



**AN ANALYSIS OF CORPORATE IMAGE, PRODUCT
IMAGE, USER IMAGE AND COUNTRY IMAGE ON
MUSLIM CONSUMER PURCHASE DECISION
TOWARDS HALAL FOOD PRODUCT: A CASE
STUDY IN JOHOR BAHRU**

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ABSTRACT

An Analysis of Corporate Image, Product Image, User Image and Country Image towards Muslim Consumers Purchase Decision: A Case Study in Johor Bahru

In an era of increased competition, companies nowadays are bound to make substantial efforts to manage their brand image. Nevertheless, the news abounds with instances of firms finding themselves in the middle of an unforeseen, boycott-caused, marketing crisis stemming from a controversial event with which the firm has no explicit, direct relation. (Senet al., 2001). The purpose of this paper is to analyze the effect of brand image dimension on purchase decision. Corporate image, product image, user image and country image will be used to measure the factors that influence community in Johor Bahru in purchasing decision.

This research aims to examine the influence of Corporate Image, User Image, Product Image and Country Image Toward Purchase Decision in Johor Bahru. The type of this research is Explanatory Research. The research is conducted in Johor Bahru area only and 200 questionnaires were distributed randomly to the people who live there. The sampling technique used is simple random sampling and the research instruments were tested using the Frequency Analysis, Factor Analysis, Reliability Test, Pearson Correlation Coefficient and Regression Analysis.

The multiple regression analysis result shows that Corporate Image, User Image, and Product Image have significant effect simultaneously and partially toward Purchase Decision. The dominant test shows that User Image is the most dominant variable influencing the Purchase Decision.

The result of this research can be applied for Marketing Strategy. The company should retain the brand image in order to always have a positive image in the consumers' eyes that will influence their decision in purchasing decision.

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CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

This chapter begins by explaining the background of the study which relate to the understanding of brand image in companies across the globe venturing into the international area. This is trailed by concentrating on the issue related to the topic of the study. The research objectives, research questions of the study are then listed and the significance of the study, the limitation is also highlighted in the section of the chapter.

1.1 BACKGROUND OF THE STUDY

In today's global market, regardless any industry or organizations are surrounded by competitors. Approximately, the global population of Muslim has reached about 1.62 billion or 23% of the entire world population (Maps of World site, 2015). According to the site, most of the Muslim's live in South Asia, particularly in Indonesia, Pakistan and India. Even though Malaysia is not including in top 10 largest populations Muslim country still most of Malaysian population is Muslim. Malaysia is one unique country with mulch-religious, multicultural and multiracial nations. The diversity contributes to various and interesting Malaysian heritage. But Muslim's cannot easily enjoy the entire heritage that they have in Malaysia. According to Maps of world (2015), Muslim's population in Malaysia accumulated to 61.3% of the population in this country, and