

A STUDY ON BRAND EQUITY TOWARDS PURCHASING INTENTION OF HALAL PRODUCTS AMONG YOUNG ADULTS

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Article history

Received date : 15-3-2023
Revised date : 20-3-2023
Accepted date : 1-7-2023
Published date : 20-7-2023

To cite this document:

Harun, N. H., Mohamed Pesri, N. A., Mohd Ashmir Wong, M. S., Mamat, N., Moidin, S., & Borhan, F. P. (2023). A Study On Brand Equity Towards Purchasing Intention Of Halal Products Among Young Adults. *Journal of Islamic, Social, Economics and Development (JISED)*, 8 (54), 51 - 60.

Abstract: *The branding aspect is very important for every business's succession whether it consists of products or services. This is because a brand is like a name that will give a life for every product to keep striving and maintaining in the market with the other competitors especially from a different brand but marketing of the same products. The purchasing intention of people on every product influenced mostly by the brand of the products. Moreover, under the branding aspect there are varieties of brand equity that could become the influential factors in purchasing intention for people. The respondents involved in this survey was young adults as they are mostly become the target consumers by the marketers for their product market. This research aims to investigate three of the brand equity including brand personality, brand preference and brand loyalty to see how those brand aspects influenced the purchasing intention of halal products among the young adults. This research used a set of semi-structured questionnaires and have been actively involved with 225 respondents from Academy of Contemporary Islamic Studies UiTM Shah Alam. All data that has been collected were analyzed by using a tool of analysis namely SPSS version 21. From the result, it seems that all variable in this research which are brand personality, brand preference and brand loyalty have the positive relationship towards the purchase intention of halal products.*

Keywords: *Brand, Product, Purchase Intention, Young Adult*

Introduction

Brand and product definitions should not be confused. Products and brands are two distinct entities that operate independently yet require one another to be accepted by consumers. Products are the goods, wares, concepts, or services created and marketed by the corresponding departments inside a business. Meanwhile, a brand is a thing like a name, a logo, or a symbol that a company uses to make its products instantly recognisable to customers (Terms Compared, 2019). For instance, the logos of Nike, Coca-Cola, Mercedes, and other brands were provided to customers so they could quickly recognise the brand name merely by looking at the emblem. If the goods are branded, it is more advantageous.

Any company or organisation can succeed in building a brand name for its products by focusing on various brand equity factors. However, brand personality, brand choice, and brand loyalty should be the key points of attention. Every product and service business needs a strong sense of brand personality. Every company's brand is given vitality, which provides the brand with a life of its own. Nowadays, people are busy and more direct in their decisions about the things they need and want in today's world. Customers would browse past items and services if their branding failed to reflect their personality. Because a brand offers its customers something known as brand value, it is impossible to reproduce and challenging to remake, and it may take many years for consumers to develop a sense of devotion to a brand (Subarashi, 2018). In addition, it has become difficult for businesses and marketers to retain and attract devoted customers in a digital and borderless business world where various companies and brands are readily accessible to consumers (Shariff et al., 2022).

Brand equity is a crucial component of any successful brand that is a "necessity" for every company or individual working in the industry. According to Shariq (2018), brand equity and marketing strategy are related since a strong marketing strategy can assist a small brand to grow into a major one. To differentiate their brand from competitors, marketers must generate a distinct brand personality (Zainudin et al., 2019). Another related component in brand equity is brand preference and brand loyalty. The increasing level of industry competition will make it difficult for businesses to stay in the market; therefore, brand personality will give marketers ideas for new competitive methods. In addition, Ahmad (2015) proposed halal brand personality attributes based on Malaysia's halal and toyyib concept to develop and manage the halal brand as a valuable corporate asset.

Purchase intention can be defined as a plan or desire to purchase some products or services in the future. According to a study by Aiyun et al. (2018), purchase intention is linked with customer satisfaction. This is because purchase intention is responsible if a product or service meets a customer's expectation and needs for them to explore their assessment of products and services further.

