

## **Attributes in halal standard: What is in the mind of consumers?**

### **Abstract**

As they strive for halal consumption, Muslim consumers may need to segregate certain store images and react positively to the one that congruent to what they believe in (halal images). In this study, common store images that yield such encouraging outcomes remain a relevant subject to be further discussed. In other words, halal images are expected to play important parts in supporting consumers to meet their daily halal intake. Several images, which are assumed to form up individual's halal standard, are introduced as main part of the study. The result disclosed that respondents' understanding toward belief in halal principle and retail halal images are found to be significantly associated. This paper, however, means to path the way for more comprehensive research on halal retailing.