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**DOES HALAL CERTIFICATE HAVE ANY EFFECT ON
BRAND LOYALTY: A RESEARCH ON THE FAST FOOD
CONSUMERS**

MASTER'S THESIS

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LOYALTY: A RESEARCH ON THE FAST FOOD CONSUMERS**

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ABBREVIATION LIST

GIMDES	:	Gıda ve İhtiyaç Maddeleri Denetleme ve Sertifikalandırma Arařtırmaları Derneęi
IFANCA	:	Islamic Food and Nutrition Council of America
JAKİM	:	Jabatan Kemajuan Islam Malaysia
MUI	:	Majelis Ulama Indonesia
MUIS	:	Majelis Ugama Islam Singapura
MWL	:	Muslim World League
SPSS	:	Statistical Package for the Social Sciences
USA	:	United States of America

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ABSTRACT**DOES HALAL CERTIFICATE HAVE ANY EFFECT ON BRAND LOYALTY: A RESEARCH ON THE FAST FOOD CONSUMERS****Zeynep Göksu ULUKAYA**

The purpose of this study is to investigate the impact of halal food certificate on fast food consumers in context of brand loyalty. In this context, the study is separated into three parts. In the first part, halal food concept is explained and the content of the study is restricted with Islam necessities which take into consideration the food items. Also, halal certificate is explained and halal certificate studies from the world and Turkey are analyzed. In the second part, brand loyalty is examined in detail, concepts related to this are explained, too. The last part is analysis related to the survey results trying to find out which factors influence the halal food attitudes. Findings are analyzed through SPSS.

Keywords: Brand loyalty, Fast food, Halal food

ÖZET**HELAL SERTİFİKANIN MARKA SADAKATI ÜZERİNE ETKİSİ: FAST FOOD TÜKETİCİLERİ ÜZERİNE BİR ARAŞTIRMA****Zeynep Göksu ULUKAYA**

Bu çalışmanın amacı, fast food tüketicileri üzerinde helal gıda sertifikasının marka seçimi bağlamında etkisini araştırmaktır. Bu kapsamda çalışma üç bölüme ayrılarak tamamlanmıştır. Birinci bölümde helal gıda kavramı açıklanmış ve çalışmanın kapsamı İslamiyet ile sınırlı olduğundan söz konusu dinin gıda konusunda gereklilikleri ele alınmıştır. Helal sertifikanın da açıklandığı bu bölümde Türkiye ve dünyadaki helal sertifika çalışmalarına yer verilmiştir. İkinci bölümde değişkenlerden biri olan marka sadakati detaylı biçimde incelenmiş, bu kavramla ilişkili kavramlar da açıklanmıştır. Üçüncü bölüm saha çalışmasının analizlerinin gerçekleştirildiği bölümdür. Ayrıca bu bölümde Türkiye’de fast food sektörü hakkında bilgi verilmiştir. Veriler SPSS ile analiz edilerek yorumlanmıştır.

Anahtar Kelimeler: Fast food, Helal gıda, Marka sadakati

INTRODUCTION

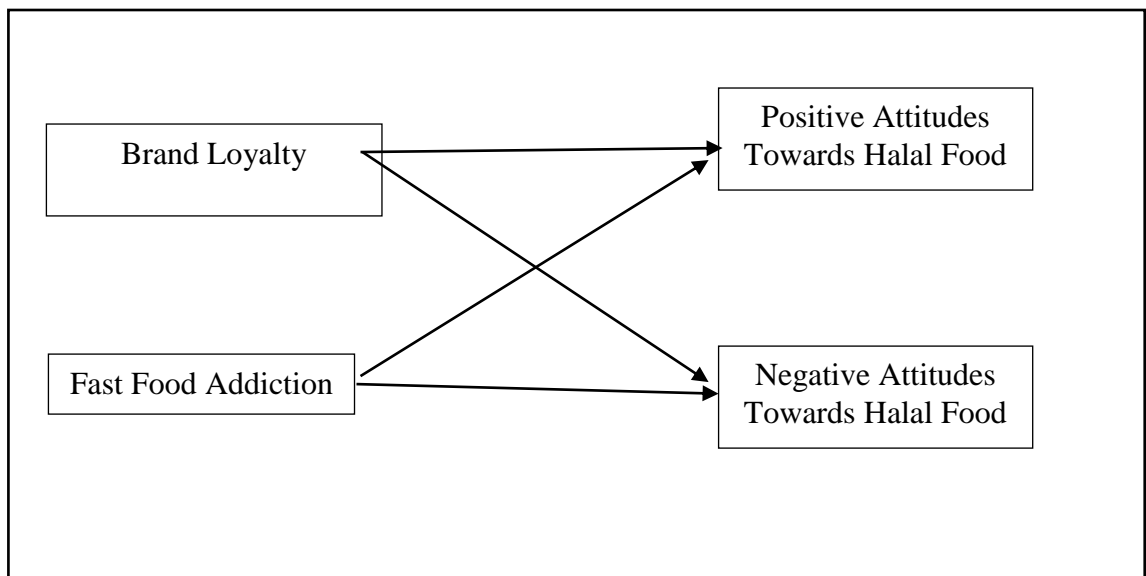
Halal food is a notch which fit the political economy and the religious base; In a capitalist economy, it is based on a lawful religious instrumentalism which is explained by examples of the transformation. About 900 billion dollars of market share is estimated for halal food market The concept of halal is far removed from being inherent in the ethereal area. It will enter the market as it is expressed in billions of dollars, so it is not just a label on the product. Today, the halal food market area has become a marketplace where all the world's eyes have turned. The share of the profits of multinational companies have doubled, and the marketplace has entered the race to be the center of the market in its country. Islamic halal food market, although 90 percent of this share is in the hands of non-Muslim countries is competing for getting priority in the global arena.

Halal food products that are not yet connected to a standard are recognized throughout the world, are subject to the criteria at the discretion of the countries in the certification process. In this process, as a country with a 98% Muslim population, Turkey is taking quick steps with concern as being a later entrant into the market. Turkey has started to take place in the market in 2005, including the work of an organization called GIMDES which has a larger say in the market today and is involved in the process similar and even more than TSE and has reached a position as a national institution. GIMDES have many associations which reveal the profitability of the field that did not request a certificate of non-governmental organizations and patent firms.

This study analyzed the opinions in the context of halal food with respect to fast-food users. The study is divided into three sections. Halal food and halal certified

products are discussed in the first section, the conceptual framework of the second section describes the brand concept and brand loyalty. The research results were analyzed in the third section. For this purpose, an on-line survey was conducted with the fast-food consumers consisting of 300 people. Survey data obtained from the results were analyzed with SPSS program and interpretations about the issue under discussion have been included.

The major research question of this study is to understand the perceptions of fast food consumers with respect to halal food. In accordance with this research question, the hypothetical model in this research is finding the effect of demographic variables on halal food perception and finding the effect of brand loyalty and fast food addiction on halal food. This hypothetical model is shown below:



The following hypothesis have been formulated according to this hypothetical model.

1. There is a significant difference between genders according to positive attitudes towards halal food.
2. There is a significant difference between marital statuses according to positive attitudes towards halal food.
3. There is a significant difference between age groups according to positive attitudes towards halal food.
4. There is a significant difference between education levels according to positive attitudes towards halal food.
5. There is a significant difference between monthly incomes according to positive attitudes towards halal food.
6. There is a significant difference between genders according to negative attitudes towards halal food.
7. There is a significant difference between marital statuses according to negative attitudes towards halal food.
8. There is a significant difference between age groups according to negative attitudes towards halal food.
9. There is a significant difference between education levels according to negative attitudes towards halal food.
10. There is a significant difference between monthly incomes according to negative attitudes towards halal food.
11. There is a significant difference between genders according to fast food addiction.
12. There is a significant difference between marital statuses according to fast food addiction.

13. There is a significant difference between age groups according to fast food addiction.

14. There is a significant difference between education levels according to fast food addiction.

15. There is a significant difference between monthly incomes according to fast food addiction.

16. There is a significant difference between genders according to brand loyalty.

17. There is a significant difference between marital statuses according to brand loyalty.

18. There is a significant difference between age groups according to brand loyalty.

19. There is a significant difference between education levels according to brand loyalty.

20. There is a significant difference between monthly incomes according to brand loyalty.

21. Brand loyalty and fast food addiction significantly influence positive attitudes towards halal food.

22. Brand loyalty and fast food addiction significantly influence negative attitudes towards halal food.

23. There is a negative relationship between fast food addiction and halal food perception

1. HALAL FOOD

1.1. Definition of Halal Food

Halal, originally Arabic word, is defined as legitimate and allowed as opposed to non-legitimate and prohibited, meaning illicit by IFANCA. Turkish Language Association (TDK) defines halal as “Not offending against laws of the religion, not restricted in terms of religion, opposite of illicit”. In this thesis, the word “Halal” is used in Islamic perspective.

Halal product means "A product which is not prohibited in religious perspective and manufactured according to religious laws". The products consumed by Muslims are called halal products (Torlak, 2012: 2). Even though other product groups (like cosmetics) have halal products, when it comes to halal product, halal foods come to mind. Halal food does not only state the product that does not include blood, alcohol and supplement made of pig (pork, lard) but it also states meat products made of animals by halal slaughtering (Hamdan, Issa, Abu, & Jusoff, 2013: 55). In the past, halal food is known to be valid only for Muslims. Besides, there were not enough legislation provisions regarding halal product and information about sales and distribution of these type of products. Along with introducing these types of products by global firms to the market, these types of products started to be demanded on a global scale. Within this context, halal product is not only accepted as a religious phenomenon, but also as a commercial phenomenon, too (Torlak, 2012: 2). In our country, Turkish Standards Institutions, in liaison with Religious Affairs Administration, started halal food licensing as of 4 July 2011. By July 2013, 187 firms have been issued halal food certificate (Zaman Gazetesi - Ekonomi, 2013) besides,

some foundations. Such as GİMDES, HEDEM, issue halal food certificate and publish the firms issuing halal food certificate on their websites.

In modern-day societies, religion is one of the most powerful factors that has influence on people's choices in almost all cases (Just, R., Heimen, & Zilberman, 2007: 786). As a part of the culture, religion has influence on the attitude and behaviour of the consumers. Schiffman and Kanuk (1997) alleges that people belonging to different religious groups are affected by their religious identities in purchasing decision (Shafie & Osman, 2002: 115). The effect of religion on food consumption is shaped both by the religion itself and the follower of the religion. Almost every religion puts bans and liberalizes their follower in every respect. Likewise, there are restrictions on foods (Bonne & Verbeke, 2008a: 35). For example, Islam and Judaism forbids pork and alcohol; Hinduism and Buddhism forbids cow meat and pork. Christianity is the exception regarding the food consumption. The restrictions are not exactly followed by the followers of the relevant religions. In USA, %90 of the Buddhists and Hindus, %16 of the Jews and hardly %76 of the Muslims indicate that they follow their religion's prohibitions (Bonne & Verbeke, 2008a: 35).

1.1.1. Prohibitions in Islam Related to Food Items

From the viewpoint of Islam, halal is valid at these three situations (Özkan, 2011: 5):

a) A thing is made lawful in case of clearly being reported in the Koran and Sunnah. For example, it is informed in the Koran that eating animals hunted in the sea, animals cut by people of the book, foods cooked by people of the book is lawful.

b) It is stated in the Koran and Sunnah that doing a thing many times is not found inconvenient. These things are lawful, too.

c) Once again, unlawful things are clearly stated in the Koran and Sunnah. The remaining things that are apart from these situations are also lawful.

