

BRAND NAME LOVE: THE EFFECTS OF ISLAMIC BRACKETED BRAND NAME ON PERCEIVED QUALITY AND PURCHASE INTENTIONS RETAIL FOOD INDUSTRY OF PAKISTAN

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ABSTRACT

This paper designs a 2x2-experiment research model within the subjects to analyze the effects of the “Islamic” bracketed brand name vs ordinary brand on consumer’s behavioral outcome-perceived quality and purchase intentions in the food industry of Pakistan. Islamic branding is a growing phenomenon and a large number of retailers in Islamic countries are using the word “Islamic” in brand design strategies. Two-way ANOVA for factorial analysis of variance is used with help of SPSS. The research findings reveal that Islamic origin brand names have a positive and significant impact on the perceived quality of products and consumer purchase intentions. Findings have important implications for retailers and SME businesses in Islamic countries in the brand-building process.

Key words: Islamic branding, Islamic marketing, brand name love, Islamic brand name taxonomy

JEL classification: M31, M37

1. INTRODUCTION

Choosing the right brand name plays a critical role in brand success. However, brand managers face a dilemma regarding how to choose a brand name and on what basis as a tradeoff between familiarity and distinctiveness in brand design strategy. The selection of brand names affects customers’ brand choice (Ito, Hara, Kobayashi, 2020); memory, and brand recall performance (Samu and Krishnan, 2010). Brand name characteristics offer numerous benefits such as increased distinctive, brand recall, brand choice, and brand equity (Myers, 2003). In addition, an easily recognized brand name provides benefits for the firm that in turn lead to customer brand equity (Aaker, 1991; Keller & Lehman, 2006). Previous studies have largely focused on brand-related information process and its impact on brand choice (Grimes, 2008; Lurie and Mason 2007); brand name preference for local and foreign brands (Tamer, 2020); incongruence in brand names and their effect on consumer preference(Hendrasto and Utama, 2019); and phonetics effects of brand name(Yorkston and Menon, 2004) among others. Price and brand name are the main extrinsic cues that affect perceived value and perception of product quality (Sharma and Garg, 2016). However, little research focuses on the effects of Islamic- origin brand names on consumer outcome behavior such as perception of product quality and purchase intentions.

This study analyzes how consumers respond when they have exposure to Islamic bracted names in comparison to ordinary brands. This is an important area of research to make advances in Islamic marketing and firms may continue to innovate in brand name taxonomy when introducing new brands. The previous literature, reveals that brand names play a significant role in communicating product benefits, image, or brand identity (Sinn et al., 2007). There is a growing trend of naming bands associated with Islamic values and traditions not only in Muslim countries but also in the West (Crow, 2015). In addition, the increasing popularity of “halal” marketing has attracted a large number of entrepreneurs to use Islamic branding ingredients.

The rise of Islamic marketing is also meant to express anti-western sentiments and resistance to large multinational firms. Islamic marketing has become a global phenome and connects consumers of interest from around the globe. Muslim consumers are a distinct market segment and marketers are focusing to identify the values, beliefs, and attitudes of consumers in response to Islamic marketing (El-Bassiouny, 2013). Halal marketing provides opportunities for small businesses to compete against big companies using an underdog brand positioning strategy. Islamic marketing creates values for customers in Islamic countries by enhancing their self-concept or image through the consumption of products permitted and endorsed in Islam. Recent literature indicates that incorporating religious and spiritual values in the brand creates brand differentiation from conventional brands (Hamid, Jusoh, and Maulan, 2021).

Therefore, bracketing the word “Muslim” or “Islamic” in brand name design can have profound effects on consumer perceived quality image and purchase decisions which is the main research question of this study. In the past, research also reveals that Islamic marketing has profound effects on consumer perception, and the average Muslim consumers are highly influenced by Islamic values when making a purchase decision (Malik and Khan, 2016). Al-hajla et al. (2019) found that religious-minded consumers tend to buy those products, which comply with

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their beliefs and lifestyle. Previous literature also reveals that religious beliefs and religiosity levels have a significant impact on customer purchasing decisions (Essoo & Dibb, 2004; Tang & Li, 2015). Patwary et al. (2018) investigated factors affecting purchase intention in Islamic hotel services and found that a positive and significant relationship exists between halal awareness, norms, and attitude.

