



**INFLUENCE OF BRAND EQUITY DIMENSIONS ON MALAYSIAN  
CONSUMERS' REPURCHASE INTENTIONS FOR HALAL STORE-BRAND  
PRODUCTS**

**By**

**MARYAM LADI ISA**

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,  
in Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

**October 2024**

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## DEDICATION

اَلْحَمْدُ لِلّٰهِ

This thesis is dedicated to Almighty Allah and my late parents Alhaji Isa Sambo and Hajiya Hajara Abdullahi.



Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment  
of the requirement for the degree of Doctor of Philosophy

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**October 2024**

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**Institute : Halal Products Research**

Consumers often perceive halal store brand products as inexpensive and of inferior quality. This misconception persists, despite the general perception of halal products as safe and affordable due to their halal certification. While, halal certification guarantees adherence to Shariah law throughout the supply chain, instances of violations have eroded consumer trust in halal store-brand products. Given the nascent nature of halal store-brand research in Malaysia, this study investigates the influence of brand equity dimensions on Malaysian consumers repurchase intentions for these products. The equity dimensions included in this study are brand awareness, brand perceived quality, brand loyalty, brand association, brand image, brand perceived value, brand trust, brand price, brand satisfaction, perceived behavioural control, attitude and subjective norms. The specific objectives are: to identify the brand equity dimensions that influence Malaysian consumers repurchase intentions for halal store-brand products; to determine which brand equity dimensions have the most significant influence on repurchase intentions; to evaluate the mediating effect of halal store-

brand association on halal store-brand image, perceived value, trust, price and satisfaction and to assess the repurchase intention levels of Malaysian consumers for halal store-brand products and evaluate the influence of attitude, subjective norms, and perceived behavioral control in shaping these intentions. Employing the Consumer-Based Brand Equity (CBBE) Theory and the Theory of Planned Behaviour (TPB), a quantitative research design was adopted. Data were collected from 440 respondents in the Klang Valley, Selangor, Malaysia, using an online questionnaire. Structural Equation Modelling (PLS-SEM) was used for data analysis. The key findings show halal store-brand awareness, perceived quality, loyalty, perceived behavioural control, and attitude have significant positive influence on consumers repurchase intention of halal store-brand products. Results show halal store-brand awareness is the most influential equity dimension, halal store-brand association mediates the influence of halal store-brand image, perceived value, and satisfaction on repurchase intention and majority of consumers have a high intention to repurchase halal store-brand products. Practically, the audience for this study includes retailers, marketers (such as hypermarket and supermarket owners) brand managers, who focused on halal products, and branding. Specifically, to those involved in Islamic consumer markets, halal brand management, and retail strategy development. Marketers should capitalize on consumers positive associations to strengthen brand image, perceived value, satisfaction, foster consumers positive attitude towards halal store-brands in their marketing strategies to increase repurchase rates. The findings indicate a strong level of loyalty among consumers towards halal store-brand products. Marketers should leverage on this loyalty by implementing strategies to retain existing consumers and attract new ones by offering incentives, promotions, and rewards for repeat purchases. Social influence plays a significant role in driving purchasing decisions. Therefore,

marketers should focus on building strong social networks through positive word-of-mouth to enhance brand awareness and acceptance within the community to strengthen brand image through authenticity and quality. Prioritize transparency and traceability and halal certification to build consumer trust. Offer competitive pricing and value-added benefits. Educate consumers about product benefits, emphasize social responsibility to enhance brand reputation and trust among consumers. This study offers valuable insights for businesses seeking to navigate the complexities of consumer behaviour and brand relationships. Therefore, understanding the drivers of consumer behaviour and brand relationships, businesses can develop targeted marketing strategies that resonate with Malaysian consumers values, preferences, and cultural sensibilities.

**Keywords:** Brand Equity, Consumers, Halal Brand, Repurchase Intention, Store-Brand.

**SDG:** GOAL 12: Sustainable Consumption and Production

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**PENGARUH DIMENSI EKUITI JENAMA TERHADAP NIAT PEMBELIAN  
SEMULA PENGGUNA MALAYSIA BAGI PRODUK JENAMA KEDAI  
HALAL**

Oleh

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Pengguna sering menganggap produk jenama kedai halal sebagai murah dan berkualiti rendah. Salah tanggapan ini berterusan, walaupun secara umum produk halal dianggap selamat dan berpatutan kerana sijil halal mereka. Walaupun pensijilan halal menjamin pematuhan kepada undang-undang Syariah sepanjang rantai bekalan, kejadian pelanggaran telah mengikis kepercayaan pengguna terhadap produk jenama kedai halal. Memandangkan penyelidikan mengenai jenama kedai halal masih baru di Malaysia, kajian ini menyelidik pengaruh dimensi ekuiti jenama terhadap niat pembelian semula pengguna Malaysia untuk produk-produk ini. Dimensi ekuiti yang termasuk dalam kajian ini adalah kesedaran jenama, kualiti yang dianggap jenama, kesetiaan jenama, persatuan jenama, imej jenama, nilai yang dianggap jenama, kepercayaan jenama, harga jenama, kepuasan jenama, kawalan tingkah laku yang dianggap, sikap dan norma subjektif. Objektif khusus adalah: untuk mengenal pasti dimensi ekuiti jenama yang mempengaruhi niat pembelian semula pengguna Malaysia terhadap produk jenama kedai halal; untuk menentukan dimensi ekuiti jenama yang

mempunyai pengaruh paling ketara terhadap niat pembelian semula; untuk menilai kesan pengantaraan perkaitan jenama kedai halal terhadap imej jenama kedai halal, nilai yang dirasakan, kepercayaan, harga, dan kepuasan serta menilai tahap niat pembelian semula pengguna Malaysia terhadap produk jenama kedai halal dan menilai pengaruh sikap, norma subjektif, dan kawalan tingkah laku yang dianggap dalam membentuk niat tersebut. Menggunakan Teori Ekuiti Jenama Berasaskan Pengguna (CBBE) dan Teori Tingkah Laku Terancang (TPB), reka bentuk penyelidikan kuantitatif digunakan. Data dikumpul daripada 440 responden di Lembah Klang, Selangor, Malaysia, menggunakan soal selidik dalam talian. Pemodelan Persamaan Struktur (PLS-SEM) digunakan untuk analisis data. Penemuan utama menunjukkan bahawa kesedaran jenama kedai halal, kualiti yang dianggap, kesetiaan, kawalan tingkah laku yang dianggap, dan sikap mempunyai pengaruh positif yang signifikan terhadap niat pembelian semula pengguna terhadap produk jenama kedai halal. Hasil kajian menunjukkan bahawa kesedaran jenama kedai halal adalah dimensi ekuiti yang paling berpengaruh, persatuan jenama kedai halal menengahi pengaruh imej jenama kedai halal, nilai yang dianggap, dan kepuasan terhadap niat pembelian semula, dan majoriti pengguna mempunyai niat yang tinggi untuk membeli semula produk jenama kedai halal. Secara praktikal, khalayak untuk kajian ini termasuk peruncit, pemasar (seperti pemilik pasar raya besar dan pasar raya) pengurus jenama, yang memberi tumpuan kepada produk halal, dan penjenamaan. Khususnya, kepada mereka yang terlibat dalam pasaran pengguna Islam, pengurusan jenama halal, dan pembangunan strategi runcit. Pemasar harus memanfaatkan persatuan positif pengguna untuk mengukuhkan imej jenama, nilai yang dianggap, kepuasan, serta memupuk sikap positif pengguna terhadap jenama kedai halal dalam strategi pemasaran mereka untuk meningkatkan kadar pembelian semula. Penemuan menunjukkan tahap kesetiaan yang



tinggi dalam kalangan pengguna terhadap produk jenama kedai halal. Pemasar harus memanfaatkan kesetiaan ini dengan melaksanakan strategi untuk mengekalkan pengguna sedia ada dan menarik pengguna baharu dengan menawarkan insentif, promosi, dan ganjaran untuk pembelian berulang. Pengaruh sosial memainkan peranan penting dalam mendorong keputusan pembelian. Oleh itu, pemasar harus menumpukan perhatian untuk membina rangkaian sosial yang kuat melalui saluran positif untuk meningkatkan kesedaran jenama dan penerimaan dalam kalangan masyarakat untuk mengukuhkan imej jenama melalui ketulenan dan kualiti. Utamakan ketelusan dan kebolehesanan serta pensijilan halal untuk membina kepercayaan pengguna. Tawarkan harga yang kompetitif dan manfaat tambah nilai. Didik pengguna mengenai manfaat produk, tekankan tanggungjawab sosial untuk meningkatkan reputasi dan kepercayaan jenama dalam kalangan pengguna. Kajian ini menawarkan pandangan berharga bagi perniagaan yang ingin menavigasi kerumitan tingkah laku pengguna dan hubungan jenama. Oleh itu, dengan memahami pemacu tingkah laku pengguna dan hubungan jenama, perniagaan boleh membangunkan strategi pemasaran yang disasarkan yang selaras dengan nilai, keutamaan, dan kepekaan budaya pengguna Malaysia.

**Kata kunci:** Ekuiti Jenama, Jenama Halal, Jenama Kedai, Niat Pembelian Semula, Pengguna.

**SDG:** MATLAMAT 12: Penggunaan dan Pengeluaran Mampan

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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

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## LIST OF ABBREVIATIONS

APEC	Asian Pacific Economic Cooperation Council
ASEAN	Association of Southeast Asian Nations
ATT	Attitude
AVE	Average Variance Extracted
B2B	Business-to-Business
B2C	Business-to-Consumer
CAGR	Compound annual growth rate
CBBE	Consumer-Based Brand Equity
CFA	Confirmatory factor analysis
CR	Composite Reliability
DOSM	Department of Statistics Malaysia
DSM	Department of Standard Malaysia
DV	Dependent variables
EU	European Union
FMCG	Fast-moving consumer goods
GCC	Gulf Cooperation Council
GDP	Gross domestic product
GIEI	Global Islamic Economy Indicator
HDC	Halal Industry Development Corporation
HIMP	Halal Industry Master Plan
HSBA	Halal Store-Brand Awareness
HSBAS	Halal Store-Brand Association
HSBI	Halal Store-Brand Image
HSBL	Halal Store-Brand Loyalty
HSBP	Halal Store-Brand Price

HSBPQ	Halal Store-Brand Perceived Quality
HSBPV	Halal Store-Brand Perceived Value
HSBS	Halal Store-Brand Satisfaction
HSBT	Halal Store-Brand Trust
HTMT	Heterotrait and Monotrait ratio of correlations
IMP3	Third Industrial Master Plan
IV	Independent Variable
JAKIM	Department of Islamic Development Malaysia (Jabatan Kemajuan Islam Malaysia)
MIDA	Malaysian Investment Development Authority
MITI	Ministry of International Trade and Industry
PBC	Perceived Behavioral Control
PLB	Private Label Brand
PLMA	Private Label Manufacturers' Association
PLS-SEM	Partial Least Square -Structural Equation Model
SEM	Structural Equation Modelling
SNORMS	Subjective Norms
SOP	Standard Operating Procedure
SPSS	Statistical Package for Social Sciences
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
VIF	Variance Inflation Factor

# CHAPTER 1

## INTRODUCTION

The first chapter of this thesis includes the introduction, problem statement, research questions, research objectives, the significance and scope of the study, operational definitions of key terms, and the overall organization of the thesis. The introduction discusses the emergence of halal store-brand products in Malaysia, introducing the concepts of purchase and repurchase intention. It then explores how various dimensions of brand equity influence Malaysian consumers repurchase intentions regarding halal store-brand products. The subsequent section provides an overview of the global halal industry and specifically focuses on the Malaysian halal industry.

### 1.1 Overview of Halal Store-Brand Products Development in Malaysia

In the past 18 years, store brands, otherwise known as private labels have come a long way in the United States and Europe. One of the most significant changes in the grocery industry is the success and growth of store brands (Gupta & Duggal, 2020; Kremer & Viot, 2012). Store brands have been growing in sales in both the US and European markets. For instance, in 2006 they exceeded dollar earnings of manufacturer brands in both food and non-food segments of the United States hypermarkets and supermarkets (Gielens et al., 2021; Kumar & Steenkamp, 2007). According to the Private Label Manufacturers' Association (PLMA), one out of five items sold in the United States hypermarkets and supermarkets, is sold under store brand. In 2019, store brand accounted for 38.2% of fast-moving consumer goods

(FMCG) sales in Europe in 2024 (Statista, 2024). Store brand sales in Europe and Western European countries such as Spain is at 19%, Italy at 22%, Switzerland at 30%, United Kingdom, the strongest store brand market in Europe, have a share of nearly 50%, Belgium, and Germany at more than 35% respectively (PLMA, 2017; Nielsen, 2018). Today, store brands are growing faster than manufacturer (national) brands (Kumar & Steenkamp, 2007). According to Grewal and Levy (2009, p. 523), "We observed growing evidence that store brands offered similar quality levels but were priced 10-15% lower than national brands."

