"BRAND PURCHASE INTENTION AND BRAND PURCHASE BEHAVIOR IN HALAL MEAT BRAND"

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Abstract

The purpose and aim of the research is to examine impact of Brand perceived quality on Brand purchase behavior and intention in perspective of Halal, as Halal in today's era is gaining importance because increase in consciousness with respect to religion has gained quite significance in recent times. As Muslim population is increasing quite rapidly so understanding the concept of Halal with respect to marketing is quite important not only for Muslim dominated societies but as well as for Non-Muslim dominated society. As prior work has been done on similar topic but without identifying the underlying behavior that takes place at the time of purchase of a product with reference to religious perspective. The objective of the current study is to examine the perceived quality impact on purchase behavior of Halal conscious consumers while keeping intention intact. The construct being worked upon are; brand perceived quality acting as independent construct while Halal Brand Image, Halal brand satisfaction, Halal brand trust, Halal brand loyalty being mediators explaining relation of brand perceived quality with Brand purchase intention and purchase behavior. For the research software's such as Amoss, SPSS, excel were used and tests were applied such as Validity, reliability, regression and CFA. The current study used questionnaire method for survey and data was collected from 217 respondents who in past had purchased products on the basis of it being Halal. The research elaborately defines how Purchase behavior underlies when religious elements are existing and the study would be beneficial for businesses trying to get themselves categorized as Halal inevitably getting excess to new markets and having a comparative edge which would increase their revenues.

Keywords: Brand Perceived quality, Brand purchase intention, Brand Purchase Behavior & Halal Marketing

Introduction

Overview and Background

In today's modern marketing environment, a noteworthy change is occurring, marketers are now moving towards value rather than customer centricity. (Kotler, Kartajaya, & Setiawan, 2010) Halal or Islamic marketing undertakes the fact that faith impacts customer choices while following guidelines, laws and principals of Islam in a strategic manner for marketing choices of conveying, developing and distributing goods & services to clients. (Islam & Chandrasekaran, 2013). The domain of Halal doesn't only pertain or is centered to exclusively just foods but its reach is to possible consumables for example maquillages, pharmaceuticals, toiletries, and services such as finance, business and investments. The population of Muslims throughout is around 1.6 billion globally, which accounts approximately for the worlds 23 percent populace. (Ireland & Rajabzadeh, 2011). From consumption perspective of the believers of Islamic religion, halal pertains towards the appropriateness of a product (Kasim, 2012)

Through social and cultural views, the presence and constant development of Islamic and Halal exclusive goods depicts the exact case of interactional view of sacred and profane (Polanyi's 1994), which suggests that institutional goals are pursued by markets whereas sustenance of social order is done by societies through engaging religious and cultural resources and welfare as well. (Jafari & Süerdem, 2012). Halal products mustn't be adulterated with ham and neither with alcohol is universal consideration in Islamic faith and slaughtering of livestock should be committed in accordance with the Sharia law of Islam. Increase in popularity of Halal goods can be associated with intensity and beliefs that Halal products are hygienic and better. (Al-Harran & Low, 2008).

Halal brands projects themselves by complying with traditional as well as shariah features of a product in order to acquire their niches (Alam & Sayuti, 2011). The population of Muslims throughout is around 1.6 billion (Ireland & Rajabzadeh, 2011) which almost is closer to quarter of global population (Hanzaee & Ramaezani, 2011). In the turn of events, this drastic increase of population will lead to huge demand in countries of Muslims as well as non-Muslims for Halal goods. The word halal is derived from Arabic language that means in the prescribed Islamic Sharia it's permissible, lawful and permitted. (Alam & Sayuti, 2011)

In marketing a relatively new paradigm is Halal Marketing although practices of Shariah compliance have been in place for quite some time. Around the world Muslims make sure that what they consume whether it's a service or a product, either of the two it must be Halal and doesn't have an element of Haram in it and the products that don't conform to the religion are avoided. Quite a few multinationals have realized the necessity and opportunities of understanding this ever-increasing fragment which is due to the occurrence of world becoming small, interconnected and less restrained (Islam & Chandrasekaran, 2013).

Rapid expansion is being seen in today's Halal market, whilst new classification is being created, which is closing the gap between halal and Halal value system. (Wilson, 2013). Segments of halal markets have quite a huge diversity of markets of Muslims which is based on their own unique demands, based on distinguished school of thoughts within the religion, rulings of religion (fatwa) and native customs (Kadirov, 2014).

