



Role of Social media in the development of Islamic branding and its impact on purchase and repurchase intention for *Halāl* Products: A Uses and Gratification Perspective

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Abstract

This paper investigates the role of social media in the development of Islamic branding and *Halāl* marketing strategies. The proposed framework argues that Islamic branding has significant impact on *Halāl* goods purchasing and repurchasing (hereafter PRP) decisions. It also studies the effects of social networks' satisfaction on the process of PRP of products and services, based on the Uses and Gratification Theory (hereafter UGT). An online survey of 344 participants was done with data analyzed using the partial least squares structural equation modeling technique in order to evaluate the relationship of social media usage, purchase, re-purchase and social media user satisfaction. Finally, it was empirically demonstrated that the gratification experienced by users through social media usage influences purchase intention. According to UGT, the findings contribute to how social media influences alternative assessments through the gratification of user needs, resulting in actions and motives leading to the purchase of products and services.

Keywords: Islamic branding, *Ḥalāl*, social media, Uses and Gratification Theory, Purchase, Re-purchase, social media user satisfaction

I. Introduction

Muslims are the world's fastest growing purchaser segment in terms of both birth rate and reversion rate.¹ Every firm who does not focus on the Muslim market lacks the most significant and important prospect. Taking into consideration the growing purchasing power and the expansion of the middle classes, the Muslim markets are another outlet that can build a foundation for future development.² Marketers and scholars must have a thorough understanding of the Muslim community's principles in order to build branding that reflects those beliefs.

With substantial evidence, *Ḥalāl* food and many other Islamic goods & services, such as cosmetics, real estate, hotels, fashion, and insurance,³ have extended across a wide range of sectors worldwide. It demonstrates that the Muslim market, as well as *Ḥalāl* waves, will have a significant influence on commercial prospects. Muslims have a strong need for *Ḥalāl* cuisine, and this strong desire will drive up demand in this industry.⁴ As a result, the overwhelming majority of active stakeholders, including Cambodia, Malaysia, Thailand, Dubai, Singapore, Turkey, and the United Arab Emirates, are now paying attention to the *Ḥalāl* waves.⁵ In a nutshell, Muslims and *Ḥalāl* markets are the world's fastest-growing segments, any firm that does not explore these prospects will suffer from both top- and bottom-line growth.⁶ Similarly, research interest in Muslim majority markets is growing and has been addressed by the international community.⁷ As a result, it is critical for Muslims to act together to grab this opportunity.

Ḥalāl is an Arabic/*Qur'ānic* word that refers to what is acceptable, legal, or lawful.⁸ In terms of food, it is the dietary norm for Muslims.⁹ The inverse of *Ḥalāl* is *Ḥarām*, which meaning banned, prohibited, or unlawful and is believed to be against Allah's and Muhammad's wishes.¹⁰ The words *Ḥalāl* and *Ḥarām*, are frequently used in relation to food, meat, and drinks.

Furthermore, the use digital media does not essentially have a sole aim but can and must be functional to manifold aspects concerned with the customer and to an additional customized approach¹¹ argues that customers might take

new shopping opportunities as a result of increasing social platforms and underlines that social platform enhance consumer communication throughout the buying process ¹² give explanation to brand executives that this combination of digital contacts should be seen as a media that concurrently affects the customer through numerous motivation and interaction platforms. The research of the usage of mass media is based on consumer need and gratification requirement.¹³ A number of factors, for instance, the information gathering and dissemination, are identified via gratifications caused by the usage of social media which directly affect buying and buying inclinations.¹⁴ Likewise, it shows how buying and buy back from a social media network is a role in customer aspirations and knowledge, which has a favorable influence on social media use ¹⁵ ¹⁶ claims that when exposed to a media, individuals are adequately aware of their desires and needs. The writers explain how the media compete to get their demands met by the public. Social media is not the exception as individuals pick pleasant stimuli that might produce diverse sorts of responses in an increasingly dynamic world. The UGT is therefore a suitable theoretical foundation for understanding this context (UGT). This hypothesis is based on the fact that gratifications are derived not only from media content but also from environmental exposure and the social context of rewarding consumption.¹⁷ The Internet usage establishments of ¹⁸ retain parallel satisfactions to conventional mass media, but stress that these outcomes are complicated. The authors highlight that satisfactions stem from intrinsic wants and those new podiums like SNS may change users' demands and create new forms of gratifications. Therefore, it is necessary to understand what kinds of gratification social media converges and how this effect on buying, buying and fulfilling social media usage. The researchers are developing a research prototypical using a quantitative technology using UGT to address the following objectives: to analyze how SNS pleasure increases goods and service purchases and repurchases and to examine whether the use of SNS results in satisfaction. Towards this purpose, social media platforms may be seen as brand media that can contribute to opening up sectors that have previously underserved.¹⁹ As a result, there is an argument to be made for investigating the use of social media in accomplishing the Islamic brand marketing strategy.