Islamic food regulations are built upon the term “Halal”. All the foods are accepted as “halal”, unless it is stated in the Koran as unlawful (Bonne & Verbeke, 2008a: 38). In many verses of the Koran, some foods and drinks are stated as unlawful and the reason behind it is explained. All the clean foods are viable for Muslim’s consumptions. The foods that are forbidden to consume are explained in detail as well. Halal food rules separate the foods into two as halal and unlawful. Some foods are placed in between halal and unlawful and called revolting (Regenstein, Chaudry, & Regenstein, 2003: 120). The term “Haram” is not only viable for foods, but also for food additives, cosmetics and personal care products (Koluman, 2009: 30). Islamic rules have come up with 5 groups if the foods are halal.

- Animals prohibited to eat
- Putting a ban on blood
- Cutting method
- Prohibition of Pork
- Prohibition of Alcohol.

Unlawful things and foods that are prohibited are stated in the various verses of the Koran.’ He has only forbidden to you dead animals, blood, the flesh of swine, and that which has been dedicated to other than Allah. But whoever is forced [by necessity], neither desiring [it] nor transgressing [its limit], there is no sin upon him. Indeed, Allah is Forgiving and Merciful (Al Baqarah 173). Prohibited to you are dead

animals, blood, the flesh of swine, and that which has been dedicated to other than Allah, and [those animals] killed by strangling or by a violent blow or by a head-long fall or by the goring of horns, and those from which a wild animal has eaten, except what you [are able to] slaughter [before its death], and those which are sacrificed on stone altars, and [prohibited is] that you seek decision through divining arrows. That is grave disobedience. This day those who disbelieve have despaired of [defeating] your religion; so fear them not, but fear Me. This day I have perfected for you your religion and completed My favor upon you and have approved for you Islam as religion. But whoever is forced by severe hunger with no inclination to sin - then indeed, Allah is Forgiving and Merciful (Al Ma'idah 3). Say, "I do not find within that which was revealed to me [anything] forbidden to one who would eat it unless it be a dead animal or blood spilled out or the flesh of swine - for indeed, it is impure - or it be [that slaughtered in] disobedience, dedicated to other than Allah. But, whoever is forced [by necessity], neither desiring [it] nor transgressing [its limit], then indeed, your Lord is Forgiving and Merciful." (Al-An'am 145). He has only forbidden to you dead animals, blood, the flesh of swine, and that which has been dedicated to other than Allah. But whoever is forced [by necessity], neither desiring [it] nor transgressing [its limit] - then indeed, Allah is Forgiving and Merciful (An-Nahl 115). As it is understood from the verses, meat is the most evaluated food among all foods. Apart from the animals restricted to be eaten, animals cut with proper methods and bird consumption is laid down by the laws. Meats cut properly are called "Zabiha" (Bonne & Verbeke, 2008a: 38). Islam restricted the consumption of alcohol, pork, blood, dead animal meat and meats that are not cut via Islamic methods. Basic Islamic rules are certain and unalterable regarding the term halal. However, the interpretation may

change by time and location (Riaz & Chaudry, 2004: 145). Islamic bookmen have extended these restrictions by interpreting the Koran (Bonne & Verbeke, 2008a: 38).

1.1.2. Halal Food Market

Halal food market size reaches approximately 670 billion dollars, holding %16 of world food sector. It is estimated that the market is growing annually at %7-15 (Alam & Sayuti, 2011: 9; Riaz M. , 2010: 71). This growth rate makes the halal food market the fastest growing market (Alserhan, On Islamic branding: brand as good deeds, 2010a: 102). Size of the market with Muslim consumers including finance sector is around 2,1 trillion dollars across the globe (Zakaria & Abdul-Talib, 2010: 51-52), and it is estimated that this number will be reaching 30 trillion dollars in 2050 (Alserhan, On Islamic branding: brand as good deeds, 2010a: 102). According to Moody Investors Service's report, if the growth rate continues in the same manner, Islamic finance market will be expected to reach 4 trillion-dollar volume per se (Alserhan, 2010b: 42). Muslims living in USA are estimated to have spent 12 billion dollars in 1999. Of this amount, 3 billion dollars is spent for meat and animals with wings. In 2003, this amount is exceeding 15 billion dollars. Increase in childbirths and immigrations are the main reason of this increase. USA army, for the first time, presented halal licensed food for the Muslim soldiers within the scope of itself (Riaz & Chaudry, 2004: 40). North America has 8 million Muslim population, of which 7 million is in USA and 1 million is in Canada. It is a matter of economic opportunity for the companies serving the purpose of Muslim's halal food. For the retail product, only 23 firms have applied to IFANCA for halal food certification in 1990, whereas this number has reached to 2000 in 2006 (Alserhan, 2010b: 41).

Meat is the most important product among halal foods. Target group of the halal food is not only Muslims, but also people from other religions. Therefore, halal foods must be considered as the products consumed by all people (Othman, I., & Hussin, 2009: 317).

Hygiene and safety factors are among the factors affecting halal meat consumption. Hygiene, lack of knowledge and control subjects affect halal meat consumption in a harmful way (Bonne, Vermeir, & Verbeke, 2009: 19). For the Muslim consumers, trust for halal food is closely related to food handling process and food health. According to previous research results, meats obtained by cutting in Islamic methods are healthier. Nonetheless, as long as the tricks encountered about the halal food spread through mass media and word of mouth, sense of trust decreases in general (Bonne & Verbeke, 2008b: 115). Being halal is the most important criteria, having quality comes second and price comes third, when meat is bought by consumers. Most of the consumers stated that they would be willing to pay a little extra money, if the meat is halal. Halal food market is mentioned at some research in England and North America, whereas it is lesser competed to the food consumption by Muslims in Europe. A panel research in Holland shows that Muslim immigrants are intense meat consumers. Annual meat consumption per person is 35,6 kg in Holland, 57,1 kg in Morocco and 61,3 kg in Turkey (Bonne & Verbeke, 2008a: 37). In spite of the fact that there is not exact information about halal trade volume of European Union, an estimation can be made by looking at Muslim population. %75 of Muslims in USA adapt the halal standards in the matter of food. If these rates are adapted to Europe, a market with 10 million people in Europe is conceivable (Bonne, Vermeir, & Verbeke, 2007: 368-369). For instance, a research made in France showed

that %84 of Muslims always consume halal meat. Factors affecting halal food consumption are not limited to pietism. In particular to health considerations and various social issues, like health of animals and religious identities are important criterias for the choice of halal food (Bonne & Verbeke, 2008b: 114).

There are 2 billion people involved with halal market across the globe. South Asia including only India, Pakistan, Bangladesh and Sri Lanka has population of 1,3, of which 400 million are Muslim (Riaz & Chaudry, 2004: 41). This shows that in total consumer size, out of four buy halal products. Until recently, food sector has ignored Muslim consumer market. In contrast with Kosher products, it is harder to come across halal products at supermarket shelves in USA. %30-40 of the products sold in the supermarkets comprise of Kosher products. In the past, Muslims either bought kosher products or products that are not fit in themselves. Now, Muslims demand halal labeled products on behalf of expressing themselves in social and political area. For example, in France, Burger King Muslim, a fast food chain, is opened for the first time, targeting youth who demand appropriate halal foods in 2005. This shop differentiated itself from other shops by featuring its Islamic identity (Bonne & Verbeke, 2008a: 37). Halal sector is in an important progress. As long as knowledge level of consumers and producers about halal products rises, the demand for these products rises, too. It is a necessity for the firms to understand the request and desire of Muslim population comprising one fourth of the world population (Abdul, İsmail, & Johari, 2009: 22-23). Halal is not only a religious concept. It becomes one of the important symbols of quality and life style for the firms. Muslims, avoiding the foods that do not fit to their own standards in the past, now demand foods having halal food certificate and in parallel with the belief. Therefore, in the matter of halal food, marketing decision

makers certificate establishments and politicians need to have necessary sensitiveness (Bonne, Vermeir, & Verbeke, 2007: 368-369)

Halal market keeps growing with many products apart from food sector. Halal soup, Halal perfume and halal chocolate can be exemplified to these products (Wilson & Liu, 2010: 112). 101 out of 991(%10,2) hotels in Malaysia have halal certificate. Halal market gives a chance to firms in logistic sector as well as to the production sector. In order to export to Muslim countries, Brazilian producers established halal chicken slaughterhouses. Biggest halal small cattle exporter in the world, New Zealand host different representatives of Muslim countries. Holland hinder imported halal products and halal products to be together in its halal warehouses. Therefore, biggest halal harbor in the world, Rotterdam Harbour's position in Europe gets strong (Alserhan, 2010b: 43). Turkey is one of the most important markets for halal food in the world. Between two religions and civilizations at the junction point of two continents, Turkey is a big country. Majority of the population (%99) is Muslim. At the present time, Turkey is governed with secular and democratic system and with this characteristics, Turkey is an important model for different Muslim countries (Eser, Mutlu, & Çakar, 2007: 67). Although majority of the population is Muslim, it does not have a national system regarding halal certificate. The certificate program started by Turkish Standards Institution in 2006 was cancelled. As a result, Turkish firms are in the position of a small player in the global halal market. For instance, Brazil export 6-billion-dollar worth of meat to Muslim countries. With regard to production conditions, Turkish firms will benefit from this market in case of having a certificate (Anonymous, 2009: 28).

1.2. Halal Certificate

Halal certificate is given by authorized organizations in case the relevant products are conformed with Islamic rules. As these products do not include unlawful ingredients, they include the rules about the used materials at the preparation stage (Riaz M. , 2010: 72).

1.2.1. Types

The most important Halal Certificate type is Place Certificate Registration. Place Certificate Registration can be described as; This certificate shows that a factory, production facility, slaughter house or food institution is controlled and approved to produce, distribute or commercialize halal food. However, this does not mean that all the products of the facility carry halal certificate. Place certificate is not used as halal food certificate. Halal certificate for a specific product or time; this certificate shows that listed products are in accordance with the rules formulated by the certification institution. This type of certificate may be taken for limited amount of product for a specific amount of time or for specific distributor or importer. Certificate is named consignment certificate or dispatch certificate, if it is for specific amount. Generally, it is used with products needed to be certificated at every shipment and delivery, such as meat and chicken. Yearly certification; Halal suitability is supplied at annual audits and is automatically renewed by paying certification amount.

1.2.2. Duration

The amount of time that the certificate is applicable depends on the product type (Riaz & Chaudry, 2004: 166):

- Party certificate organized for shipment is valid during the specific party product in the market generally until product occupancy.

- Certificate can be taken for 1-2-3 year periods, if the product with certificate is made with respect to constant formula.

The product carries the halal certificate as long as it provides defined and approved production and marketing necessities. Generally, the status is approved and controlled with accidental and uninformed facility visit systems.

