

## Hypermarkets Product Awareness of Halal Branding in the Kingdom of Bahrain

**Authors :** Imelda Atengco Milan

**Abstract :** This research is aimed to assess the effectiveness and status of Islamic branding amongst hypermarkets from respondents perspective in the Kingdom of Bahrain such as Lulu, Geant and Carrefour and It was identified in terms of pure advertisement, religious norms and culture, certified halal product/ brand, consumption barriers and attitude towards other products/ brand. Included here are also the essentials in modern marketing including problems encountered and recommendations which will be revealed through the findings of the study. The methods used are descriptive and quantitative with sample analysis through quite a number of populations. Formulation of Sample questionnaire is done according to the variables and items used to measure reliability of statistics. The measurement of validity on the conduct of the surveys has been done according to Chronbach's value (greater than 0.7). Pearson correlation was used as part of statistical analysis as well. It must show continuously that the model used is aligned towards factors indicated.

**Keywords :** pure advertisement, religious norms & culture, certified halal product, attitude towards other brand and consumption barriers

**Conference Title :** ICIBFI 2016 : International Conference on Islamic Banking, Finance and Investment

**Conference Location :** Vancouver, Canada

**Conference Dates :** August 04-05, 2016