Despite store brands have globally enhanced in popularity, consumer relevance and overall profitability, but there are still not popular in Asian market. According to Nielsen (2014), and Mohd Roslin & Melewar (2008), no country in Asia has a store brand share higher than 8%. Singapore reaches this number while countries like Hong Kong, Taiwan and South Korea have an estimated 3% of store brand share. Meanwhile, countries like China, Malaysia, Thailand and Philippines have 2% or lower of share for store brands. Store-brands development in Asia Pacific is far behind that in Europe and the United States.

Store-brands development in Malaysia is still at its infancy compared to its European and United States counterparts (Nielsen, 2014; Abdullah, et al., 2012; Mohd Roslin & Melewar 2008). The rising cost of living in Malaysia, combined with the global financial crisis, higher unemployment rates, and uncertain economic recovery, are leading many Malaysians and residents to be more mindful of their budgets. The concept of "stretching the Ringgit" has become commonplace. Amid this economic uncertainty, a business opportunity has emerged, which major hypermarkets and



supermarkets in Malaysia like AEON, Giant, and Tesco (Lotus), Econsave and Mydin are seizing by introducing their own brands of consumer goods, also known as store brands, house brands, retailer brands, or private labels (Business Monitor International Ltd, 2020; Kaliappan et al., 2009; Nielsen, 2014). Store-brands, often referred to as retailer or private brands, are goods sold under a retailer's private label that bear the retailer's name or a brand name they independently developed. Retailers employ store-brands to raise profit margins, strengthen their negotiating position with national producers, gain a competitive edge over rivals, enhance store image, and boost consumer loyalty (Swaminathan et al., 2020; Sarantidou, 2018).

Since 1993, the arrival of hypermarkets and supermarkets in Malaysia has greatly changed the retail industry, making it more efficient and productive (Zain, 2008; Kotler et al., 2003). Key companies like Tesco (Lotus), Giant Hypermarket, AEON (formerly known as Jaya Jusco), Mydin, Econsave, NSK Trade City, Village Grocer, AEON Big (formerly known as Carrefour), Billion Supermarket, Pacific Hypermarket and Departmental Store. Lotus (Tesco), Giant, Mydin, Econsave, AEON (formerly known as Jaya Jusco), AEON Big (formerly Carrefour) have an approximately 306 stores nationwide (Kamath & Godin, 2001). The summary of the companies and number of stores are in (Table 1.1)

**Table 1.1: Hypermarkets/Supermarkets and Number of Outlets**

Hypermarkets/Supermarkets	Number of Outlets
AEON Big (Carrefour)	20
Econsave	31
Giant	124
Mydin	83
Tesco (Lotus)	48
<b>Total</b>	<b>306</b>

(Source: Hypermarket websites: giant.com. myhttps://www.giant.com.my mydin. myhttps://www.mydin.my; lotuss.com.my https://www.lotuss.com.my Retrieved on January 23, 2023)

It's worth mentioning that Selangor, due to its significant population growth and its close proximity to the capital accommodates 40.88% of these hypermarkets and supermarkets outlets. Kuala Lumpur, being the capital city of Malaysia, is expected to have a notable clustering of hypermarkets and supermarkets owing to its dense population and bustling commercial scene. Penang, Johor, and Perak are other states with a relatively high concentration of major hypermarkets and supermarkets. This is likely because they are densely populated and have significant commercial activities. Tables 1.2 shows the distribution of hypermarkets and supermarkets outlets by state.

**Table 1.2: Distribution of Hypermarkets and Supermarkets Outlets by State**

States	Population Growth Rate (%) (2017-2022)	Number of Outlets	Hypermarket Distribution Percentage
Johor	2.24%	31 outlets	10.47%
Kedah	1.85%	12 outlets	4.05%
Kelantan	1.26%	6 outlets	2.03%
Melaka	2.65%	10 outlets	3.00%
Negeri Sembilan	1.84%	13 outlets	4.39%
Pahang	1.61%	4 outlets	1.35%
Perak	1.35%	14 outlets	4.73%
Perlis	1.35%	10 outlets	1.69%
Pulau Pinang	2.11%	16 outlets	5.41%
Sabah	2.34%	16 outlets	5.41%
Sarawak	1.86%	6 outlets	2.03%
Selangor	3.17%	121 outlets	40.88%
Terengganu	1.43%	8 outlets	2.70%
WP Kuala Lumpur	2.20%	35 outlets	11.18%
WP Labuan	1.85%	2 outlets	0.34%
WP Putrajaya	17.77%	2 outlets	0.34%
<b>Total</b>	<b>100%</b>	<b>306</b>	<b>100%</b>

[Source: Department of Statistics Malaysia (DOSM, 2022)]

Hypermarket and supermarkets are considered as a modern grocery retailing format that provide everything under one roof (Zain, 2008; Lim et al., 2003). The introduction of the "one-stop" and "all-under-one-roof" concept by international hypermarkets and supermarkets has received ongoing favourable reception in Malaysia (PricewaterhouseCoopers, 2015; Mohd Roslin & Melewar 2008; Mui et al., 2003). It's

also recognized as a conventional retail sector that offers a wide array of products in bulk quantities within a single establishment. Hypermarkets and supermarkets typically offer a mix of department store items and grocery products (Boon et al., 2018; Kaliappan et al., 2009; Mui et al., 2003; Lim et al., 2003). According to Department of Statistics Malaysia (DOSM) (2023), retail industry stands as one of the largest contributors to Malaysia's gross domestic product (GDP), and data has shown that Malaysia's retail sector experienced a notable 10.4% expansion in 2020, reaching RM107 billion. The retail industry is important to the Malaysian economy. It contributes significantly to the country's gross domestic product (GDP) and is responsible for almost 40% of the GDP from year 2018 to 2023. These percentages represent the approximate contribution of each sector (agriculture, industry, and services) to Malaysia's GDP over the specified years. The data suggests a gradual decline in the contribution of the agricultural sector and a slight increase in the share of the industrial sector, with the services sector maintaining its dominant position in Malaysia's economy. The details of the contributions of each sector are shown in (Table 1.3).

**Table 1.3: Malaysia's Share of Economic Sectors in the Gross Domestic Product (GDP) from 2018 To 2023**

Year	Agriculture	RM (billion)	Industry	RM (billion)	Services	RM (billion)
2018	7.5%	99.16	37.5%	882.46	55%	928
2019	7.2%	99.13	37.8%	882.49	55%	929
2020	7.0%	99.11	38.0%	882.51	55%	931
2021	6.8%	99.09	38.2%	882.53	55%	935
2022	6.6%	99.07	38.4%	882.55	55%	938
2023	6.5%	99.06	38.5%	882.56	55%	939

(Source: Department of Statistics Malaysia, 2023)

As of the third quarter of 2023, supermarkets held the highest market share in the fast-moving consumer goods (FMCG) retail channel in Malaysia, with 41 percent (Statista, 2024).

The following market shares and distribution percentage are reported for Malaysia's hypermarket and supermarket industry on the websites of hypermarkets. There is a steady increase in the popularity of store-brands, with AEON Big (6.08%), Econsave (9.80%), Giant (41.22%), Mydin (27.37%), Tesco (Lotus) (15.54%), and the majority of hypermarket and supermarket have already created a variety of items under their names (Khan et al., 2022; Kaliappan et al., 2009). Table 1.4 describes the Malaysian market share and distribution percentage of hypermarkets and supermarkets.

**Table 1.4: Malaysian Hypermarkets/Supermarkets Share and Distribution Percentage in 2017-2022**

Hypermarkets/Supermarkets	Number of Outlets	Market Share and Distribution Percentage
AEON Big (Carrefour)	20	6.08%
Econsave	31	9.80%
Giant	124	41.22%
Mydin	83	27.37%
Tesco (Lotus)	48	15.53%
<b>Total</b>	<b>306</b>	<b>100</b>

[Source: Department of Statistics Malaysia (DOSM, 2022)]

(Source: Hypermarket websites: giant.com.my <https://www.giant.com.my> mydin.my <https://www.mydin.my>; lotuss.com.my <https://www.lotuss.com.my> Retrieved on January 23, 2023)

The development of store brands in Malaysia remains relatively slow compared to Europe and America (Norfarah et al., (2021). Initially, store brands were primarily associated with lower quality and were perceived as a cheaper alternative to national brands. However, this perception has changed, and store brands are now seen as offering good value and quality. Hypermarkets and supermarkets in Malaysia have increasingly focused on developing their store brands to differentiate themselves from competitors and increase consumer loyalty (Kaliappan et al., 2009). This has led to a wider range of store-brand products available in various categories, including food and beverage, household goods, and personal care products. One key factor driving the growth of store-brands in Malaysia is the increasing consumer demand for value-for-money products. Store-brands are often priced lower than manufacturer (national)

brands, making them attractive to price-conscious consumers (Swaminathan et al., 2020; Sarantidou, 2018).

In Malaysia, the expansion of these hypermarkets and supermarket, has facilitated the growth of store-brand products (Hassan & Rahman, 2012). These hypermarkets and supermarkets have invested in developing their private label offerings across various categories, including groceries, household goods, and personal care products (Nielsen, 2008, 2009, 2014; Kaliappan et al., 2009). In fact, Tesco's (Lotus) paper products, toiletry, baking needs, frozen food, confectionary, chill dairy, ice creams and frozen desert, 50% of this category are Lotus brand products. Similarly, in Mydin's, confectionary, drinks, beverages, delicatessens, household needs, and dairy products, 30% of this category are Mydin brand products. Also, Giant's paper products, toiletry, household chemicals, frozen foods, cooking needs, food supplements, dairy products, cooking needs, baking needs. and bakery 40% of this category are Giant brand product. Similarly, in AEON Big (Carrefour), frozen food, cooking needs, paper products, ice creams, food and household need 30% of this category are AEON Big brand products. The store names, category of their store brands products and percentage are shown in (Table 1.5).

**Table 1.5: Category of Store-Brand Products**

Store Name	Category of Store-Brand Products	Percentage (%)
<b>Tesco (Lotus)</b>	Paper products, toiletry, baking needs, frozen food, confectionary, chill dairy, ice creams and frozen desert	50% of this category are Tesco (Lotus) brand.
<b>Mydin</b>	Confectionary, drinks, beverages, delicatessens, household needs, and dairy products	30% of this category are Mydin brand
<b>Giant</b>	Paper products, toiletry, household chemicals, frozen foods, cooking needs, food supplements, dairy products, cooking needs, baking needs. and bakery	30% of this category are Giant brand
<b>AEON Big (Carrefour)</b>	Frozen food, cooking needs, paper products, ice creams, food and household needs.	30% of this category are Aeon Big (Carrefour) brand.

(Source: Hypermarket websites: giant.com. myhttps://www.giant.com.my mydin. myhttps://www.mydin.my; lotuss.com.my https://www.lotuss.com.my Retrieved on January 23, 2023)

Malaysian consumers are increasingly accepting store-brand products due to improved quality, wider product variety, and competitive pricing. Many consumers have recognized that store-brands often offer comparable quality to manufacturer (national) brands at a lower price (Mui et al., 2003). Economic factors, including rising living costs and uncertain economic conditions, have led Malaysian consumers to seek value-for-money options. Store-brand products, with their lower price points compared to manufacturer (national) brands, appeal to consumers looking to save money without compromising on quality (Nielsen, 2008, 2009; Hassan & Rahman, 2011). Given Malaysia's predominantly Muslim population and the importance of halal certification, many store-brand products in Malaysia are halal certified. This certification ensures compliance with Islamic dietary laws and appeals to Muslim consumers both locally and in international markets. Hypermarkets and supermarkets in Malaysia have also invested in marketing and branding efforts to build awareness and trust in their private brands. This includes packaging redesign, advertising campaigns, and in-store promotions. Overall, private brand development in Malaysia has become an important strategy for hypermarkets and supermarkets to drive growth and increase profitability in a competitive market (Abdullah et al., 2012; Hassan & Rahman, 2011).

Major hypermarkets and supermarkets in Malaysia have invested in branding, packaging, and marketing initiatives to strengthen the visibility and appeal of their store-brand products. These efforts have helped build consumer trust and loyalty towards store-brands. Malaysian hypermarkets and supermarkets are focusing on product innovation and differentiation to stand out in the market. They are introducing new and unique store-brand products tailored to meet the evolving needs and preferences of Malaysian consumers (Mui et al., 2003).

These hypermarkets and supermarkets have worked to build trust and credibility among consumers by ensuring consistent quality across their private label products. They have also leveraged their extensive network of stores and strong distribution channels to make their private label products readily available to consumers across Malaysia (Hassan & Rahman, 2012). This strategic approach has contributed to the success and growth of store-brands in the Malaysian retail market (Khan et al., 2021; Abdullah et al., 2012). The names of stores in Malaysia and pictures of their store branding and packaging products is shown in (Appendix B).