2. Conceptual Background

2.1 Islamic Branding

If a product has a brand, it can attract buyers. In the perspective of customers, branding has a significant role that is true in the actual world. Branding isn't a fight to find out who can manufacture a better product, but who can build a better understanding.²⁰ Islamic branding may be defined as the usage of names connected to Islam or displaying *Halāl* identification for a product.²¹ For instance: Islamic hotels, Islamic hospitals, KFC, etc. Islamic branding is divided into three types.²² First, compliance with the Islamic brand. Islamic companies must have great customer appeal by complying with and complying with Islamic Sharia law.²³ *Halāl* items made in Islamic nations for Muslim customers are brands featured in this category. Secondly, by provenance, the Islamic brand. Likewise, the product originated from an Islamic nation; the use of a *Halāl* label is important to demonstrating the *Halāl* character of the product. If the items are coming from non-Muslim nations, they must be extra careful about labeling them as *Halāl* if they want to sell them to Muslim consumers. In order to attract Muslim consumers, non-Muslim nations use Islamic branding to promote the use of the *Halāl* label on their products. As a result, we propose the following hypothesis.

H1: There is the significant relationship between Islamic branding and purchase decision of Halāl products.

H2: There is the significant relationship between Islamic branding and repurchase decision of Halāl products.

2.2 Impact of social media

²⁴ Describe the usage of social media as an information, content, and cooperation technology to promote interactive information. The research of the behavior in social media is dynamic, fast, accelerated and always changing.²⁵ Studies suggest that use of social mass media aims to connect with visible and accessible people and there are several motives for connecting amongst users.²⁶ The manner a user maintains relationships and active cooperation through content is defined in earlier studies and in this present investigation.

The study of the usage of social media is also explained by²⁷ in the context of the user's requirements and gratifications generated by the media. The scholars explained that social media gratifications might differ depending on

demographics and the desire to seek information ²⁸ further emphasize that gratification is utilized to define many elements that explain how satisfaction is measured. Research shows that social media use influences use on information searches must be analyzed to understand these interactions and numerous conducts ^{29 30} explains that the quest for newness is akin to rewards as it is derived from the rewarding social interactions. Additional research found that the hunt for information was important to explain the usage of social media.³¹ The incentives for the usage of social media can therefore be related to the benefits achieved with this use. As a result, UGT provides a useful theoretical framework for examining customer attitudes and intentions.

2.3 Social media communication

In this study, communication with the organization is described as communication activity via social media that influences the purchaser's purchase choice. Business generate communication under their management via internet social media and guidance, but consumers produce communication to firms via social media on their own, therefore, businesses lack control. Therefore, the influence of communication on social media is determined by the business's capacity to cope with customer interactions and build content monitoring procedures.³² However, the social connection with other groups is centered upon on-line communication, where many types of sociability merge. This type of communication is more accessible to customers because it is done online rather than over the phone. As a result, this new marketing strategy should have an effect on product purchases and repurchases. According to³³, active social media co-creation increases brand engagement & propensity to purchase. On the contrary, an analysis shows that the influence of interaction changes based on previous experience and expectations of the customer and that buying purposes might be extended based on these prospects ^{34 35} illustrate how the degree to which purchasing choices are related is linked to the way buying intentions are communicated. It is interesting that social communication from consumers had a favorable effect on brand attitudes, whereas social communication from the corporation had the biggest impact on brand attitudes.³⁶ Communication behavior on digital media could therefore have an influence on usage satisfaction, which can have a favorable effect on purchases and repurchases.

