

A moderating role of halal brand awareness to purchase decision making

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| Abstract | <p>a:12:{i:0;s:7:"Purpose";i:1;s:351:"The purpose of this study is to determine the relationship between product knowledge and product involvement with purchase decision-making. In addition, this study also determines the role of halal brand awareness as a moderating variable in influencing the relationship between product knowledge and product involvement with purchase decision-making.";i:2;s:27:"Design/methodology/approach";i:3;s:418:"Five major cities in Indonesia were chosen as study locations because they are student cities, and also cities with more population and more famous in Indonesia, so the sample is more heterogeneous. A total of 500 questionnaires were distributed using a convenience sampling method with an effective rate of 93%. Hypotheses are tested by structural equation modeling procedures using analysis of moment structure 22.0.";i:4;s:8:"Findings";i:5;s:301:"The empirical results suggest that product knowledge and product involvement have a positive and significant effect on consumer purchase decision-making; halal brand awareness is a moderating variable in the relationship between product knowledge and product involvement with purchase decision-making.";i:6;s:33:"Research limitations/implications";i:7;s:734:"This study adopts convenience sampling with the sampling area restricted in five cities, so it may not be suitable to be concluded as a consumer in general. This study only conducts research on halal food products in general. Future research may choose to use one brand of halal food product or compare several other halal food product brands. The results of the study support that the heterogeneity of respondents (age, education, gender and religion) has always been an important component in the study of consumption behavior. So that future research can examine the effect of different characteristics of respondents on the relationship between product knowledge, product involvement, halal brand awareness and purchase decisions.";i:8;s:22:"Practical implications";i:9;s:498:"The findings have significant implications that can help producers to develop strategies suitable for halal brand awareness and heighten the decision to purchase halal products by consumers in both Muslim and non-Muslim countries. So that the branding of halal products can enable businesses to access new markets for non-Muslim consumers in both Muslim and non-Muslim countries, so as to increase producer profitability by selling products at higher prices thereby providing higher profit margins.";i:10;s:17:"Originality/value";i:11;s:233:"In accordance with the author's knowledge, this study is the first study to examine the moderator role of halal brand awareness variables in the relationship of product knowledge and product involvement with purchase decision-making.";}</p> |
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