One of the key strategies adopted by Malaysian hypermarkets and supermarkets is to improve the quality and packaging of their store-brand products. This has helped to enhance the perception of these products among consumers, positioning them as viable alternatives to manufacturer (national) brands (Hassan & Rahman, 2012). These hypermarkets and supermarkets have also invested in marketing and promotional activities to promote their store-brands. This includes advertising campaigns, in-store promotions, and loyalty programs, aimed at building awareness and driving sales of their store-brands. Overall, the trend of halal store-brand products development in Malaysia reflects broader shifts in consumer preferences towards value, quality, and convenience (Norfarah et al., 2021).

With continued investment from retailers and increasing consumer acceptance, the market for store-brand products is expected to further expand in Malaysia in the coming years. Some hypermarkets and supermarkets in Malaysia have partnered with local manufacturers and suppliers to develop exclusive store-brand products. These collaborations enable hypermarkets and supermarkets to offer distinctive products while supporting local businesses and industries. Store-brand development by



hypermarkets and supermarkets in Malaysia has played a significant role in their growth and competitiveness in the market (Boon et al 2018; Chen, 2009).

The growing trend in the store-brand development in Malaysia let consumers to show interest in the brands. Demand for private label products has risen due to Malaysia's unfavorable economic conditions pushing up inflation. Consumers, especially those in lower- and middle-income households, are known to be price sensitive. If the quality of a private label product meets their expectations at a lower price, they will choose it over a manufacturer (national brand). These store-brands have become an integral part of their product offerings, catering to the diverse needs and preferences of Malaysian consumers (Norfarah et al., 2021; Boon et al 2018; Nielsen, 2008,2009). Researches had been conducted on the distinctions between manufacturer (national) brands and store-brands products (Aurier & Lanauze, 2011). The details of the distinctions between manufacturer and store-brand products are described in (Table 1.6).



**Table 1.6: Distinction between Manufacturer and Store-Brands**

	<b>Manufacturer</b>	<b>Store-Brand</b>
<b>Brand Awareness</b>	Consumers are more familiar with and aware of manufacturer (national) brands. They frequently spend money on advertising and marketing to build and maintain brand awareness (Aurier & Lanauze, 2011).	Store-brand products, usually private labels, are unique to a particular retailer. They might be less well-known as manufacturer (national) brands since they are limited to a specific business or chain (Gangwani et al., 2020; Kakkos et al., 2015).
<b>Brand Loyalty</b>	Consumers may develop strong brand loyalty to these brands due to consistent quality, advertising, and overall brand experience. (Cotterill et al., 2000; Syed, et. al., (2023).	Brand loyalty for store brands may be less common, although it can develop among consumers who consistently find value and quality in these products (Corsijsens & Lal, 2000; Mostafa & Elseidi, 2018).
<b>Brand Image</b>	Manufacturer brands frequently have a distinct brand identity and market positioning. They might suggest qualities like dependability, innovation, or luxury. Advertising and other marketing initiatives are used to express the brand image, which has been carefully constructed (De Wulf, et al., 2005)	Store brands typically have a less defined brand image. The positioning and reputation of a retailer are frequently linked to the perception of a store brand. It may concentrate on providing value, affordability, or particular qualities in line with the retailer's target market (Gomez & Rubio, 2008; Hosseini et al., 2014). Pham, et al., (2009)
<b>Brand Satisfaction</b>	Manufacturer brands typically have established a reputation for quality and consistency. Consumers often have higher expectations and may be more satisfied with these brands due to their consistent performance and product quality (Aurier & Lanauze, 2011).	While, store brands have varying levels of consumer satisfaction, some have gained a reputation for offering quality products at a lower price point, leading to high consumer satisfaction. However, the quality of store brands can vary across different retailers, leading to varying satisfaction levels (Balderaz & Campos, 2020)
<b>Brand Perceived Value</b>	Manufacturer brands frequently have a better reputation for value because of their track record for reliability and quality. Based on the perceived value these brands provide, consumers could be prepared to pay more for them (Aurier & Lanauze, 2011).	Store brands are frequently promoted as being cost-effective. They frequently cost less than manufacturer (national) brands, saving consumers money without sacrificing acceptable quality. Their lower price point mainly determines store brands' perceived value (Odongo & Motari, 2020).
<b>Brand Quality</b>	Manufacturer quality is one of the main element's shoppers consider when deciding between manufacturer (national) and store brand products. Consumers may perceive these brands as having higher quality due to their established reputation, marketing efforts, and sometimes higher price. Studies that compared the two types of product quality discovered no discernible difference (Rao & Monroe, 1989; Johansson, & Burt, (2004)	Historically, store brands were associated with lower quality, but many retailers have invested in improving their store-brand products quality, leading to a shift in consumer perception (Choi 2008) However, according to research by Johansson, & Burt, (2004) there was no discernible difference in the perceived quality of the two categories of goods. Johansson, & Burt, (2004) conducted an assessment comparing the quality of butter, cheese, and milk from both name-brand and retail brands. Their findings revealed that there was no noticeable distinction between the two types of products in terms of milk composition, cheese fat content, or butter fatty acid composition.
<b>Brand Price</b>	One of the most significant differences between manufacture and store brand products is their price. manufacturer (national) brand products are typically more expensive than store-brands due to the investment in branding, marketing, and occasionally, better quality ingredients or materials. (Méndez et.al., 2006, 2008; Garretson et. al., 2002).	Store-brands tend to be more affordable since they often save on marketing expenses and may offer products with similar quality at a lower price point. Store-brands offer consumers a wide range of products at an affordable price. Store-brands are trendy among consumers who are price-sensitive, on a tight budget, or are looking for a more cost-effective option. (Odongo & Motari, 2020).

(Source: Compiled by author)

## **1.2 Intention**

Intention is referred to as the driving factor behind consumer motivation and behavior influence. It was stated how consumers are willing to work very hard and make many efforts to carry out a specific activity and how the strength of an individual's intention affects their likelihood of doing so. There is a greater likelihood that a given conduct will be carried out when the intention to do so is firm (Mulatsih & Kusumawardhani, 2020; Boon et al., 2018; Ajzen, 2015).

## **1.3 Purchase Intention**

A consumer's willingness to purchase particular products can be characterized as purchase intentions from the standpoint of marketing. Consumer responses to a brand's marketing mix can be translated at many points of the purchase decision-making process, including preference, choice intentions, and actual choice (Nazir & Tian, 2022; Lin et al., 2021, Hamzah & Shamsudin, (2020). By examining consumers' intentions, marketers take the required measures to understand their actual behavior. Understanding consumer behavior has become a critical criterion and a requirement for businesses to thrive in the cutthroat market due to the significant advancements in the study of consumer behavior over the past few years (Haro, 2017; Lee et al., 2019; Ariffin et al., 2019).

Purchase intention refers to a predisposition to purchase a product (Wu et al., 2011). Numerous studies on the purchase intention of store brand products have utilized the Theory of Planned Behaviour (TPB), proposed by Ajzen (1991), to explain the

antecedents of purchasing behavior. According to the TPB model, intention is influenced by attitude, subjective norm, and perceived behavioral control. However, Blackwell et al. (2001) defined intention as a subjective judgment regarding whether a person will behave in certain ways in the future. Many studies have used purchase intention to predict the purchase behavior of goods or services (Shao et al., 2004). The likelihood of a purchase occurring is higher if the purchase intention is strong (Hansen et al., 2004; Lee and Lee, 2013). However, Zeithaml (1988) found that purchase intentions are influenced by external factors such as the product's price, quality, and value. In conclusion, purchase intention is influenced by perceptual factors such as attitude, norms, perceived behavioral control, product price, quality, and value (Isa et al., 2024).

The factors that motivate and direct consumers' purchases of goods and services are known as intentions. Purchase intentions often coincide with high expectations for the overall result and consumer experiences. Purchase intentions can be inferred from outcome expectations. Upon purchasing the products, the consumer will assess the overall advantages to the user. Consumer purchase intentions are based on perceived value, where consumers weigh benefits vs. costs to assess a product's worth in light of predicted benefits and costs associated with using it. Compared to low values, high values result in higher purchasing intentions (Syukur & Nimsai, 2018). Additionally, consumer views, attitudes, and subjective norms are reflected in intention. Most of the time, consumer attitudes about purchasing or acting will be used to gauge consumers' purchase intentions (Jaafar et al., 2013). Purchase intentions typically go hand in hand with high hopes for the final result and consumer experiences. Positive consumer experiences will boost the brand's perception of its products, whereas disappointing

consumers will degrade that perception (Mulatsih & Kusumawardhani, 2020; Lee et al., 2019; Chatzoglou et al., 2022).

Internal and external influences may influence a person's purchasing intentions. Consumers may purchase goods based on stimuli. Such a circumstance arises when specific characteristics of a product cause the buyer to choose and purchase the goods. Different things, including packaging, halal, and shape, can be considered qualities. The purpose of stimulation is to provide the consumer with some cues that may instantly prompt the consumer to consider specific products or select a particular brand. Strong purchase intentions may result from consumers' strong feelings for a particular product. Consumers with vital needs are more likely to research products and learn new information, mainly how to obtain and purchase them. Purchase intentions may also be affected by aspirational factors like luxury status, cleanliness, and halal. The brand or product manager must advertise anything encouraging consumers to make purchases. Such motivations may guide and affect consumer decision-making (Surjaatmadja & Purnawan, 2018; Mulatsih & Kusumawardhani, 2020; Chatzoglou, et al., 2022).

Organizations in the business world need to meet consumer demands and understand their expectations. According to Lee et al., (2019), the most frequent factor influencing purchasing decisions is recommendations from reliable sources. It might be among social associates or family members. It is also one of the factors that might contribute to the survival of company or organizations. Satisfied consumers are more likely to provide testimonials, reviews, and comments that may inadvertently persuade consumers to make purchases. The demand for a product is a significant aspect that

may affect consumer purchasing intentions in addition to the product's benefits, features, and advantages. It refers to a consumer's capacity to contribute financially in exchange for goods or services.

#### **1.4 Repurchase Intention**

However, consumers' desire to purchase particular brand products and their propensity to do so in the future are both indicators of their intention to repurchase them. Consumers' attitudes and sentiments follow from their intentions. Therefore, the decision to repurchase results from the consumers perception and emotional feelings. Intention to repurchase includes consumers willingness to purchase and their propensity to do so in the future (Isa et al., 2024; Lin et al., 2021; Chaniotakis, et al., 2010). Intent to repurchase is a substitute for gauging consumer purchase behavior. Odongo and Motari (2020) research showed a good correlation between consumer purchasing behavior and intent to repurchase again. It has been operationalized as the likelihood that a consumer will repurchase a good or service, intention to repurchase measures the inclination to do so and consumers' propensity to purchase a particular product (or products) is mirrored in their intention to repurchase. Phatichoti, and Nuangjamnong, (2022) indicated the likelihood that consumers will repurchase a brand in the future is known as the intention to repurchase. Intention to repurchase, a crucial indicator of consumer behavior, is the likelihood that consumers will intend or be willing to purchase a specific good or brand.

Adding to that, Surjaatmadja and Purnawan (2018) mentioned that intention to repurchase measures the likelihood that a consumer would purchase more products

from a specific brand in the future after purchasing something from a specific category of goods. Earlier researchers like Tsai et al., (2022) and Syukur and Nimsai (2018) narrated that consumers intend to repurchase a product when motivated under specific circumstances. Intention to repurchase refers to how likely a consumer is to purchase a given product again in the future while also refusing to switch to another brand.

### **1.5 Consumer-Based Brand Equity (CBBE) Dimensions and Consumers Repurchase Intention**

Brand equity is the assets or liabilities of a company's name or logo that either reduces or increases the value of a good or service provided to the company and its consumers. According to Aaker (1996), the five dimensions are brand awareness, brand loyalty, brand perceived quality, brand associations, and proprietary assets. Patents, copyrights, trademarks, trade secrets, and other forms of intellectual property are examples of proprietary assets. Proprietary brand assets are unrelated to consumer views, whereas the first four elements of brand equity: brand awareness, brand associations, perceived quality, brand loyalty describe consumer perceptions and reactions to the brand (Cambra-Fierro et al., 2021; Cervova & Vavrova, 2021; Ishaq & Di Maria, 2020). In fact, Keller (2001) characterizes brand equity dimensions as the unique impact of brand familiarity on how consumers react to the brand's marketing efforts. Brand equity serves as a strategic marketing resource that can cultivate the intimate, personal bond that characterizes the interaction between products and consumers.

The fundamental tenet of brand equity dimension is that how consumers feel, think, and behave concerning a brand determines how strong that brand is. A brand must first



provoke consumer emotional responses and have the necessary identity and meaning to create consumer resonance. As a result, consumers perceive the products as relevant and suitable to their needs. (Cervova & Vavrova, 2021; Cambra-Fierro et al., 2021). The initial four dimensions of brand equity, which outline how consumers perceive and respond to the brand are discussed in the following sections.