Problem Statement

Ian marketing a relatively new paradigm is Halal Marketing although practices of Shariah compliance have been in place for quite some time. Around the world Muslims make sure that what they consume whether it's a service or a product, either of the two it must be Halal and doesn't have an element of Haram (prohibited element) in it and the products that don't conform to the religion are avoided. (Islam & Chandrasekaran, 2013). Halal is becoming a new market force globally, having a market worth of $ 1.1 trillion per annum (Micheal, 2015)

Muslim customers purchase behavior towards products that endorses Halal in an economy such as Pakistan is quite significant. Studies from past depicts alterations within behavioral intentions are explainable with much more accurateness through factors like individual norms with regards to behavior, attitude towards behavior, and behavioral perceived control. Behavioral control that is perceived and perceived intentions helps identifying why consumer behavior variate (Ajzen, 1991). Muslim consumers are particularly targeted in non-Muslims countries by firms with products that ensure certified halal symbols, logos, sign which is one of the reason for that it attracts analyst towards its study. Though in Muslim nations, such as Pakistan, organizations showcase and depict their items without conveying Halal signs as it is expected that Pakistan's majority is consisted of Muslims, subsequently, all products and services available are Halal. Be that as it may, now, because of the Halal nature of a product is defining its authenticity factor, also for pulling in new clientele, increase trust of customers, to acquire advantage on the basis of differentiation and generate goodwill among clients, Pakistani organizations have now started to use labels and logos that depicts Halal (Ali, Xiaoling, Sherwani, & Ali, 2018). Not many studies pertaining to Halal marketing in Pakistan have been done, moreover studies explaining the relationship of antecedents showing relation with multiple dependent variables such as purchase intention and purchase behavior hasn't been done. Furthermore, (Ali, Xiaoling, Sherwani, & Ali, 2018) claimed that future researches pertaining to brand purchase intention and brand perceived quality must be conducted while having mediators such as, availability, moral obligation and religious self-identity.

Research Objectives

The objectives of the following research are to see how different variables mentioned below impact one another with respect to halal marketing and with regards to Pakistani society. The core objective of the research is to develop a model which explains relationship between multiple variables which are; Brand purchase intention, Halal brand image, Halal brand satisfaction, halal brand trust, Halal brand loyalty, religious self-identity, moral obligation, availability, brand purchase intention and Purchase behavior to check the impact of brand perceived quality on Halal brand image acting as a mediator having impact on brand purchase intention and purchase behavior. To identify the brand perceived quality's impact on brand purchase intention and purchase behavior while halal brand satisfaction acting as a mediator in between. To evaluate the significance of brand perceived quality on halal brand trust and its impact on purchase behavior and brand purchase intention, similarly to identify the role of Halal brand trust acting as a mediator in between brand perceived quality and brand purchase intention and purchase behavior. Also, to analyze and gauge the impact of brand perceived quality on purchase behavior and brand purchase intention having halal brand loyalty acting as a mediator. To check the impact of religious self-identity acting as mediator between brands perceived quality and brand purchase intention and purchase behavior. Likewise gauging the significance

of brand perceived quality having availability as mediator having impact on brand purchase intention and purchase behavior. Lastly identifying the role of brand perceived quality on purchase behavior and brand purchase intention having moral obligation acting as a mediator.

Literature Review

Halal Brand Perceived Quality

Perceived quality has been defined by as "consumer's judgment about a product's overall excellence or superiority" (Zeiithmal., 1988,p.3).In most of the industries the element that influences consumer preferences the most, is brand perceived quality (Kayaman & Arasli, 2007)& (Taylor, 2001).Brand perceived quality is considered as the most important factor when it comes to consumer decision making (Pappu, Pascale , & Raw, 2005).Decisions of customers about the characteristics pertaining to a brand which are quite significant to them are dependent upon brand perceived quality. Purchase plus repurchase behavior of a brand is driven by high value perceived about a brand which is triggered when consumer's perception about a brand is that it has higher worth comparatively to other brands. Though, as stated before consumers aren't able to perceive a brands quality if there is no awareness in them pertaining to the product. Therefore, familiarization with the brand may be done with awareness in consumers. (Aaker A. D., 1991) Brand perceived quality may be referred to as a ceaseless result created from handling the brand characteristics that lead the purchasers to settle on choices about the nature of the item (Lindquist & Sirgy, 2003) It is otherwise called an embedded advantage (Schroff, 2003)

Brand Purchase Intention

In literal terms scholars have claimed that; Purchase intentions are an individual's conscious plan to make an effort to purchase a brand (Spears and Singh., 2004, p,56). In order to understand expectations, perceptions and need of customers, assessment of Halal brand purchase intention is quite important. (Shaari & Arfin, 2010). Brand purchase intention's increase is considered as the most important problem in every industry. This basic idea in approach of marketing helps supervisors in conveying the best possible methodologies in the markets identified with advertise requests, programs for promotion and segmentation of markets (Tsiotsou, 2006). The buyer's encounters after buy give an aggregate feeling that influences customers to repurchase the brand (Lin & Lin, 2007)