2.4 Purchase and re-purchase

PRP on social media refer to a customer's propensity to acquire things or services through a certain electronic channel. Several social media purchase and repurchase studies examine how these platforms have changed the way people acquire items and services, with an emphasis on the impact of e-WOM on sales.³⁷ In a research conducted utilizing UGT, decisions on buying of social media were found and the relationship with the brand has an effect on buying via e-WOM.³⁸ The use variable from another perspective suggests a beneficial effect on social media purchases. Other research implies that the hunt for knowledge through perceived advantages has a favorable influence on social media communication.³⁹ However, the research is unclear on how to use SNS to review the elements that affect procurement and rebuying behavior. The pleasure of the usage of various social networks might be linked with a variable of interest. The brands and consumer happiness link favorably to user behavioral loyalty, explain.⁴⁰ According to UGT theory, the public chooses and uses communication channels according to their own discretion to meet their wants or aspirations. Researchers are interested in these antecedents; as a result, we've come up with the following hypotheses:

H3: The purchase of products and services through the SNS impacts the social media user satisfaction.

H4: The repurchase of products and services through the SNS impacts the social media user satisfaction.

2.5 Social media user satisfaction

⁴¹Define the satisfaction as the degree felt with a certain online service provider for the past buying experience. Other investigators define satisfaction as the common emotional assessment of the social media by an engaged user.⁴² In this research, we define satisfaction as the satisfaction of users after meeting their demands, which is caused in a social online environment. User satisfaction is the discrepancy between the expectations of consumers and their reality in using social platforms. Human contact underpins social needs and people are eager to fulfill their wants and to increase their pleasure. People also expect to profit from online social activities ⁴³ have shown that engagement with others, such as friendship and mutual assistance, is established and strengthened with social gain. ⁴⁴ Online

social media interactions allow consumers to contact with other customers and brands in a variety of ways. The main distinction between digital media and conventional platforms, where digital media enhances content and interaction rate of recurrence has been shown to be high levels of engagement.⁴⁵ The pleasure of usage is the discrepancy between consumers' expectations and the experience they perceive when using a social network. Social media may have a beneficial effect on the reputation of a brand and boost value and relationships ⁴⁶. Even social media is helping to increase client and customer services for organizations. Furthermore, through social media, businesses may learn more about the industry, rivals, and, most importantly, their consumers and their demands. However, we agree with ⁴⁷ that there is a scarcity of scientific research on consumer happiness. Even present research is centered on the standpoint of consumer satisfaction. Lastly, very little has been written on satisfaction in using social media and how this might be a component that explains the user's interactions across social platforms to meet expectations.

2.6 Uses and gratifications theory (UGT)

The UGT aims to describe why and in what way individuals in different media actively look for material to satisfy their requirements ^{48 49} expressed regarding UGT theoretical underpinning and a better understanding of customers' attitudes and intents in terms of use of the Internet from the point of view of the media are the theory of use and gratification (UGT) ⁵⁰ stress that UGT theory describes how media are utilized to meet the demands and to understand the motives behind specific social media conducts. UGT theory can explain the most widely used social media, its use and reasons for its acceptance in a research of social media ⁵¹ have explained that social media are used by and analyzed by customers. On the other side, satisfaction investigates how SNS tends via transcendent interaction to overcome user expectations. Finally, gratification refers directly towards how social media may meet personal requirements.⁵² UGT studies have discovered how the use and satisfaction elements that explain customer sentiments.⁵³ The social communication created by the consumers will therefore retain a good attitude to the brand name and may be a strong motivator to buy goods or services.⁵⁴ UGT therefore identified characteristics as determinants that directly impact

satisfaction, such the hunt for knowledge, enjoyment and social interacting⁵⁵ observed that the users had different gratifications about the use of SNS. Currently, information on brands, goods or services that affect decision-making is being continuously searched. On the contrary, marketing communication brings new problems and potential for enterprises since customer purchasing decisions are impacted by their connection with digital media.⁵⁶ According to⁵⁷ understanding these interactions and specific behaviors requires understanding the motives driving usage. Studies highlight the findings where the information search was one of the main consumer factors using social networks.⁵⁸ Additionally, few research scholar found that the consumer perception is motivated by the passive content information obtained from the content strategy⁵⁹ ⁶⁰ noted that the usage of online social networks enables customers to receive more information in the tourist sector.⁶¹ Furthermore, experts stress how important it is to analyze how information research may stimulate customer experience by means of social networks and might affect communication with the firm.

