

In recent years, the halal market has experienced substantial growth, becoming increasingly significant in the global economy. The market, initially associated with food and beverages for Muslim consumers, has expanded its scope to encompass various industries, including pharmaceuticals, cosmetics, finance, fashion, and travel. The objective of this review was to examine how brand awareness influences consumer behavior and loyalty in the halal store brand. Our findings reveal that factors such as religious observance, ethical and moral values, quality assurance, cultural identity, and the expanding global market contribute to the growing demand for these products. Consumers seek halal store brands not only for religious reasons but also because they align with their ethical considerations and provide assurance of quality and safety. Furthermore, these brands play a role in preserving cultural identity, especially in regions with minority Muslim populations. The relationship between brand awareness and repurchase intention has been explored in multiple empirical studies, highlighting a consistent positive association. Higher brand awareness leads to increased repurchase intention across different industries and product categories. Effective communication strategies, emotional connections, and positive associations with halal brands have been identified as key drivers of this relationship. To enhance brand awareness and foster brand loyalty among halal store brands, marketers can employ various strategies, including leveraging digital and social media platforms, partnering with influencers,

prominently displaying halal certifications, creating informative and educational content, engaging with the local community, and collaborating with other halal-certified businesses. To stand out in a competitive halal market, brands should emphasize distinct values, innovation, personalization, ethics, and transparency. Addressing challenges and seizing opportunities helps establish brand awareness and drive consumer loyalty.

**Keywords:** Brand Awareness, Repurchase Intention, Halal Store Brands, Consumer Behavior, Ethical Branding

### **Introduction**

In today's dynamic consumer landscape, the significance of brand awareness has become increasingly pronounced, influencing consumers' purchasing behaviors and shaping their perceptions of products and services (Hanzaee and Yazd, 2010; Chovanová et al., 2015; Tekin et al., 2016). Consumers are increasingly opting for their preferred and well-known brands, driven by heightened awareness. As a result, businesses must strive to cultivate affection for their brands among consumers to stay competitive in the market (Malik et al., 2013). Among the diverse array of consumer segments, one that has garnered significant attention is the growing market for halal store brand products (Wilson and Liu, 2010; Heidarzadeh and Ramezani, 2011). The unique interplay between religious beliefs, ethical considerations, and the desire for quality and value in these products has established a distinct consumer mindset, thereby warranting a focused investigation into the role of brand awareness in influencing repurchase intention within this context (Ilyas et al., 2020).

The surge in demand for halal products is not only attributed to Muslim consumers but has also attracted a broader audience seeking products that adhere to ethical and sustainable principles (Haque et al., 2015; Lee et al., 2016). As a result, halal store brands have emerged as a formidable presence in the global market, necessitating a deeper understanding of the factors driving consumer loyalty and repurchase behavior (Soesilowati, 2010; Azam and Abdullah, 2020). In the contemporary marketplace, where consumers are inundated with an ever-expanding array of choices, the role of brand awareness in influencing repurchase intention has become a central concern for businesses (Ilyas et al., 2020). This phenomenon is particularly pronounced in the context of halal store brand products, where the interplay of cultural, religious, and ethical factors adds an extra layer of complexity to the consumer decision-making process (Srnlka, 2004). With the increasing demand for Halal products, a heightened awareness of brand identity and values in this niche market has significant implications for businesses aiming to establish and sustain a competitive advantage (Jain, 2017). As the market for halal products expands, businesses face the challenge of not only delivering high-quality, ethically compliant items but also establishing a strong brand presence (Izberk-Bilgin and Nakata, 2016). The role of brand awareness in this context is paramount, as it influences consumer perceptions, attitudes, and repurchase intentions (Suriyanto et al., 2020).

Halal, meaning "permissible" in Arabic, refers to products and services that comply with Islamic dietary laws, and it has emerged as a thriving market segment in the global economy (Jallad, 2008). The halal industry is not only a crucial component of Islamic culture but also an attractive niche for businesses seeking to tap into a growing consumer base (Azam and Abdullah, 2020). With the global Muslim population expected to continue expanding, the significance of halal store brand products is evident, both as a testament to the diversity of consumer preferences and as a lucrative business opportunity (Laluddin et al., 2019). The objective of this review is to examine how brand awareness impacts consumer behavior and