### **1.5.1 Brand Awareness**

Brand awareness is the consumer's capacity to recall and identify the brand under various circumstances and their capacity to associate the brand name, symbol, and logo with particular connections in memory. Similarly, brand awareness was described as when a consumer can recall or recognize that a specific brand is a member of a particular product category (Azzari, & Pelissari, 2020; Aaker 1991). According to Azzari and Pelissari (2020) and Ilyas et al. (2020), brand awareness from the perspective of the consumers, serves as a show of trust that the brand is worthwhile to repurchase. Consumers who are aware of a brand distinctive and potent indications that go along with it are said to be brand-aware. Consumers become familiar with a company through a process known as brand awareness, before making another purchase, consumers must become familiar with the brand. According to Isa et al., (2024), increasing brand recognition and recall among consumers can significantly impact repurchase intention and foster brand loyalty and brand awareness is the key to communication. Brand awareness is a two-way conversation between the consumer and the business. Since a consumer needs to be familiar with the brand before they repurchase it, no communication can begin without brand awareness.

Ilyas et al. (2020) noted that brand awareness stands out as a fundamental concept within the framework of consumer-based brand equity. Consumers are said to be brand-conscious when they are aware of the brand and its distinctive and potent indicators. Creating brand awareness is the first stage in developing brand equity, which may be derived from brand awareness. Brand equity increases with brand awareness, which impacts consumers' decision to repurchase the brand. Brand equity and repurchase intention have been proven to be impacted by brand awareness. According to Sun et al. (2022), consumer brand awareness is one factor affecting their decision to purchase a product. Understanding, sensing, and becoming aware of a product are all parts of awareness. Consumers' emotional connections to certain companies are facilitated by brand awareness. Brand knowledge is a crucial idea for purchasing decisions. When consumers have already begun to build brand awareness in their minds, attitudes or purchasing behaviours can start to take shape. Symbolic associations with particular brand features are part of brand awareness. In fact, Shamsudin et al. (2020) noted that, products awareness or product knowledge is important because it may spark consumer interest in the products. Consumers who are aware of or knowledgeable about a particular product may be interested to purchase it.

### **1.5.2 Brand Perceived Quality**

Brand perceived quality adds value to a brand in several ways (Aaker 1996). High quality gives consumers a good reason to purchase the brand and allows the company to stand out from its rivals, command a higher price, and have a solid foundation for the brand extension. Perceived quality is the consumer's perception of the overall excellence or superiority of a product or service in relation to its intended use,



compared to other options. Consumers compare the perceived quality of alternatives to the costs of goods in the same category because perceived quality is a crucial factor in their decision-making.

According to Salem and Kiss (2022) and Aquinia et al. (2021) consumers' perceptions of a product's quality determine whether they will repurchase it. Perceived quality is closely related to the quality of the product and services provided, consumer satisfaction, and an organization's profitability. The foundational aspect of the consumer-based brand equity paradigm is perceived quality. Perceived quality is a link that ensures the enhancement of brand equity. Consumers' perception of the product's quality, attributes, and performance is the indicator of brand quality. Consumers are continuously looking for high-quality brands, increasing brand loyalty and encouraging repeat purchases (Mohd et al., 2021).

### **1.5.3 Brand Loyalty**

According to Aaker (1996), brand loyalty is the bond a consumer has to a brand, Consumer loyalty is a strong desire to continue purchasing a product or service in the future despite any other marketing initiatives that aim to change consumers' intentions. By delivering a group of repeat consumers over an extended period, brand loyalty offers significant value to the brand or its firm. Brand loyalty is a condition which shows how probable a consumer will switch to another brand, especially when that brand changes, either in price or in product attributes (Jamshidi & Roustae, 2021). In addition, Wijaksono and Ali, (2019) indicated that, consumer loyalty is a strong desire to continue purchasing a product or service in the future despite any other marketing

initiatives that aim to change consumers' intentions. Brand loyalty is an important element in the theory of consumer-based brand equity and consumer repurchase intentions are positively impacted by brand loyalty, brand association, and brand image (Yohana et al., 2020; Vazifehdoost & Negahdari (2018).

It has been confirmed that brand loyalty occurs when a consumer is willing to pay a high price for a specific brand within the same product category and recommends that brand to others. Brand loyalty was also described as a fervent desire to repeatedly purchase or use a preferred good or service in the future, resulting in brand purchasing. Consumers who are brand loyal rely on their past purchases and confidently make new purchases without considering the brand. Compared to a brand delivering equal benefits, consumers are willing to pay more for the brand they are loyal to (Dugar & Chamola, 2021; Aaker, 1996; Muturi et al., 2017).

According to Vazifehdoost and Negahdari (2018), brand equity's central component is brand loyalty, which has been found to have a dominant impact on both brand equity and repurchase intention. Brand loyalty is a strongly held commitment to consistently repurchase or use a preferred product and service in the future, leading to repetitive same-brand or same-brand set purchasing despite situational influences and marketing efforts having the potential to cause switching behaviour. Brand loyalty is a consumer fervent desire to repeatedly purchase or use a preferred good or service in the future, resulting in brand purchasing (Quoquab et al., 2020).

Researchers have struggled to define and quantify brand loyalty. According to Keller (2020) brand loyalty dimension is made up of two distinct elements, attitudinal and behavioural and that both contribute to brand loyalty development. On the one hand,

the attitudinal component suggests that loyalty development results from a positive bond or commitment between the consumer and the brand. This attitude, in turn, results from aligning the brand's attributes with the consumer's preferences. A brand's tendency to have loyal consumers who plan to repurchase it as their first option is known as an attitude perspective. However, the behaviour component explains how a consumer's past purchases, which lead to a particular purchasing habit, lead to loyalty creation. When a specific family continues to purchase from a brand or category over time, that is considered behavioural. Similar to this, a brand becomes a consumer's top choice (attitudinal loyalty) and is frequently bought (behavioural loyalty) (Keller, 2020).

The quantity of repeat purchases in the marketplace is a good indicator of a consumer's level of behavioural loyalty. Brand loyalty is the preference of a consumer to purchase a specific brand in a product category. It takes place when consumers believe that a brand gives the ideal product attributes, images, or degree of quality at the ideal cost. This impression could lead to loyalty and repeat purchases. Therefore, a consumer's preference for and connection to a brand is tied to brand loyalty. It might happen due to a long history of product use and the confidence that has grown (Aquinia et al., 2021; Keller, 2020; Wijaksono & Ali, 2019).

## **1.6 Brand Associations**

Brand associations are ideas people have about a brand and include the brand's meaning. Consumers can connect a brand with connotations such as brand image, brand perceived value, brand trust, brand pricing and brand satisfaction. According to

Aaker (1996); Grigaliūnaitė, & Pilelienė (2017); Krisnawan, and Jatra, (2021), brand associations are anything connected in memory to the brand, including all brand-related ideas, sentiments, perceptions, pictures, experiences, beliefs, and attitudes.

Consumers can connect a brand with connotations such as perceived value, trust, satisfaction, pricing, and image. In the following sections, brand association is discussed in more detail in this study concerning brand image, brand perceived value, brand trust, brand price, and brand satisfaction.

### **1.6.1 Brand Image**

According to Aaker, (1996) brand image is a set of brand associations that are anything linked in memory to a brand, usually in some meaningful way. This explanation describes how consumers form their perception of a brand through its associations with its name. Brand image is a system of beliefs, thoughts, and impressions that a person holds regarding an object (Alamsyah, et al, 2020). In fact, Bakhtiar, et al., (2021); Mulyandi & Tjandra, (2023); Che Nawi et. al., 2019; Izzudin, and Novandari, (2018) described brand image as a set of beliefs held about a particular brand. Numerous studies have shown that brand image is frequently linked to the calibre of goods or services.

According to Mandili et al. (2022) and Huang et al. (2019) positive brand perception may increase sales and draw more consumers to the features and positioning of the product and brand equity, which refers to consumers' overall perceptions and feelings about a brand and influences consumer behaviour, is primarily driven by brand image.

Brand loyalty and trust are positively impacted by brand image (Yohana, et. al., 2020). Similarly, Keller (2020) mentioned that, from the consumer's viewpoint, brand image is the consumers' perceptions and how they think about the brands, and more satisfied consumers lead to a better corporate image. A brand's image represents consumer associations and brand trust. From a commercial standpoint, brand image has long been acknowledged as a critical idea in advertising and the primary goals are to influence consumers' perceptions and attitudes towards their brands, create a positive brand image in their minds, and encourage actual brand purchases. Long-term positive relationship development for long-term gains may be possible for businesses that maintain a positive business image. Ramadhan and Muthohar (2019) mentioned that, brand image may assist companies in increasing consumer confidence and keeping them over the product's life. As a result of the relationship and trust, consumers who have become attached to the brand's image may remain loyal and support the company. Brand reputation is crucial for creating consumer trust and driving purchases. Negative brand perception may cause consumers to remove themselves from brands, while positive brand perception may influence purchasing decisions (Phatichoti & Nuangjamnong, 2022; Ramadhan & Muthohar., 2019).

### **1.6.2 Brand Perceived Value**

Chuenban et al., (2021); Huang et al., (2020) and Miftahuddin et al., (2022) described brand perceived value as the perceived utility of a brand compared to its costs, as determined by the consumer and based on simultaneous considerations of what is gained and lost in exchange for the benefit. Consumers must view a product's pricing and its benefits as being in balance for them to choose a particular brand (Jin, & Gu

Suh, 2005). In another word, perceived value is the utility that a brand is considered to provide concerning its price, as determined by the consumer, while simultaneously considering both the benefits received and the costs incurred to obtain them. Therefore, the likelihood of repurchasing brand products increases with the level of perceived value attached to them.

Study by Zielke & Dobbelsstein, 2007, indicated that, consumers tend to favour brands that provide better value for their money. Therefore, the greater the perceived value of brands, the higher the likelihood that consumers will purchase products from these brands. Guo and Li (2022) investigate the connection between social commerce characteristics and consumers repurchase intentions using perceived value as a mediating factor. The study found a positive relationship between social commerce elements and perceived value creation, influencing consumers' decision to make a second purchase. According to Odongo and Motari (2020) and Gangwani et al., (2020), the perceived value of a brand product from the consumer perspective is based on the brand price, perceived brand quality and brand image of the product. Consumers are prepared to pay premium rates because the brands are regarded to be of superior quality. Therefore, the likelihood of repurchasing brand products increases with the level of perceived value attached to them. First-timers and repeat consumers are likelier to choose brands with better value. Consumers typically favour brands that provide more value for their money.

In fact, Lassar et al., (1995) indicated that, the value a consumer sees in a product can be understood in terms of its cost, quality, benefits, and social aspects. From a monetary viewpoint, value is created when the consumer pays less, perhaps through

discounts or promotions, for goods. Perceived value is essentially the gap between the maximum price consumers are willing to pay for a product or service and the actual price paid. From a quality standpoint, value is defined as the variance between the price paid for a product and its quality.

Zeithaml (1988) describes consumer-perceived value as the 'consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given' (p.14). In fact, positive perceived value is generated when a high-quality product is purchased for a lower price. Looking at it from a benefit perspective, perceived value is how consumers assess the usefulness of the benefits they receive compared to what they have to give up. (Zeithaml, 1988).

From a social psychology standpoint, value creation hinges on the significance of purchasing specific goods within the buyer's community. In essence, goods that hold particular meanings, like signaling social status or cultural belonging, can enhance the impact on one's social self-concept (Sheth, et al., (1991); Sweeney & Soutar, 2001). Researchers Cronin et al., (2000) and Zeithaml, (1988) narrated that, consumers evaluate both what they gain and what they must give up acquiring goods. However, "sacrifice" here isn't just about the money spent; it also includes non-monetary costs like the effort, negotiation time, and various other expenses involved in the purchase process, such as transaction and search costs.

Similarly, Lassar et al., (1995) found out that, consumers' perceptions and evaluations are influenced by the value and benefits provided by brands, as well as what they must give in return. The decision to choose a brand hinges on the perceived balance between



the product's price and its overall utility. Consequently, consumers are willing to pay higher prices for brands with greater equity.

### **1.6.3 Brand Trust**

Consumer confidence in a brand's capacity to achieve its stated goals is known as brand trust (Miftahuddin et al. 2022). Brand trust occurs when consumers place a high degree of confidence and responsiveness in a brand and the promises it makes do so because they believe in it. Consumers' belief in a brand's ability to deliver its promises and to deliver the products or services it has promised can grow due to conversations with and information provided to them is brand trust (Mandili et. al., 2022). Consumers repurchase a brand because, they believe and rely on the brand can deliver the goods or services it has promised is known as brand trust (Konuk 2020). According to Kotler, (2017), brand trust is the brand's ability to be trusted, which comes from consumer confidence that the product is able to fulfil the promised value and brand intentions based on consumer confidence that the brand is able to prioritize the interests of consumers. It was reported by Huang (2017) that brand trust is the most valuable assets for a business. In the branding literature, the notion of brand trust was based on the view of a brand-consumer relationship. Brand trust was regarded as a replacement for the connection between the business and its consumers (Zehir et al., 2011). Trust could be described as a consumer's belief that one can depend on the firms to give promised products/services (Sahin et al., 2011).