Thus, this paper investigates the impact of Islamic-origin brand names versus non-Islamic brand names on consumer buying behavior in the food and health products industry of Pakistan. Islamic origin names are symbolic and considered an important factor in how individuals infer specific meanings from unfamiliar brand names. Islamic origin brand names provide meanings and cues about the brand performance on particular attributes and dimensions. Hence, we theorize that if a brand is given a name that represents Islamic attributes, it has profound effects on consumer desires and consumers will hold positive attitudes, higher perceived quality of product, and positive purchase intentions toward that brand.

2. LITERATURE REVIEW

2.1. Brand name taxonomy

Choosing a brand name is not an easy task and it demands engaging in a creative thinking process. The days are gone when someone chooses the brand name based on the name of his family member. For example, Henry Ford II choose the name of his new automobile the “Edsel” based on the name of a family member (Keller, 2013). Choosing a brand name is very challenging as there are there more than 24 million registered businesses in the US alone, in addition to 860 million domain names registered worldwide (marketingmo.com). Consulting agency NameLab reports over 7,000 words that make up the vocabulary of most TV programs and commercials against 140,000 words in the English dictionary. Similarly, Neil Blumenthal, the co-founder of Warby Parker glasses reveals that it took them more than six months and 2,000 plus options to find the perfect name (columnfivemedia.com). Sasha Stack, a partner at the Boston offices of brand-strategy and design firm Lippincott, argues that determining the name for a company is about “being authentic to the personality of the organization”. (Lippincott, 2016).

Stack further added, that a name and a logo, work together, and jointly express what a company stands for in a single impression. The brand name can be based on the name of the founder such as (Hewlett-Packard), describing what is the purpose of the business and what they do (Pizza Express), expressing the emotion, feelings, or experiences (Mountain Dew), derived words from other products (e.g Apple computers, Orange network) or makeup word(Kodak, 7-up, Sprite, google), Acronym(DKNY, GE) and Metaphor(Nike). Different sources are used for naming businesses such as people names (e.g Estee lauder cosmetic and Porshe automobile); places names (e.g Vienna insurance, British petroleum); animal names (e.g Dove soap, Kiwi shoe polish), and other names such as Tropicana juice. Kim (1987) argues that names of people, objects, birds, animals, and inanimate objects already exist in-memory structure of consumer and requires little effort to understand their meanings, and links can be established more easily that in turn increase memorability. Real words can be easily understood and accepted by consumers. Keller (2013) states that meaningful names are not restricted to real words or objects, but consumers can also extract the meaning from made-up brand names.

Brands are not restricted to letters alone. Alphanumeric names may include a mixture of letters and digits (DV-8), a mixture of words and digits (Formula 409, Calci1000), or mixtures of letters, words, and numbers in written form. Brand using alphanumeric names influences consumers’ perceptions of the product. Feng, Wang, and Rui (2019) commented that a product with a small number in the brand name was received more favorably than was a product with a big number in the name. It implies that the number magnitude in the brand name influence consumers’ perceptions of scarcity, which in turn affects their brand preference. Lippincott, the US-based brand-consulting agency shows the significance of the brand name selection process. They have invented famous global brand names like Sprite, which means “elf, fairy, or goblin,” and derived the Latin word “spiritus” for the spirit. The name communicates values as refreshing, lively, and energetic with the green and yellow color of the bottle. Among others, the Pfizer sub-brand called Zeotis derived from “zoetic,” a Greek word meaning “pertaining to life”. The letter ‘c’ hard phonetic was changed with soft-spoken “s” to make the name warmer. The similar producing name “Infiniti” the letter “y” was changed into an “i” which is visually more appealing.

The sounds of letters can take on meaning as well. For example, some words begin with phonemic elements called plosives, like the letters b, c, d, g, k, p, and t, whereas others use sibilants, which are sounds like “s” and soft “c”. Consequently, they have profound effects on names and make them more specific and less abstract and be more easily recognized and recalled. Sibilants have a softer sound, and they tend to conjure up romantic, serene images and are often found in the names of products such as perfumes such as think of Chanel, Ciara and Shalimar, and Samsara (Doeden, 1981). Some brand names are indicative of category benefits such as tasty food, yummy ice cream, dairy milk chocolate, cheapofilght.com, and Lux-express- bus services in the Baltic States. Brand name and

associations invoke feelings such as Fun-Family & Entertainment for McDonald, Gillet (smooth shave), and Volvo (safer car).