loyalty in the context of halal store brands. This review highlights the crucial relationship between brand awareness and repurchase intention regarding halal store brand products. Through an in-depth analysis of existing literature and empirical studies, this review reveals the underlying mechanisms that govern the dynamics of brand awareness within the context of halal store brands. This review makes significant contributions to both academia and industry. It enhances academic knowledge by providing a framework for understanding brand recognition in the context of halal products and offers insights into the determinants of brand recognition and its influence on consumer behavior within the store brand segment. This review on the influence of brand recognition on the intention to repurchase halal store brand products is imperative due to the dynamic nature of the contemporary consumer landscape. In an era where brand awareness plays a pivotal role in shaping consumer behavior and preferences, understanding its nuanced impact within the specific context of halal store brands is crucial for businesses aiming to thrive in a competitive market. The growing global demand for halal products, not only among Muslim consumers but also a broader audience seeking ethical and sustainable choices, emphasizes the need for businesses to strategically cultivate brand affection. The unique interplay of cultural, religious, and ethical factors in the halal store brand segment adds complexity to consumer decision-making, necessitating a focused investigation into the role of brand awareness.

On an academic level, this review contributes significantly by consolidating existing literature and empirical studies to reveal the underlying mechanisms governing the dynamics of brand awareness in the realm of halal store brands. It offers a framework for understanding brand recognition in the context of halal products, enhancing academic knowledge in consumer behavior within this niche market. Practically, the findings of this review can inform marketing strategies, guide product development, and shape industry practices within the halal industry. Marketing professionals, brand managers, and policymakers can leverage the insights from this study to enhance brand positioning, ensuring a strong and resonant brand presence in a market inundated with choices. Identifying key findings and highlighting gaps in existing research, this review also serves as a catalyst for future investigations, encouraging continued exploration into this captivating domain of consumer behavior.

The primary audience for this review comprises academics and researchers in the fields of marketing, consumer behavior, and Islamic studies who seek a nuanced understanding of the intricate relationship between brand recognition and consumer intentions in the context of halal store brand products. Additionally, industry professionals such as marketing professionals and brand managers operating within the Halal industry will find this review instrumental in informing strategic decision-making, refining marketing approaches, and aligning product development with the unique expectations of halal consumers. Policymakers aiming to shape policies within the halal industry can also benefit from the insights provided. Furthermore, students and educators looking for valuable insights into the practical applications of theoretical concepts, especially in the intersection of brand recognition, consumer behavior, and cultural considerations, constitute another significant audience for this review.

### **The Halal Market and Store Brands**

#### *Overview of the halal market: Size, growth, and significance in the global economy*

The halal market has witnessed remarkable growth and importance in the global economy over the past decade (Lever and Miele, 2012; Azam and Abdullah, 2020). Halal refers to products and services that adhere to Islamic dietary and ethical guidelines, as prescribed in

Islamic law (Sharia) (Sazelin and Ridzwan, 2011; Vizano et al., 2021). Initially, the halal market was primarily associated with food and beverages, catering to the needs of Muslim consumers seeking products permissible according to their faith (Jeaheng et al., 2020). However, the scope of the halal market has significantly expanded beyond the food sector (Islam and Chandrasekaran, 2013; Azam and Abdullah, 2020).

The global halal market comprises a wide range of industries, including pharmaceuticals, cosmetics, finance, fashion, travel, and more (Izberk-Bilgin and Nakata, 2016; Azam and Abdullah, 2020). According to various reports and studies, the halal market's size has been estimated to be in the trillions of dollars, making it one of the fastest-growing consumer segments globally (Hameeda et al., 2016; Sohaib and Jamil, 2017; Azam and Abdullahi, 2020). The increasing Muslim population, particularly in emerging economies, plays a significant role in driving the demand for halal products and services. Moreover, the halal market has attracted interest from non-Muslim consumers as well (Rezai et al., 2012). Many non-Muslim consumers view halal products as an assurance of quality, hygiene, and ethical practices (Mathew et al., 2014). Additionally, there is a growing trend of consumers seeking ethical and sustainable options, and halal products often align with these values (Mathew et al., 2014).

*Understanding halal store brands: Definition, characteristics, and differentiation from non-halal brands.*

Halal store brands refer to products produced or endorsed by a specific retail store or chain, which comply with halal standards and certifications. These brands are exclusively available in the respective stores, differentiating them from non-halal brands that may be available in various retail outlets.