By definition, brand trust is referring to consumer trust that the brand is capable to deliver the promised made by the brand product or business organizations (Rambocas



et al., 2014). In addition, trust can influence consumer decisions to make transactions (Sargih & Sinay, 2014). Trust is formed by previous interactions and past experiences. In the context of purchasing and selling transactions, trust means the awareness and feelings of consumers when using certain services and products. Trust could be formed if the product has suited the expectations and needs of consumers. Consumers who felt satisfied and believed the product would not be easy to move or replace the product with another brand (Konuk 2020).

Brand trust was exhibited as the readiness of consumers to believe in the brand at the risks because of understanding the brand would offer positive results and was an essential predictor of brand loyalty. It was also mentioned that brand trust would lead to brand loyalty over a period of times (Hidayanti et al., 2018). Some researchers and previous empirical studies such as Chinomona et al., (2013), disclosed that brand trust was an antecedent of brand preference and had a positive impact on brand preference. It also proclaimed in the branding literature that when consumers increased trust in the particular brand, repurchasing was possible to happen, pointing to brand preference (Chinomona et al., 2013).

Previous study conducted on purchase intentions revealed that 90% consumers purchased based on the brand that they trust and that brand trusts represent the acceptable brand attributes and quality that 80% influenced consumer purchase decision. There are so many brands that exist in the market and consumer is more comfortable with the brands that they are familiar with (Rambocas et al., 2014). Brand trust at the same time reflects the quality and service delivery that have been proven by the products' brand. According to Rambocas et al., (2014) satisfied consumers will

remain to repeat purchased the same brands to avoid another circle of searching, trial and experiences that may turns positive or vice versa.

#### **1.6.4 Brand Price**

Kotler (2012) describes price as the amount of money charged for a product or service. Consumers obtain a product or service by being exchange with the total amount of price. Some consumers are price sensitive, they will actively be seeking price information and make comparison based on their knowledge or past purchase experience. Among the numerous consumer perceptual variables, the price-related factors appear to be the most common determinants of brand products purchase decisions. Consumer perceptions of prices have a significant influence on purchasing decisions because they represent extrinsic cues and offer one of the most important forms of information available to consumers (Teas, & Agarwal, (2012); Swani, & Yoo, (2010); Sjukun, & Taufik, 2022). According to Loy, et al (2020); Chaerudin, et al (2022) price from the consumers perspective, is one of the most important selection factors during products purchasing. Price is one of the elements that consumers consider when deciding whether to purchase a particular product. A product's price will undoubtedly be in line with the benefits it offers if it has a strong brand image. Therefore, if a product has a positive brand reputation, its pricing will undoubtedly reflect its benefits and high-quality level, influencing consumers to purchase it at a fair price.

Previous researchers such as Hanaysha, (2018); Wen and Aun, (2020) disclosed that there is a positive significant influence of price consciousness and brand image

towards consumers' purchase intention of certain products in the market. Price is an important factor to be considered in the decision-making process purchases made by consumers of a certain product. If a product has a good brand image certainly has a price corresponding to benefits provided by product. Therefore, if a product has a good brand image, the price offered is in accordance with benefits and quality of that products and consumers may decide to buy the product at an appropriate price. Price is among the most important choice criteria for consumers, when purchasing products (Loy et al., 2020; Hanaysha, 2018). Studies conducted by Hanaysha, et al (2022); Chaerudin, et al (2022); Pradana and Wisnu (2021); Wen and Aun (2020) on price, price consciousness, product diversity, attitude, product quality and promotion, the results indicated that prices are proven to have a positive and significant effect on purchasing decisions.

#### **1.6.5 Brand Satisfaction**

Brand satisfaction occurs when consumers are content with their chosen brand and it meets their expectations, based on their evaluation. Consumers are satisfied when a brand performs as expected by its target audience. There are two ways to categorise brand satisfaction: transaction-specific and accumulative. Satisfaction is cumulative and based on the sum of consumer purchases and their interactions with the brand's goods and services (Mandili et al., 2022). In fact researchers such as Chinomona (2013), describes cumulative satisfaction where overall consumer evaluation is based on total purchases and consumer experiences with products or services from the brand and the immediate utilisation experience based on the discrepancy between prior expectations and the actual performance observed after consumption. Brand

satisfaction also was represented as the cumulative satisfaction as the overall consumer evaluation based on the consumer total purchasing and experience with a brand of product/service (Grisaffe & Nguyen, 2011).

Brand satisfaction where consumers make repeat purchases with the brand and tell positive things about the brand to others, conversely, if the consumer is not satisfied with the brand, usually will not use the brand again and will say negative complaints about the brand to others (Erciş et al., 2012). Brand satisfaction has been one of the branding notions that has been widely researched in the marketing literature. Earlier empirical studies revealed that brand satisfaction had a significant influence on brand preference, brand loyalty, and brand trust (Wardani & Gustia, 2017; Chinomona, 2013; Sahin et al., 2011). Satisfaction happens when the performance of a brand meets the expectations of consumer.

## **1.7 Global Halal Industry**

The global halal market has witnessed remarkable growth in the past decades, fuelled by factors such as population growth, increasing disposable incomes among Muslim consumers, and growing awareness regarding halal principles (Izberk-Bilgin & Nakata, 2016; Azam & Abdullahi, 2020). The global halal market was valued at USD 2.1 trillion annually, with projections indicating further expansion in the coming years (Izberk-Bilgin & Nakata, 2016; Abdullah, & Azam, 2020).

The global halal food market has been steadily growing, driven by the increasing Muslim population worldwide and the growing awareness and demand for halal-certified products. The halal food market includes a wide range of products, including

meat, poultry, dairy, processed foods, and beverage. Countries with significant Muslim populations, such as Malaysia, Indonesia, Pakistan, Bangladesh, India, Egypt, Turkey and Iran, have substantial expenditures on halal foods and beverages due to the dietary preferences and religious practices of their population (Izberk-Bilgin & Nakata, 2016). In Western countries with Muslim minorities or significant Muslim immigrant populations, there's also a growing market for halal foods and beverages to cater to the dietary needs of Muslims. Countries like the United States, United Kingdom, Canada, France, and Germany have seen an expansion of halal food options in hypermarkets and supermarkets. The trends and growth of halal food market has been experiencing steady growth, outpacing the growth of the global food market in general. This growth is driven by factors such as the increasing Muslim population, rising disposable incomes in Muslim-majority countries, growing awareness of halal dietary requirements among non-Muslim consumers, and expanding distribution channels for halal products (Izberk-Bilgin & Nakata, 2016; Azam & Abdullahi, 2020). As of 2019, the worldwide spending of Muslims on halal food was around USD 1.26 trillion. This will increase to USD 1.67 trillion by 2025 and the overall consumer spending on all halal products is over USD 2.02 trillion (Azam & Abdullahi, 2020).

Governments across the Asia Pacific region are supporting the growth of the halal food industry due to its economic potential. Countries like Malaysia and Indonesia are leading this effort by providing subsidies, tax incentives, and infrastructure support to attract investments in production and processing. This support not only creates a favourable environment for the halal food industry but also positions these nations as significant players in the global halal food market. The partnership between government support and market forces in the Asia Pacific region is mutually beneficial, driving growth, generating economic opportunities, and solidifying the region's role as a central hub in the halal food market (Azam & Abdullahi, 2020).

According to the Ministry of International Trade and Industry (MITI) (2020), the global halal export value in 2019 by group of seven countries, Asian Pacific Economic Cooperation Council (APEC) was leading with RM26.8 billion, Trans-Pacific Partnership (TPP) with RM12.1 billion, Association of Southeast Asian Nations (ASEAN) with RM11.4 billion, Organization of Islamic Cooperation (OIC) with RM11.3 billion, Commonwealth with RM 8.9 billion, European Union (EU) with RM3.3 billion and the Gulf Cooperation Council (GCC) with RM2.3 billion respectively (Table 1.7).

**Table 1.7: Global Halal Export Value in 2019 by Group of Countries**

<b>Group of Countries</b>	<b>RM (billion)</b>
Asian Pacific Economic Cooperation Council (APEC)	26.8
Trans-Pacific Partnership (TPP)	12.1
Association of Southeast Asian Nations (ASEAN)	11.4
Organization of Islamic Cooperation (OIC)	11.3
Commonwealth	8.9
European Union (EU)	3.3
Gulf Cooperation Council (GCC)	2.3

(Source: MITI, 2020)

According to MITI (2020), Malaysia in 2020 was the leading Muslim market on food and beverages expenditure of USD1173 billion, follow by China with expenditure of USD854 billion, while the United States with expenditure of USD771 billion, Japan expenditure was USD380 billion, India with expenditure of USD341 billion and Russia Muslim foods and beverages expenditure was USD316 billion (Table 1.8).

**Table 1.8: Global Muslim Foods and Beverages Expenditure Compare to Major Countries (2020)**

<b>Market/Country</b>	<b>Expenditure (USD)</b>
Malaysia	1,173 billion
China	854 billion
USA	771 billion
Japan	380 billion
India	341 billion
Russia	316 billion

(Source: MITI, 2020)

Based on the 2018 State of the Global Islamic Economy Report by MITI, global expenditure on halal goods is expected to rise, with a projected compound annual growth rate (CAGR) of 6.2% from 2018 to 2024. Table 1.9 illustrates the anticipated growth in global spending or assets across seven distinct economic sectors during the same period.

**Table 1.9: Global Halal Industries Expenditure in 2018 and Expected Growth in 2024**

Industries	The Amount of Spending (2018) and its Expected Growth in 2024		
	2018 (USD)	2024 (USD)	CAGR
Halal Food	1.37 trillion	1.97 trillion	6.3%
Islamic Finance	2.52 trillion	3.47 trillion (finance assets)	5.5%
Halal Travel	189 billion	274 billion	6.4%
Modest Fashion	283 billion	402 billion	6.0%
Halal Media and Recreation	220 billion	309 billion	5.8%
Halal Pharmaceuticals	92 billion	134 billion	6.5%
Halal Cosmetics	64 billion	95 billion	6.8%

(Source: MITI, 2019)

Non-Muslim countries appear to have recognized the opportunities and growth potential within the halal market and are increasingly investing in this sector of the global economy. For instance, Brazil, Australia, and Singapore were among the top ten countries with the highest Global Islamic Economy Indicator (GIEI) scores in the halal food market for 2017-2018, despite not being predominantly Muslim nations (Izberk-Bilgin, & Nakata, 2016).

Furthermore, the global halal industry is poised for future growth, driven by an anticipated rise in the Muslim population. According to the Pew Research Centre (2009), the global Muslim population is projected to increase by 75.0%, from 1.6 billion in 2010 to 2.8 billion in 2040. This surge in demand for halal products has prompted the industry to diversify its offerings, expanding into various sectors such as

pharmaceuticals, cosmetics, tourism, finance, and fashion. While the primary consumers of halal products are in Muslim-majority countries, some sectors are predominantly driven by Muslim minority countries. For instance, Brazil and Australia are leading exporters of meat and live animals to countries within the Organization of Islamic Cooperation (OIC), with exports totalling USD5.5 billion and USD2.4 billion respectively (Izberk-Bilgin, & Nakata, 2016).

According to the Halal Industry Development Corporation (HDC) (2022) report, the economic impact of the halal industry forecasted to contribute approximately 7.0 % to Malaysia's GDP by the year 2021. Through increased consumer confidence, Malaysia registered a halal export value of RM40.2 billion in 2019, a slight increase as compared to RM40.0 billion in 2018 supported by higher imports from the United States. In 2020, the United States contributed an estimated RM5.0 billion of imports from Malaysia as compared to RM3.7 billion in 2019, displaying a year-on-year increase of 7.7%. According to HDC's statistics and analysis for the year 2018 to 2021 showcases the Asia-Pacific region as a major trading partner with a 67% (RM26.91 billion) share of Malaysian halal imports, followed by Europe at 12.0% (RM4.87 billion) and the United States 10% (RM4.0 billion). The statistics of the top five importers of Malaysian halal products from 2018 to 2021 (Table 1.10) showed that China remains as the biggest importer for Malaysian halal products RM4.69 billion, followed by Singapore RM4.54 billion, the United States of America RM2.58 billion, Japan RM2.35 billion and Indonesia at RM2.06 billion.