3. Methodology

This research employed a cross sectional quantitative approach for a sample of social networking sites consumers in Kuala Lumpur Malaysia. The study was based on a survey and the results were analyzed using partially least squared structural equation (PLS-SEM) modeling. PLS-SEM allows the investigator to operationalize concepts and to identify the suitable building of inferential models. It also enables investigation and prediction creation by means of data to be measured while conceptually describing phenomena.⁶²

4. Data Analysis and Measures

The measure was constructed using a “5-point Likert scale”, with 1 indicating total disagreement and “5 indicating entire agreement”. The following stage was to examine the validity of the data after the instrument was completed. For this purpose, a pre-test was conducted on 35 individuals with the same inclusion criteria as our group. The model was evaluated using Smart-PLS software after the surveys were physically distributed. The results showed Alpha value $\geq .70$, which show the validity of the analytical variables. There were 23 items in the final instrument, divided into the subsequent

constructs: (1) Islamic branding, (2) purchase, (3) repurchase and (4) social media user satisfaction.

4.1 Discriminant validity

The researchers looked for considerable variance across the several variables that may have the same meaning after checking for validity and internal consistency. As illustrated in the picture, this was accomplished utilizing Heterotrait-Monotrait Ratio (HTMT) Analysis. The HTMT findings were below the requirement of 0.90 and are consistent according to ⁶³ indicating that there are no issues between variables that might have the same meaning.

Table I Construct reliability and validity

Variables	Factor loading	Composite reliability	Cronbach's alpha	AVE
Islamic Branding	0.756	0.90	0.89	0.58
Purchase	0.864	0.91	0.85	0.68
Re-purchase	0.864	0.91	0.89	0.73

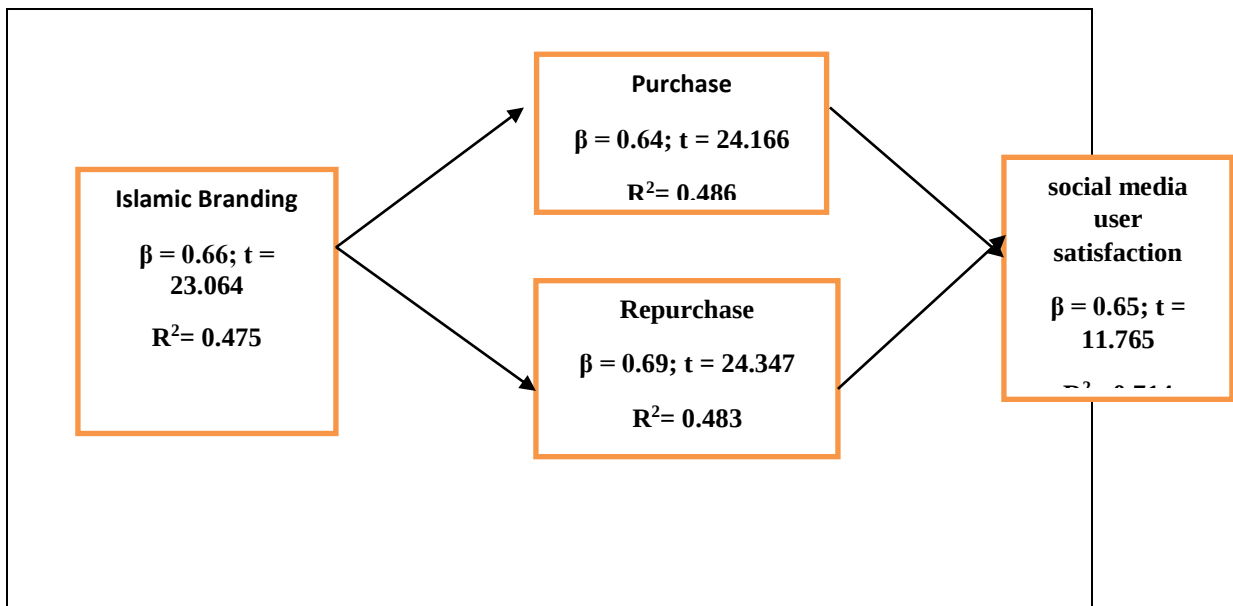


Figure 1. Results of research model

Social media user Satisfaction	0.886	0.92	0.94	0.75
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Table 2. Path Estimates for Proposed Model

Path	β	Coefficient	T-Value	p-Value	Hypothesis
Islamic branding → purchase decision of <i>Halāl</i> products	.66	0.763	23.064	0.001	Supported
Islamic branding → purchase decision of <i>Halāl</i> products	0.64	0.628	24.166	0.001	Supported
Purchase → Social media user satisfaction	0.69	0.539	24.364	0.000	Supported
Repurchase → Social media user satisfaction	0.65	0.583	11.765	0.000	Supported

