عنوان فارسی مقاله:
پیشانی‌های قصد خرید مصرف کننده از برند حلال: یک روشکرک یکپارچه

عنوان انگلیسی مقاله:
Antecedents of consumers’ Halal brand purchase intention: an integrated approach

توجه!
این فایل تنها قسمتی از ترجمه می‌باشد. برای تهیه مقاله ترجمه شده کامل با فرمت ورد (قابل ویرایش) همراه با نسخه انگلیسی مقاله، اینجا کلیک کنید.
**Limitations and scope for future research**

The Muslim population is growing in many parts of the world, including non-Muslim countries. Although this study’s focus is limited to Pakistani Muslims, findings related to the effects of Halal brand perceived quality, image, satisfaction, trust and loyalty on intentions may not be equally valid for Muslim consumers in other non-Muslim countries and for other types of products (e.g. products like cosmetics, pharmaceuticals and toiletries, and services like insurance, banking and travel and leisure). Moreover, this study concentrates on a single product (milk) in one product category, so future researches may consider more than one product in multiple product categories, i.e. convenience, shopping, speciality and unsought product, and compare with this study to support the generalisability of results.