**Table 1.10: Top five importers of Malaysian halal products from 2018 to 2021**

Rank	Country	Total Halal Import from Malaysia (RM)
1	China	4.69 billion
2	Singapore	4.54 billion
3	United States	2.58 billion
4	Japan	2.35 billion
5	Indonesia	2.35 billion

(Source: HDC, 2022)

## **1.8 Malaysian Halal Industry**

Malaysian halal industry serves as a cornerstone of the nation's economy and is positioned as a significant player in the global halal market. The report on the national benchmarking of the Global Islamic Economy Indicator (GIEI) for 81 countries ranked Malaysia in the top spot, retaining its position for the 10<sup>th</sup> consecutive year in 2023. Malaysia was followed by Saudi Arabia, Indonesia, and the UAE, with Indonesia moving up to third place in the rankings (Dinar Standard, 2023). This marks its tenth year in a row, when it comes out at the top in four out of six categories, including Halal Food, Islamic Finance, Muslim Friendly Travel, and Pharmaceutical and Cosmetics sectors. Malaysia, recognized as a leading indicator of the Global Islamic Economy (GIE), has a rich history in the halal industry dating back to 1974. With the Halal Industry Master Plan (HIMP) (2008-2020), Malaysia aims to solidify its position as the global hub for halal products (HDC, 2021).

The establishment of the Halal Industry Development Corporation (HDC) in 2006 signifies a bold step toward this goal, with initiatives like the Halal Park. Halal parks are designated zones meant to draw halal focused enterprises, encompassing sectors like food processing, logistics, cosmetics, and pharmaceuticals. These parks commonly provide specialized amenities and services to support such businesses,

including help with halal certification, access to research and development facilities, logistical assistance, and the opportunity to reach global markets. Malaysia features numerous halal parks and zones tailored to the needs of halal industries. Malaysia provides a range of Halal Parks tax incentives to encourage businesses to establish operations in its halal parks and zones. These incentives include Pioneer Status, Investment Tax Allowance (ITA), Customs Duty Exemption, Goods and Services Tax (GST) Relief, and Double Tax Deduction (DTD). These tax incentives, form part of larger investment promotion strategies aimed at boosting economic growth and nurturing the growth of halal industries. These measures are intended to attract investments, drive innovation, and improve competitiveness in the halal sector.

The success of halal parks in Malaysia has been impressive, positioning the country as a global hub for the halal industry. These industrial parks, supported by strong infrastructure and strategic incentives, have attracted significant foreign investments, especially in sectors like food, beverages, and consumer products. By focusing on strengthening local supply chains and ensuring the availability of raw materials, Malaysia has enhanced its competitiveness, minimizing costs for companies operating within the halal framework. Halal parks play an important role in Malaysia's economic strategy, contributing to the country's vision of becoming a global leader in halal products and services. This success is further amplified by major events like the Malaysia International Halal Showcase (MIHAS), which in 2024 generated RM4.3 billion in sales, a 34% increase from the previous year. MIHAS serves as a critical platform for connecting international buyers and local sellers, expanding Malaysia's reach in global markets like the Middle East and North Africa (Naseri and Abdullah, 2022).

One major success of Malaysia's halal parks is their ability to attract halal-certified businesses, both domestic and international (Khalid et al., 2018). The Halal Industry Development Corporation (HDC), responsible for overseeing the development of halal parks, has created a conducive environment for businesses through a range of incentives, including tax exemptions, simplified access to halal certification, and robust logistics infrastructure. These efforts have positioned Malaysia as a global halal hub, attracting major multinational companies like Nestlé and Unilever, as well as local halal-certified brands (Izberk-Bilgin and Nakata, 2016). The development of halal parks is a strategic initiative aligned with Malaysia's Halal Industry Master Plan 2030, which aims to increase the sector's contribution to the national economy.

However, for halal parks to succeed in driving repurchase intentions for halal store-brand products, they must also focus on raising awareness among non-Muslim consumers, both locally and internationally. Consumer awareness and trust in halal products are also key to the success of Malaysia's halal parks (Ambali and Bakar, 2013). These parks are not only responsible for ensuring that halal standards are maintained but also play a significant role in promoting halal products to a broader audience. Marketing and consumer education campaigns that emphasize the universal benefits of halal products, such as safety, quality, and ethical production, could help expand the market for halal store-brand products and increase consumer loyalty across diverse demographics (Izberk-Bilgin and Nakata, 2016). As a result, the inclusivity of halal parks for small and medium enterprises (SMEs) remains a significant challenge that needs to be addressed to ensure broader participation and support for halal store-brand products (Sutriani & Ramli, 2024; Omar, 2013).

Malaysia expects more than RM600 million in investments to flow into its 14 halal industrial parks by 2023, leading to the establishment of 14 Halmas (Halal Park operators) nationwide and the creation of numerous jobs. To sustain this positive momentum, Malaysia must continue to meet market demand through ongoing efforts and enhancements (Malaysian Investment Development Authority, 2023). Table 1.11 displays the summary of Malaysian Halal Industry by Sectors.

**Table 1.11: Summary of Malaysian Halal Industry by Sectors**

Sector	Description
1. Halal Certification and Standards	Malaysia is renowned for its robust system of halal certification, overseen by entities such as the Department of Islamic Development Malaysia (Jabatan Kemajuan Islam Malaysia) (JAKIM) and other accredited bodies. These organizations ensure that products and services adhere to strict halal criteria based on Islamic principles
Halal Food Sector	Malaysia boasts a diverse halal food industry. It is a leading producer and exporter of halal food items, including processed foods, meat, poultry, seafood, snacks, and beverages.
Halal Ingredients and Raw Materials	Malaysia has a well-established supply chain for sourcing halal ingredients and raw materials, ensuring the integrity of halal products. This involves procuring halal-certified components both domestically and internationally, as well as supporting local agricultural and food production practices.
2. Halal Pharmaceuticals and Cosmetics	Malaysia holds a significant presence in the halal pharmaceuticals and cosmetics sectors. Numerous Malaysian companies manufacture halal-certified pharmaceuticals, herbal products, and cosmetics, catering to both domestic and global markets.
Halal Tourism	Malaysia actively markets itself as a halal-friendly tourist destination, offering halal-certified accommodations, and tourist attractions. Its rich cultural heritage and diverse culinary scene make it a magnet for Muslim travellers worldwide
3. Halal Research and Development	Malaysian institutions are engaged in continuous research and development efforts to drive innovation within the halal industry. This includes the creation of new halal products, technologies, and processes, enhancing Malaysia's standing as a frontrunner in the global halal market.
Halal Logistics and Trade	Malaysia has invested significantly in halal logistics infrastructure to facilitate the storage, transportation, and global distribution of halal products. Serving as a pivotal hub for halal trade, the country enables the seamless export of halal goods to international markets.
Government Support and Initiatives	The Malaysian government has implemented various policies and initiatives to bolster the growth of the halal industry. These initiatives encompass financial incentives, infrastructure enhancements, capacity-building programs, and international collaborations aimed at promoting Malaysian halal products and services.

(Source: HDC, 2022)

The Malaysian halal food industry covers a wide range of products, including meat, poultry, seafood, dairy, processed foods, snacks, and beverages. These products are produced, processed, and distributed according to Islamic dietary laws and standards. The Malaysian government has been actively promoting its halal industry through initiatives such as the Malaysia Halal Certification, which aims to certify and standardize halal products for both domestic and international markets. Halal foods constitute a significant portion of the country's food market (HDC, 2022). According to the Ministry of International Trade and Industry (MITI, 2020), food and beverages were top on the list of the most exported products in 2019 with an extensive value of RM22.5 billion. Second on the list were ingredients with a value of RM 12.64 billion. The export values of other exported products such as the cosmetics and personal care products and palm oil derivatives contributed to the values of RM2.95 billion and RM1.26 billion respectively. Whereas, the export value of industrial chemicals was approximately RM0.9 billion and pharmaceuticals products contributed the lowest export value at RM0.4 billion (Table 1.12).

**Table 1.12: Malaysian Halal Export Values in 2019**

<b>Major Halal Exported Products</b>	<b>RM (billion)</b>
Food and Beverages	22.05
Ingredients	12.64
Cosmetics and Personal Care	2.95
Palm Oil Derivatives	1.26
Industrial Chemicals	0.9
Pharmaceuticals	0.4

(Source: MITI, 2020)

The impact of the government's endeavor to promote the halal industry in Malaysia is reflected in both its contribution to the GDP and the value of halal exports. There has been a positive trajectory in the contribution of the halal industry to Malaysia's GDP in recent years. In 2021, the total halal export value was RM 59.46 billion,

contributing 7.4% to countries GDP. The Malaysian Halal Food Industry is expected to grow to USD113.2 billion by 2024 and contributing 8.1% to national GDP. (HDC, 2022). Malaysian government approved the Halal Industry Master Plan (HIMP) in 2008. With the Halal Industry Master Plan (2008-2020), Malaysia aims to solidify its position as the global hub for halal products. The plan is concentrated on three main phases (Table 1.13). According to Ministry of International Trade and Industry (MITI, 2020) the initial phase starts with streamlining the halal certification processes and Malaysia to position itself as a prominent global hub for halal products and services. The second phase focused on bolstering research and development in halal products and forging stronger partnerships with international entities to raise awareness regarding halal principles and standards. The third phase focused on elevating halal standards, enhancing logistical and infrastructural support for halal endeavours, and augment the nation's capacity for halal product manufacturing.

**Table 1.13: Halal Industry Master Plan Phases for Malaysia**

Year	Phase
2008-2010	<p>Phase 1</p> <p>During this period, Malaysia to focus on positioning itself as a prominent global hub for halal products and services, streamline the halal certification processes, enhance infrastructure for halal production, and promote Malaysia as a preferred destination for halal commodities and services. The Halal Industry Development Corporation (HDC) to play a pivotal role in orchestrating these undertaking.</p>
2011-2015	<p>Phase 2</p> <p>Malaysia heightened its efforts to establish itself as a front runner in the global halal industry by bolstering research and development in halal products and forging stronger partnerships with international entities. Domestically and internationally, the government aimed to raise awareness regarding halal principles and standards</p>
2016- 2020	<p>Phase 3</p> <p>During this time frame, Malaysia remained steadfast in its commitment to implementing initiatives to elevate halal standards, enhance logistical and infrastructural support for halal endeavour, and augment the nation's capacity for halal product manufacturing and to promote Malaysia as a halal tourism hotspot and attract investments in the halal sector.</p>

(Source: MITI, 2020)



## 1.9 Halal and Halalan Toyibban Concept

The Halal concept is a component of a Muslim consumer's belief system and moral code that permeates every aspect of Islamic living (Baharuddin et al., 2015; Bakar et al., 2018; Malboobi & Malboobi, 2012). Muslim consumers use caution when making purchases to verify that the goods are Toyyib (good) and Halal (lawful) following their religion (Musa & Jalil, 2012; Baharuddin et al., 2015; Wilson & Liu, 2011). The Arabic word for permissible or legal in the Qur'an is halal. It is the dietary guideline outlined in the Holy Quran concerning food. Unless they are expressly listed as haram (unlawful or prohibited), all foods are halal according to general Quranic instructions. The Al- Quran mentioned;

*"Forbidden unto you (for food) are: carrion, and blood, and swine flesh, and that which hath been dedicated unto any other than Allah, and the strangled, and the dead through beating, and the dead through falling from a height, and that hath been killed by the gorging of horns, and the devoured of wild beasts saving that which ye make lawful and that which hath been immolated to idols, and that ye swear by the divining arrows".*

*"Forbidden to you is anything that dies by itself, and blood and pork, as well as whatever has been consecrated to something besides Allah, and whatever has been strangled, beaten to death, trapped in a pit, gored, and what some beast of prey has begun to eat, unless you give it the final blow; and what has been slaughtered before some idol, or what you divide up in a raffle; (all) that is immoral" <sup>1</sup>. ( Surah Al-Ma'idah;3).*

Also, as a Muslim, consumption of halal products is an obligation, as stated in the Qur'an;

*"And eat the lawful and good food (thayib) from that which has been granted to you and fear Allah and believe in Him"<sup>2</sup> ( <sup>2</sup> Surah Al Maidah 5: 88).*

The words "halal" and "toyyiban," which translate to "clean and wholesome," represent an intolerance for the sanitation, safety, and quality of the food that Muslims consume Fatmawati, (2020). The halal concept encompasses the entire production chain, beginning at the farm and continuing through the origin, processing, and storage of edible goods (Hassan et al., 2015; Nafis, 2019; Musa & Jalil, 2012; Baharuddin et al., 2015; Malboobi & Malboobi, 2012). Through His Messenger, Allah upholds the will of the people (Al-Saadi on Tayseer Al Kareem Al-Rahman fee Tafseer Kalaam Il-Mannan) (Nafis, 2019). This idea has spread beyond religion to include all facets of business and trade, particularly in food products. Halal food sector is no longer merely an industry that complies with religious requirements. It is becoming an economic force in its own right domestically and globally ( Norizah & Backhouse, 2014; Musa & Jalil, 2012).