Purchase Behavior

There is scarcity of research that especially centers on the observation and buying behavior of Muslim buyers with respect to Islamic showcasing connected upon customer products in rising Muslim nations. (Mutum, Butt, & Rashid, 2017). Although literature pertaining to customer's behavior of purchase is in quite an extensive body when it comes to ethical issues. (Callen-Marchione & Ownbey, 2008). Whilst, (William, 1979, p20) stated that "actual selection of behavior results from concrete motivation in specific situations which are partly determined by prior believes and values of the actors" Actions, feelings, ideas, experiences of customers are consisted within purchasing behavior of customers, with supplementary environmental factors such as ads, income per month and prices. (Solomon, 2006)

Halal Brand Image

Researchers have defined brand image as "the reasoned or emotional perceptions consumers associate to specific brands" (Low and Lamb, 2000, p. 352). And Halal brand image can be termed as "a set of brand perceptions in the mind of a customer that is linked to Muslims faith and Halal concerns and Halal commitments" (Ali, Xiaoling, Sherwani, & Ali, 2018). Emblematic meanings are indulged in the brand image which are assisted by the brand specific qualities, and it's described as a customer's mental picture of a brand depicted in consumer's mind which connected to a perception set or else an offering (Padgett & Allen, 1997). Halal Image is treated as customer's perception of a brand characteristic that consumers remember in their mind pertaining to a concept of religion which in the aftermath guide their basic purchasing patterns. (Ahmad Azrin, 2011)

HalalBrandSatisfaction

(Oliver., 1997, p.8) stated that "satisfaction is the consumer's fulfilment response. It is a judgment that a product or service feature, or the product or service itself, provided (or is providing) a pleasurable level of consumption-related fulfilment, including levels of under or over fulfilment". Satisfaction has been examined as an outcome of relationship marketing by few scholars (Evans & Laskin, 1994) Pleasure or contentment overall perceived by customers is the level of brand satisfaction that results from the fulfilment of expectation, needs and desires through the usage of product or service quality. (Mai & Ness , 1991).

Halal Brand Trust

Scholars have given concepts of a multi-dimensional construct I.e. brand trust. As defined by (Chaudhuri, and Holbrook., 2001, p.82) brand trust is "the willingness of the consumer to rely on the ability of the brand to perform its stated function".(Mai & Ness , 1991).As defined, trust is that extent that a customer have faith in that their self-confidence in a particular brand gratifies their needs and wants. (Carroll & Ahuvia , 2006). Trust, as a rule, is the ability to depend on a gathering in view of convictions about the qualities and conduct of that gathering even with the risks. (Jevons & Gabbott, 2000). When there is assurance in the counterpart's integrity and reliability the element of trust is in existence. (MOrgan & Hunt, 1994). Brand trust's precise nature and the course it entails which effects the long-lasting relationship with customers, has been the major apprehension in marketing work. Although impact on consumer decision making by brand trust has been worked upon quite extensively and have created links between brand loyalty and trust. (Harrera & Blanco, 2001). Trust is an eagerness to rely upon another gathering in view of the desire coming about because of the gathering's unwavering quality, kindness and capacity (Ganesen, 1994)

Halal Brand Loyalty

The attachment level of customers to a brand is brand loyalty. (Ganesen, 1994) (Aaker D. A., 1991). As stated by (Oliver., 1997, p. 392) Brand Loyalty is "a deeply held commitment to rebuy a preferred product or service consistently in the future, despite situational influences and marketing efforts having the potential to cause switching behavior". According to researchers and specialists brand loyalty is given the most attention when it comes to the concept defining strong brands. (Tsao & Chen, 2005). A requirement for every firm's profitability and

competitiveness is brand loyalty; consequently, there is a craving in every firm to have customer brand loyalty for its brands. (Riechhheld, Markey, & Hopton, 2000). One of most valued asset for a brand is brand loyalty. As it has been indicated by researches that getting in new clientele is very costly because of its advertising, establishment of new accounts, personal selling, training of customers, (Mittal & Lassar, 1998). More significantly, revenue gained by customers who are loyal increases drastically overtime. (Reichheld & Sasser, 1990)