The main characteristics of halal store brands include:

1. **Halal Certification:** These brands undergo rigorous certification processes to ensure compliance with halal requirements, providing consumers with the confidence that the products meet the necessary standards (Shafie and Othman, 2006; Khan and Haleem, 2016).
2. **Religious and Cultural Sensitivity:** Halal store brands are designed to resonate with Muslim consumers, respecting their religious beliefs and cultural preferences (Bonne et al., 2009; Wan-Hassana and Awangb, 2009).
3. **Quality and Safety:** Halal store brands often emphasize quality and safety measures to maintain their reputation and gain consumer trust.
4. **Ethical Practices:** Many halal store brands align with ethical and sustainable practices, appealing not only to Muslim consumers but also to a broader audience seeking ethically produced products (Turaeva and Brose, 2020).

*Factors driving demand for halal store brand products: Religious, ethical, and quality considerations.*

Several factors contribute to the increasing demand for halal store brand products:

1. **Religious Observance:** For devout Muslim consumers, halal products are an essential aspect of their religious practices and dietary restrictions. Purchasing halal products is a reflection of their faith and a way to ensure compliance with Islamic principles (Khan and Haleem, 2016).
2. **Ethical and Moral Values:** Halal store brands appeal to consumers seeking products that align with their ethical and moral values (Islamic Services of America, 2021). These brands are often associated with transparency, fair trade, and responsible sourcing, attracting consumers who prioritize ethical considerations in their purchasing decisions.

3. **Quality Assurance:** Halal store brands typically undergo stringent quality control measures, providing assurance of product safety and hygiene (Jamil et al., 2021). This emphasis on quality attracts consumers looking for reliable and trustworthy products.
4. **Cultural Identity:** For Muslim consumers, purchasing halal store brand products can be a way to express and preserve their cultural identity (Yousaf, 2023), especially in regions where the Muslim population is a minority.
5. **Expanding Market:** As the global Muslim population continues to grow, the demand for halal products is increasing, presenting a significant market opportunity for halal store brands (Azam and Abdullahi, 2020).

Table 1

*Summary of major existing studies related to Halal store brand awareness and repurchase intention*

Author and year	Research objectives	Methodology	Significant findings	Comments
Putithanarak et al. (2022)	Investigate factors influencing behavioral re-intention for RTD coffee, using TPB, and identify predictors in Thailand	Mixed-method research, qualitative interviews, and online survey using MLR for data analysis	Content sensory attribute beliefs and perceived utilitarian value positively impact re-intention, while price signaling has a negative effect.	Valuable insights for coffee companies to enhance market share through product development, branding, and supply chain management
Trihudyatmanto et al. (2022)	Investigate the influence of Islamic brand image and halal food quality on repurchase intentions at Yuasa Food Wonosobo.	Causal research with hypothesis testing, accidental sampling, questionnaire with Linkert scale, and SEM analysis	Quality of halal food products positively affects repurchase intentions, and Islamic Brand Image mediates this relationship	Understanding the impact of Islamic brand image and halal aspects can enhance customer retention and further development
Jalil et al. (2021)	To study effects of social media marketing on repurchase intention among halal cosmetics buyers in Malaysia.	Employed PLS-SEM, collected data from 300 respondents via an online questionnaire.	Social media marketing influences repurchase intention, brand awareness, and e-WOM, with higher impact on brand awareness.	Efficient brand management using social media can increase awareness and repurchase intent in the halal cosmetics sector.
Sudaryanto et al. (2020)	Explore consumer behavior and repurchase intention in Basmalah ethnic Moslem store in Indonesia.	Regression Analysis	Brand image and store atmosphere are crucial for customer repurchase intention, but online promotion has no moderating effect.	Understanding these factors can help the store enhance customer loyalty and retention strategies.
Wijaksono and Ali (2019)	Model repurchase intention for private label products at Alfamidi, examining brand awareness, association, quality, and loyalty.	Quantitative approach, 100 respondents surveyed through questionnaires at Alfamidi in Tangerang City	Brand awareness, association, quality, and loyalty significantly influence repurchase intention. 47.4% variance explained	While brand factors play a role, other variables like product, price, place, promotion, and distribution also matter
Ali (2019)	Assess the impact of brand awareness and loyalty on repurchase intentions and	Explanatory design, quantitative analysis with SEM and Smart PLS tools,	Brand awareness and loyalty significantly influence repurchase intentions and purchasing decisions.	Understanding brand effects can help Alfamidi improve private label sales and customer retention.