1.2.3. Authorized Persons and Institutions to Issue Halal Certificate

Each Muslim person, Islamic institution or agent can give halal certificate. However, the acceptability of the certificate depends on the country in which importation takes place. In order to export to Malaysia and Indonesia, halal certificate needs to be taken by competent bodies determined by these countries. While there are more than 40 institutions giving halal certificate, only 5 of them are accepted by Indonesia. JAKIM dropped the number of approved institution from 16 to 3 (Riaz M. , 2010: 72) Malaysia and Indonesia are two countries, having formal program to approve the institutions giving halal certificate. Some other countries, like Saudi Arabia, Singapore, Kuwait, UAE, Egypt and Bahrain approve the institutions for certain products and purposes (Riaz & Chaudry, 2004: 167). Some of the most important offices about halal in the world are:

- Jabatan Kemajuan Islam Malaysia (JAKIM), Malaysia
- Majelis Ulama Indonesia (MUI), Indonesia
- Majelis Ugama Islam Singapura (MUIS), Singapore

- Muslim World League (MWL), Saudi Arabia.

1.2.4. Appropriate Products to be Halal Certified

Each product that Muslims consume can be certificated. Certificate is not needed for drugs and other products used for therapeutic purpose (Riaz & Chaudry, 2004: 167). Some of the certificatable products are:

- Red and white meat
- Dairy products
- Take-home foods
- Cosmetics and personal care products
- Drug

1.2.5. Usage of Halal Logo

After a product receives halal certificate, halal logo may be used on the product's package. There are various halal logos (Riaz M. , 2010: 75). Logos might differ from institution and country depending from where certificate is received.

1.2.6. Halal Certificate Studies from Turkey and the World

About halal products, research has been conducted by various writers with different purposes in various countries. Some of them are summarized and listed below: A research made by Dali et al (2008) in Malaysia and Brunei searched consumer's evaluation about halal products and consumer's opinions if they found halal products more expensive than unlawful products. As a result of the research, consumer's evaluation regarding halal products are subsumed under 11 different

factors: Promotion, place, attractiveness and quality, halal licensing, price, sample product, market demand, small and medium scale producers, halal certifications for Muslim firms, difference between halal certificated and non-halal certificated products and clean study. Promotion, place, price, market demand, small and medium scale producers and clean study factors have a role on the perception that products with halal certificate are more expensive than the products with non-halal certificate. In a study conducted by Hamdan et al (2013) in Malaysia, the factors that affect consumer's, consuming processed halal foods in the buying decisions have been examined. As a result of the study, it is determined that Muslim consumers buy the foods to the extent that they know it before, rather than looking at labels on the product. Besides, it is reached that having a halal certificate on a product may be advantageous in gaining Muslim consumers.

In the study to investigate practicality of theory of planned behavior made by Aziz et al (2010), evaluating the intentions regarding Malaysian consumer's halal cosmetics product choice, it was found out that subjective norms are positively correlated with the choice of halal cosmetics product intention and attitudes and also the attitude insignificantly affects the intention of choice of halal cosmetics product. In a study made by Mutsikiwa and Basera (2012) in Zimbabwe, the effect of sociocultural factors on consumer's halal food choice is investigated. The writers reached to the conclusion that sociocultural factors have very little or scarcely any effect on personal perception about consumption of halal certificated foods and Muslim consumers are more sensitive to sociocultural values than others. In a study to analyze the behavior of especially Muslim consumers living in the cities regarding halal food conducted by Soesilowati (2010), it is concluded that Muslim consumers

have higher awareness regarding the halal and unlawful terms particularly when choosing products like meat, fish and vegetables, there is a strong relation between consumers' halal food consumption and individual religiousness and the most important criteria that Muslim consumers give importance is that the products do not include pork and alcohol. A study made by Wan-Hassan and Awang (2009) in New Zealand, administrative and promotion studies of restaurants in New Zealand regarding halal food have been investigated. As a result, it is determined that Muslim tourist market is not important for the majority of the restaurants and also they are unwilling to advertise halal products or put a sign outside the restaurant in this direction. A study to analyze the relation between the halal awareness, halal licensing, food quality, promotion policy, brand and intention of buying halal product by non-Muslim consumers living in Malaysia was conducted by Aziz and Chok (2013), after the structural equality analysis, in spite of the fact that food quality is negatively correlated with the intention of buying halal food, halal awareness, halal licensing, promotion policy and brand are positively correlated.

Halal food certificate leaves a positive impression on Muslims while it leaves a negative impression on non-Muslims. However, brand recognition is also important for purchasing activity, because people tend to buy familiar brands.

2. BRAND LOYALTY

2.1. Definition of Brand

While identifying Brand Concept, we must understand the role of the brand. In order to understand the role of the brand, we have to distinguish 3 concepts. Goods, Brand and Successful Brand. Goods are everything which satisfy one's needs. It can

be a physical good or chemical component, a turning lathe and a clock. Alternatively, it can be a bank, a restaurant or a hospital, too. (Doyle, 1998: 166). As a result; it is anything that holds the characteristic of satisfying a certain need, request and that becomes the subject of change.

In the market, there are a lot of products in order to fulfill the needs of consumers. Some of these products are served under the brand, on the other hand some of these are unmarked at the market (Woods, 1982: 319). However, every producer wants to define his own goods and wants to become different from rivals. Brand leads to that differentiation (Doyle,1998:166). Brand, which is produced by COMPANY and gives identity to goods, and makes that product different from rivals, is a term, a name, a symbol or a combination of these (Bennett, P.D. 1988: 301).

Brand gives a chance to consumers to try services or goods and to buy whatever they choose or to avoid when they don't want to buy (Durmaz, 1995:106). Brand is a broad term. Except from goods' form and packing, everything that defines goods is included in the scope of the brand. For example, brand name or brand icon is a brand or a part of the brand. Brand is neither brand name nor brand icon (Cemalciler, 1996: 116). Trademark is different from brand concept and is a right for usage of the brand or a part of it within the limits of law. When a brand is registered, it become legalized and will be protected within the limits of law (Pride,1997: 250). In Turkish Trademark Law doctrine brand concept is described diversely. For example, it's an identification instrument endangered with characteristic signals. Brand is an identification mark which is a light on the goods (Omağ,1992:6) Brand is a marker which is connected with goods or pertained to a service and provides these goods or this service to be distinguished from other foreign goods or services. 7). Brand is a sign which is on the

package or in order to distinguish from other products produced or are on the market in small crafts, in agriculture or in industry. Brand is a combination of a name, symbol, figure which specifies identification of producer's or seller's goods and distinguishes them from other's goods. Brand concept is described in Foreign Brand doctrine diversely. Brand is a sign that provides to distinguish any product from other likewise products in the market (Giraud,1965: 15, Krayenbühl,1946: 39). Brand is a sign that provides an industrialist to be known and attracts customers. Brand, which constitutes a specific area of intellectual property law, promotes a product or service and preserve, is a word or symbol or concept consisting of a combination of three (Weinstein, Zaichkowsky 1995:3). Brand is an introduction tool with various combinations or collocation of names, symbol, figure which is used for disconnecting products or services submitted by different people. Brand is a word or design which is used for promoting producer's goods or services (Diamond,1981:5). Brand is a sign that is put on packages of goods or services by dealers in order to distinguish from other products (Delmas J,15).

As it is seen, there are many definitions of the Brand. In a survey made in United Kingdom, there are 9 different definitions of Brand. 1-Brand, as a legal tool, 2-Brand, as a differentiation tool. 3-Brand, as a company, 4-Brand, as a identity, 5-Brand, as an image in customers memory, 6-Brand, as a personality trait, 7-Brand as an association, 8-Brand as added-value, 9-Brand as an input and output. It is correct for a Brand to be thought as a combination of all listed above (Bakkaloğlu,2000:47). The definition of American Marketing Association emphasizes these factors within the definitions above. "Name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers."

(Odabaşı,1995:138). Brand in English can give a hint about the usage of the brands in western culture besides its meaning as any product or service. “A piece of burning wood used to give light” Looking at this meaning of the word we can deduce where would first branding actions have come from.

Zyman said that first branding action in history was made by cowboys in order to make clear which cow belongs to them. Cattle were marked with X or another symbol. In time, these signs were used by not only herdsman, but also buyers in order to determine identity (Pringle, M Thompson,2000: 51). As it is seen, in basic meaning brand is a differentiation action to solve identity problem. In order to recognize the products, create positive attitude towards them or remember them and show buying behavior, first of all customers have to distinguish products. In the first place, Brand delivers a promise, so it must be kept. Brand starts to live within the company’s employees, company mission and vision.

2.2. Brand Loyalty

Brand loyalty is a consumer behavior which makes them committed to same brands. Customers who have loyalty to the brand purchase products from their preferred brands, regardless of convenience or price.

2.2.1. Consumer Types According to Brand Loyalty

There are many aspects about Customer Brand Loyalty. According to Rowley there are four types of loyalty:

1. Captive,
2. Convenience-seekers,

3. Contented,
4. Committed.

Due to insufficient opportunities to substitute for alternatives, captive consumers choose to buy the same product, service and brand. Convenience-seekers may not respect the brand itself, yet look on the convenience that it can bear. However, contented consumers have a positive approach to a brand, but they don't try some additional consumption. The perfect one is the committed, who is effective both in approach and behavior.

2.2.2. Brand Loyalty Approaches

Two brand loyalty approaches dominates marketing literature. At first, an instrumental conditioning approach views steady buying of one brand over time as a sign of brand loyalty. The study with this approach uses probabilistic models of consumer learning to evaluate the possibility of the consumer to buy the same brand repeatedly, given a number of past purchases of that brand. It is a stochastic model rather than a deterministic model of consumer behavior, because it does not predict course of action. The prediction is usually in possibility terms. Deterministic models can anticipate a specific course of action based on input variables such as consumer characteristics, brand approaches and consumer needs (Brown, 1953).

Cognitive Theories generate the second approach of brand loyalty. According to researches, behavior does not reveal brand loyalty. Loyalty mentions guarantee to a brand which can not be revealed by just calculating repeated behavior.

Behavior is a result of ongoing or historical case but attitudes give data about the future behavior. These are the differences between them.

2.2.2.1. The Behavioral Approach

Loyalty have been described by behavioral calculations by the sequence of purchases and portion of purchases. Part of purchases are used rather than sequence because the behavioral calculations of loyalty and identified consumers high national brand loyal-who are devoted to one brand-, national brand loyal-whose purchases are loyal to a national brand-, private label loyal-who are devoted to a retail in hand brand-, last, purchase loyal-who buy one brand on consecutive occasions, convert to another brand, buy that brand several times and switch to another (Brown, 1953).

Behavioral loyalty is not enough for resonance. In order to establish resonance, a strong personal attachment is necessary where customers should go beyond obtaining a positive attitude to seeing the brand as being something different in a full situation (Keller, 2003). According to Keller (2003).to create greater loyalty needs extreme attitudinal attachment.

In order to learn reported brand habit and behavioral loyalty, several questions directly or alternatively are asked to consumers such as the rate of last purchases related to the particular brand and near future percentage aims. These questions may be unlimited or hold various alternatives, or rating range, and the answers may be compared with current calculations of consumer behavior to judge whether consumers are correct in their guesses (Keller, 2003).

Many restrictions of a strictly behavioral attitude are realized. Firstly, calculation of loyalty on past behavior can be wrong. The purchase sequence may not show loyalty, but the consumer can be extremely devoted to the brand under consideration (Lawrence, 1969).

Therefore, it can be unsuitable or costly to get current information and gives only restricted diagnostics about the future. It can be hard to separate between or among those who literally changed brands and the purchases of several brands by different family members (Aaker, 1991).