Hence, this research investigated the relationship between brand personality, brand preference and brand loyalty towards the purchasing intention of halal products among young adults. Young adults were chosen as the sample for this research because they are the largest population in Malaysia. Thus, the purchasing power is currently dominated by them.

Method

Research population and data collection

The study was conducted in the Academy of Contemporary Islamic Studies (ACIS) at Universiti Teknologi MARA (UiTM) Shah Alam, Selangor. A total of 225 young adults participated and data were collected through questionnaires.

Questionnaire design

The questionnaire that consisted of three parts was developed based on comprehensive brand equity literature reviews. Questionnaires were modified and tested for suitability through the Cronbach alpha test, with reliability coefficient of 0.70 (Santos, 1999).

Part A was used to collect data on respondents' genders, ages, marital statuses, levels of education, the background of their side income, and lastly, their rough information on shopping habits for halal products. Part B included questions that tested respondents on brand personality and halal product purchasing intention (6 items), brand preference and halal product purchasing intention (6 items) and brand loyalty and halal product purchasing intention (6 items). The items for Part B were rated on a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) were assigned for positive items and vice versa points for items that were in negative form.

Statistical analysis

The statistical data analysis was performed using the SPSS software for Windows, version 21.0. The socio-demographic characteristics of respondents and their scores respective to knowledge, attitudes and practices were summarized using descriptive statistics, while the relationship of brand preferences, brand loyalty and brand equity to purchasing intention were analysed using regression analysis.

Result and Discussion

Demographic characteristics of respondents

The socio-demographic characteristics of 225 respondents are summarized in Table 1. The respondents are 69 males (30.7%) and 156 females (69.3%). Most of the age is 21-23, with 182 responses (80.9%). The second highest is between 24-26 years old with 32 responses (14.2%). The lowest is the age between 18 and 20, with 11 responses (4.9%). All respondents involved were degree students, with 98.2% single, and only 1.8% being married. In this research, 36.4% are working part-time meanwhile another 63.6% were not working. Most students that involved with working part time are participated actively in online business (25.8%) and followed by food e-Hailing (3.6%). Meanwhile the other remaining students were doing their part time jobs in several areas and scope such as sale assistant, home tutor, trader, waiter, salesman, retailing, food premise, cashier, security, enumerator, gardener, teacher and content marketer. In addition, the monthly income of the students that doing part time mostly below RM500 (24.9%) followed by 8.9% for RM 501-1000 and 1.8% respectively for both RM1001-RM2000 and RM >2000. Meanwhile, unworking respondent (62.7%) chose not related due to no monthly income.

Table 1: Demographic characteristics of the respondents (n = 225).

Demographic Information		Frequency (f)	Percentage (%)
Gender	Male	69	30.7
	Female	156	69.3
Age	18-20	11	4.9
	21-23	182	80.9
	24-26	32	14.2
	27-29	-	-
Marital status	Single	221	98.2
	Married	4	1.8
Education level	SPM	-	-
	STPM	-	-
	Diploma	-	-
	Degree	225	100
Working background	Yes	35	15.6
	No	190	84.4
Working Part-time	Yes	82	36.4
	No	143	63.6
Types of part-time job	E-hailing (Grab driver)	1	0.4
	Food E-hailing	8	3.6
	Online Business	58	25.8
	F&B	1	0.4
	Sale assistant	1	0.4
	Home tutor	1	0.4
	Trader	1	0.4
	Waiter	1	0.4
	Salesgirl	1	0.4
	Retailing	1	0.4
	Food premise	1	0.4
	Secretary perfume	1	0.4
	Cashier	1	0.4
	Security	1	0.4
	Pembanci	1	0.4
	Gardening	1	0.4
	Food stall	1	0.4
Kerja Kampung	1	0.4	
Teaching	1	0.4	
Content marketer	1	0.4	
Not related	141	62.7	
Monthly income	RM <500	56	24.9
	RM 501-1000	20	8.9
	RM 1001-2000	4	1.8
	RM >2000	4	1.8
	Not related	141	62.7
Types of halal product	Food and beverages	220	97.8
	Skincare products	141	62.7
	Pharmaceutical products	92	40.9
	Beauty products	45	20.0
	Perfumes and oils	83	36.9