	purchasing decisions for private label products at Alfamidi.	100 customers sampled using Quota Sampling.		
Ali et al. (2018)	Apply traditional branding constructs (brand image, satisfaction, trust, loyalty) to halal products, explore their relationships, and assess their impact on purchase intention.	Structural equation modeling and questionnaire survey	Perceived brand quality positively influences halal brand image, satisfaction, trust, loyalty, and purchase intention. Halal brand attributes significantly impact consumer purchase intention.	This study highlights the importance of traditional branding in the halal market, offering valuable insights for marketers to access new markets and enhance profitability.
Rachman and Tjandra (2018)	To analyze the relationship between product quality and repurchase intention, and brand image and repurchase intention.	Quantitative research with a causality model. Sample: 400 cosmetic consumers via online questionnaires (simple random sampling).	Product quality and brand image have a positive and significant impact on repurchase intention.	Higher product quality and favorable brand image increase the likelihood of future repurchases among cosmetic consumers.
Ya et al. (2017)	Investigate the relationship between customer perception and loyalty towards Islamic branding among non-Muslim customers.	Conducted a questionnaire-based study on 201 non-Muslim employees in Malaysia from international companies.	Customer perception significantly influences purchase intention of Islamic branding.	Understanding Islamic branding is crucial for manufacturers aiming to cater to the growing demand for halal products from both Muslim and non-Muslim markets.
Borzoeei and Asgari (2013)	Determine the impact of brand personality and personality appeal on purchase intention for halal brands.	Developed a model using literature review-based variables to assess brand personality and its appeal	A compelling brand personality retains the target market, ensuring brand repurchase in the halal context.	This pioneering study applies brand theories to halal brands, offering managers valuable insights to develop appealing strategies.

### **Impact of Brand Awareness on Repurchase Intention**

This literature review aims to synthesize and analyze numerous empirical studies that have investigated the relationship between brand awareness and repurchase intention across various industries and consumer segments (Razak et al., 2019; Ilyas et al., 2020; Pranata and Permana, 2021). The findings from these studies consistently demonstrate a positive correlation between brand awareness and repurchase intention (Bojei and Hoo, 2012; Chinomona and Maziriri, 2017; Gomez and Perez, 2018; Ilyas et al., 2020; Cuong, 2022). Higher levels of brand awareness among consumers tend to lead to an increased likelihood of repurchasing the brand's products or services (Razak et al., 2019). This relationship holds true across different product categories and industries, reaffirming the importance of brand awareness as a crucial factor in driving consumer loyalty (Malik et al., 2013).

Strong brand awareness creates familiarity and recognition among consumers, making the brand a top-of-mind choice when they are making repeat purchases (Shahid et al., 2017; Azzari and Pelissari, 2020). As consumers become more aware of the brand and its offerings, they develop a sense of trust and confidence in the brand's ability to meet their needs and preferences consistently (Shahid et al., 2017). This trust, in turn, fosters a positive attitude toward the brand, increasing the likelihood of repeat purchases.

### **The Impact of Brand Awareness on Consumer Behavior and Loyalty in the Halal Market**

Brand awareness plays a crucial role in various aspects of the halal market, as demonstrated by several studies. Firstly, it significantly contributes to establishing trust and credibility among consumers, as shown in research by (Quoquab et al., 2020; Mursid and Wu, 2021; Silalahi et al., 2022). Familiarity with a halal brand enhances its perceived reputation and reliability, especially considering the religious and cultural significance of the products, ultimately attracting loyal customers. Secondly, brand awareness strongly influences consumer choice, as asserted by (Macdonald and Sharp, 2000). Well-known halal brands are preferred over lesser-known ones due to the comfort and trust associated with familiarity, with effective brand awareness strategies like advertising, social media presence, and religious endorsements swaying consumer decisions in favor of specific brands (Dwivedi et al., 2021). Thirdly, strong brand awareness fosters positive associations with the halal brand, as emphasized by (Severi and Ling, 2013). These associations can be based on factors such as product quality, ethical practices, and alignment with Islamic values, leading to increased loyalty and advocacy among consumers. Additionally, brand awareness stimulates positive word-of-mouth recommendations (Gildin (2003)), as satisfied customers are more likely to share their positive experiences with a well-known halal brand, resulting in increased customer acquisition and retention. Furthermore, brand awareness can create an emotional connection with consumers who share similar beliefs and values (Berry, 2000). Halal brands that effectively communicate their mission and commitment to Islamic principles can foster emotional bonds with their target audience, leading to increased brand loyalty and repeat purchases. In a crowded halal market, brand awareness helps differentiate one brand from another (Farhana (2012)), with recognizable brands that consumers are familiar with being more likely to be chosen over competitors, further solidifying brand loyalty. Finally, high brand awareness facilitates the expansion of halal brands into new markets (Butt et al., 2017). A well-known and trusted brand can leverage its reputation in one region to enter new markets with a pre-established customer base.