From the industry's standpoint, this idea refers to the industry's obligation to maintain high standards of cleanliness, hygienic practices, and compliance with safety and quality standards. (Yahaya et al., 2016). The entire product production chain is covered by the halal concept, starting from the farm, origin, processing of edible goods, equipment, and machinery must be cleaned by Islamic law and not stained by contact with non-halal materials (Nafis, 2019; Malboobi & Malboobi, 2012). In reality, *Halal* is a spiritual need of Muslim consumers that plays a vital role in their life by sending them a signal to purchase and consume permissible products (Baharuddin, et.al., 2015; Musa & Jalil, 2012).

As indicated in the Manual Procedure for Malaysia Halal Certification (Third Revision) 2014, halal food must comply with the following conditions:



- a. Does not contain any parts or products of animals that are non-halal by Shariah law.
- b. Any parts or products of animals or permissible animals but was not slaughtered in accordance to Shariah law.
- c. Does not contain najis.
- d. Safe for consumption, non-poisonous, non-intoxicating or non-hazardous to health.
- e. Not prepared processed or manufactured using equipment contaminated with najis according to Shariah law.
- f. Animals not dedicated to someone other than Allah.
- g. Not obtained through illegal means.

Halal and Halalan Toyibban concept are often used in the context of food and beverages, but it extends to various aspects of life, including finance, cosmetics, and personal care products. The concept of halal plays an important and significant role in the lives of Muslims, guiding their dietary choices and consumption habits, while also influencing various aspects of commerce and trade in regions with significant Muslim populations (Musa & Jalil, 2012; Malboobi & Malboobi, 2012). The Halal concept has also grown not only as a multi-billion-dollar industry, it has evolved in sophistication and application of lifestyle choice. The fact of Halal as being what's permissible in Islamic law has now grown to become what many would describe as a clean and ethical lifestyle choice, among Muslims and those of other religions. Halal practices have proven worthy of choice and gained consumer attraction the world over (Mohamed & Daud, 2012; Al-shami, & Abdullah, 2021).

### **1.10 Malaysia Agency on Halal Certification**

The Religious Department of Islamic Development Malaysia (Jabatan Kemajuan Islam Malaysia), (JAKIM) is the government agency in charge of enforcing halal regulations and overseeing the application of halal certificates. The certification of Malaysian halal food, products, and services is issued by JAKIM. The implementation of the Halal Certification System in this regard, entails the issuance of halal certificates and logos for domestic and international markets. It is a reliable halal certification service and is acknowledged nationally and internationally by Muslim and non-Muslim nations. As a result, it is generally agreed that other halal markets welcome Malaysia's halal system and practices (Ismail et al., 2016).

As of October 2024, the Department of Islamic Development Malaysia (JAKIM) has broadened its recognition of foreign halal certification bodies, now recognizing a total of 88 organizations from 49 countries, including China, South Korea, and Japan. These bodies are tasked with providing halal certifications for products intended for the Malaysian market. The recent update introduces five new certifying bodies from Russia, Brazil, Mongolia, and Uruguay. Their responsibility is to ensure that products exported to Malaysia comply with halal standards, contributing to the growth of Malaysia's global halal industry and protecting the authenticity of halal products for Muslim consumers.

Halal logos are the most popular visual representation of Halal Malaysia refers to products and services that have JAKIM certification. The Malaysian halal logo is a registered trademark under the Trademark Act. This emphasizes the government's

commitment to protecting the integrity of halal products and services. Through the halal mark, people may identify halal goods and services. Halal logos are significant for branding and business growth globally. As a result, the success of the company and the identification of halal products depend on the halal logo. Producers and marketers employ the halal certification and emblem to inform and reassure their target consumers that their products are halal and Shariah compatible (Ismail et al., 2016). The authentic JAKIM (Department of Islamic Development Malaysia) Logo, typically consists of a green crescent moon and a five-pointed star enclosed within a green circle. The crescent moon and star are common symbols associated with Islam. The Arabic inscription "JAKIM" may also appear in the logo, usually written in a stylized font within or around the crescent moon and star, presented in (Appendix C). According to HDC (2020) in order to guarantee that all the participants and the processes from one end of the supply chain to another are totally halal, the entire halal supply chain must be regulated with halal standard starting from raw materials to finished goods.

In the context of this study, all the manufactures, the suppliers, the hypermarkets, the supermarkets and all the players involved in the halal store-brand products supply chain must meticulously abide by the halal standards. Normally, the standard identifies the concrete guidelines for the food industry on the handling and production of halal food. The Malaysian Standard (MS) of halal includes the following: a) MS 1500:2019 Halal Food-Production, Preparation, Handling and Storage-General Guidelines (Second revision), b) MS 2565:2014 Halal Packaging-General Guideline, c) MS 1900-2005 Quality Management System Requirement from Islamic Perspective, d) MS 2400-1:2010 *Halal-Toyyiban* Assurance Pipeline-management system requirements for transportation of goods and/or cargo chain services, e) MS 2400-2:2010 *Halalan-*

*Toyyiban* Assurance Pipeline-management system requirements for warehousing and related activities, f) MS 2400-3:2010 *Halal-Toyyiban* Assurance Pipeline management system requirement for retailing. Table 1.14 provides an in-depth breakdown on each halal standard.

**Table 1.14: Malaysian Standards on Halal**

Malaysian Standard (MS)	Description
<b>MS 1500:2019</b> Halal Food-Production, Preparation, Handling and Storage-General Guidelines (Second revision)	A fundamental need for halal food products and food commerce or businesses in Malaysia and practical instructions for the food industry on the handling and production of halal food (including dietary supplements).
<b>MS 2565:2014</b> Halal Packaging-General Guideline	The general rules for handling and producing halal packaging. In Malaysia, it serves as a fundamental prerequisite for halal packaging for halal products.
<b>MS 1900-2005</b> Quality Management System Requirement from Islamic Perspective	A quality management system where an organization Aim to increase customer satisfaction through the effective application of the system, including procedures for continuous system improvement and the assurance of conformity to customer and applicable regulatory requirements. Needs to show that it can consistently provide a product that satisfies a customer and applicable regulatory requirement.
<b>MS 2400-1:2010</b> <i>Halal-Toyyiban</i> Assurance Pipeline-management system requirements for transportation of goods and/or cargo chain services	Guaranteeing the integrity of Halal-Toyyiban items, goods, and/or during warehousing and related operations throughout the full process from reception to delivery.
<b>MS 2400-2:2010</b> <i>Halalan-Toyyiban</i> Assurance Pipeline-management system requirements for warehousing and related activities	Assurance of the halalan-toyyiban integrity of the products, goods, and/or activities associated to warehousing throughout the full process from reception to delivery.
<b>MS 2400-3:2010</b> <i>Halal-Toyyiban</i> Assurance Pipeline management system requirement for retailing (Source: HDC, 2020; JAKIM, 2020)	Assurance of the Halal-Toyyiban integrity of products, goods, and/or goods at retailing stage of the <i>Halal-Toyyiban</i> Assurance Pipeline

The foundation of halal store brand products rests on their certification, which is crucial to verify that they have been endorsed by reputable halal certification bodies. This certification acts as an assurance that the products strictly adhere to Islamic dietary regulations, meticulously excluding any prohibited (haram) components (Khan, & Haleem, (2016); Khan, et al.,2022). Additionally, the production of halal

food must be devoid of impurities (*najis*), contaminants, and harmful microorganisms (Ambali & Baker, 2014). As a result, halal food producers and manufacturers bear a significant responsibility in ensuring that the quality, safety, processing, storage, and delivery of their products comply with Shariah law to maintain the halal integrity of their products (Mohammed et al., 2016). Maintaining halal integrity guarantees that products remain halal throughout the entire supply chain, from producers and manufacturers to suppliers and ultimately to end consumers, ensuring they are free from any intentional or unintentional contamination.

### **1.11 Problem Statement**

In Malaysia, a predominantly Muslim country, the halal retail sector has expanded significantly, with halal store-brand products playing a crucial role in the market. Despite this expansion, there remains a limited understanding of what drives repurchase intention, the likelihood of consumers returning to repurchase the same product after their initial purchase, particularly within the context of halal store-brand products. Repurchase intention is a critical determinant of long-term consumer loyalty and business success, making it essential for both academic researchers and retail managers to understand the factors that influence this behavior. The repurchase intention level of Malaysian consumers of halal store-brand products could be affected by factors such as consumers perception of halal store brand quality. Consumer skepticism, view store brands as lower-quality alternatives to national brands, the likelihood of consumers returning to repurchase the same product after their initial purchase is low. Halal store brands are generally marketed as affordable, but halal certification can pressure retailers to cut costs elsewhere, potentially impacting product

quality or consistency and may lead to consumers not willing to repurchase (Azam and Abdullah, 2020).

Consumers perception on the lack of transparency and traceability of halal store brand products, while some national brands emphasize transparency in sourcing, halal store brands may be less forthcoming about their supply chain, making it harder for consumers to assess ethical standards. Ambiguous ingredient sourcing, some halal store brands may not clearly specify the sources of ingredients or additives, leading to consumers concerns about the presence of non-halal ingredients, this may affect their perception on repurchasing halal store-brand products. Lack of consumer awareness and trust, halal store brand products often lack the same level of recognition and trust as established halal brands, which may make consumers wary of repurchasing them. In addition, lack of strong brand loyalty, consumers may not feel attached to store brands in the same way they do with national brands, the likelihood of consumers returning to repurchase the same product after their initial purchase is low. Consumer experience and satisfaction plays an important role in consumers repurchase intention of halal store-brand products. Providing a seamless and satisfying consumer experience is essential for fostering repurchase intention. It is worthy to mention that hypermarkets and supermarkets should ensure that their halal store brand products meet consumer expectations for quality, authenticity, and trustworthiness.

Despite the growing popularity of halal store-brand products, retailers face difficulties in securing long-term consumer loyalty and encouraging repeat purchases. Addressing this challenge requires a more in-depth understanding of how brand equity dimensions and TPB factors influence repurchase intention. Furthermore, the mediating role of brand associations, particularly in the context of halal store-brand products, remains

under-researched. Understanding how brand image, perceived value, trust, price, and satisfaction interact with brand equity to shape repurchase intentions could offer valuable insights for retailers aiming to build sustainable consumer relationships and strengthen their competitive positioning in the market.

### **1.12 Research Questions**

The research questions of this study are detailed out as follows:

- i. What brand equity dimensions influence Malaysian consumers repurchase intention of halal store-brand products?
- ii. Which brand equity dimensions, have the most significant influence on Malaysian consumers repurchase intention of halal store-brand products?
- iii. What is the mediating effect of brand association through the integration of halal store-brand image, perceived value, trust, price, and satisfaction on Malaysian consumers repurchase intentions for halal store-brand products?
- iv. What is the repurchase intention level of Malaysian consumers of halal store-brand products?

### **1.13 Research Objectives**

The general objective of this study is to investigate the influence of brand equity dimensions on Malaysian consumers repurchase intention of halal store-brand products. The specific objectives of this study are:

- i. To identify the brand equity dimensions (brand awareness, perceived quality, brand loyalty, and brand associations) that influence Malaysian consumers repurchase intentions of halal store-brand products.
- ii. To determine which of the brand equity dimensions (brand awareness, perceived quality, brand loyalty, and brand associations) has the most significant influence on Malaysian consumers repurchase intentions.



- iii. To assess the mediating effect of halal store-brand association through the integration of halal store-brand image, perceived value, trust, price, and satisfaction on Malaysian consumers repurchase intention of halal store-brand products.
- iv. To assess the repurchase intention levels of Malaysian consumers for halal store-brand products and evaluate the influence of attitude, subjective norms, and perceived behavioral control in shaping these intentions.

#### **1.14 Significance of the Study**

In the long term, this study aims to assist marketers in hypermarkets and supermarkets, as well as government officials, in developing innovative strategies and policies. The significance of this study lies in its potential to provide valuable insights for retailers and marketers in the Malaysian halal market. Identifying the key factors that drive repurchase intention, this research can help businesses develop targeted marketing strategies that foster long-term consumer loyalty and improve the brand equity of halal store-brand products. Additionally, the integration of TPB factors provides a novel approach to understanding how social, attitudinal, and control-related factors influence consumer behavior in the halal market. The novelty of this research stems from its unique focus on halal store-brand products, an area that has received limited attention in previous studies, and its comprehensive analysis of the mediating role of TPB factors, offering fresh perspectives on consumer loyalty in the context of halal consumption.