Shopping frequency	Very frequently	116	51.6
	Frequently	77	34.2
	Occasionally	27	12.0
	Rarely	3	1.3
	Very rarely	2	0.9
	Never	0	0
Shopping platform	Online purchase	162	72.0
	Shopping mall	153	68.0
	Grocery store	154	68.4
	Drug store	97	43.1

Source: Author (2021)

Table 1 also shows the types of halal products that purchased mainly by the respondents firstly is food and beverages (97.8%), secondly skincare products (62.7%), thirdly pharmaceutical products (40.9%) fourth, perfumes and oils (36.9%) and lastly, beauty products (20%). From the survey result, we could also identify that the frequency of the respondents in purchasing halal products is very frequent, which is four times per week (51.6%). Meanwhile, the other 34.2% chose frequently, which is two times per week, 12% is occasionally purchased halal products which is three times in two months, 1.3% of the respondents were rarely (once in two months) meanwhile the last 2 people (0.9%) chose very rarely which is once a month. Lastly, for shopping platform, mostly the respondents chose purchasing halal products through online platform (72%) rather than offline platform such as shopping mall (68%), grocery store (68.4%) and drug store (43.1%).

Descriptive statistic results

There are six items for every three parts in this section. Table 2, 3, 4 and 5 shows the descriptive analysis of the respondents in this research by using the value of frequency (f), mean and standard deviation. In addition, all means score are shown in a Likert scale with point 1 until point 5. Table 2 shows the descriptive analysis result for brand personality towards purchase intention among young adults.

Table 2: Brand Personality towards Purchase Intention among Young Adults

Item	Frequency (f)					Mean	SD
	1	2	3	4	5		
1 I prefer to follow the religious command when buying halal products	4	0	11	64	146	4.55	0.75
2 I prefer to choose brand products that could enhance my external and internal appearance when buying halal products	3	4	24	87	107	4.30	0.83
3 I prefer to pick a brand product that can give a comfortable personality when buying the halal products	2	3	22	86	112	4.35	0.78
4 I prefer to follow the family's culture in a brand product when purchasing halal products	4	20	47	84	70	3.87	1.01
5 I prefer to buy product brand that highlight the personality traits of halal products	4	5	25	102	89	4.19	0.85
6 I consider the five main brand personality such as sincerity, excitement, competence,	2	6	55	75	87	4.06	0.90

sophistication and ruggedness in purchasing
every halal product

Note: 1=Very disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Very agree

The above table shows the items on brand personality and purchase intention of halal products among young adults. In the table, the item ‘prefers to follow the religious command when buying halal products’ is the highest value as it has the highest mean value 4.55 followed by next item which is ‘prefer to pick a brand product that give a comfortable personality’ with the mean value is 4.35. Next, item three which is ‘brand product that can enhance external and internal appearance’ has the mean value 4.30 and item ‘product brand that highlight the halal personality traits’ obtained mean value 4.19. The second last item is ‘considering five main brand personality such as sincerity, excitement, competence, sophistication, and ruggedness’ with mean value 4.06 and lastly item ‘prefer to follow the family’s culture’ is the last item with mean value 3.87.

From the table, we can identify that mostly respondents picked was following religious command when purchasing halal products rather than follow their family’s culture on the purchasing intention. This is supported by Bukhari et al. (2020), the element of religiosity affected the purchase intention of Muslims. People tend to follow the Islamic guideline in purchasing but reluctant to follow family’s culture due to personality that everyone owns towards the brand of halal products.

