Halal is extended beyond religious values into the realm of business and trade and is fast becoming a global brand for both Muslim and non-Muslim consumers. Current international markets need a brand that appeals to global religious consumers and buyers with common values and practices. In response, this research develops a model to investigate implementing brand theory and model, as well as religious commitment on Halal purchase intention. In particular, the mediation effect of consumer-brand relationships is another considerable stream of this study. A quantitative survey methodology using self-administered questionnaires has been adopted to collect data for the proposed constructs in the theoretical model. The target sample of this study includes Muslims and non-Muslims in Malaysia by focusing on three ethnic groups (Malays, Chinese and Indians). Structural equation modeling is used to validate the model. The findings of this thesis largely support the hypothesized relationships proposed in the theoretical model. The results of the study indicate that consumer-brand relationships is a completed mediation variable between brand personality appeal, brand personality, and purchase intention. The results also reveal that although religious commitment has direct influence on consumer-brand relationships, it has no significant effect on purchase intention. However, consumer-brand relationships has a significant influence on purchase intention. These results have extensively practical implications for brand building, establishing consumer relationships, and enhancing purchase intention of the Halal brand. In this regard, this study opens a new window for marketers and managers to see Halal as a brand in the market; it also helps marketers to employ different brand strategies in order to introduce Halal in a unique format in various cultures and countries. In particular, personality of the Halal brand is a significant tool for marketers in making concrete relationship with consumers in the marketplace. This study also displays a new platform for consumers’ relationships with the Halal brand and provides managers with guidance on developing, nurturing, and utilizing these relationships in order to enhance purchase intention of the Halal brand.

Today, international students are recognized as a rather unique category of tourists. The perceptions of this group are shaped based on whole life experiences in the host country. In response, this thesis develops a model to evaluate the learning outcomes of Iranian students who study in Malaysian universities from the educational tourist perspective. This model extends the effect of service quality, image, price, and student perception on learning outcomes of Iranian students. Learning outcomes is a product of the university that is as an indicator of institutional quality and effectiveness. In addition, this model examines the influence of these constructs on learning outcomes by mediating effect of satisfaction. The methodology of study is based on mixed method research. The researcher used embedding dataset in the mixed method in order to support the proposed theoretical model. In the qualitative part, a semi-structured in-depth interview with Iranian students was conducted in order to gain a deeper understanding of the perception of those respondents towards Malaysian universities and Malaysia as a destination study. In this regard, the constant comparative method was used for data analysis as it allowed the researchers to identify foundation categories by focusing on three different types of coding (open, axial, and selective). In the quantitative part, a survey, by using self-administered questionnaires has been adopted to collect data for the constructs proposed in the theoretical model from Iranian students who are in the last year of their studies, graduated, or have graduated from Malaysia and starting with another degree. Structural equation modeling is also used to validate the model. The results of the study indicate that satisfaction is a complete mediation variable between image and learning outcomes. The results also reveal that satisfaction is a partial mediation variable between price and learning outcomes. Finally, the model failed to support the relationships between service quality, student perception and the learning outcomes of Iranian students, as well as by mediating effect of satisfaction. These results have extensive practical implications for the education and tourism organizations. Managers of universities must pay attention to reliable, responsive, and empathetic services which are indeed related to improved service quality perceptions. A commitment to excellence in the delivery of services causes student satisfaction as international students have different forms of motivation for studying abroad. Lastly, a favorable image can boost a university attraction through increased student satisfaction. Likewise, high international image and prestige of a destination is an attraction to international students as it is expected that image and prestige would open up better career opportunities for them. Finally, this thesis reveals the perceptions of Iranian international students towards Malaysian universities and Malaysia as a destination study.

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