Brand Perceived Quality in relation with Halal Brand Image

Overabundance of empirical studies backs up the optimistic view that associates the two i.e. brand image and brand perceived quality (jarvinen & suomi, 2011). Organizations ability is signaled by perceived quality of a brand to convey performance and authority with reference to the intended objectives it has (Aaker & Jacobson, 2001). An optimistic mental brand image is builds usually due to its loftier quality, in the turn of events effects attitude of customers towards the product or service, frequency of purchase and loyalty towards the brand (Wu, Yeh, & Hsiao, 2011). Positive image of a brand and outstanding reputation is generated through superior brand quality (jarvinen & suomi, 2011). When a firm announces to deliver products that are halal, it is believed that the perception that exists pertaining to quality in the mind of consumer may optimistically affect in order to increase image of the brand and its purchasing intention. Consequently, keeping the above statement in mind, the researcher undertakes that perceived quality of a brand might optimistically affect in order to increase Halal image of a brand its intention of purchase. (Ali, Xiaoling, Sherwani, & Ali, 2018). So the current hypothesis is proposed;

H^1. There is a positive impact of brand perceived quality on halal brand image

Brand Perceived Quality in relation with Halal Brand Loyalty

Researchers have discovered perceived quality as a key precursor in terms of loyalty of a brand. (Beidenbach & Marell, 2009). Brands perceived quality develops the establishment of general quality view of a client and is in this way a key determinant of buying, rebuying and behavior of switching. As it stands, brand perceived quality has a significant impact on the loyalty of a brand (boulding, Kalra, staelin, & Zeithaml, 1993); (Ball, coelho, & Machas, 2004). Preceding researches have observed the undeviating relationship between brands perceived quality and loyalty, and it's been reported that customer loyalty with the brand is directly affected by brands perceived quality. (Aaker D. A., Capitalizing on the Value of a Brand Name, 1991). Perceived quality of a brand increases the level of loyalty of a brand through enhancing customer satisfaction and thus gives a reason to acquire the brand. (Arora, Raisinghani, Arora, & Kothari, 2009). So, the current hypothesis is proposed;

H^2. There is a positive impact of brand perceived quality on Halal brand loyalty

Brand Perceived Quality and Halal Brand Satisfaction

The conjectural justification of brand perceived quality has established through the concept of brand satisfaction for consumers and quality of product. (Ting, 2004). Quality of service is undoubtedly linked with satisfaction. The association in-between customer satisfaction and quality has attained a decent amount of consideration in past literature. Researchers, mostly conducting research on this association have concluded that quality perceived constitute as an

important element of satisfaction of brand (Hallowell, 1996). Studies in various commercial segments have confirmed the underlying association in-between quality perceived and satisfaction of brand. (Lim, Widdows, Park, & , 2006). In the examining of the association among perceived quality, satisfaction of consumer and intention of purchase, conclusion came that the first and second construct tends to affect the last. (cronin & Taylor, 1992).

Previous researches have observed the proportionate relation in-between perceived quality and brand satisfaction, and have stated that satisfaction is directly affected by brand perceived quality. (Llusar, Zornoza, & Tena , 2001). Brand reputation and brand satisfaction is affected by perceived quality of a brand, in turn satisfaction affects the reputation of a brand, both in turn reputation and satisfaction of a brand is determined by the loyalty of a brand. (Selnes & , 1993). Keeping context of Halal in view, if a firm claim to make products that are halal, the quality perception existing in the minds of customers may optimistically impact to increase Halal satisfaction of a brand. (Ali, Xiaoling, Sherwani, & Ali, 2018).

H^3. There is a positive impact of brand perceived quality on Halal brand satisfaction

Brand Perceived Quality and Halal Brand trust

Due to the fact that judgment of customers is resultant usually from inadequate if not unequal evidence, consequently, trust of customer which is viewed as an indicator to customers which may rely undeviatingly over perceived quality of brands or product (kardes, Posavac, & Cronley, 2004). Perceived brand quality is considered among the most important elements which affects brand trust (McKnight, Kacmar, & Choudhury, 2004). Perceived quality of a brand or product is referred by the characteristics of the perceived quality it has (Qualls & Rosa, 1995). Enhanced brand perceived quality just not only increase the amount of customers' satisfaction but it also enhances the customers' trust (Koehn, 2003).