Table 3: Brand Preference towards Purchase Intention of Halal Products among Young Adults

Item	Frequency (f)					Mean	SD
	1	2	3	4	5		
1 I prefer to choose branded products when buying halal products	9	24	91	60	41	3.44	1.03
2 I did not mind of expensive brand when purchasing halal products	3	16	67	82	57	3.77	0.95
3 I prefer to buy product with high quality brand when purchasing halal products	5	6	53	86	75	3.98	0.94
4 I prefer a reliable brand product when purchasing halal products	3	5	39	89	89	4.14	0.87
5 I prefer brand products that focuses on its function rather than mere external beauty when purchasing halal products	3	8	39	90	85	4.09	0.90
6 I prefer to purchase brand product from famous company when purchasing halal products	6	20	80	74	45	3.59	0.99

Note: 1=Very disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Very agree

The table above shows the items on brand preference and purchase intention of halal products among the young adults. In the table, item ‘prefer a reliable product brand when purchasing halal products’ as the highest mean value 4.14 followed by the second item ‘prefer product brand that focuses on its function more than the mere external beauty’ with mean value 4.09.

Next, item ‘prefer to buy high quality brand’ obtained mean value 3.98 is the third highest value, meanwhile item ‘did not mind of expensive brand’ with mean value 3.77 is followed behind. The second last is the item ‘prefer to purchase brand product from famous company’ with mean value 3.59 and lastly is the item ‘prefer to choose branded products’ with the mean value 3.44.

Thus, from the table we can discover the preference of respondents on purchasing halal products is a reliable product rather than they preferred with the branded products. A study by Razak et al. (2016), quality on a product could enhance customer’s satisfaction. In a brand preference, people tend to choose products that they can rely on and also trust the product functions without any preference towards branded products.

Table 4: Brand Loyalty towards Purchase Intention of Halal Products among the Young Adults

Item	Frequency (f)					Mean	SD
	1	2	3	4	5		
1 I only repeat purchasing product of the same brand when purchasing halal products	3	8	49	103	62	3.95	0.87
2 I intend to buy other products under the same brand when purchasing halal products	3	11	62	93	56	3.84	0.90
3 I only trust the brand from halal products when purchasing them	2	5	35	94	89	4.17	0.83
4 I keep loyal with particular brand that is satisfying me when purchasing halal products	4	1	47	94	79	4.08	0.86
5 I will continue to be a loyal customer when purchasing halal products	3	3	47	88	84	4.10	0.87
6 I consider the same brand as my first choice every purchasing halal product	4	8	61	89	63	3.89	0.92

Note: 1=Very disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Very agree

The table above shows the items on brand loyalty and purchase intention of halal products among the young adults. In the table, the item ‘only trust of brand from halal products’ is the highest mean value with 4.17, second highest mean value is ‘continuing to be a loyal customer when purchasing halal products’ with 4.10 and followed closely with the item ‘keep loyal with particular brand that is satisfying oneself’ with mean value is 4.08. Then, the item ‘only repeats product of the same brand’ obtained mean value 3.95. The second last highest item is ‘consider the same brand as the first choice’ with mean value 3.89 and last item is ‘intended to buy other products under the same brand when purchasing halal products’ with mean value 3.84.

Thus, from the table 4, we can conclude that majority of the respondents chose only trusted products from halal brand rather than purchasing other products under the same brand. A study by Ali et al (2017), brand trust is one of the positives influenced towards purchase intention of customer’s brand. It can be understood that respondents will always trust the products from halal brand meanwhile they picked purchasing other products under the same brand as the least value due to the varieties of halal products that they could choose from rather than just picked the products from the same brand.

Table 5: Respondents Perception on Brand Personality, Brand Preference and Brand Loyalty towards Purchase Intention of Halal Products among Young Adults

Item	Frequency (<i>f</i>)					Mean	SD
	1	2	3	4	5		
1 I consider other people recommendation before purchasing halal products	4	6	47	97	71	4.00	0.89
2 I will normally influence others to buy halal products	5	2	44	92	82	4.08	0.89
3 I am able to recall products under the same brand name when purchasing halal products	2	5	43	108	67	4.04	0.81
4 Brand product that aligns with Islamic value and belief could influenced the purchasing of halal products	3	1	27	102	92	4.24	0.78
5 Halal logo attached on the products mostly influenced my purchasing intention to buy the halal products	4	1	18	77	125	4.41	0.80
6 Prioritizing halal products above other products become the main determinant for purchasing intention	4	1	20	75	125	4.40	0.81