2.2.2.2. The Cognitive Approach

Because of the restrictions of strictly behavioral approach to brand loyalty, it is discussed that loyalty must involve behaviors and attitudes. A real loyal customer must pose a positive attitude toward the brand as well as buying it again. The behavioral calculation of brand loyalty depends on repeat purchasing determining the degree of loyalty (Lawrence, 1969).

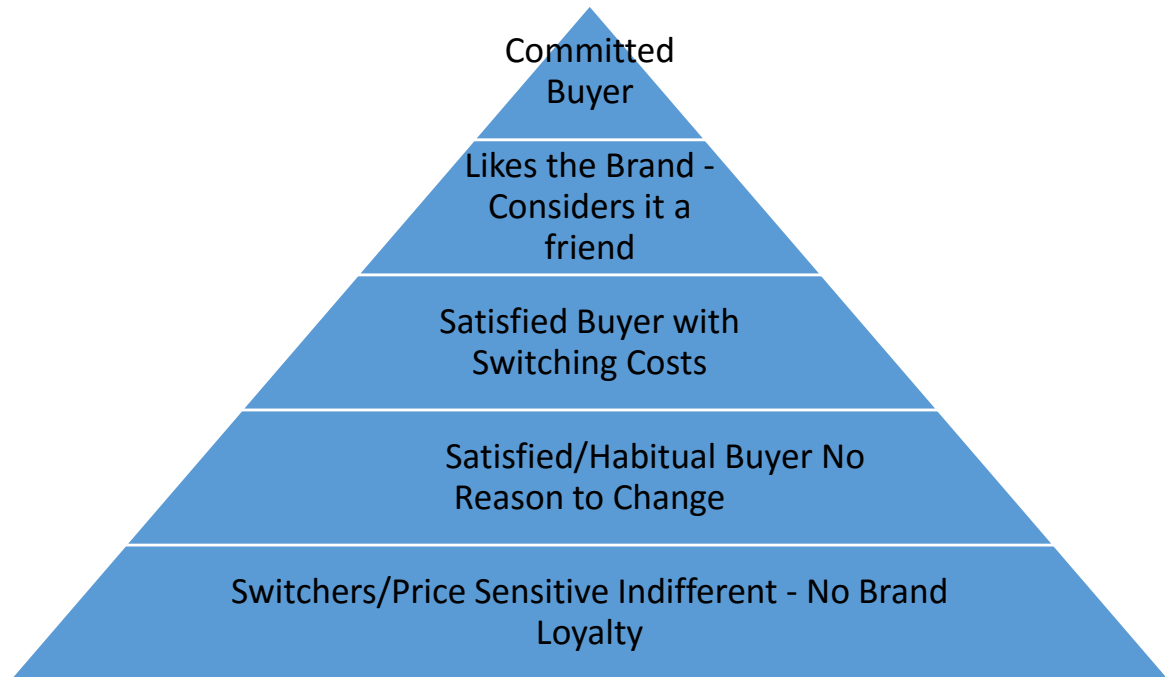
In the early purchase periods, attitude is exhibited as an activity of expectations and as a function of this expectancy disconfirmation with earlier attitude and pleasure later (Oliver, 1997).

Mental loyalty, attitudes and beliefs can influence the different forms of loyalty.

Organizing the distinctive forms of loyalty, analyzing the related approach towards the main brand and the prestige on purchase behavior towards the same brand have been suggested by researchers. The Figure 1 shows the different forms of loyalty (Dick & Basu, 1994).

Figure 1. Brand Loyalty Levels

Kaynak: (İslamoğlu & Fırat, 2011: 50)



As it is shown in the figure, there are different levels of brand loyalty.

After four stages, this situation of loyalty is reached. The customer is logically loyal in the first stage. The customer is in the sense of showing direct or indirect attention about the brand and its advantages and continue the purchase on the basis of a belief in the excellence of the offer. Only repeated purchases develop second form of loyalty: affective loyalty. This is especially a favorable approach to the brand, which is generated in the customer as a result of the repeated validation of his expectations while recording the stage of cognitive loyalty. However, in the third stage; after time elapses, a repeated purchase shows that the most extreme levels of loyalty are reached. Loyalty develops into cognitive fully deliberate stage - and has a high motivating force. Action Loyalty is the most extreme stage of loyalty and it is maintained not only by extremely powerful motivations but also one which leads to actions undertaken by the “desire to overcome” every potential difficulty that may come in way of the outcome to purchase the brand to which the person is loyal (Costabile, 2004).

2.2.3. Brand Loyalty Levels

There are different levels of brand loyalty. Every single level consists of different management and marketing opportunities. These levels are shown in Figure 1.

- Consumers, who have no brand loyalty but price sensitivity, are in the lowest level. These consumers can be referred as “non-loyal consumers” in the literature. These consumers are sensitive to prices but it is impossible to mention about brand loyalty.
- In the second stage there are consumers who have no reason to change the brand. These consumers are pleased and accustomed to the brand. They do not need to try another brand. Because the brand that they use satisfies their needs.
- Consumers, who satisfy themselves with different costs, are in the third stage. These consumers are pleased with the brand they used. If they want to give up the brand they used, they think that changing the brand causes extra costs for them. If rival firms want to obtain these customers, they have to bear the changing costs and provide more benefits than previous brand customers have used.
- In the fourth stage, there are customers who consider the brand as a friend. These consumers are steady buyers of the brand. They think that there is friendship between the brand and themselves. For the brand, it is always important to bring prestige to their customers and thus, they buy the products.

- In the last stage is the dedicated customers group. Consumers embrace the brand and in all conditions they defend it. Also, they insist on other people to use that brand. They are proud to be the customers of the brand they use. From the point of firms having this kind of customers provides big benefits against rival firms.

2.2.4. To Create Brand Loyalty and to Save It

Nowadays customers face a lot of brands which make it difficult for the customers in their purchasing decision process or reduce their brand loyalty. Firm executives support marketing mix of their brands in order to maintain customer brand loyalty. Firms can promote brand loyalty of their customers making marketing analysis, finding out customers' necessities (Silcox, 1999: 88). Firms should form marketing strategy and promotion policies. There are specific costs of loyalty programs which are developed to keep customers with the brand. Furthermore, it is not warrantable that all loyalty programs practiced will be successful. In some cases, firms can fail as they use loyalty programs without plans and without detailed thinking. These questions must be answered by firms in order not to fail while stating efficiency of loyalty programs (Wansink, 2003: 212):

- 1). What level of loyalty program is appropriate?
- 2). Which informations must be collected from customers?
- 3). How can the cost effectiveness of a loyalty program be calculated?
- 4). Which loyalty programs are suitable for which market sectors?
- 5). What product categories respond best to loyalty programs?

2.2.5. The Strategic Importance of Brand Loyalty

Brand loyalty is an important thought when setting a value on a brand which is to be purchased or sold. Because brands can have pretty clear expectations for sales and income from the highly loyal consumers. In fact, a brand without loyal customers usually is ready or has value only in its potential to create loyal customers.

Loyal customers of one brand expect more opportunities from their brand or they don't switch because of switching barriers (Fornell, 1992). On the other hand, consumers who usually buy different brands can switch when they are not fully pleased with the brand they last bought, or because they have higher expectations for a different brand.

Especially brand loyalty is a primal thought when placing a value on a brand that is to be bought or sold, because a loyal customer can be expected to set up very predictable sales and profit rates. According to Aaker (1991: 21), brand loyalty lead to certain marketing advantages. These advantages can be explained as: marketing costs, more new customers and greater trade leverage (Chaudhuri & Holbrook, 2001).

Brand with strong customer loyalty generate advantages like in traditional consumer marketing as: premium pricing, greater bargaining power with channels of distribution, reduced selling costs and a strong barrier to new entrants into the product/service categories (Reichheld, *The Loyalty Effect*, 1996).

Moreover, the firm obtains many benefits from brand loyalty, including repeat purchases and suggestions of the brand to friends and acquaintances (Lau & Lee, 1999). Due to associating with charming new customers, brand loyal customers reduce marketing costs (Bowen & Makens, 1998). These customers can give recommendations about a firm to others (Tepeci, 1999) and regularly pay premium

prices (Bowen & Shoemaker, 1998). It is simply much less costly to maintain customers than increase new customer numbers (Rosenberg & Czepiel, 1983). The marketing costs of the company can be reduced by brand loyal consumers. Brand loyal customers can afford to handle higher prices intentionally and they are also less price sensitive (Reichheld & Sasser, 1990). According to studies, retained customers are very cost-effective; they purchase more from a company as time goes on (Allenby & Lenk, 1995).

Furthermore, according to Dick and Basu (1994) brand loyalty spare affirmative word of mouth and better protection among loyal customers to competitive methods. Probably, these findings hearten marketers to build and keep up brand loyalty among customers. When contacting for such objectives, information on factors resolving the formation of brand loyalty among customers develops into an important issue.

Companies which create e brand loyalty effectively are likely to gain the following advantages (Aaker D. A., 1998: 178):

- Set a value on the future purchases that are foreseen from the customers so that current customers get proper resources.
- Survey the loyalty of current customers
- Have a customer culture, whereby people all through the company are authorized and motivated to make the customer happy.
- Make customers feel that they are part of the company

Finally, loyalty to the firm's brands symbolizes a strategic asset which has been described as an important source of the brands' equity.

Nowadays a lot of scholars, corporations, consumers have stated that the power and priority of brands. From the viewpoint of consumers brands have located in the center of consumers' behavior intention. Brands are used by consumers in order to make provide connection between their own thoughts and brand image. Therefore, this leads to brand equity and in the long term, consumer-brand connection. On the other hand, according to companies' brand is an effective method for companies to differentiate themselves from rivals and improve the marketing profits.

Generally speaking, a successful brand strategy should be formed on making brand loyalty. In order to achieve this objective, brand equity should be definitely set out while consumers are categorized on a loyalty ground. Also, some rules can be applied when directing brand loyalty by the help of special tactics and strategies after a comprehensive analysis of the brand situation or its existing customers.

Satisfaction or meeting needs of customers improve brand loyalty. There is a positive relation between satisfaction and brand loyalty. Retaining a customer costs much. Also, customers are important and the base upon which businesses can develop. Customers aware of the importance of product quality that is one of the major factors in creating brand loyalty. Therefore, businesses should take notice of product quality if they want to gain loyal customers.

2.3. Relationship Between Brand Loyalty and Halal Food

Consumers want to trust their preferred brands. Also brands want to have loyal customers. While brands focus on having loyal customers, they have to take in consideration that halal food concept may be important for some customers. Especially Muslims prefer halal foods according to their beliefs. Because they are strictly attached

to their belief and halal food concept is very important for them. They avoid consuming non-halal foods in their ordinary life and they believe that if they make anything like this, they commit a sin. Religion is one of the important factors in consuming environment in modern world. Every religion has restrictions about food consumption and this leads brands to modify their principles. Every religion has different restrictions, though. In Turkey, for example pork meat is not consumed a lot as well as alcohol. Because Turkey is mostly Muslim and people don't want to commit a sin. Besides cutting method and animals prohibited to be eaten are also important. Consumers pay attention while they are consuming foods. Therefore, they don't show a tendency to change their preferred brands. At this point brand loyalty concept become a part of an activity. Brands have to focus on religious restrictions. Otherwise it can lead brands to lose their customers, also damage its reliability. For consumers brand loyalty is an important factor and they always search for a loyal brand. Food consumption is important for each individual's life and brands have to take into consideration all aspects for their customers. Without this type of thought, brands will not succeed. Religion is important in all aspects of life as well as food consumption.