### *Factors Moderating the Relationship Between Brand Awareness and Repurchase Intention*

The relationship between brand awareness and repurchase intention is undeniably positive, yet this connection is subject to moderation by several factors. Notably, demographics, religiosity, and brand loyalty have been identified as influential factors in this context (Alison et al., 2016; Aliman et al., 2018). Demographics, encompassing age, gender, income, and education, wield significant influence over consumers' brand awareness and repurchase intention (Uslu and Huseynli, 2018). Varied age groups and income levels may receive differing exposure to marketing efforts, leading to discrepancies in brand awareness levels (Shaw, 2023). Moreover, the preferences and behaviors of distinct demographic segments can impact their propensity to repurchase particular brands. In the realm of halal store brand products, religiosity emerges as a crucial factor shaping brand awareness and repurchase intention (Mahdi and Asgari, 2017). Consumers who prioritize religious observance are predisposed to seek and favor halal products, subsequently heightening brand awareness and encouraging increased repurchase intention for halal store brands. Furthermore, brand loyalty, denoting the depth of attachment and commitment consumers feel toward a specific brand, serves as another key moderating factor. Customers exhibiting strong brand loyalty are more inclined to repurchase the brand, irrespective of their level of brand awareness (Russell-Bennett and Parkinson, 2015). However, among less loyal or new customers, brand awareness takes on heightened importance, acting as a vital tool in attracting and retaining them.

### **The Role of Brand Awareness and Communication Strategies**

#### *Building brand awareness: Effective marketing campaigns for halal store brands.*

Building brand awareness is a critical aspect of a successful marketing strategy, especially for halal store brands looking to establish a strong presence in the market (Walgrove, 2023). Effective marketing campaigns can increase brand recognition, promote positive perceptions, and ultimately drive consumer engagement and repurchase intention (Bilgin, 2018; Putri, 2021). Some key strategies for building brand awareness for halal store brands include prominently highlighting the halal certification in marketing materials, packaging, and advertising to instill confidence in consumers about the brand's adherence to halal standards (Aziz and Chok, 2013). Crafting compelling brand stories that connect with consumers on an emotional level can create a lasting impact and help consumers identify with the brand's values and mission (The Times of India, 2023). Collaborating with halal influencers and ambassadors can significantly amplify brand awareness, especially within the halal-conscious consumer community. Participation in relevant events and sponsorships can enhance brand visibility, create opportunities for face-to-face interactions with consumers, and reinforce the brand's commitment to the halal market (Constantin et al., 2019). Offering product samples or hosting tasting events can introduce consumers to the brand's offerings and allow them to experience the quality firsthand.

#### **Leveraging digital and social media platforms to enhance brand visibility**

Digital and social media platforms have revolutionized the way brands connect with consumers, presenting halal store brands with invaluable opportunities to enhance brand visibility (Mostafa, 2021). To leverage these platforms effectively, several strategies can be employed. First, creating engaging and relevant social media content, such as informative posts about halal practices, product highlights, and user-generated content, can resonate with the target audience and foster brand engagement (Yusoff et al., 2016; Kamarulzaman et

al., 2016). Additionally, partnering with influencers who have a significant following in the halal market can extend the brand's reach and credibility. Launching hashtag campaigns that encourage user participation and content sharing can further create a sense of community around the brand (Zhang, 2010). Moreover, utilizing targeted online advertisements allows for reaching specific demographics and geographic regions, maximizing the impact of marketing efforts (Tsou and Labs, 2007; Tuten, 2018). Lastly, ensuring the brand is present on relevant e-commerce platforms enables consumers to easily access and purchase halal store brand products (Mu & Zhang, 2021). Implementing these strategies, halal store brands can harness the power of digital and social media to connect with diverse audiences and establish a strong and influential brand presence in the market.