Brand names employ different value propositions and benefit types depending on the brand promise and target market. Consumers co-create meaning and beliefs about products based on the brand name (Liao et al., 2017). Choosing the right brand name increase brand recall and recognition. Brand recall depends on the types of words and characters used when designing a brand name. Shamsollahi et al. (2017) comprehend that brand recall varies when different types of words are in different involvement levels. Highly familiar and relevant increase brand recall, whereas low familiar and irrelevant names, have a negative impact on brand recall.

The brand name is considered a shortcut to communicating brand meanings. Therefore, the brand name just could not be chosen randomly or personal wishes; rather it has to follow some basic guidelines and linguistic rules. Brand names that are simple and easy to pronounce or spell, familiar and meaningful, distinctive, and unusual can improve brand awareness and brand image. In contrast, research also shows negative brand names, and their associated logos enjoy high brand recognition such as poison perfume; Hell pizza, and Monster energy drink (Guest et al., 2016). Keller (2013) argue that simple and short name are easy to comprehend, store, and code in the memory and they can reduce the efforts to recall the brand. Some names have difficulty or risk of mispronouncing such as Hyundai automobile, and Shiseido cosmetics, (Keller, 2013, p.149). Brand names without vowels (Flickr, Srsly, Pixlr, Timr) are difficult to pronounce but artists are pulling away vowel letters from brand names for novelty and differentiation, especially in web business. (Billboard, 2016). Companies are dropping vowels letters from brand names because the younger generation has been electronic and they speak emoticons, leaving out vowels. Marketers generally devise made-up brand names systematically, basing words on combinations of morphemes. A morpheme is the smallest linguistic unit having meaning. Even individual letters can contain meaning that may be useful in developing a new brand name. The letter X became popular (e.g., ESPN's X Games and Nissan's Xterra SUV) because X represents "extreme," "on the edge," and "youth." (McCarthy, 2001).

2.2. Islamic Branding

Literature on Islamic branding is scarce and very few studies exist in this domain. Islamic marketing is different from conventional marketing and is based upon Islamic roots, traditions, and values derived from the *Quran and Sunnah* of Prophet Muhammad SAW. For example, "Islamic Shehd Center" uses Hadith in their commercials. Bracketing of the word "Islamic" is an ingredient of Islamic marketing which affects consumer perception of product quality, taste and consumption culture. Islamic brands are based on Islamic principles, which have gone beyond halal and food industry to other products as cosmetics, pharmaceuticals, logistics, clothing, finance, hospitality, and banking. Islamic marketing has gained the attention of many researchers in the past (Hirschman et al., 2011; Jafari, 2012; Sandıkcı and Rice, 2011; Karababa and Ger, 2011; Wilson et al., 2013; Ahmed et al, 2017). Previous studies on Islamic marketing have also examined the phenomena of Islamic consumption with reference to global globalization (Ger and Belk, 1996; Jafari, 2008).

Islamic marketing can be defined, as "While many Muslim consumers' lives are defined by the dietary, lifestyle of the Islamic faith, yet they are far from homogenous" (Abuznaid, 2012, p.1477). Alserhan (2010) promoted the concept of Islamic branding and identified various types of Islamic branding. In general, Islamic branding is associated with "halal" marketing and shari'ah compliance banking. Halal simple meaning in the light of the Quran is what is permissible to Muslims. Islamic branding can be defined in three different ways, in all of which the descriptor 'Islamic' is used: Islamic brands by compliance, by origin, or by customer (Alserhan, 2010, p.38). Compliance refers to abiding by sharia laws to address the needs of practicing Muslims in the food and banking industry such as Dubai Islamic bank. Second, Islamic brand by origin means brand comes from Islamic countries such as Turkish airways and. These brands do not transcend any theological or religious values and can serve the needs of other customers as well (Frost, 2007). The third type of Islamic branding describes kinds of brands, which originate from non-Islamic counties to target Muslim consumers, for instance, the halal products offered by KFC and Mcdonald's.