Note: 1=Very disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Very agree

The table above shows the items on respondents' perception on purchasing intention of halal products among the young adults. In the table, item with the highest mean value is 'halal logo attached on products are mostly influenced the purchasing intention of halal product' with 4.41 and followed closely with the item 'prioritizing halal products above other products become the main determinant for purchasing intention' with mean value with 4.40. In the third place, item 'brand product that aligns with Islamic value and belief could influenced the purchasing intention' obtained the mean value 4.24 meanwhile item 'will normally influence others to buy halal products' obtained mean value 4.08. For the second last place is the item 'able to recall products under the same brand name' with the mean value 4.04 and at the last place is the item 'will consider other people recommendation before purchasing halal products' with value 4.00.

Thus, from the table above we can identify that halal logo attached on products could influenced the brand equity towards halal products meanwhile the least mean value is considering the other people recommendation before purchasing halal products. This is because according to Zuhudi & Dolah (2017), majority of the respondents checked on halal logo before making a purchase. This shows on how important halal logo is on the purchase intention.

Relationship of brand personality towards the purchasing intention of halal products among the young adults

The correlation analysis is done to measure the strength of the relationship between two variables. There are three relations in this study that were investigated. First is the relationship between brand personality and purchase intention of halal products, second is the relationship between brand preference and purchase intention of halal products, and lastly the relationship between brand loyalty and purchase intention of halal products. The Pearson coefficient correlation mostly used with value *r* is the range between -1 and 1. If the *r* value is 0 thus there is no relationship between those variables meanwhile *r* value that closer to 1 is better. Positive

value means there is a positive relationship and negative value (-) shows the negative relationship between the variables.

Table 6: Result of Correlation Analysis

Variable	Brand Personality	Brand Preference	Brand Loyalty	Purchasing Intention
Brand Personality	1.000	0.598**	0.612**	0.691**
Brand Preference	0.598**	1.000	0.572**	0.596**
Brand Loyalty	0.612**	0.572**	1.000	0.700**
Purchasing Intention	0.691**	0.596**	0.700**	1.000

***. Correlation is significant at the 0.01 level (2-tailed).*

The table 6 above shows the correlation result. The result shows that brand loyalty and purchase intention of halal products have the highest value which is 0.700 followed by brand personality with 0.691 and lastly brand preference with 0.596. From here, we can already observe that all the variables have a positive value due to all positive number in the table.

In addition, in a Pearson correlation, the analysis continues to observe the analysis on the interpretation of correlation coefficient. According to Schober et al. (2018) stated the correlation coefficient has several interpretations. Firstly, if the value is between 0.00-0.10 is negligible correlation, 0.10-0.39 is weak correlation, 0.40-0.69 is moderate correlation, 0.70-0.89 is strong correlation and lastly if the value is between 0.90-1.00 is very strong correlation.

Thus, from the above table shows, the relationship between independent variable brand personality and brand preference with the dependent variable purchase intention of halal products shared the same result which are both has moderate correlation. Meanwhile, relationship between variable brand loyalty towards variable purchase intention of halal products is found to have a strong correlation.

Conclusion

There are many research on purchase intention that focuses on products in general. However, this study focused on the halal product as nowadays, halal products is increasing day by day locally and globally. As we can see, nowadays, non-Muslim country also tends to produce and market halal products for their gain. In addition, this study aims for the young adults consisting of students from faculties the Academy Contemporary of Islamic Studies in UiTM Shah Alam to identify their pattern of purchase intention of halal products. This is because their age at this point is when they already have their own finances; if not, maybe they could be able to think on becoming wiser in their spending. The survey result stated that all brand personality, brand preference and brand loyalty have a significant positive relationship and the most influential factor on the purchase intention of halal products among young adults is brand loyalty. In future research, the researcher shall widely spread the survey towards the other student from the other faculties. This is to assist the researcher in gaining various answers and opinions. This is because different kind of background studies will lead to different types of understanding and knowledge thus, the scope of the idea could be expanded.

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