2.4. Relationship Between Brand Loyalty and Fast Food

Consuming fast food is a rising trend all over the world. Because especially young people prefer it too much. Everywhere people can consume fast foods, for example at home, at universities, at work etc. Establishing brand loyalty about any brand is essential for every company for becoming successful. This subject is also a part of fast food companies. They are preferred by all kinds of people but sometimes consuming fast food is a compulsory case and people eat unwillingly. Fast food

industry is still growing and is changing rapidly according to eating habits of customers. Of course young people and adults do not have the same eating habits and fast food related companies have to focus on this difference. They can try to put into the market different products for adult and young people. Maybe it can be said that, young people do not take into consideration brands while they eat fast food. Literally it is not true. Because in fast food sector, consumers are mostly young and at one point they dominate the sector with their choices. Brands have to act according to this. Otherwise they can lose their customers and will fall through. They are also customers who pay attention to evaluate a combination of features such as customer service, efficiency, pricing and atmosphere. Maybe for young people atmosphere of the fast food restaurant is the most important factor. They prefer to spend time in a pleasant environment while they eat. Also, emotional factors are important for consumer while they select fast food restaurant. When a child was always taken to the same restaurant, he/she probably would not change his/her eating habit in that restaurant. Brands also must think about their location. Pricing at fast food restaurants is so important because people do not want to pay a lot of money for fast foods. With simple logic, they can think that this food is ready for 5 minutes and they will not be willing to pay so much money for it. Fast food restaurants are everywhere and in this situation they can be opened in poor countries or cities. Prices will vary slightly between different fast food restaurants according to a number of factors. But in a really poor country where people cannot afford fast foods or healthy foods, it cannot be discussed that fast food consumption will be successful in that place.

3. METHODOLOGY

3.1. Aim of the Research

In order to find answers for the main research question, “understanding the perceptions of fast food consumers with respect to halal food” descriptive study was conducted based on a survey. The model of this research is finding the effect of demographic information, brand loyalty and fast food addiction on halal food perception.

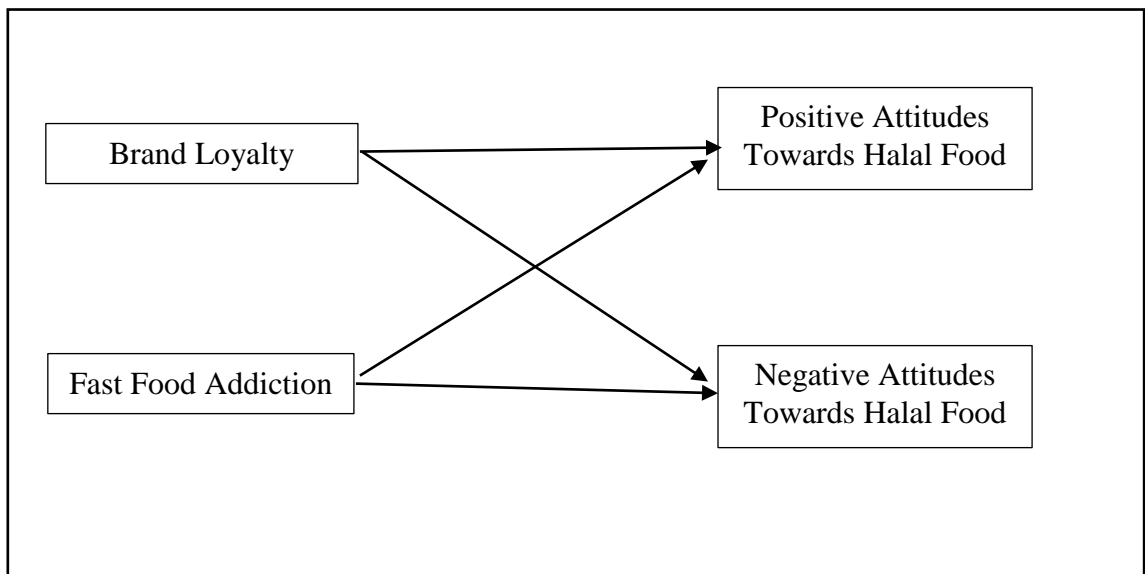
Thus, in this study, participants were asked to fill a survey that included halal food perception scale, fast food addiction scale and brand loyalty scale. Scales are adapted from doctoral dissertation of Dursun Yener (2011) which Yener get help from Kaplan, Sybillo & Jacoby’s (1974) and Laurent & Kapferer’s (1986) studies. Halal food perception scale has 25 questions which assess the participants’ perception towards halal food, fast food addiction scale has 11 questions which assess participants’ addiction level of fast food and brand loyalty scale has 4 questions which assess participant’s loyalty towards the brands they consume. All scales are 1 to 5 likert type scale in which 1 means completely disagree and 5 means completely agree. In halal food perception scale, higher scores have a meaning of participants’ positive perception towards halal food and lower scores have a meaning of participants’ negative perception towards halal food. In fast food addiction scale, high score means that participant is addicted to the fast food and low score means that participant is not addicted to the fast food. Besides, in brand loyalty scale, high score means that participants are highly loyal to the brands they consume and low score means that participants are not much loyal to the brands they consume.

3.2. Sample

The population for this study is Muslim fast food consumers. In order to reach the sample, convenience sampling method was used. The sample consist of 300 Muslim fast food consumer university students. In this study, participants were selected especially in Muslim people who are fast food consumers. The survey was conducted in online environment. Generally, university students' participation was preferred.

3.3. Hypotheses and Research Model

The model of this research is shown below:



According to this model, it is hypothesized that brand loyalty and fast food addiction are both affecting positive and negative attitudes towards halal food. The hypothesis are shown below:

Hypothesis:

H₁. There is a significant difference between genders according to positive attitudes towards halal food.

H₂. There is a significant difference between marital statuses according to positive attitudes towards halal food.

H₃. There is a significant difference between age groups according to positive attitudes towards halal food.

H₄. There is a significant difference between education levels according to positive attitudes towards halal food.

H₅. There is a significant difference between monthly incomes according to positive attitudes towards halal food.

H₆. There is a significant difference between genders according to negative attitudes towards halal food.

H₇. There is a significant difference between marital statuses according to negative attitudes towards halal food.

H₈. There is a significant difference between age groups according to negative attitudes towards halal food.

H₉. There is a significant difference between education levels according to negative attitudes towards halal food.

H₁₀. There is a significant difference between monthly incomes according to negative attitudes towards halal food.

H₁₁. There is a significant difference between genders according to fast food addiction.

H₁₂. There is a significant difference between marital statuses according to fast food addiction.

H₁₃. There is a significant difference between age groups according to fast food addiction.

H₁₄. There is a significant difference between education levels according to fast food addiction.

H₁₅. There is a significant difference between monthly incomes according to fast food addiction.

H₁₆. There is a significant difference between genders according to brand loyalty.

H₁₇. There is a significant difference between marital statuses according to brand loyalty.

H₁₈. There is a significant difference between age groups according to brand loyalty.

H₁₉. There is a significant difference between education levels according to brand loyalty.

H₂₀. There is a significant difference between monthly incomes according to brand loyalty.

H₂₁. Brand loyalty and fast food addiction significantly influence positive attitudes towards halal food.

H₂₂. Brand loyalty and fast food addiction significantly influence negative attitudes towards halal food.

3.4. Frequency Tables and Descriptive Statistics

There are 300 people involved in the study. Some of the demographic outputs are listed below.

Table 1. Gender Frequencies

		Frequency	Percent
Gender	Female	166	55,3
	Male	134	44,7
	Total	300	100,0

Distribution of the participants is in favor of females with a 55,30 % rate which is equal to 166 out of 300.

Table 2. Age Frequencies

		Frequency	Percent
Age	18 - 25	121	40,3
	26 - 33	115	38,3
	34 - 41	33	11,0
	42 - 49	13	4,3
	50+	18	6,0
	Total	300	100,0

Highest share of the participants is aged between 18 and 25. In addition to this, 78,7 % of the participants are younger than 34.

Table 3. Marriage Status Frequencies

		Frequency	Percent
Marriage Status	Single	228	76,0
	Married	72	24,0
	Total	300	100,0

Single participants represent the higher share of the participants according to married ones. 228 people are single and the remaining ones are married representing 24,0 % of the group.

Table 4. Education Level Frequencies

		Frequency	Percent
Education	Elementary Degree	9	3,0
	High School Degree	26	8,7
	Associate Degree	30	10,0
	Undergraduate Degree	164	54,7
	Graduate Degree	67	22,3
	Ph.D. Degree	4	1,3
	Total	300	100,0

According to the educational levels of the participants, undergraduate degree owners hold the 54,7 % of the total community, graduate degree owners are the second crowded group with 64 people equal to 23,2 % of all. There are 4 people with a Ph.D. degree and 9 with an elementary school degree.

Table 5. Monthly Income Frequencies

		Frequency	Percent
Monthly Income	1000 – 1499 TL	59	19,7
	1500 – 1999 TL	58	19,3
	2000 – 2499 TL	57	19,0
	2500 – 2999 TL	82	27,3
	3000+ TL	44	14,7
	Total	300	100,0

85,3 % of the participants have monthly income less than 3.000 TL / month while the income group with the highest share represents 27,3 % of the participants with a monthly income between 2.500 and 2.999 TL. 59 people have 1.499 TL or lower monthly income which represents 19,7 % of all.

Table 6. Fast Food Consumption Time Frequencies

		Frequency	Percent
How long have you been consuming fast food?	Less than 1 year	40	13,3
	Between 1-3 years	35	11,7
	Between 4-5 years	53	17,7
	More than 5 years	172	57,3
	Total	300	100,0

172 of the 300 participants participating in the survey have been visiting a fast food restaurant for 5 or more years who are representing the 57,3 % of the total group. On the other hand, 40 of the people have been introduced to a fast food restaurant less than a year ago.

IV. ANALYSIS

4.1. Factor Analysis

4.1.1. Halal Food Perception Scale Factor Analysis

In order to analyze the factor structure of halal food perception, exploratory factor analysis was applied. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was found .96 which is highly above the recommended value of .6 and Bartlett's test of sphericity was found significant, $\chi^2 (300) = 9459.31, p < .01$. Also all of the communalities was above .30 which confirm that each item have a common variance with each other. These indicators show that halal food perception scale was found suitable for factor analysis.