Brand names influence consumer brand perception (Wänke et al., 2007), and brand names chosen with inherent meanings enhance brand image and establish favorable associations consistent with that meaning (Baker, 2003). Islamic branding is based on modern principles and distinctly meets the needs of consumers (Fischer, 2009; Soares and Osella, 2010). Religion and cultural values shape consumer consumption and lifestyle. Adaptation of Islamic consumption is a new identity and lifestyle (Gokarıksel and McLarney, 2010). Selecting a meaningful brand name increase preference for a product (Klink, 2001), and increase brand recall (Keller, Susan, and Hudson, 1998). The research proposes that consumers will have a favorable evaluation of brand that is associated with their Islamic name or symbols.

2.3. Theoretical Framework and Background of the Study

Brand equity is a widely discussed concept in the marketing literature; most studies in branding use this theoretical framework to address the research problems. The theory of brand equity simply states that a brand name that adds value to its products and has a positive impact on customer evaluation of the product. (Aaker, 1991; Keller & Sood, 2003). Brand name effects on consumer perception in the field of psychology-psycholinguistics theory, which may explain this phenomenon. Scott et al. (2012) argued that psycholinguistics research deals with emotion and how we process words or names. The theory focuses on the effects of emotional language or words in general and how they persuade people. However, the theory does not take into account the effects of the emotional content of a given word.

Another theory explaining this phenomenon is based on the attachment theory of planned behavior (TPB) (Ajzen & Fishbein, 1980). As the main purpose of this study is to analyze how Muslim consumer loves Islamic origin brand names and their influence on consumer beliefs and brand attitude. Brand love or preference for “Islamic bracketed” names is different from the brand love concept in the current literature (Yousef et al., 2021). Brand love is associated with brand loyalty, brand trust, brand likeability, brand commitment, and word-of-mouth (Albert and Merunka, 2013) which corresponds to the theory of brand equity. In addition, brand love depends on other psychological factors such as cultural identity, religious consumption, or strongly held beliefs (Batra et al., 2012) that correspond to the theory of planned behavior-TPB.

The concept of Halal dominates the research in Islamic marketing. Halal logos or/and symbols increase product authenticity and the ingredients used in the production processes adhere to Shariah law. Islamic marketing cues such as Halal and Islamic ensure that products are according to Islamic Shariah. A large number of companies are using the word “Islamic” or other Islamic names based on holy cities, books, and occasions. For example, the most used names include *Mecca*, *Madina*, *Zamzam*, *Al-Aqsa*, etc. Zamzam Cola and Mecca Cola are classic examples of Islamic-origin brand names. Local companies use Islamic branding against foreign firms such as Nestle, Unilever, Pizza Hut, KFC, Pepsi, etc. For instance, the emergence of a large number of food and beverage brands of Islamic origin names.

In the context of Pakistan, a large number of people have affiliations with different religious groups and spiritual leaders that enhance their self-concept, identity, and values. As a result, many retailers, services providers, and manufacturers in the country are increasingly using brand names associated with their spiritual or religious group such as “*Golarvi*”, “*Meharvi*”, “*Hejveri*”, “*Dataa*”, “*Bahoo*”, and “*Ghousia*”, “*Chishtia*” etc. Islamic branding in Pakistan has considerable attention and the phenomenon is growing in almost every sector from banking institutions to schools and universities.

For example, *Iqra University* (first verse revealed in the Quran), “*Dar-e-Arqam*” school (the first learning center for Muslims in Mecca). The food and restaurants sector is not an exception to it and famous brands include “*Muhammadi Nehari*” -a popular food chain in Lahore, “*Islamic Shehd center*” (honey shops); and *Al-Maida*- a fast food restaurant name after the chapter in the holy Quran. Islamic expressions used in daily conversation such as “*Bismillah*” (with the name of Allah) and “*Mashallah*” (praise to Allah) are the common name displayed in the front of shops in Pakistan. Any word, symbol, or expression from the Arabic language has profound effects on consumer brand evaluation in the context of Pakistan. For example, the letter “Al” is an Arabic expression that is used to denote noun, and it is being adopted by a large number of banks and other services providers in Pakistan including *Bank Al-Habib*, *Bank Al-Falah*, and *Al-Fateh superstore*. Thus, SME entrepreneurs are inventing brand names by mixing and blending Islamic names with contemporary names such as *Burkini* swimsuit for females in the UK was invented with the combination of the Islamic dress code “*Burqa*” and *Bikini*. Brand names associated with Islamic values have profound effects on brand attitude, perceived quality, and purchase intention.