Claims of previous scholar states that, enhanced customer trust is benefited by perceived quality of a brand (Chen & Chang, 2013). Firms, when marketing products that are considered halal, the perception of quality in the mind of customers might optimistically be impacted to increase Halal brand trust (Ali, Xiaoling, Sherwani, & Ali, 2018). So, the current hypothesis is proposed;

H^4. There is a positive impact of brand perceived quality on Halal brand trust

Brand Perceived Quality, Halal Brand Image, Halal Brand Satisfaction, Halal Brand trust, Halal Brand Loyalty in relation with Brand Purchase Intention

An observation of connection between perceived qualities of a brand to purchase intention of a brand has been done. Scholars have stated that brand perceived quality is an important element in resulting of brand purchase intention. (Tsiotsou, 2006). Likewise, previous studies have identified the proportionate effect of satisfaction of customer on purchase intention (Ha & Perks, 2005). Tendencies towards higher intention to purchase is found in customers who perceive greater amount of brand quality. Similarly, prior researches have observed the undeviating relation in-between purchase intention of a brand and its brand image, and stated in order to escalate customers brand purchase intention enhancing of the image of brand is quite beneficial (Lee &Tan, 2003). Moreover, plethora of researches are available by researchers which depicts an undeviating relationship between customer purchase intention and brand trust,

and its claimed that brand trust directly impacts and effects customer purchase intention (Kang & Hur, 2012). Lastly, brand loyalty has been identified as a key antecedents of customer purchase intention by numerous scholars (hennig-Thurau, Gwinner, & Gremler, 2002). So, the following current hypothesis are proposed;

H[5]. There is a positive impact of brand perceived quality on brand purchase intention

H[6.] There is a positive impact Halal brand image on brand purchase intention

H[7]. There is a positive impact of Halal brand satisfaction on brand purchase intention

H[8]. There is a positive impact Halal brand trust on brand purchase intention

H[9]. There is a positive impact of Halal Brand Loyalty on brand purchase intention

Brand Perceived Quality, Halal Brand Image, Halal Brand Satisfaction, Halal Brand trust, Halal Brand Loyalty in relation with Purchase Behavior

Perceived quality of a brand increases the level of loyalty of a brand through enhancing customer satisfaction and thus results in purchase behavior (Arora, Raisinghani, Arora, & Kothari, 2009). It is a sequence of constructs impacting, initiating with brand satisfaction, overall associative satisfaction, with supplementary impact on trust and commitment, then onto the loyalty and purchase intention and at end at buying behavior and profit (Reicheld & Teal, 1996). In addition to, psychological and behavioral aspects of brand loyalty, is just a type of broad kind of recurring purchase behavior (Jyner & Jacoby J, 1973). Brand loyalty as a notion has association quite close to customer preferences or purchase behaviors. In addition to, loyalty of a brand is selection of a particular brand onto other brands and conduct of again purchasing the brand (Ceyda , Dilaver , Ayku, & Alper, 2015).

Optimistic purchase behavior is a consequence of brand trust (Lau & Lee, 1999). Studies in food retailing has also found positive impact of brand trust on purchase behavior. Moreover, through studies it has become obvious that brand trust is significant in studies of marketing due to the fact that it has constructive impact on purchasing decision in numerous settings (Kenning , 2008). Brand Image and attitude affects optimistically yet environmental concerns impacts pessimistically to purchase behavior of customers (Del, R, & V, 2001). So, the following current hypothesis are proposed;

H[10]. There is a positive impact of brand perceived quality on Purchase Behavior

H[11]. There is a positive impact of Halal brand image on Purchase behavior

H[12]. There is a positive impact of Halal brand satisfaction on purchase behavior

H[13]. There is a positive impact of Halal brand trust on Purchase behavior

H[14]. There is a positive impact of Halal Brand Loyalty on Purchase Behavior

Methodology

Method for data collection

For the given research, collection of the data from the respondents was collected from different customer and consumer who buy meat on regular basis, as the sampling was done at various locations throughout the city at different butcher shops such as Meat one, Imtiaz supermarket and other supermarkets and other local ones as well. Most of the respondents were mid aged men and women who buy meat either as customers or consumers. As the sampling was done at convenience of timing of the data collector i.e. time of early morning was selected for collection of the data and majority of the respondents were a bit hesitant while filling out the questionnaire and investing time into filling the questionnaire. So, it was difficult because willingness of the respondents wasn't there, so chances of data collected being biased due to the unwillingness of some respondents and time constraints that might have enabled respondents to give out inadequate or incorrect data might be there. Moreover, data from consumers who buy meat online was also taken as to increase the number of sample to make sure sampling size was adequate.

Sampling Technique, Size and Profile

For the given research, the researcher distributed 450 questionnaires at different shops that sells meat including Meat one, Imtiaz supermarket and other supermarkets and a few of those questionnaires were also given to people who purchase meat online, out of which 323 questionnaires were recollected because some of the respondents didn't fill the questionnaire, likewise out of the recollected questionnaires 217 questionnaires were adequate and had data filled out appropriately. So, the given study has a sample size of 217 but due to the timing and inconvenience of the respondents there might be some inadequacies and biasness in the data. Furthermore, the questionnaire was based on likert scale having degrees from 1 to 5. The majority of the respondents that helped in filling out the questionnaire were mid and old aged males and females.