Table 7. Factor Loadings

Factor name	Items	Factor loadings	% of variance
Positive Attitudes Towards Halal Food	No matter where I go, I always prefer halal certified products.	.939	
	Having a halal certified product makes me happy.	.936	
	Buying a halal certified product is a pleasure for me.	.930	
	Halal certificate is the most important criteria when I buy a product.	.926	62,971
	Buying halal certified food is crucial for me.	.919	
	Even if the products have the same quality, I choose the halal certified one.	.916	

I don't mind long distance travels, in order to buy halal certified products.	.913
Since it's healthy, I try to consume halal certified products as much as I can.	.912
I'm really interested in a halal certified product.	.908
Halal certified products have more quality.	.907
A halal product that I choose, represents my personality.	.906
Halal certified products are tastier.	.904
Halal certified products are a nice solution, in terms of food security.	.889
When I go abroad, countries, which sell halal certified products are an important factor.	.872
Using halal certified products is religiously appropriate for me.	.872
Sparing time for religious activities is important to me.	.850
My family appreciates me, when I buy halal certified products.	.836
My family members prefer halal certified products.	.806
I build a reputation among friends, when I buy halal certified products.	.797

Negative Attitudes Towards Halal Food	The idea of buying a halal certified product makes me psychologically uncomfortable.	.762	
	The time I have to spend on buying a halal certified product puts an unnecessary pressure on me.	.755	
	Buying halal certified products is a waste of time.	.701	10,485
	Halal certified products can be harmful to your health, as much as any other product.	.560	
	I don't even care about halal certified products.	.559	
	When I buy a halal certified product, I'm never exactly sure, if I made the right decision.	.537	

It is found that two factors can explain %73.45 of the total variance. Since the cross-loading items have more than 0.10 difference in loading and in order to understand which item is in which factor, rotation methods were not needed. These two factors have high reliability scores. Positive attitudes towards halal food factor's reliability score was 0,98 while negative attitudes towards halal food factor's reliability score was 0,76 The result shows that halal food perception scale has high validity and reliability.

4.1.2. Fast Food Addiction Scale Factor Analysis

In order to analyze the factor structure of fast food addiction, exploratory factor analysis was applied. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was found .95 which is also highly above the recommended value of .6 and Bartlett's test of sphericity was found significant, $\chi^2 (300) = 3707.3$, $p < .01$). Also all of the

communalities was above 0.30 which confirm that each item has a common variance with each other. These indicators show that fast food addiction scale was found suitable for factor analysis.

Table 8. Factor Loadings

Factor name	Items	Factor loadings	% of variance
Fast food addiction	Fast food brands are supreme for me.	.923	74,95
	I dedicate myself to a fast food brand.	.909	
	I associate fast food brands with important highlights of my life.	.903	
	I will always consume the same fast food brand.	.895	
	I put great value on fast food brands in my life.	.868	
	Even if there are other options available, I always consume the same fast food brand.	.866	
	Fast food brands are ideal to me.	.862	
	I don't mind paying more to have the fast food brand that I consume.	.843	
	Compared to other fast food brands, I've said many things about this fast food brand.	.835	
	The fast food brand I consume is special to me.	.829	
I'll always have the desire to buy the fast food brand I consume.	.779		

It is found that one factor can explain %74,95 of the total variance and this factor's reliability score was 0,96. The result shows that fast food addiction scale has high validity and reliability.

4.1.3. Brand Loyalty Scale Factor Analysis

In order to analyze the factor structure of brand loyalty, exploratory factor analysis was applied. The Kaiser-Meyer-Olkin Measure of Sampling Adequacy was found .82 which is also highly above the recommended value of .6 and Bartlett's test of sphericity was found significant, $\chi^2 (300) = 523,22$, $p < .01$). Also all of the communalities was above 0.30 which confirm that each item have a common variance with each other. These indicators show that brand loyalty scale was found suitable for factor analysis.

Table 9. Factor Loadings

Factor name	Items	Factor loadings	% of variance
Brand Loyalty	I've been using fast food brands for a long time.	.839	69,64
	I really enjoy it, when I consume fast food brands.	.865	
	I recommend the fast food brand I consume to other people.	.863	
	I'm going to buy the fast food brand I consume in the future.	.766	

It is found that one factor can explain %69,64 of the total variance and this factor's reliability score was 0,85. The result shows that brand loyalty scale has high validity and reliability.

4.2. Analysis of Demographic Factors Influencing Positive Attitudes Towards Halal Food

4.2.1. Gender Difference with Factors Influencing Positive Attitudes Towards Halal Food

Table 10. The Effect of Gender on Positive Attitudes towards Halal Food

		N	M	SD	t	p
Gender	Female	166	2,62	1,23	2,131	,034
	Male	134	2,31	1,28		

In order to understand the relationship between positive attitudes towards halal food and gender, t-test analysis was conducted. As it is seen on the table, there is a significant difference between genders according to their positive attitudes towards halal food, $t = 2,131$, $p < .05$. Since female participants' positive attitudes towards halal food score is higher than male participants', it can be said that females have more positive attitudes towards halal food than males.

The hypothesis "There is a significant difference between genders according to positive attitudes towards halal food." was not rejected.

4.2.2. Marital Status Difference with Influencing Positive Attitudes Towards Halal Food

Table 11. The Effect of Marital Status on Positive Attitudes towards Halal Food

	N	M	SD	t	p
Marital Status					
Single	228	2,37	1,23		
Married	72	2,85	1,28	2,841	,005

It is seen that there is a significant difference between single and married participants according to their positive attitudes towards halal food, $t = 2,841$, $p < .05$. It means that married participants' positive attitudes towards halal food is much higher than single participants'.

So, the hypothesis "There is a significant difference between marital statuses according to positive attitudes towards halal food." was not rejected.

4.2.3. Age Difference with Influencing Positive Attitudes Towards Halal Food

Table 12. The Effect of Age on Positive Attitudes towards Halal Food

	N	M	SD	F	p
Age Groups					
18-25	121	2,40 _a	1,16		
26-33	115	2,39 _a	1,24		
34-41	33	2,30 _a	1,35	5,565	,001
42+	31	3,34 _b	1,36		

-The mean scores that do not share the same subscript are significantly different from each other.

In order to understand the relationship between age and positive attitudes towards halal food, one-way ANOVA was conducted. As it is seen on the table, there is a significant difference between age groups according to their positive attitudes towards halal food, $F(3, 296) = 5,565$, $p < .05$. LSD post-hoc comparison analysis was applied in order to identify which age group is different from each other. It is found that the participants who are older than 42 have significantly more positive attitudes towards halal food than the participant who are younger than 42.

So, the hypothesis “There is a significant difference between age groups according to positive attitudes towards halal food.” was not rejected.

4.2.4. Education Difference with Influencing Positive Attitudes Towards Halal Food

Table 13. The Effect of Education on Positive Attitudes towards Halal Food

	N	M	SD	F	p
High School Degree	26	2,78	1,27		
Associate Degree	30	2,65	1,17		
Undergraduate Degree	164	2,42	1,23	1,829	,142
Graduate Degree	67	2,20	1,21		

In order to understand the relationship between education and positive attitudes towards halal food, one-way ANOVA was conducted. As it is seen on the table, there is no significant difference between education levels according to their positive attitudes towards halal food, $F(3, 283) = 1,829$, $p > .05$.

So, the hypothesis “There is a significant difference between education levels according to positive attitudes towards halal food.” was rejected.

4.2.5. Monthly Income Difference with Influencing Positive Attitudes Towards Halal Food

Table 14. The Effect of Monthly Income on Positive Attitudes towards Halal Food

	N	M	SD	F	p
	59	2,73 _a	2,15		
	58	2,70 _a	1,28		
Monthly Income	57	2,59 _a	1,21	2,766	,028
	82	2,14 _b	1,21		
	44	2,36 _{ab}	1,31		

-The mean scores that do not share the same subscript are significantly different from each other.

In order to understand the relationship between monthly income and positive attitudes towards halal food, one-way ANOVA was conducted. As it is seen on the table, there is a significant difference between monthly income levels according to their positive attitudes towards halal food, $F(4, 295) = 2,766$, $p < .05$. LSD post-hoc comparison analysis was applied in order to identify which monthly income level is different from each other. It is found that the participants who earn between 2500-2999 TL have significantly less positive attitudes towards halal food than the others except the participants who earn more than 3000 TL but the participants who earn more than 3000 TL show no significant difference than the others.

So, the hypothesis “There is a significant difference between monthly incomes according to positive attitudes towards halal food.” was not rejected.

4.3. Analysis of Demographic Factors Influencing Negative Attitudes Towards Halal Food

4.3.1. Gender Difference with Influencing Negative Attitudes Towards Halal Food

Table 15. The Effect of Gender on Negative Attitudes towards Halal Food

		N	M	SD	t	P
Gender	Female	166	3,22	,97	2,001	,046
	Male	134	2,99	1,00		

In order to understand the relationship between negative attitudes towards halal food and gender, t-test analysis was conducted. As it is seen on the table, there is a significant difference between genders according to their positive attitudes towards halal food, $t = 2,001$, $p < .05$. Since female participants' negative attitudes towards halal food score is higher than male participants', it can be said that females have more negative attitudes towards halal food than males.

So, the hypothesis "There is a significant difference between genders according to negative attitudes towards halal food." was not rejected.

4.3.2. Marital Status Difference with Influencing Negative Attitudes Towards Halal Food

Table 16. The Effect of Marital Status on Negative Attitudes towards Halal Food

	N	M	SD	t	p
Marital Status					
Single	228	3,11	1,00		
Married	72	3,14	,95	,208	,836

It is seen that there is no significant difference between single and married participants according to their positive attitudes towards halal food, $t = ,208$, $p > .05$.

So, the hypothesis “There is a significant difference between marital statuses according to negative attitudes towards halal food.” was rejected.

4.3.3. Age Difference with Influencing Negative Attitudes Towards Halal Food

Table 17. The Effect of Age on Negative Attitudes towards Halal Food

	N	M	SD	F	p
Age Groups					
18-25	121	3,16	,91		
26-33	115	3,09	1,04		
34-41	33	3,13	,79	,218	,884
42+	31	3,02	1,26		

In order to understand the relationship between age and negative attitudes towards halal food, one-way ANOVA was conducted. As it is seen on the table, there is no significant difference between age groups according to their negative attitudes towards halal food, $F(3, 296) = ,218$, $p > .05$.

So, the hypothesis “There is a significant difference between age groups according to negative attitudes towards halal food.” was rejected.

4.3.4. Education Difference with Influencing Negative Attitudes Towards Halal Food

Table 18. The Effect of Education on Negative Attitudes towards Halal Food

	N	M	SD	F	p	
Education Level	High School Degree	26	3,36	,86	2,523	0,58
	Associate Degree	30	3,44	,93		
	Undergraduate Degree	164	3,10	1,02		
	Graduate Degree	67	2,93	,88		

In order to understand the relationship between education and negative attitudes towards halal food, one-way ANOVA was conducted. As it is seen on the table, there is no significant difference between education levels according to their negative attitudes towards halal food, $F(3, 283) = 2,523, p > .05$.

So, the hypothesis “There is a significant difference between education levels according to negative attitudes towards halal food.” was rejected.

4.3.5. Monthly Income Difference with Influencing Negative Attitudes Towards Halal Food

Table 19. The Effect of Monthly Income on Negative Attitudes towards Halal Food

	N	M	SD	F	p	
Monthly Income	1000 – 1499 TL	59	3,21	,83	1,345	,253
	1500 – 1999 TL	58	3,21	1,07		
	2000 – 2499 TL	57	3,25	,95		
	2500 – 2999 TL	82	3,02	1,00		
	3000+ TL	44	2,88	1,06		

In order to understand the relationship between monthly income and negative attitudes towards halal food, one-way ANOVA was conducted. As it is seen on the table, there is no significant difference between monthly income levels according to their negative attitudes towards halal food, $F(4, 295) = 1,345, p > .05$. So, the hypothesis “There is a significant difference between monthly incomes according to negative attitudes towards halal food.” was rejected.