2.4. Perceived quality and purchase intentions

It is quite difficult for customers to evaluate the quality of a product without extrinsic cues such as price, brand awareness, and image. Purchase intention refers to the likelihood of a person buying a particular product or service in the future (Dodd & Supa, 2011; Sam & Tahir, 2009). Brand image has a close relationship with the perceived quality of the product (Ali et al., 2018). Research in Islamic branding suggests that Hala brand image significantly influences consumer purchase intentions (Haque et al., 2015, Yunus et al, 2019). Previous literature also shows a positive relationship between attitude and purchase intention of halal food and cosmetic (Ahmad et al., 2015). The relationship between brand image and purchase intention is supported by many researchers (Lin and Lin, 2007; Fianto et al., 2014). The concept of perceived quality has gained considerable attention from researchers in the past (Rao, Kent, Monroe 1989) and recent literature supports a positive relationship between brand name and perceived quality (Renato et al, 2014; Childs, Jin, and Tullar, 2018). Thus, based on the literature, the following research hypotheses are proposed.

2.5. Research Hypotheses

H1: Consumers perceived quality/taste of Islamic brand is higher than regular brand.

H2: Islamic origin brand names have a significant impact on consumer purchase intentions than ordinary brands

3. METHODOLOGY

This study used an experiment research design 2 X 2 within-subjects where the participants were exposed to two different marketing stimuli-store brand names (Islamic Shehd Center vs Gourmet Bakers) with two-information levels (blind vs informed). Experiment research in marketing is appropriate when comparing two different groups under various scenarios. The Likert scale from (1-7) was used to measure the consumer attitude towards Islamic brands vs ordinary brands. The participants were recruited from a private business university in Lahore, and they were motivated by their subject teacher of consumer behavior. All participants were business students at a private university in Lahore-Pakistan who participated in the experiments for an extra point in their credit hours.

Pre checks were performed to quality the right pool of candidates in the experiment such as liking or disliking of sweet or honey products, health condition, and diabetes level, brand familiarity, and brand experience. Thus, 120 subjects were short-listed, and they voluntarily participated in the experiment to taste the “honey” under the presence and absence of information about the brand name. The participants were divided into two groups (60:60) randomly and on a convenience basis. Group one tasted the honey from two different brands (Islamic Shehd center vs Gourmet Baker) in the presence of information and the other group without information (blind). The selection of product (Honey) was the appropriate and best fit in research objectives. The consumption of honey is highly endorsed in the Islam teachings to cure elementary and cardiovascular disease as well as maintain a healthy lifestyle. Further, the selection of brands under experiments was based on the reputation of the company and consumers familiar with the brand. Using real products and established brands in the experiments reduce bias in the responses.

The participants evaluated the items/statements from perceived quality, purchase intentions, and brand attitude towards “Islamic” vs ordinary brand names. Perceived quality and purchase intentions scale items were adopted from Dodds, Monroe, and Grewal, (1991). For example, the items for perceived quality included.... the product is reliable (100% pure and natural);this product tastes so good; ...this product is of high quality. Brand attitude items included brand name is bad/good; unattractive/attractive; negative/positive; undesirable/desirable; unfavorable/favorable; and dislike/like (see Table 4.1). After treatment, participants indicated their level of perceived quality and purchase intentions on the Likert scale from 1-7, 1 as “strongly disagree” and 7 as “strongly agree”. The control variable was introduced as: Do you like the taste of honey? Are you a frequent user of honey? Experimental variables (store name and information) were incorporated in the causal model to measure their simultaneous influence on perceived quality and purchase intentions. The study model has two independent factors (blind, informed) and store name (Islamic, regular) and two dependent variables (perceived quality and purchase intention). We test each effect separately and thus used two-way ANOVA for factorial analysis of variance with help of SPSS.

4. RESULTS

Of 120 Of the 120 sample sizes, 59.2 % (71) were male and 40.2 were female and all students by professions. Exploratory factor analysis was performed with SPSS, and it indicated Kaiser-Meyer-Olkin Measure of Sampling Adequacy at .851 and statistically significant (.000). The communalities table shows all values above .70, which further indicates the adequacy of performing EFA. Total variance explained 78.69% of the model using Principal Component Analysis extraction method and Varimax rotation, which resulted in four factors solution based on eigenvalue greater than 1.0. Factor 1, which is purchase intention, explains 40.2 % of the variance in the scale. Factor 2 represents an attitude to store name, and it explains 20% of the variance. Factor 3 explains 10.2% of the variance and it captures perceived quality. Factor 4 is an overall attitude to Islamic brands, and it explains 7.1% of the total variance. Cronbach alpha test of reliability test was performed which meets the requirements as inter item reliability is above .70. Since the measurement model satisfied the validity and reliability criteria, the causal model was tested with the two latent constructs (perceived quality and purchase intention) and two experimental variables.

