Investigating repatronage intention in stores carrying halal products through store personalities

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Abstract

**Purpose** – This paper aims to examine the influence of store environment cues, store personality and attitude toward halal product (AHP) on store evaluation and repatronage intention. The authors extended the conceptual framework of Baker and colleagues (2002) and examined the indirect effects of store personality (i.e., sophistication and sincerity) and AHP on the outcome variables.

**Design/methodology/approach** – The authors adopted survey design to test our hypotheses. Data were collected randomly from store patrons and post-graduate students of public university business schools in Klang valley. There was almost equal selection of Muslim (49.6%) and non-Muslim respondents.

**Findings** – Results indicate that the model explains 44 per cent of the variance in store repatronage intention. In particular, serial mediation is not significant only for two mediation paths.

**Research limitations/implications** – The findings imply that brand personality, attitude toward halal product and store evaluation mediate the relationship between store environment cues and purchase intention. However, the paper has a few limitations. First, the respondents were only limited to store patrons in Klang valley. Second, the authors only tested for three store environment cues.

**Practical implications** – Store repatronage intention could be increased by focusing on store environment cues (i.e., music and design), forming sincere and sophisticated store personalities and attaining favorable evaluation for both store and particularly halal products.

**Social implications** – Halal requirements for consumable goods especially food and drinks are warrant concerns for both Muslim and non-Muslim consumers. It deals with safety and health issues of producing such goods. In a nation that comprises multi-ethnic-mulitreligious population, it is not surprising that non-Muslims are assured by quality of faith-based products made for Muslims.