

## **Does Halal image strengthen consumer intention to patronize Halal stores?: Some insights from Malaysia**

### **Abstract**

Purpose – The purpose of this study is to examine the influence of Halal image, attitude, subjective norm and perceived behavioural control on consumer behavioural intention to patronize Halal stores in Malaysia. Design/methodology/approach – A self-administered questionnaire was disseminated to members of the general public in Kuching, the main city of Sarawak, Malaysia, via a convenient sampling technique. In total, 548 valid samples were usable for data analysis. Correlation analysis was used to test the model. Findings – Empirical results revealed that consumers' intention to patronize Halal stores is influenced by attitude, perceived behavioural control, subjective norm and Halal image. Muslim consumers develop a favourable attitude towards stores that display a Halal image, are pleased to know that each item available in these stores is a confirmed Halal product and decide to re-patronize those stores in their practice of Islamic teachings. Practical implications – Marketing managers should focus on developing a positive image of their stores to attract Muslim consumers. For foreign companies, this means that managements should be respectful of the Shariah law in their business transactions and create an image of their brands which is in accordance with Halal requirements to increase the confidence among Muslim customers to patronize their products and stores. Originality/value – The main theoretical contribution relates to the inclusion of the halal image dimension as a variable in the matter of consumer intention to patronize Halal stores in Malaysia.