Table 4.1: EFA Factors Loadings and Cronbach Alpha

Statements	Factor loading	Cronbach Alpha
Purchase intention		
<i>Definitely intend to buy</i>	.877	.918
<i>Definitely not buy</i>	.875	

<i>Very high purchase interest</i>	.848	
<i>Probably will buy</i>	.825	
<i>Never but it</i>	.722	
Perceived quality		
<i>It is dependable</i>	.866	.882
<i>It is pure and natural</i>	.816	
<i>It tastes so good</i>	.748	
<i>It is high quality</i>	.740	
Brand attitude		
<i>Islamic brands are reliable</i>	.923	.919
<i>I can trust on Islamic brands</i>	.909	
<i>Islamic brands have reputation for good.</i>	.832	
Brand name attractiveness		
<i>Brand name is good</i>	.873	.894
<i>Brand name is appealing</i>	.849	
<i>Brand name is likable</i>	.788	
<i>Brand name is pleasant</i>	.773	

Source: Author's illustration-based SPSS results

The study model has two independent factors (blind, informed) and store name (Islamic, regular) and two dependent variables (perceived quality and purchase intention). We analyze the data by using two-way ANOVA for factorial analysis of variance. The study analyzed the effects of blind vs informed factor and Islamic vs regular factor on perceived quality and purchase intentions. Finally, we check the interaction effects that is the impact of information (vs blind) on perceived quality and PI depends on the type of store name (Islamic vs regular). With a total of 120 participants, 30 for each group. The first 30 people tasted the honey of the Islamic brands with no information and the next 30 people were tested with the information. The same procedure repeats for the regular brand. In this case, the data is completely cross design, and we use two-way ANOVA to test the effects of four conditions at alpha level .05. The control variables did not affect the outcome variables. For example, honey likeability did not show any differences among participants in each condition ($p < .01$). The frequency of honey consumption did not influence results, as all p -values are less than .01. Leven's test of homogeneity shows that the variance is equal in all four groups. The variability in all four groups is equal and no group has more spread than the other. The p -value is .690, which is greater than .05. Hence, the variance is equal among the four groups, and we met the assumption of two-way ANOVA. We interpret the output from the table test of between subject's effects, which suggests that there is a difference in perceived quality between four conditions (blind vs informed, Islamic, and regular brand name).

4.1. Perceived quality

There was a significant difference between the groups (blind vs informed) in perceived quality.

$F(1, 118) = 13.0, p < .01, \eta^2 = .099$

The estimated marginal means indicate that the informed group has a higher effect ($M = 5.27$) than the group with no cues (blind) ($M = 4.6$). It indicates that with the presence of brand name, consumers indicated high-perceived quality (taste) than without name. A significant difference was found between the four groups in the evaluation of perceived quality/taste.

$F(3, 116) = 16.8, P > .01 =, \text{Partial } \eta^2 = .303$

By analyzing estimates marginal means for four options indicates that the perceived quality of "Islamic" brand with information is higher ($M = 5.92$) than the group without information ($M = 4.73$). The mean difference between the two competing brand names is high which suggest that "Islamic" bracketed name have a significant impact on the perceived quality of the product. The effect of a regular brand without information ($M = 4.51$) compared to the group with information ($M = 4.62$). However, the mean difference between the two groups is not high as in the case of Islamic brands. Thus, results support the research hypothesis: H1: Consumers will have a higher perceived quality image for Islamic origin brand name than ordinary brand in food items.

4.2. Purchase intention

Leven's test of homogeneity shows that the variance is equal in all four groups as the $P > .05$. Two-way ANOVA showed a significant difference between the groups (information level) for purchase intention.

$F(1,118) = 22.0, P=.000, \text{Partial Eta} = .158$

The means of “informed group is higher ($M=5.06$) than the group with no information ($M=4.1$). It again clearly suggests that brand knowledge has significant effects on consumer buying behavior and purchase intention. Next, we analyze the effects of four options simultaneously on purchase intentions. ANOVA results showed significant differences exist between the group for purchase intention.