4.4. Analysis of Demographic Factors Influencing Fast Food Addiction

4.4.1. Gender Difference with Factors Influencing Fast Food Addiction

Table 20. The Effect of Gender on Fast Food Addiction

		N	M	SD	t	p
Gender	Female	166	2,53	1,11	,330	,742
	Male	134	2,49	1,15		

In order to understand the relationship between fast food addiction and gender, t-test analysis was conducted. As it is seen on the table, there is no significant difference between genders according to their fast food addiction level, $t = ,330, p > .05$.

So, the hypothesis “There is a significant difference between genders according to fast food addiction.” was rejected.

4.4.2. Marital Status Difference with Factors Influencing Fast Food Addiction

Table 21. The Effect of Marital Status on Fast Food Addiction

		N	M	SD	t	p
Marital Status	Single	228	2,50	1,14	,254	,800
	Married	72	2,54	1,06		

It is seen that there is no significant difference between single and married participants according to their fast food addiction level, $t = ,254$, $p > .05$.

So, the hypothesis “There is a significant difference between marital statuses according to fast food addiction.” was rejected

4.4.3. Age Difference with Factors Influencing Fast Food Addiction

Table 22. The Effect of Age on Fast Food Addiction

		N	M	SD	F	P
Age Groups	18-25	121	2,39 _a	1,06	3,80	,011
	26-33	115	2,57 _a	1,14		
	34-41	33	3,03 _b	1,16		
	42+	31	2,22 _a	1,10		

-The mean scores that do not share the same subscript are significantly different from each other.

In order to understand the relationship between age and fast food addiction, one way ANOVA was conducted. As it is seen on the table, there is a significant difference between age groups according to their fast food addiction, $F(3, 296) = 3,80$, $p < .05$. LSD post-hoc comparison analysis was applied in order to identify which age

group is different from each other. It is found that the participants who are aged between 34 and 41 are significantly more fast food addiction score than the others.

So, the hypothesis “There is a significant difference between age groups according to fast food addiction.” was not rejected.

4.4.4. Education Difference with Factors Influencing Fast Food Addiction

Table 23. The Effect of Education on Fast Food Addiction

		N	M	SD	F	p
Education Level	High School Degree	26	2,69 _{ab}	1,29	3,420	,018
	Associate Degree	30	3,04 _b	1,27		
	Undergraduate Degree	164	2,49 _a	1,01		
	Graduate Degree	67	2,29 _a	1,19		

In order to understand the relationship between education and fast food addiction, one-way ANOVA was conducted. As it is seen on the table, there is a significant difference between education levels according to their fast food addiction level, $F(3, 283) = 3,420$, $p < .05$. LSD post-hoc comparison analysis was applied in order to identify which education level is different from each other. It is found that participants who have associate degree are more addicted to the fast food than the others except participants who have high school degree.

So, the hypothesis “There is a significant difference between education levels according to fast food addiction.” was not rejected.

4.4.5. Monthly Income Difference with Factors Influencing Fast Food Addiction

Table 24. The Effect of Monthly Income on Fast Food Addiction

	N	M	SD	F	p
Monthly Income					

-The mean scores that do not share the same subscript are significantly different from each other.

In order to understand the relationship between monthly income and fast food addiction, one-way ANOVA was conducted. As it is seen on the table, there is a significant difference between monthly income levels according to their fast food addiction, $F(4, 295) = 2,873, p < .05$. LSD post-hoc comparison analysis was applied in order to identify which monthly income level is different from each other. It is found that the participants who earn more than 3000 TL have significantly low fast food addiction score than the other except the participants who earn between 1000 and 1499 TL. The participants who earn between 1500 and 2499 TL have significantly more fast food addiction scores than the others except the participants who earn between 2500 and 2999 TL.

So, the hypothesis “There is a significant difference between monthly incomes according to fast food addiction.” was not rejected.

4.5. Analysis of Demographic Factors Influencing Brand Loyalty

4.5.1. Gender Difference with Factors Influencing Brand Loyalty

Table 25. The Effect of Gender on Brand Loyalty

		N	M	SD	t	P
Gender	Female	166	3,16	1,05	1,148	,252
	Male	134	3,30	1,05		

In order to understand the relationship between brand loyalty and gender, t-test analysis was conducted. As it is seen on the table, there is no significant difference between genders according to brand loyalty, $t = 1,148$, $p > .05$.

So, the hypothesis “There is a significant difference between genders according to brand loyalty.” was rejected.

4.5.2. Marital Status Difference with Factors Influencing Brand Loyalty

Table 26. The Effect of Marital Status on Brand Loyalty

		N	M	SD	t	p
Marital Status	Single	228	3,27	1,07	1,389	,166
	Married	72	3,07	,98		

It is seen that there is no significant difference between single and married participants according to brand loyalty, $t = 1,389$, $p > .05$.

So, the hypothesis “There is a significant difference between marital statuses according to brand loyalty.” was rejected.

4.5.3. Age Difference with Factors Influencing Brand Loyalty

Table 27. The Effect of Age on Brand Loyalty

		N	M	SD	F	p
Age Groups	18-25	121	3,27 _a	1,02	4,730	,003
	26-33	115	3,27 _a	1,01		
	34-41	33	3,42 _a	1,10		
	42+	31	2,56 _b	1,34		

-The mean scores that do not share the same subscript are significantly different from each other.

In order to understand the relationship between age and brand loyalty, one-way ANOVA was conducted. As it is seen on the table, there is no significant difference between age groups according to brand loyalty, $F(3, 296) = 4,730$, $p < .05$. LSD post-hoc comparison analysis was applied in order to identify which age group is different from each other. It is found that the participants who are older than 42 have less loyal to the brands than the others. So, the hypothesis “There is a significant difference between age groups according to brand loyalty.” was accepted.

4.5.4. Education Difference with Factors Influencing Brand Loyalty

Table 28. The Effect of Education on Brand Loyalty

		N	M	SD	F	P
Education Level	High School Degree	26	3,04	1,13	,653	,582
	Associate Degree	30	3,28	1,18		
	Undergraduate Degree	164	3,30	,97		
	Graduate Degree	67	3,17	1,09		

In order to understand the relationship between education and brand loyalty, one-way ANOVA was conducted. As it is seen on the table, there is no significant difference between education levels according to their brand loyalty, $F(3, 283) = ,653$, $p > .05$.

So, the hypothesis “There is a significant difference between education levels according to brand loyalty.” was rejected.

4.5.5. Monthly Income Difference with Factors Influencing Brand Loyalty

Table 29. The Effect of Monthly Income on Brand Loyalty

		N	M	SD	F	P
	1000 – 1499 TL	59	3,08	1,10		
	1500 – 1999 TL	58	3,21	1,13		
Monthly Income	2000 – 2499 TL	57	3,17	1,07	1,158	,330
	2500 – 2999 TL	82	3,41	1,00		
	3000+ TL	44	3,10	,93		

In order to understand the relationship between monthly income and brand loyalty, one-way ANOVA was conducted. As it is seen on the table, there is no significant difference between monthly income levels according to their brand loyalty, $F(4, 295) = 1,158$, $p > .05$.

So, the hypothesis “There is a significant difference between monthly incomes according to brand loyalty.” was rejected.

4.6. Multiple Linear Regression Analysis

4.6.1. Brand Loyalty and Fast Food Addiction Influence on Positive

Attitudes Towards Halal Food

Table 30. The Effect of Brand Loyalty and Fast Food Addiction on Positive Attitudes Towards Halal Food

	B	Std. Error	Beta	t	sig.
Constant	2,488	,226		11,031	,000
Brand Loyalty	-,373	,097	-,311	-3,858	,000
Fast Food Addiction	,476	,090	,424	5,263	,000

$R^2 = .085$
 $F(2, 297) = 13,853, p < ,05$

A linear regression analysis was applied to predict positive attitudes towards halal food based on brand loyalty and fast food addiction. The regression equation was found significant ($F(2, 297) = 13,853, p < ,05$), with an R^2 of .085. Thus, brand loyalty and fast food addiction can explain %8,5 of positive attitudes towards halal food's variance. It is found that fast food addiction positively and significantly influences positive attitudes towards halal food (Beta = ,424, $p < ,05$) while brand loyalty negatively and significantly influences positive attitudes towards halal food (Beta = -,311, $p < ,05$).

So, the hypothesis "Brand loyalty and fast food addiction significantly influence positive attitudes towards halal food." was accepted.

4.6.2. Brand Loyalty and Fast Food Addiction Influence on Negative Attitudes Towards Halal Food

Table 31. The Effect Brand Loyalty and Fast Food Addiction on Negative Attitude Towards Halal Food

	B	Std. Error	Beta	t	sig.
Constant	3,381	,182		18,537	,000
Brand Loyalty	-,219	,073	-,233	-2,800	,005
Fast Food Addiction	,176	,078	,200	2,402	,017

$R^2 = .027$
 $F(2, 297) = 4,066, p < ,05$

A linear regression analysis was applied to predict negative attitudes towards halal food based on brand loyalty and fast food addiction. The regression equation was found significant ($F(2, 297) = 4,066, p < ,05$), with an R^2 of .027. Thus, brand loyalty and fast food addiction can explain %2,7 of negative attitudes towards halal food's variance. It is found that fast food addiction positively and significantly influences negative attitudes towards halal food (Beta = ,200, $p < ,05$) while brand loyalty negatively and significantly influences negative attitudes towards halal food (Beta = -,233, $p < ,05$).

So, the hypothesis "Brand loyalty and fast food addiction significantly influence negative attitudes towards halal food." was accepted.

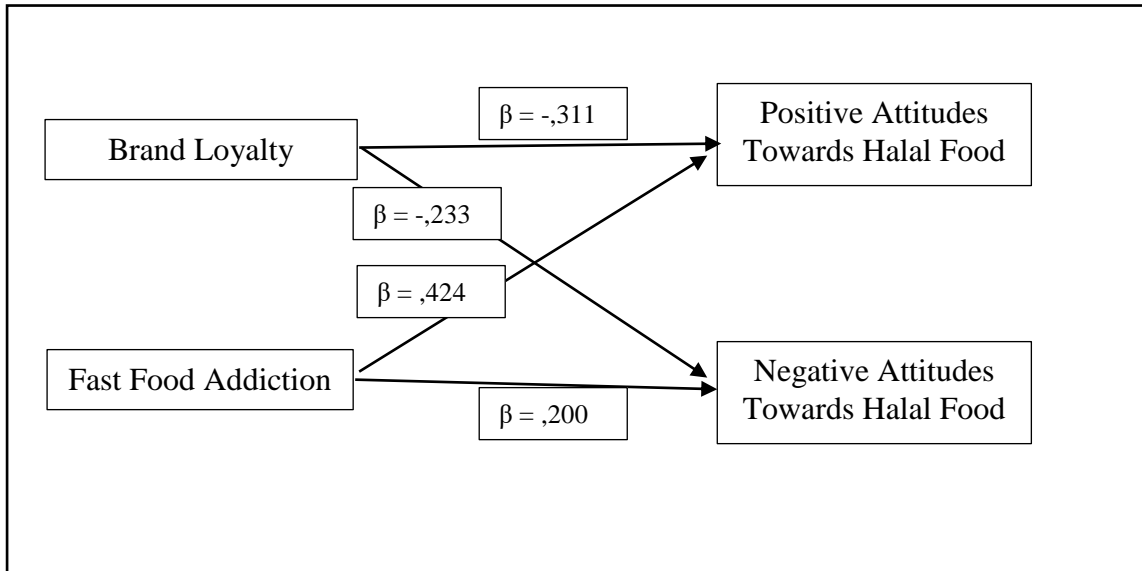
4.7. Summary of Hypotheses and Research Model Results