Instrument for Data Collection

For the given research, questionnaire used was employed upon the setup of likert scale having format of five-level Likert items, where 1= strongly disagree, 2 = Disagree, 3 = neither agree nor disagree, 4= Agree & 5 = strongly agree.

Research Model
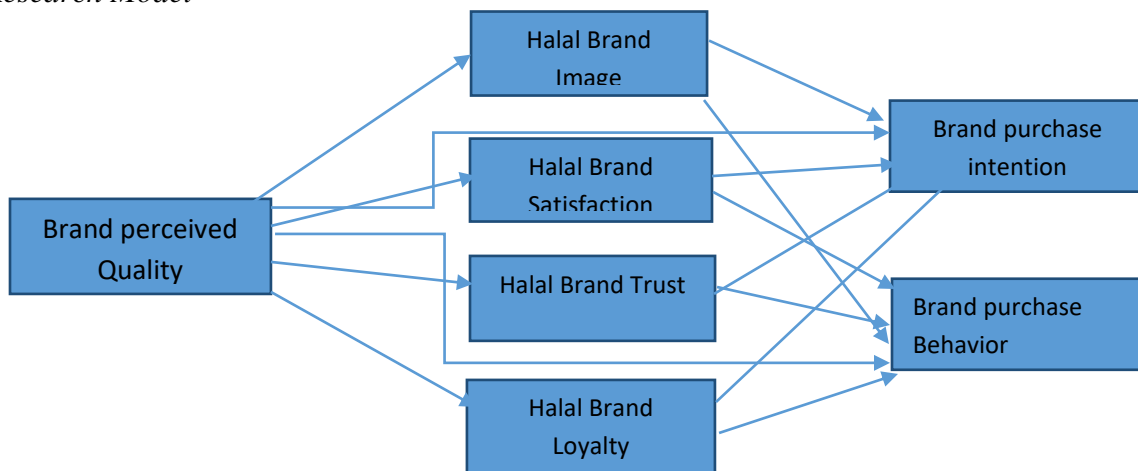
Statistical Technique

The researcher in the study has used two-way approach that is measurement model to check the validity and reliability and structural model to check the fitness of the model and to test the hypothesis. The software's that were used were, Excel (construct reliability and to save data of sample), Amoss and Spss. The tests that were applied to the research were regression, Cronbach Alpha, confirmatory factor analysis, hypothesis testing and model fitness test

Result and Analysis:

Table 1: Demographics statistics

Gender
Table 1.

		GENDER			
		Frequency	Percent	Valid Percent	Cumulative Percent
	Female	113	52.1	52.1	52.1
Valid	Male	104	47.9	47.9	100.0
	Total	217	100.0	100.0	

According to Table No: 01 we have 52.1% of female that's frequency is 113 and 47.9% which has a frequency of 104 males. We got our questionnaire filled by meat purchasers throughout various branches of meatone, Imtiaz and other meat sellers.

Age

Table 2.

		AGE			
		Frequency	Percent	Valid Percent	Cumulative Percent
	below 20	22	10.1	10.1	10.1
	21 - 30 years	111	51.2	51.2	61.3
	31- 40 years	35	16.1	16.1	77.4
Valid	41 - 50 years	30	13.8	13.8	91.2
	51 and above	19	8.8	8.8	100.0
	Total	217	100.0	100.0	

According to the Table No: 02 the data is filled by people falling in various age brackets, i.e. bracket under 20 had only 8 respondents i.e. 3.2% of the total sample, under 2nd bracket i.e. 21 – 30 years 194 respondents filled out the data having 76.7 % of the total population so the majority of our respondents are in between the ages of 21-30 similarly 19.4 % of the sample i.e 49 respondents were from the bracket of 31 – 40 years.

Household Income

Table 3

		HOUSEHOLD INCOME			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	below 25000	22	10.1	10.1	10.1
	26000-50000	51	23.5	23.5	33.6
	51000-75000	81	37.3	37.3	71.0
	76000-100000	44	20.3	20.3	91.2
	above 100000	19	8.8	8.8	100.0
	Total	217	100.0	100.0	

According to table #3 respondents who filled the data for the questionnaire fall in different household income brackets, 10.1% i.e. 22 respondents fall in the bracket of below 25000, similarly 23.5% i.e. 51 respondents fell in between the income bracket of 26000-50000, 37.3% i.e. 81 respondents fell in between the income bracket of 51000-75000, moreover, 20.3% i.e. 44 respondents were from the 760000-100000 bracket and 8.8% were above 100000 marks.