$F(3,116) = 29.0, P=.000, \text{Partial Eta} = .432$

The estimated marginal means of “Islamic” brand with information is higher ($M=5.9$) than the group with no brand knowledge ($M=4.1$). The mean for “regular” brand in the presence of stimuli was ($M=4.2$) than blind group ($M=4.1$). Consumer purchase intentions for the regular brands did not significantly increase when they were told about the regular brand. Hence, ANOVA results support our hypothesis H2: Consumers will have lower intentions toward regular national brands than Islamic brands.

4.3. Trust on overall Islamic brands

ANOVA results indicate that no significant difference exists in the group for their trust in Islamic brands. All the participants in each group responded similarly to record their overall trust in Islamic brands.

$F(3,116) = .779, P=.508, \text{Eta} = .020$

It implies that consumers have a specific attitude towards Islamic brands, and they enjoy a moderate level of trustworthiness of customers as the mean score of scale is $M=4.36$, Std 1.8. The variables measure consumer overall brand trust in Islamic brands across multiple industries such as banks, food, cosmetics, etc. The variable has an average correlation with perceived quality $r=.29$

5. DISCUSSION

This study compares the influence of Islamic bracketed names versus non-Islamic brands on perceived quality and purchase intentions for a food product (honey). The study results demonstrate that consumers will have a more favorable attitude towards brands using Islamic cues, symbols, or associations such as “Islamic” in the brand architect. Consumer attitude towards the ordinary brand (Gourmet Bakers) is relatively less and not desirable. The ordinary brand is a well-known national retail store brand in Pakistan offering a wide variety of quality products through innovative retail formats across Pakistan. Even though the brand is competing with national and international brands in the drink and beverages sector. The Islamic bracketed brand “Islamic Shehd Center” is an emerging national brand and has a reasonable presence in the market with the brand image of Halal.

As the results indicated that under the blind test, consumers did not find a big difference in the product quality and taste between two competing brands (Islamic vs ordinary) with the mean score $M=4.7$ and $M=4.51$ respectively. As soon as, the information cues were available, the perceived quality difference become significant for the “Islamic” brand with an increase in mean score from 4.7 to 5.9. However, the information cues did not have a significant impact on the perceived quality of ordinary brands with a slight increase in mean score from 4.51 to 4.62. Thus, it can be concluded that consumers will have a more favorable brand attitude towards Islamic bracketed brand names than ordinary brands in the food and retail industry. The presence of Islamic cues, symbols, and other associations increase brand attitude that in turn, influence perceived quality image and purchase intentions. A long time ago, Rao and Monroe, (1989, p.352) concluded that brand name and store name along with nutritional contents affects consumer’s perception of the quality of a breakfast cereal Brand name communicates meaning and values that a product carry. Brand names and key association evokes feelings and emotions in the consumer that in turn affects quality perceptions and purchase intentions.

Mohd Yusof et al. (2021) reported that perceived quality association has a positive and significant impact on the intentions of customers in the case of Shariah-compliant brand restaurants. The study was conducted among Muslims in Malaysia. It clearly indicates that Islamic origin and/ or Shariah-compliant products have a positive influence on the perceived quality image in the food industry, which is consistent with our research findings. Previous literature also proves that Islamic branding generates an emotional attachment between the brand and customers which results in favorable brand evaluation. (Bukhari and Isa 2020).The brand offering religious values and portraying congruity get favorable attention of customers.

Secondly, purchase intention is another outcome variable in this study and results revealed that when consumers were blind to the brand name, they showed no big difference in purchase intentions between Islamic vs ordinary brands ($M=4.1$ and 4.1). In contrast, with the presence of information cues (brand names), participants showed higher purchase intent for Islamic brands than non-Islamic brands. Previous literature supports our research findings that brand names play an important role in brand choice (Wänke et al; 2007). Agarwala, Mishra, and Singh (2021) also reveal that religious signs and icons used in branding activities have a significant impact on brand evaluation and purchase intentions. Thus, religious consumers respond more favorably to religious cues used in the brand-

building process. In addition, Pasha, Wahab, and Daud, D. (2019) comprehend that purchasing Halal products is the main concern for many Muslim customers especially in food items and factors including awareness, religious belief, and attitude play an important role to attract the consumers. The study highlights the importance of religious belief that in turn affects brand attitude and purchase intention.