The significance in terms of theoretical contribution is in regard to enhancement of the applied theory. Many researches reveal the importance of consumer-based brand equity (CBBE) as one of the most significant trends in branding and management of commercial organizations. The fundamental tenet of CBBE is how consumers feel,



think, and behave concerning a brand, determines how strong that brand is. A brand must first provoke consumers emotional responses and have the necessary identity and meaning to create consumers resonance. To fill this gap, the present study has strived to understand the CBBE dimensions that influence Malaysian consumers intention to repurchase halal store-brand products from the viewpoint of Aaker's (1991) CBBE Theory and Ajzen' (1991). Theory of Planned Behaviour (TPB). A combination of nine brand equity dimensions, namely halal store-brand awareness, brand perceived quality, brand loyalty, brand association brand image, brand perceived value, brand trust, brand price and brand satisfaction and three TPB variables, namely attitude, perceived behavioural control and subjective norms are included as the main independent variables, repurchase intention as the dependent variable and halal store-brand association as mediatory variable through the integration of halal store-brand image (HSBI), halal store-brand perceived value (HSBPV), halal store-brand trust (HSBT), halal store-brand price (HSBP) and halal store-brand satisfaction (HSBS) in understating Malaysian consumers repurchase intention of halal store-brand products.

Furthermore, this current study strives to contribute to the body of knowledge by furnishing observed evidence that revealed the robustness of these nine brand equity dimensions, the three TPB variables and the mediating effects of five dimensions. In fact, this study adds to literature on brand equity and store branding, particularly the intention to repurchase halal store-brand products. The result of this study can be beneficial for future researchers to use the findings as supporting materials in conducting more research from a Malaysian perspective. In terms of practical contributions, the findings can provide managerial contributions and beneficial insight for companies (hypermarkets and supermarkets) to help facilitate brand development

and improve a specific activity or element in the halal store-brand product system implementation. The companies, (hypermarkets and supermarkets) can decide to add, improve or sustain their management activities by identifying the strengths and weaknesses of their halal store-brand products. Based on strategic decisions, an appropriate action plan can be developed either by maximizing strengths or minimizing weaknesses to improve the overall aspects of their halal store-brand products.

In terms of policy contributions, this study strives to identify the brand equity dimensions that influence Malaysian consumers intention to repurchase halal store-brand products. This study can provide policy contribution by providing valuable data to related agencies such as Department of Standard Malaysia (DSM) through JAKIM. The agency can use the data to identify areas that require improvement to strategize their action towards improving the weak areas. The findings will help policymakers and competent authorities design new policies and develop new ideas to improve policies, laws, regulations, guidelines, and standards in the halal products industry. In addition, the agency (JAKIM) can use the data to inform Malaysian consumers on the halal and Shariah compatible of store-brand products developed by the hypermarkets and supermarkets. In fact, Department of Standard Malaysia (DSM) can use the data to address Malaysian consumers interests and needs concerning their concerns in store-brand products quality and safety status, especially those who purchase and use them.

### **1.15 Scope of the Study**

Malaysia is committed towards developing and promoting its halal industry as clearly indicated in her Third Industrial Master Plan (IMP3) and the Halal Industry Master

Plan (HIMP) launched in 2006 and 2008 respectively (Syed Agil and Nor, 2012). Since 1993, the arrival of hypermarkets and supermarkets in Malaysia has greatly changed the halal retail industry, making it more efficient and productive. Today, business environment has become totally competitive, with increasing importance of brands and numerous competitions between several different brands, and with affords to achieve higher contribution to markets, hypermarkets and supermarkets have initiated to build their own halal store brands products. Therefore, a very good understanding of the driving mechanism behind the factors that influence consumers' intention to repurchase halal store brands products is among the most important issues that needs to be properly addressed by any proactive hypermarkets and supermarkets business owners or managers.

The Halal Industry Development Corporation (HDC) emphasizes the necessity of regulating the entire halal supply chain to ensure that every stage adheres strictly to halal standards, from the initial raw materials to the final products. In the context of this study, all the manufactures, the suppliers, the hypermarkets, the supermarkets and all the players involved in the halal store-brand products supply chain must meticulously abide by the halal standards. Normally, the standard identifies the concrete guidelines for the food industry on the handling and production of halal food.

This study aimed to investigate the influence of brand equity dimensions on Malaysian consumers repurchase intention of halal store-brand products within the Klang Valley districts of Selangor, such as Selangor district of Petaling, district of Klang, district of Gombak, district of Hulu Langat, district of Sepang and district of Kuala Langa including the Federal Territory of Putrajaya, and Federal Territory of Kuala Lumpur

through a quantitative research approach utilizing survey questionnaires. The target population includes Malaysian consumers with experience purchasing halal store-brand products, ensuring representation across diverse demographic backgrounds.

This study adopts Aaker's (1991) consumer-based brand equity (CBBE) Theory and Ajzen' (1991) Theory of Planned Behaviour (TPB). The study explored the dimensions of brand equity, a combination of nine CBBE dimensions, namely brand awareness, brand perceived quality, brand loyalty, brand association, brand image, brand perceived value, brand trust, brand price and brand satisfaction and three TPB variables, namely attitude, perceived behavioral control, subjective norms are included as the main independent variables and repurchase intention as dependent variable with the mediating effects of brand association through the integration of brand image, brand perceived value, brand trust, brand price and brand satisfaction are tested in understating Malaysian consumers repurchase intention of halal store-brand products. Advanced statistical analysis techniques, such as regression analysis and structural equation modelling (SEM PLS) are employed to analyse the data.

#### **1.16 Operational Definition of Key Terms**

The aim of the provided definitions for key terms was to establish a uniform comprehension of the primary concept under study.

##### **A. Halal Brand**

A halal brand is a product that complies with Islamic principles, focusing on halal-approved ingredients and production processes. These brands generally have the halal

logo certified by Department of Islamic Development Malaysia (JAKIM) (Ismail et al., 2016; Aziz, & Chok, 2013).

### **B. Halal Store-brand**

Shariah compliant products available in recognized hypermarkets and supermarkets stores such as Giants, Tesco (Lotus), Aeon Big, and Mydin that have the halal logo certified by Department of Islamic Development Malaysia (JAKIM) (Ismail et al., 2016; Aziz, & Chok, 2013).

### **C. Halal Satisfaction**

The sense of fulfillment or positive experience that Muslim consumers feel when products, services, or experiences align with Islamic law (Sharia). Meeting halal satisfaction can foster brand loyalty and strengthen relationships with Muslim consumers, as they see the brand as respectful of their beliefs and values (Surya and Kurniawan 2021; Che Nawi et al., 2019).

### **D. Intention**

Intention is referred as the driving factor behind consumer motivation and behavior influence (Ajzen, 2015). Boon et al., (2018), stated that intention is how consumers are willing to work very hard and make many efforts to carry out a specific activity and how the strength of an individual's intention affects their likelihood of doing so. There is a greater likelihood that a given conduct will be carried out when the intention to do so is firm (Mulatsih & Kusumawardhani, 2020).

### **E. Repurchase Intention**

Repurchase intention is the likelihood or willingness of a consumer to purchase a product or service again in the future. It serves as an important measure of consumer loyalty and satisfaction. The intention to repurchase is the willingness to purchase the store-brands as well as consumers' likelihood to make future purchases and repurchases of store-brand products (Wijaksono & Ali, 2019).

### **F. Brand Association**

According to Aaker (1996), brand association is the set of attributes, qualities, and ideas that consumers mentally link to a particular brand. It includes both positive and negative connections a consumer may have based on past experiences, perceptions, and impressions. From a branding standpoint, these associations are vital as they shape a brand's identity, influence consumer perceptions, and can affect consumer loyalty. These associations help consumers understand what the brand represents and make decisions aligned with their personal identity and values.

### **G. Brand Awareness**

Brand awareness is described as when a consumer can recall or recognize that a specific brand is a member of a particular product category (Azzari & Pelissari, 2020; Aaker 1996). Brand awareness have been proven to be impacted by brand equity and repurchase intention. Brand equity increases with brand awareness, which impacts consumers' decision to repurchase the brand. (Isa et al., 2024; Vazifehdoost & Negahdari 2018; Aaker, 1996).

## **H. Brand Perceived Quality**

Perceived quality is described as the consumer's sense of the overall quality or superiority of a product or service concerning its intended purpose, relative to alternatives (Aquino et al., 2021). Consumers compare the perceived quality of alternatives to the costs of goods in the same category because perceived quality is an important factor in their decision-making. Consumers' perception of the product's quality, attributes, and performance is the indicator of brand quality. Consumers are continuously looking for high-quality brands, increasing brand loyalty and encouraging repeat purchases.

## **I. Brand Loyalty**

Brand loyalty is a fervent desire to repeatedly purchase or use a preferred good or service in the future (Vazifehdoost and Negahdari, 2018). Consumers who are brand loyal rely on their past purchases and confidently make new purchases without considering the brand. Brand loyalty is the bond a consumer has to a brand. Consumer loyalty is a strong desire to continue purchasing a product or service in the future despite any other marketing initiatives that aim to change consumers' intentions. Brand loyalty is a condition which shows how probable a consumer will switch to another brand, especially when that brand changes, either in price or in product attributes (Jamshidi & Rousta, 2021).

## **J. Brand Perceived Value**

Perceived value, according to Chuenban et al, (2021); and Huang et al, (2020) is the perceived utility of a brand compared to its costs, as determined by the consumer and

based on simultaneous considerations of what is gained and lost in exchange for the benefit. Perceived value is the perceived quality compared to the price, or the total benefits compared to the total costs as seen by consumers (Jin & Suh, 2005). Therefore, perceived value reflects consumers relative assessment of the quality against the price of a product or service (Richarson et al., 1996).

#### **K. Brand Image**

According to (Aaker 1996), a brand's image is a set of brand associations that are anything linked in memory to a brand, usually in some meaningful way, how consumers perceive a brand based on the associations with its name and as well as the beliefs, thoughts, and impressions that consumers hold regarding the brand. Brand image is a set of beliefs held by the consumers about a particular brand. From the consumer's viewpoint, brand image is the consumers' perceptions and how they think about the brands, and more satisfied consumers lead to a better corporate image and products from businesses with positive brand reputations among consumers are more well-known to consumers (Keller, 2020). Store brand image is the perception of consumers regarding the store-brand based on the associations they have in their memories about the store-brand (Wayne & Balabanis, 2021).

#### **L. Brand Satisfaction**

Brand satisfaction is when the consumers appear content with the brand they have selected, and the brand fulfils their expectations. Consumers are satisfied when a brand performs as expected. Brand satisfaction is categorised by preference and accumulative. Brand happiness is an important prerequisite for brand preference and



brand pleasure significantly influenced brand preference. Satisfaction is cumulative based on the sum and overall assessment of consumer purchases and their interactions with various brand's goods and services (Paramananda and Sukaatmadja, 2018). Store-brand Satisfaction is consumers' preference towards store-brand in terms of how it meets and surpass consumers' expectations and leads to telling others about the brand (Mandili et al., 2022).

#### **M. Brand Trust**

Konuk, (2020) described brand trust as consumers who believe and rely on a brand to deliver the goods or services it has promised. Consumers who place a high degree of confidence and responsiveness in a brand and the promises it makes do so because they believe in it as while the brand's capacity to achieve its stated goals is known as brand trust. Djan & Adawiyah, (2020) stated that, the concept of brand trust refers to the willingness of the average consumer to rely on the ability of the brand to perform its stated function. Sun, et. al., (2022), concluded that, consumer confidence in a product's ability to deliver on its promises of value and a brand's ability to put consumers' needs first lead to brand trust. Consumers purchase intention of store-brand products is impacted by brand trust (Hosseini & Norouzi, (2017).

#### **N. Brand Price**

Price is the amount of money expected, required, or given in payment for products (Chaerudin et al., 2022). For consumers, pricing is one of the most important selection factors during products purchasing. Price is one of the elements that consumers consider when deciding whether to purchase a particular product. A product's price

will undoubtedly be in line with the benefits it offers if it has a strong brand image. Therefore, if a product has a positive brand reputation, its pricing will undoubtedly reflect its benefits and high-quality level, influencing consumers to purchase it at a fair price (Suhud et al., 2022). Prices had a positive and enormous impact on consumers' purchase intentions, and price has a considerable impact on purchasing intentions of store-brand products (Suhud et al., 2022; Ramadhan & Muthohar, 2019; Dharamdasani & Sharma, 2018).

### **1.17 Organization of the Thesis**

This thesis comprises of five chapters. The first chapter deliberates in detail the background of the study, problem statement, research questions, research objectives, the significance of the study, and the scope of the study. The second chapter provides an in-depth analysis of the relevant literature concerning various aspects of brand equity, including brand awareness, perceived quality, loyalty, association, image, perceived value, trust, price, and satisfaction. The study incorporates two key theories, Consumer-Based Brand Equity Theory (CBBE) and the Theory of Planned Behaviour (TPB), to develop its conceptual framework and research hypotheses. The third chapter outlines the research methodology, including research design, sampling procedures, research instrument, data collection, and statistical analysis. The fourth chapter presents the results of the statistical analyses and discusses them. Lastly, the fifth chapter summarizes the findings, discusses implications, provides recommendations for future research, discusses limitations, and concludes the study.

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