CFA

Table 4: CFA

Construct/Indicators	Standardized Factor Loading (CFA-AMOS)	Construct Reliably		Construct Validity		
		Cronbach's alpha	Composite Reliability (CR)	Convergent Validity Average Variance Extracted (AVE)	Discriminant Validity Maximum Shared Variance (MSV)	Average Shared Variance (ASV)
Brand Perceived Quality		.959	.964	.870		.47115
BPQ1	.94				.7396	
BPQ2	.96					
BPQ3	.92					
BPQ4	.91					
Brand Image		.877	.868	.622	.6561	.5337
BI1	.75					
BI2	.75					
BI3	.83					
BI4	.82					
Brand Satisfaction		.915	.923	.667	.4225	.1775
BS1	.87					
BS2	.87					
BS3	.75					
BS4	.87					
BS5	.85					
BS6	.67					
Brand Trust		.976	.976	.871	.5776	.3185
BT1	.96					
BT2	.93					
BT3	.92					

	Loading	α	CR	AVE	MSV	ASV
BT4	.91					
BT5	.95					
BT6	.93					
Brand Loyalty		.945	.947	.750	.7396	.5257
BL1	.80					
BL2	.93					
BL3	.85					
BL4	.85					
BL5	.88					
BL6	.88					
Purchase Intention		.903	.916	.732	.81	.5649
PI1	.79					
PI2	.95					
PI3	.77					
PI4	.90					
Purchase Behavior		.876	.871	.631	.81	.4429
PB1	.66					
PB2	.87					
PB3	.71					
PB4	.91					
Reliability and Construct Validity Thresholds: [Suggested by Fornell and Larcker (1981)]		α > 0.70 (Nunnaly,1967)	CR > 0.70	i) AVE > 0.50 ii) CR > AVE	MSV < AVE	ASV < AVE

According to the table 4 the Reliability of each variable is above 0.7 which mean data is reliable and all the values are well above the thresholds, according to the table 2 the validity is good because the AVE is less than CR and MSV is less than AVE and ASV is less than ASV so it can be said that data has no issue in terms of reliability and validity as all the values meet the requirements.

Hypothesis Significance

Table 5: Hypothesize Significant

Description	Beta	P.Value
Halal Brand Perceived quality→Halal Brand Image	.81	.000
Halal Brand Perceived quality→Halal Brand Satisfaction	.24	.000
Halal Brand Perceived quality → Halal Brand Trust	.61	.000
Halal Brand Perceived quality→ Halal Brand loyalty	.77	.000
Halal Brand Perceived quality → Brand Purchase Intention	.11	.106
Halal Brand Perceived quality→ Brand Purchase behavior	.06	.520
Halal Brand Image → Brand Purchase Intention	.48	.000
Halal Brand Satisfaction → Brand Purchase Intention	-.22	.000
Halal Brand Trust → Brand Purchase Intention	-.10	.004
Halal Brand loyalty → Brand Purchase Intention	.57	.000
Halal Brand Image → Brand Purchase behavior	.60	.000
Halal Brand Satisfaction → Brand Purchase behavior	-.02	.608
Halal Brand Trust → Brand Purchase behavior	-.49	.000
Halal Brand loyalty → Brand Purchase behavior	.57	.000

Table 5 shows a positive relationship between Halal Brand Perceived quality and Halal Brand Image having beta value of .81 and its hypothesis is significance as its P value is .000 which is less than the threshold so H[1] a is accepted. Additionally, the relationship was found between Halal Brand Perceived quality and Halal Brand Satisfaction has a beta value of .24 and its P values is below the threshold I.e. .000 so the H[2]a is also accepted. Moreover, Halal Brand Perceived quality and Halal Brand Trust have beta value of .61 and their P value is .000 so it is meeting the threshold so h[3]a is also accepted. Similarly, the relationship between Halal Brand Perceived quality and Halal Brand loyalty shows a beta of .77 and its hypothesis is significance as its P value is .000 which is less than the threshold so H[4]a is accepted. Additionally, the relationship was found between Halal Brand Perceived quality and Brand Purchase Intention having beta value of .11 and its hypothesis is significance as its P value is .000 which is more than the threshold so H[5]a is rejected as it is the direct impact in mediation can be insignificant. Moreover, Halal Brand Perceived quality and Brand Purchase behavior's relation shows beta of .06 and p value .520 so the significance value is not meeting the threshold value so the given hypothesis H[6]a is rejected. Similarly, Halal Brand Image and Brand Purchase Intention's relation shows a beta value of .48 and P value .000 so the significance is meeting threshold mark which suggests the hypothesis h[7]a is accepted. Similarly, Halal Brand Satisfaction and Brand Purchase Intention's relation shows a beta value of. -22 and p value is .000 so the hypothesis h[8]a is accepted. Moreover, Halal Brand Trust and Brand Purchase Intention's relation shows a beta value of -.10 and p value is .004 so the hypothesis h[9]a is accepted. Likewise, Halal Brand loyalty and Brand Purchase Intention's relation shows a beta value of .57 and its p value is .000 so the hypothesis h[10]a is also accepted. Halal Brand Image and Brand Purchase behavior's relation shows a beta of .6 and p value is also significant so the hypothesis h[11]a is accepted. Halal Brand Satisfaction and Brand Purchase behavior's relation shows a beta value of -.2 and p value is .608 so the values are not meeting the threshold requirements so the hypothesis h[12]a is rejected. Halal Brand Trust and Brand Purchase behavior shows a beta value -.49 and p value is .000 so the h[13]a is accepted. Halal Brand loyalty and Brand Purchase behavior's relation shows a beta value of .57 and p value of .000 so it depicts that h[14]a is accepted.

