

# Determinants of Costumer Purchase Intention towards Halal Brands

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## **ABSTRACT**

*The prime objective of this study is to explore the factors that effect the costumer purchase intention towards Halal brands. This study aims to provide initial framework for management practitioners and future researches to consider brand personality, attitude towards other products, awareness and product ingredients as a driving force to strengthen the costumer purchase intentions towards Halal brands. The study sheds light on the path which leads to enhance the costumers purchase intention towards Halal Brands.*

**Key words:** *Attitude, Awareness, Brand Personality, Product Ingredients.*

## **Introduction**

In the current era of globalization and increased competition, companies are very keen to know about the buying intentions and consumer psyche. Companies are spending millions of dollars to understand and impact consumer buying behavior patterns. Though, consumers trust famous brands where names become the sign of trust, consistent quality and make unique position in the market. Many researches highlight the importance of buying behavior of consumers. Particularly in the Islamic society Halal products branding is the emerging and crucial factor for the marketers. Halal foods carry numerous qualities i.e Halal ingredients, processes, quality standards, neatness and clean standards operating procedures to make products. The range of products relevant to islamic marketing include banking, hospitality, financial products, logistics, food and beverages, cosmetic and insurance (Khraim, 2010).

In emerging markets, Halal products are not only the preferences and need of the Muslim consumers but also non-Muslim users. It is because Halal brand is not just a religious issue but also the sign of good hygienic conditions and provide standards of quality products (Aziz &Chok, 2013).

In this backdrop this study provides basis for development of the initial model of customer purchase intention which will describes all the factors which may affect the purchase intention towards halal brands. Past researches focused only the individual factors one by one and separately. Therefore, a

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Editorial Committee	iii
Advisory Committee	iv
Rules for publishing an Article	v

## Table of Contents

### Urdu Section

Zafar Iqbal	Analytical study of Ahle-e-Quran's interpretation of Philosophy of Ilah	1
Abdul Wahab Jan	Interpretation of scriptures by <i>sufi</i> scholars; an analytical view	25
Muhammad Zia Ul Rehman Dr. Shah Moeen-ud-Din Hashmi	Sheikh Noor-ul-Haq Muhaddith Dehlvi as interpreter of Hadith	33
Dr. Ali Akbar Alazhar Nadia Aalam	A short historical analysis of epistolary literature of the scholars of the sub-continent	49

### Arabic Section

Maria Rifhat	Fiction Topics among the Palestinian and Pakistani Female Writers During the Second Half of the Twentieth Century	77
Dr. Abdul Hameed Kharoob Dr. Noura Zouai	The Origin and Development of The Science of The History of The Sunnah	93
Abdul Samad Shaikh	The fact behind the allegations <i>Al-Waqidi</i> was accused of them: An analytical study	117

### English Section

Abou Bakar Asad Ali	Determinants of Costumer Purchase Intention towards Halal Brands	1
Prof. Dr. Muhammad Azeem Farooqi	Solution of Current Issues of Muslim Ummah in the Light of <i>Imam-e-Rabbani's</i> Teachings	9

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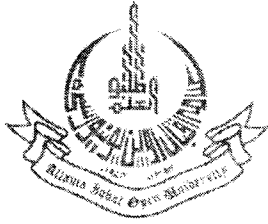
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