

Antecedents of halal brand equity: a study of halal food sector of Malaysia

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halal brand
equity

Mussadiq Ali Khan and Sharizal Bin Hashim

*Faculty of Economics and Business, Universiti Malaysia Sarawak,
Kota Samarahan, Malaysia*

Asim Iqbal

*Department of Economics and Business Administration,
Division of Arts and Social Sciences, University of Education,
Lahore, Pakistan*

Muhammad Yaseen Bhutto

*Economics and Management School of Wuhan University,
Wuhan University, Wuhan, China, and*

Ghulam Mustafa

*Department of Economics and Business Administration,
Division of Arts and Social Sciences, University of Education,
Lahore, Pakistan*

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Abstract

Purpose – Islamic marketing is an emerging field with a lot of potentials, so it is worthwhile to explore it. This paper aims to conduct research on the unexplored relationship of antecedents of the equity, image and consumers' trust and satisfaction of halal brands.

Design/methodology/approach – A structured questionnaire was designed to conduct research to analyze the halal brand equity and its antecedents. Data were collected from 250 halal consumers of Kota Samarahan and Kuching, Malaysia through a self-administered questionnaire using a convenience sampling method.

Findings – The study finds a positive relationship of three antecedents of brand equity, which confirms a strong relationship between the image and satisfaction of halal brand equity. The results further showed that halal brand image is linked with halal brand trust, but the relationship between halal brand trust and its equity could not be proved.

Research limitations/implications – This has been a cross-sectional study that was limited to Malaysia, a Muslim majority country. Researchers can conduct a longitudinal study and can conduct it in non-Muslim societies to comprehend their diversity and wider impact. Additionally, this study was limited to halal food brands in Malaysia.

Originality/value – Islamic marketing has received great attention of researchers, academicians and practitioners that has rather been unexplored earlier particularly the relationships among antecedents of the equity, image and consumers' trust and satisfaction of halal brands.

Keywords Halal brand image, Halal brand satisfaction, Halal brand trust, Halal brand equity

Paper type Research paper



Introduction

Halal brands offer traditional benefits of brands along with Shariah compliancy while aiming to capture their niche as halal brands (Alam and Sayuti, 2011). In recent years,