Khalid et al. (2021) argue that Islamic or halal positioning moderates the relationship between consumer attitude and purchase intentions in cosmetic products. Bukhari, Isa, and Yen (2021) reports that a significant difference exists in the influence of religiosity on purchase intention across different cultures. Their study further show that Pakistani consumer was skeptical regarding halal vaccination and thus weak relationships exist between the independent variables (religiosity, attitude toward Halal vaccinations, subjective norms, and perceived behavioral control) and the purchase intention of Halal vaccination. It implies that forcing halal cues or symbols on everything does not help the customer to buy a product. Therefore, using Islamic cues and symbols for marketing purposes should be done carefully. Choosing a brand is an essential element in building brand equity (Aaker; 1991) and even a change in phonetics of brand name can affects brand perception (Yorkston and Menon; 2004).

In the food category, the brand name carries certain meanings such as halal, pure, tasty, smooth, rich, creamy, thick, healthier, yummy, etc. For instance, the word “Islamic” associated with food brand communicate the meaning of halal, purity, certification, and authenticity. Brand name selection can play important role in the formation of brand image and attitudes. Lowrey & Shrum (2004) argue that when choosing a brand name, it should convey category benefits. Bracketing “Islamic” as a branding ingredient can significantly reduce customers’ risk of indulgence by ensuring permissible consumption according to Islamic Shariah. Islamic brand consumption creates a sense of belonging and compliance to Islamic laws that increase customer satisfaction with the purchase decisions. Religious buying in Muslim countries is the manifestation of Islamic lifestyles (Ismail, 2013) and more Islamic brands are offering benefits such as self-concept, identity, and social values. The popularity of Islamic branding is getting the attention of small and medium entrepreneurs and who are increasing mixing and investing brand names such as “Islam 360” and MTJ- Molana Tariq Jameel stores in Pakistan.

6. RESEARCH LIMITATIONS

The first limitation of this study is criticism on experiments research those results are obtained in artificial settings recruiting university students rather than the real-life situation. Non-probability sampling methods used to collect data and relatively small sample size in experimental research may compromise the sample representativeness character. Thus, the research finding may not be applicable in other industries and results could not be the same when the word “Islamic” is used as a brand ingredient. However, the study provides the basis and direction for further research in Islamic brand name taxonomy.

7. THEORETICAL IMPLICATIONS

Measuring the perceived quality of a product through price, brand image, the atmosphere has received much attention from previous researchers. However, the concept was ignored or/and little investigated from an Islamic branding perspective. Perceived quality has a profound impact on purchase intention, which increases the importance of the topic in Islamic marketing. This study presents perceived product quality and purchase intention as dependent variables and brand attitude towards Islamic brands as a predictor variable. Using Islamic names, words, symbols, and associations as a brand ingredient, will provide a favorable brand evaluation in the food industry. In this competitive environment, choosing relevant and meaningful Islamic names, cues or symbols can significantly improve the perceived quality image and purchase intentions in multiple sectors.

8. PRACTICAL IMPLICATIONS

In the past, religious marketing was associated with the food industry, but Islamic marketing is now applicable in every industry. The study findings have important implications for retailers who want to build the store image as “Islamic”. SME and large firms aiming to target Muslim countries and more specifically religious segments should incorporate religious cues and symbols such as the name “Islamic” to effectively position the brand in the market against conventional business. Brand managers and practitioners need to understand the psychological, linguistics, and phonetics impact of Islamic cues in brand design strategy. Retail services providers should consider the possible impact of Islamic names on brand recall, recognition, and likeability function. Islamic branding is thriving and more research in this field will help to understand the buying behavior of Muslim consumers.

9. CONCLUSION

Results reveal that earlier studies have focused on the concept of Halal or Shariah compliance products while leaving a research gap in Islamic brand taxonomy and its effects on consumer behavior. Empirical findings of this

paper reveal that consumers have a more favorable brand evaluation of those brands using Islamic origin names that in turn leads to positive purchase.

10. RECOMMENDATIONS

Islamic marketing is rising in Muslim countries and careful selection of Islamic origin names can offer numerous benefits. Choosing highly familiar and relevant names can increase brand recall function. However, irrelevant Islamic origin names can create negative perceptions and spoil brand equity.

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