### **Significance of Cross-Cultural Branding in Global Markets for Halal Store Brands**

Cross-cultural branding is closely linked to brand awareness as it involves adapting a brand to resonate with diverse cultural backgrounds (Kates and Goh, 2003). Effective cross-cultural branding can enhance brand recognition and recall in different markets by making the brand culturally relevant and relatable (Graham and Cascio, 2018). Local adaptations, cultural sensitivity, and positive associations contribute to brand awareness (Chinomona and Maziriri, 2017). It also supports global expansion by ensuring the brand is recognized in various regions. In essence, cross-cultural branding plays a pivotal role in shaping and expanding brand awareness, enabling brands to connect with a wider, more diverse audience, and establishing a stronger presence in global markets. As halal store brands venture into global markets, cross-cultural branding strategies become imperative to resonate with diverse target audiences (Graham and Cascio, 2018). Several considerations should be taken into account for successful expansion. Firstly, cultural sensitivity is crucial to understand and respect the nuances and customs of each market, ensuring the brand's messaging and imagery are culturally appropriate and avoid potential miscommunications or offenses (Jazani, 2017). Secondly, language adaptation is essential in translating marketing materials and website content accurately into different languages to effectively communicate with diverse consumer groups (Yahiaou et al., 2023). Moreover, localization involves tailoring marketing campaigns to suit specific cultural preferences and tastes, elevating the brand's relevance and appeal in different regions. Targeted messaging is another vital aspect, requiring the identification and catering to the unique needs and aspirations of each cultural segment to foster deeper connections with consumers. Lastly, conducting thorough market research to understand the cultural values, preferences, and behaviors of each target market is essential in crafting appropriate and impactful marketing strategies (Markides, 2000; Kotler and Lee, 2008).

### **Challenges and Opportunities in Enhancing Brand Awareness**

One of the primary challenges faced by halal store brands is addressing misconceptions and negative perceptions that might exist among certain consumer segments (Hashim and Shariff, 2016). Some misconceptions may arise due to limited awareness or misinformation about halal products and their production processes. Additionally, negative stereotypes or biases about certain religious practices may impact the perception of halal store brands (Awan et al., 2015; Sudiro, 2017). To overcome these challenges and enhance brand awareness, halal store brands can adopt the following strategies: Education and transparency play pivotal roles in the success of halal store brands (Ahmad et al., 2017; Ali et al., 2021). Engaging in educational campaigns to clarify the concept of halal, its significance, and the rigorous

certification processes involved can dispel misconceptions and build trust among consumers (Khan and Haleem, 2016; Kasri et al., 2023). By emphasizing the authenticity and traceability of halal products, brands can further assure consumers about their commitment to delivering genuine offerings. Effective communication and storytelling are equally essential, as sharing authentic stories about the brand's origins, values, and ethical practices can create a positive narrative that resonates with consumers and fosters a more favorable perception (Rajagopal et al., 2011). Additionally, proactively engaging with critics and addressing their concerns transparently demonstrate the brand's willingness to listen and adapt to consumer feedback, ultimately strengthening the brand's reputation and credibility.

#### *Competing in a crowded market: Strategies to stand out and differentiate*

In the highly competitive market for halal store brands, standing out and differentiating oneself is crucial (Ab Talib et al., 2017). To achieve this, brands can implement various strategies. Firstly, having a clear and unique value proposition that caters to the specific needs and preferences of the target audience sets the brand apart from competitors (Ghodeswar, 2008). Secondly, introducing innovative products or packaging designs that align with emerging consumer trends creates a distinct identity in the market (Gallopel-Morvan et al., 2012; Klimchuk and Krasovec, 2013). Moreover, focusing on delivering exceptional customer experiences at every touchpoint leaves a lasting impression on consumers (Verhoef et al., 2009; Rageh Ismail et al., 2011). Identifying and targeting niche segments within the halal market can further help build strong relationships with specific consumer groups (Wilkins et al., 2019). Collaborating with other halal-certified businesses or organizations extends the brand's reach and credibility (Tieman, 2014). Additionally, as consumers become more socially conscious, ethical branding strategies can significantly enhance brand awareness (Khan and Fatma, 2023). Demonstrating a commitment to sustainable sourcing and obtaining additional ethical certifications reinforces the brand's ethical image. Engaging in meaningful CSR initiatives that benefit communities or causes related to halal principles creates a positive brand image (Jaiyeoba et al., 2023). Providing transparency about the supply chain and addressing social issues that align with the brand's values further demonstrate the brand's commitment to making a positive impact (Doorey, 2011; Tieman and Darun, 2017; Rejeb et al., 2021).