Table 32. Hypotheses Results

Hypothesis with one-way ANOVA and Independent Samples t test	Result
There is a significant difference between genders according to positive attitudes towards halal food.	Not Rejected
There is a significant difference between marital statuses according to positive attitudes towards halal food.	Not Rejected
There is a significant difference between age groups according to positive attitudes towards halal food.	Not Rejected
There is a significant difference between education levels according to positive attitudes towards halal food.	Rejected
There is a significant difference between monthly incomes according to positive attitudes towards halal food.	Not Rejected
There is a significant difference between genders according to negative attitudes towards halal food.	Not Rejected
There is a significant difference between marital statuses according to negative attitudes towards halal food.	Rejected
There is a significant difference between age groups according to negative attitudes towards halal food.	Rejected
There is a significant difference between education levels according to negative attitudes towards halal food.	Rejected
There is a significant difference between monthly incomes according to negative attitudes towards halal food.	Rejected
There is a significant difference between genders according to fast food addiction.	Rejected
There is a significant difference between marital statuses according to fast food addiction.	Rejected
There is a significant difference between age groups according to fast food addiction.	Not Rejected
There is a significant difference between education levels according to fast food addiction.	Not Rejected
There is a significant difference between monthly incomes according to fast food addiction.	Not Rejected
There is a significant difference between genders according to brand loyalty.	Rejected
There is a significant difference between marital statuses according to brand loyalty.	Rejected
There is a significant difference between age groups according to brand loyalty.	Not Rejected
There is a significant difference between education levels according to brand loyalty.	Rejected
There is a significant difference between monthly incomes according to brand loyalty.	Rejected
Hypothesis with Regression Analysis	Results

Brand loyalty and fast food addiction significantly influence positive **Not Rejected** attitudes towards halal food.

Brand loyalty and fast food addiction significantly influence negative **Not Rejected** attitudes towards halal food.



CONCLUSION

The purpose of this study was to investigate the perceptions of fast food consumers with respect to halal food. In order to do this, factors of halal food (positive and negative attitudes towards halal food), fast food addiction and brand loyalty were analyzed with some demographic information. These demographic information was gender, age, marital status, education level and monthly income. After that, the effect of brand loyalty and fast food addiction on both positive and negative attitudes towards halal food were analyzed. Also, the relationship between halal food perception and fast food addiction was analyzed.

Findings suggest that all of these demographic information have a significant effect on positive attitudes towards halal food. Firstly, it is seen that in terms of gender, people's positive attitudes towards halal food was differing. It was concluded that females have more positive attitudes towards halal food than males. It can be said that halal food is more important for females than males. Second, it is seen that in terms of marital status, people's positive attitudes towards halal food is different. It was concluded that married people have more positive halal food perceptions than single people. It can be inferred that single people are more independent and have more liberal life styles than married people. Third, age has a significant effect on positive attitudes towards halal food. People who are older than 42 years old have more positive attitudes towards halal food than people who are younger than 42 years old. It can be interpreted that as people get older, halal food becomes more important. Fourth, education level has not significant effect on positive attitudes towards halal food. This can be inferred that education is dependent from positive attitudes towards halal food. Fifth, it is seen that in terms of monthly incomes, people's positive attitudes towards

halal food is changing. People who earn 2500-2999 TL in a month have less positive attitudes towards halal food than the other groups except the people who earn more than 3000 TL. People who earn more than 3000 TL in a month have more positive attitudes towards halal food than people who earn 2500-2999 TL in a month but these difference was not significant. So, it can be inferred that if the income was low, people give more importance to the halal food.

Only gender has a significant effect on negative attitudes towards halal food. It is found that female participants have more negative attitudes towards halal food. Age groups, marital status, education level and monthly income have not significant effect on negative attitudes towards halal food.

Age groups, education level and monthly income have a significant effect on fast food addiction. It is found that participants who are older than 42 are less addicted to fast food. It can be inferred that the people in old generation are not on good terms with fast food and also it can be said that they are not used to fast food. Also, participants who have associate degree have more addiction to fast food than the other groups except participants who have high school degree. According to monthly income participants who have 3000+ TL and who have 1000-1499 TL monthly incomes have less addicted to fast food than the others. Also, participants who earn between 1500-2499 TL has significantly more addicted to fast food. These results can be inferred that only the middle class people in other words people in not high but not low economic statuses addicted to fast food. It can be said that people in high economic status do not prefer fast food because they think that fast food is for people in low economic status. On the other hand, it can be said that people in low economic status

think that fast food is luxury consumption. Fast food addiction is not differing in terms of gender and marital status.

When it is looked to brand loyalty it is found that only age has a significant effect on brand loyalty. It is found that participants who are older than 42 are less loyal to the brands they consume. However, participants' loyalty to the brand they consume are not differing in terms of gender, marital status, education level and monthly income.

Furthermore, it is found that brand loyalty and fast food addiction can predict positive attitudes towards halal food. Moreover, brand loyalty and fast food addiction can also predict negative attitudes towards halal food. And last, it was hypothesized that there is a negative correlation between fast food addiction and halal food perception but the findings show that the relationship between fast food addiction and halal food perception is positive. However, this relationship was weak. Although this relationship was found statistically significant it can be inferred that halal food perception and fast food addiction are independent from each other.

In conclusion, halal food is an important concept for Muslims. They prefer to consume halal food to avoid any sin and to show loyalty to their religion. Nowadays brands are interested in customers' satisfaction. They try to attract customers with well-produced, halal products and offer their customers a lot of opportunities. Customers are always in need of good brands, so they want to trust brands in this context.

This study was prepared to explain halal food concept, brand loyalty, customer loyalty and all relationship between these concepts. In future for those, who want to learn about brand choices of Muslims, can benefit from this study. Also, it consists of

beneficial information about fast food consumption in Turkey and the relationship between fast food consumption and income level of Turkish citizens.

I made this study to examine relationship between halal food concept and brand loyalty, brandy concept. I tried to reveal gender preferences in halal food choices and brand choices besides level of income. Also I tried to investigate fast food concept in Turkey and fast food consumption in Turkey. Anyone who wants to learn about halal food concept and relationship between halal food concept, brand loyalty concept and fast food consumption and concept in Turkey can benefit this study in the future. Also this study can be used in the future for marketing researches about these concepts. It consists of detailed information about halal food, brand loyalty and fast food consumption with surveys.

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APPENDIX

1. Cinsiyetiniz:
 - Kadın
 - Erkek
2. Yaşınız:
 - 18-25
 - 26-33
 - 34-41
 - 42-49
 - 50+
3. Medeni durumunuz:
 - Bekar
 - Evli
4. Ne kadar süredir fastfood tüketmektesiniz?
 - 1 yıldan az süredir
 - 1-3 yıl arası
 - 3-5 yıl arası
 - 5 yıldan uzun süredir
5. Eğitim durumunuz:
 - İlköğretim
 - Lise
 - Önlisans
 - Lisans
 - Yüksek lisans
 - Doktora
6. Aylık geliriniz
 - 1000-1499 TL arası
 - 1500-1999 TL arası
 - 2000-2499 TL arası
 - 2500-2999 TL arası
 - 3000 TL ve üzeri
7. Helâl sertifikalı ürün satın almak benim için son derece önemlidir.
 - Kesinlikle katılmıyorum
 - Katılmıyorum
 - Kararsızım
 - Katılıyorum
 - Kesinlikle katılıyorum
8. Aile üyelerim helâl sertifikalı ürünleri tercih etmektedirler.
 - Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

9. Helâl sertifikalı bir ürüne gerçekten çok ilgi duyarım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

10. Nerede olursam olayım helâl sertifikalı ürünleri tercih ederim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

11. Helâl sertifikalı ürünler umurumda bile değildir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

12. Helâl sertifikalı ürün almak için uzun mesafe yol almaktan rahatsız olmam.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

13. Kendime helâl sertifikalı bir ürün almak benim için bir zevktir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

14. Helâl sertifikalı ürün kullanmak dini değerlerime de uygundur.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

15. Helâl sertifikalı bir ürüne sahip olmak beni mutlu eder.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

16. Birkaç marka seçeneğinden, aynı kalitede olsalar bile, helâl sertifikalı olanı tercih ederim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

17. Bir markayı satın almam için helâl sertifikalı olması en önemli kriterdir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

18. Seçtiğim helâl sertifikalı bir ürün benim kişiliğimi yansıtır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

19. Helâl sertifikalı ürünler daha kalitelidir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

20. Helâl sertifikalı bir ürün satın aldığımda arkadaşlarım arasında itibarım artar.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

21. Helâl sertifikalı bir ürün satın aldığımda ailem beni takdir eder.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

22. Helâl sertifikalı ürünler daha lezzetlidir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

23. Helâl sertifikalı ürün satın alma düşüncesi, psikolojik olarak rahatsızlık vermektedir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

24. Helâl sertifikalı bir ürün satın alırken doğru tercihi yaptığımdan asla tam emin olamam.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

25. Helâl sertifikalı ürünler gıda güvenilirliği açısından uygun bir çözümdür.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

26. Helâl sertifikalı ürünlerin sağlığa zarar verme ihtimali diğer ürünlerden az değildir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

27. Yurt dışına yapacağım seyahatler için ülke tercihimde helâl sertifikası önemli bir etkidir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

28. Sağlıklı olmasından dolayı helâl sertifikalı ürünleri tüketmeye çalışırım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

29. Helâl sertifikalı bir ürün satın almak için harcayacağım zaman üzerimde gereksiz bir baskıya yol açmaktadır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

30. Helâl sertifikalı ürün satın almak zamanımı verimsiz kullanmaktır.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

31. Dini faaliyetlere özel olarak zaman ayırmak benim için önemlidir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

32. Kendimi bir fast food markasına adarım.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

33. Başka seçenekler olsa bile daima aynı fast food markasını tüketirim.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

- Kesinlikle katılıyorum
34. Tükettiğim fast food markasına sahip olmak için diğer markalardan daha fazla para ödemeyi göze alırım.
- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
35. Her zaman, sürekli tükettiğim fast food markasını kullanacağım.
- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
36. Tükettiğim fast food markasını gelecekte de satın alacağım.
- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
37. Tükettiğim fast food markasını satın alma isteğimi hep sürdüreceğim.
- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
38. Başkalarına bu fast food markası hakkında, benzer diğer markalara nazaran çok daha fazla konuştum.
- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum

- Kesinlikle katılıyorum
39. Tükettiğim fast food markasını başkalarına tavsiye ederim.
- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
40. Tükettiğim fast food markası özeldir.
- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
41. Fast food ürünlerini tüketirken gerçek anlamda zevk alırım.
- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
42. Fast food markalarına hayatımda çok değer veririm.
- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
43. Fast food markaları benim için yücedir.
- Kesinlikle katılmıyorum
- Katılmıyorum
- Kararsızım
- Katılıyorum
- Kesinlikle katılıyorum
44. Fast food markaları benim için idealdir.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

45. Uzun zamandır fast food markalarını kullanıyorum.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum

46. Fast food markalarını hayatımın bazı önemli olayları ile ilişkilendiririm.

Kesinlikle katılmıyorum

Katılmıyorum

Kararsızım

Katılıyorum

Kesinlikle katılıyorum