Mediation Effect

Table no 6: mediation effects

			Brand Purchase Intention		Brand Purchase Behavior	
			Direct Effect	Indirect Effect	Direct Effect	Indirect Effect
Halal	Brand	Perceived Quality	.593	.002	.838	.002

Table no. 6 shows, Halal brand perceived quality has direct effect on brand purchase intention having significance of .593 which is insignificant and indirect effect that lies in-between the two is .002 that shows that the significance is there, so it can be concluded that the construct halal brand perceived quality and halal brand image have true mediation I.e. significant in indirect manner and insignificant in indirect manner. Similarly, Halal brand perceived quality has a direct effect of .838 significances on brand purchase behavior and indirect effect of .002 which according to Haier et al is showing that true mediation is there in the model I.e. no direct effect and significant indirect effect.

Hypothesis Assessment

Hypothesis	Accepted/Rejected
Impact of brand perceived quality on halal brand image	Accepted
Impact of brand perceived quality on Halal brand satisfaction	Accepted
Impact of brand perceived quality on Halal brand trust	Accepted
Impact of brand perceived quality on Halal brand loyalty	Accepted
Impact of brand perceived quality on brand purchase intention	Rejected
Impact of Halal brand image on brand purchase intention	Accepted
Impact of Halal brand satisfaction on brand purchase intention	Accepted
Impact of Halal brand trust on brand purchase intention	Accepted
Impact of Halal Brand Loyalty on brand purchase intention	Accepted
Impact of brand perceived quality on Purchase Behavior	Rejected
Impact of Halal brand image on Purchase behavior	Accepted
Impact of Halal brand satisfaction on purchase behavior	Rejected
Impact of Halal brand trust on Purchase behavior	Accepted
Impact of Halal Brand Loyalty on Purchase Behavior	Accepted

Conclusion, Recommendation and Limitations

Conclusion

The study determines the purchase behavior and purchase intention in relation with halal brand perceived quality with mediators such as halal brand image, halal brand satisfaction, halal brand loyalty and halal brand trust acting and explaining their relation. Similarly, a research framework has been made to elaborate the relationships among brand perceived quality, Halal brand image, Halal brand satisfaction, and Halal brand trust, Halal brand loyalty and consumer purchase intention and brand purchase behavior. This research summarizes the literature on Muslim consumers, their food concept, Halal food market segment and branding management into a new managerial framework. The proposed theories are upheld in this exploration. Nonetheless, the outcomes show that it is to a great degree critical for the organizations to guarantee that alongside Halal characteristics, the useful execution of their items is critical to improve the Halal brand image. The findings have noteworthy ramifications which may assist the advertisers with developing reasonable methodologies for Halal brands and its acquiring. With the ascent of Muslim populace also, Halal items demand in Muslim and non-Muslim nations is increasing, Halal item marking is one of the normal patterns for organizations in Muslim and non-Muslim nations, and its idea has been broadly acknowledged and connected as of late. Since the Halal concerns have expanded Muslim customers want for Halal brands,

customer is all the readier to buy items which are Halal and furthermore offer customary brand highlights.

Limitation and Recommendation

The population of the Muslims is growing all over the world, but this research is just restricted to Muslims of Pakistan future researchers can work on different parameters and geographic. Around the world the same cannot be said for Muslims meat consumers from around the world. The first limitation that future researchers can work upon is new product categories that haven't been worked upon. Similarly, a sample size of 217 was used in the research so the future researcher can use a larger sample size. Likewise, future researcher can explore new horizons of mediation such as, moral obligation, religious self-identity and availability. Likewise, future researchers can also work upon the post purchase behavior that occurs after purchasing behavior.

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