4.2 Results

The model results are shown in Table 2 and show a strong prediction capacity in the research model. The results highlights that all hypotheses are accepted. Islamic branding and purchase decision of *Halāl* products as shown in table 2, offer supports for H1 ($\beta = 0.66$, $p < 0.001$, $t = 23.064$, $t \geq 1.96$). The report demonstrates that Islamic branding has a positive impact purchase decision of *Halāl* products hence, the hypothesis H2 is also supported ($\beta=0.64$, $p<0.001$, $t = 24.166$, $t \geq 1.96$). With regard to hypothesis H3 and H4, the results demonstrate that there is relationship between the purchase and the repurchase ($\beta= 0.69$, $p < 0.01$, $t = 24.364$, $t \geq 1.96$) and ($\beta= 0.65$, $p < 0.01$, $t = 11.765$, $t \geq 1.96$) found significantly positive respectively, and so validated the assumption. The findings support the study paradigm as well as the expected links between the constructs of interest; all of the correlations are accepted.

5. Implications

The research of social media use has developed as very important aspect in order to create inferences about newfangled customer behavior. Social media disrupt “space and time” boundaries that allow individuals to engage anyplace. This quantitative study evaluated the impact on satisfaction from the usage of social media by the user of SNS. The study of SNS-related factors creates motivation which affects the purchase and buy back of products and services. UGT theory outlines why individuals are using social

networks and exchanging information. It describes the purchasing and re-sale of items and services in line with the happiness that the customer experiences during usage of the social media. Secondly, it gives an understanding of the significant contribution to meeting consumer requirements of satisfied use of social media. However, this research has produced a number of results where it is validated that companies have to institute computer-generated platforms which proliferates in the use of social networks, since it has been empirically found that the use of social networking is the point of departure in the search for production information. Thirdly, marketing managers are intended to stimulate and support contact with existing and new consumers since the higher communication between customers and business, the larger the buying and re-buying of products and services. Moreover, techniques that drive consumers to share their experience of using social networks must be developed, since their degree of satisfactory usage of social networks helps to show how demands are satisfied. The results reveal that customers have a better involvement of digital platforms subsequently this is the way to provide information and connect with other customers, but with the firms to whom they buy and return to purchase products and services. Administrators must support successful investment methods to enhance the customer purchasing experience in technologies, trainings as well as message systems, therefore making media usage happy. Finally, research demonstrates the value virtual platforms get in the number of sales by purchasing and buying items and services from enterprises. Lastly, for good marketing managers, the biggest task is to find new sources of consumer contentment through information and relationship with their clients.

5.1 Contributions to the UGT Theory

The outcomes of the UGT Theory findings contribute to the way that social media sharing and access to technology is one of the most satisfying actions conducted. Secondly, it allows us to comprehend the rewarding incentives that are beyond information exchange to societal advantages, as stated forth in the UGT's theory. This theory provides detailed justification for why social media are accepted and used continuously. This study contributes to the notion of how consumers might determine their gratifications to meet their needs. The model-based gratifications are important in providing

consumers with diverse means of drawing attention to the diverse perceptions of the customer. Every user of social media platform may be an information producer in real time, which increases incentive for content generation and promotion of social media usage.⁶⁴ Several researches have shown that social and information aspects encourage certain motives for the use of social media.⁶⁵ Finally, the available literature clearly illustrates how social media satisfaction might influence buying and buying back items and services. This is connected to the demands of the individual and how self-gratification expands user knowledge through the information and aspects given in a specific medium.⁶⁶

5.2 Limitations and Conclusions

One of the shortcomings of the study was that the demographic factor was not included. Scholars suggest that use gratuities may vary depending on the demographic factors examined. Second, this research adopts a basic cross-section design for data collecting, which might lead to concerns of bias in the selection of the sample. Researchers advise the adoption of a longitudinal design to resolve these constraints and to monitor changes over time and so reduce partial problems. Future scholars would be able to observe patterns of causation using this method. Other researchers might use the causality effect to highlight distinct situations on the issue under investigation. According to⁶⁷ one should concentrate on how much experience, training and socialization a researcher simplifies using the proposed approach to overcome these restrictions. Researchers recommend that future studies examine the influence of commitment on meeting communication demands through the usage of social media. Furthermore, this study demonstrates how social media use has a direct influence on customer behavior and indicates that social media is more than just a method of communication.

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