#### **Strategies for Enhancing Brand Awareness in Halal Stores**

To enhance brand awareness, halal store brands can employ various strategies. Firstly, they can utilize popular social media platforms to create engaging content that resonates with the target audience, sharing the brand's values, product offerings, and unique selling points (Maria et al., 2020; Salim et al., 2022). Encouraging user-generated content and actively interacting with followers helps build a sense of community around the brand. Secondly, collaborating with influencers who share the brand's values and have a substantial following within the halal community can showcase products to a wider audience, increasing brand awareness (Ye et al., 2021; Syed et al., 2023). Thirdly, obtaining reputable halal certifications from recognized authorities and prominently displaying them on packaging, websites, and marketing materials establishes trust and credibility among consumers seeking halal products (Aziz and Chok, 2013). Fourthly, creating informative and educational content about the halal industry, the brand's mission, and the benefits of using halal products positions the brand as an authority and attracts consumers looking for reliable information (Hashim and Shariff, 2016). Engaging with the local community by participating in local events, sponsoring halal-related initiatives, and collaborating with local organizations boosts the brand's visibility

within the halal community. Lastly, partnering with halal-certified restaurants and cafes to offer joint promotions or cross-promote products enables the brand to tap into an established customer base (Aisyah et al., 2019).

### **Strategies to enhance repurchase intention and loyalty among consumers**

To foster brand loyalty and encourage repeat purchases, halal store brands can implement various strategies. Firstly, ensuring consistent product quality that meets or exceeds customer expectations is vital for enhancing satisfaction and loyalty (Kahn et al., 2002). Secondly, personalized customer experiences through tailored marketing and customer service approaches based on customer data help create a strong connection with consumers (Jain et al., 2017; Tyrväinen et al., 2020). Introducing tiered loyalty programs with exclusive rewards for repeat purchases incentivizes customer retention. Additionally, providing excellent post-purchase customer service, addressing inquiries promptly, further enhances customer loyalty (Cao et al., 2018). Investing in attractive and informative packaging that reflects the brand's identity and values creates a lasting impression, motivating consumers to repurchase (Azam, 2016). Demonstrating a commitment to social responsibility and sustainability resonates with ethically-minded consumers in the halal market. Regularly collecting consumer feedback and acting on it to improve products and services shows dedication to meeting consumer needs (Shakil and Majeed, 2018). Implementing referral programs that incentivize consumers to refer friends and family can harness the power of word-of-mouth referrals to increase brand awareness and repurchase intention (Garnefeld et al., 2013). Continuously innovating and introducing new products or variations keeps the brand fresh and exciting for consumers. Maintaining an engaging online presence, actively participating in social media, publishing blog posts, and regularly communicating with customers via email marketing, helps keep the brand top of mind and reinforces brand loyalty (Godey et al., 2016; Chinomona and Maziriri, 2017).

### **Key Takeaways for Marketers and Brand Strategists in the Halal Industry**

This review has provided valuable practical implications for marketers and brand strategists in the halal industry. Firstly, marketers should prioritize building and maintaining brand awareness as a fundamental objective of their marketing campaigns. Increasing brand recognition and recall among consumers can significantly impact repurchase intention and foster brand loyalty. Secondly, with the growing influence of digital platforms, marketers should leverage social media and other online channels to engage with their target audience effectively, allowing for broader reach and engagement with diverse consumer segments. Thirdly, highlighting the halal certification prominently in marketing materials and packaging is essential to instill confidence in consumers and emphasize the brand's commitment to halal standards. Fourthly, cross-cultural branding strategies are crucial when targeting diverse markets. Understanding cultural sensitivities and adapting marketing messages accordingly can enhance brand relevance and resonance in different regions. Moreover, meeting the expectations of socially conscious consumers through ethical branding practices can strengthen the brand's reputation and attract a growing segment of ethically minded consumers. Finally, establishing emotional connections with consumers through storytelling, brand narratives, and impactful experiences can foster strong brand loyalty and encourage repeat purchases.

This review makes a substantial contribution to the academic understanding of consumer behavior and brand perception, particularly within the context of the halal market. Through

a comprehensive analysis of existing empirical evidence and theoretical frameworks, it offers valuable insights into the intricate relationship between brand awareness and repurchase intention. Notably, the review establishes a robust link, substantiating the positive correlation between brand awareness and repurchase intention. It underscores the pivotal role that brand awareness plays in driving consumer loyalty within the halal market. Furthermore, this review delves into the moderating factors that influence the brand awareness-repurchase intention relationship. It meticulously examines the impact of demographics, religiosity, and brand loyalty on consumer behaviors and decision-making within this unique market segment, unraveling key determinants of consumer preferences.

Moreover, the review sheds light on the challenges and opportunities encountered by halal store brands in enhancing brand awareness. By providing strategic recommendations, it equips marketers and brand strategists with effective approaches to navigate the complexities of the halal market successfully. Additionally, this review enriches the understanding of ethical branding integration in the context of halal store brands. It elucidates how ethical considerations intricately influence consumer perceptions and brand choices, offering valuable insights into aligning brand values with the expectations of socially conscious consumers.

### **Future Research Agenda**

The review on the relationship between brand awareness and repurchase intention in the context of halal store brands offers valuable insights, but it also highlights potential avenues for future research to enhance our understanding. Firstly, longitudinal studies can provide valuable information by observing brand awareness and repurchase intention over an extended period, analyzing the long-term effects of brand-building efforts and shedding light on how brand awareness evolves and impacts consumer loyalty over time. Secondly, cross-cultural studies can compare consumer behaviors and brand perceptions in different regions and cultures, tailoring marketing strategies to specific cultural contexts and enhancing brand effectiveness. Moreover, investigating the impact of digital marketing strategies, social media platforms, and influencer marketing on brand awareness and repurchase intention can offer targeted approaches as the digital landscape continues to evolve. Qualitative research involving in-depth consumer interviews with halal store brand consumers can provide deeper insights into their perceptions, preferences, and decision-making processes, uncovering valuable information for refining marketing strategies. Lastly, exploring the relationship between brand loyalty and repurchase frequency among halal store brand consumers can offer critical insights into consumer retention and loyalty dynamics, informing strategies to maintain brand loyalty and encourage continuous engagement.

### **Conclusion**

This review on the role of brand awareness in repurchase intention of halal store brand products has yielded valuable insights and made significant contributions to the understanding of consumer behavior and brand perception within the halal market. The main findings of this review emphasize the positive correlation between brand awareness and repurchase intention, emphasizing the critical role that brand awareness plays in driving consumer loyalty in the halal industry. Additionally, the review identifies moderating factors, such as demographics, religiosity, and brand loyalty, that influence consumer behaviors and decision-making in this unique market segment. The review's implications for marketers and brand strategists in the halal industry are vast, offering practical recommendations to

enhance brand awareness and loyalty. Emphasizing halal certification, leveraging digital and social media platforms, and adopting cross-cultural branding strategies are among the key takeaways that can guide marketers in crafting effective marketing campaigns for halal store brands. Moreover, embracing ethical branding practices to meet the expectations of socially conscious consumers can establish a positive brand image and foster long-term relationships with consumers. However, it is essential to acknowledge the limitations of this review. The available literature on the subject, while extensive, might have some gaps, particularly in specific cultural contexts or niche consumer segments. Additionally, as the halal market continues to evolve rapidly, the findings may require periodic updates to remain relevant. The broader impacts of this work extend beyond the halal industry, offering insights applicable to diverse fields and markets. Other industries with niche or ethically-driven products can draw inspiration from the ethical branding strategies discussed in this review. Moreover, researchers in consumer behavior and marketing can use the approach applied in this study as a foundation for investigating brand awareness and repurchase intention in other unique market segments.

### **Declaration**

We solemnly declare that this work is our original contribution and has not been submitted elsewhere for publication. The data presented in this manuscript are accurate to the best of our knowledge, and any borrowed content has been appropriately cited.

### **Authors' Contribution**

MLI conceptualized the study, conducted data analysis, and drafted the manuscript. NHK contributed to data collection, interpretation, and critically revised the manuscript. HBH and SAHL provided valuable insights, supervised the research, and contributed to the final approval of the version to be published. All authors have read and approved the final manuscript.

### **Conflict of Interest**

The authors declare no conflicts of interest that could influence the interpretation of the data or the presentation of information in this manuscript. This includes financial interests, relationships, or personal connections that might have biased our work.

### **Funding**

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

### **Acknowledgment**

We would like to express our gratitude to Universiti Putra Malaysia for providing enabling environment to conduct this review.

### **Data Availability on Request**

The datasets generated and analyzed during the current study are available from the corresponding author on reasonable request. We are committed to promoting transparency and open science, and we encourage scholarly communication regarding our work.

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