

**ISLAMIC PERSPECTIVE IN  
CONSUMER BEHAVIOUR: EFFECT  
OF HALAL AWARENESS AND HALAL  
LOGO WITH MEDIATING ROLE OF  
PURCHASE INTENTION**

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The purpose of the study is to find the relationship between halal awareness of the consumers of Pakistan, halal logo imprinted on the halal products, the attitude of the consumers and their buying behaviour with the mediating role of purchase of intention in the Pakistani consumer markets of different ages. Survey questionnaire technique was used to collect the data from the respondents who were selected using the simple random sampling technique. Moreover, to analyze the data, PLS-SEM technique was used in the study. The findings of the study depict that there is a positive correlation between halal food products awareness, the attitude of the consumers and purchase intention. In contrast, the halal logo does not carry much weightage in influencing the purchase intention of consumers in Pakistan. The mediating role of purchase intention was also significant in the case of halal awareness and attitude of the consumer. Lastly, the study points out some practical and theoretical implications, which can be utilized to capture a larger market share.

**Keywords:** *Attitude; buying behaviour; Halal food; Halal awareness; Halal logo; purchase intention.*

## **Introduction**

Internationally, the food industry has been burgeoning rapidly, especially halal industry has seen significant growth in the global market and is considered as one of the fastest-growing business. The halal industry includes not only the food industry but also the services, e.g. the banking sector has rapidly been engaged in such practices for the past decade. In Pakistan, Islam is a dominant religion, and it is the religion which comes with certain food inhibitions and distinguishes between halal and haram. The dietary rules in Islam which have to be followed by the Muslims are found in the Holy book Al-Quran as well as in the daily life practices of Holy Prophet Muhammad (ﷺ). The word “Halal” has been derived from the Arabic language, which means “permitted” and denotes the things, which are permissible to practice or to eat in case of food. In this era, Muslims have abundant halal products and services from which they can choose. Moreover, Woolley and Fishbach (2017) have corroborated in a study that food is an essential factor, which has been found to augment interaction between different ethnic and religious groups. As the food is considered to be a general need of the society and community at large, the consumers, especially the Muslims, are anxious about the food they consume. According to Heiman, Gordon, and Zilberman (2019), food consumption is going side by side with the rules and practices of the religion of the consumers; their cultural rituals and the definitions set by the society. Ismail, Othman, Rahman, Kamarulzaman, and Rahman (2016) and (Basheer, Khan, Hassan, and Shah (2018)), have shown that as the religion Islam is most rapidly growing around the globe, halal food is considered as an influential factor of Islam.

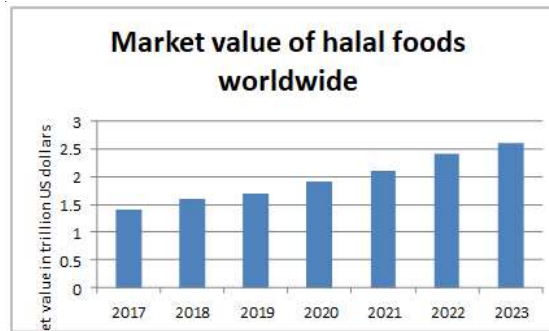
With the boost in globalization, many international and non-Muslim businesses have entered the global market and owing to this, “halalness” has become a term which is widely used and it has become a significant concern for the Muslims. Additionally, as per the research conducted by Mutmainah (2018), the things, which are of the major concern in the halal industry, include the manufacturing process through which are being made and the ingredients which are used in the process. As Islam has set very clear and stringent rules, Muslims are required to put every possible effort in taking the food which has been produced or processed as per those rules, and only consume what is halal. Additionally, the literature reveals that non-Muslims also widely accept the halal food because of the immense benefits it provides to its consumers including

the quality of the food, hygiene and safety from health-related problems (Aziz & Chok, 2013; Haque & Hindrati, 2020). Furthermore, Muslim markets now stand at the worth of around US\$ 2.1 trillion, making it one of the top consumer markets in the world. If the pace at which it is growing continues, then it is expected to augment by more than 23 percent with the total Muslim population, reaching 8 billion in 2030 (Reuters, 2015).

The potential of this market can be estimated by the fact that many international food chains and franchises have also introduced different ranges of Halal food products. According to Kapuge (2016), people around the world are becoming more concerned about the products they consume, regardless of their religion. Additionally, it has been reported by Adesoji Christopher et al. (2019), the awareness in the consumers, whether they are Muslim or non-Muslim, has arisen because of their concern for what they are consuming, and this has led to seeking pertinent information regarding the product while purchasing it, such as, the ingredients and the manufacturing process used in making that product. Moreover, Fischer (2019) has introduced that it has become essential for the businesses affiliated with the Muslim consumer market that they put the certification of Halal or label the product with such logos to succeed in the halal food industry because the “halalness” of the product cannot be verified by the consumers. They are less likely to buy those products otherwise. The reason of this is that the other qualities of the product can be verified or tested with the sense of smell, touching the food or by tasting it but the halalness cannot be determined by these senses. Hence, only a halal logo or printed certification can differentiate between a halal and a non-halal product. In this regard, Haque and Hindrati (2020) have asserted that because the halal product cannot be distinguished from a non-halal product without the appropriate logo, it corroborates the difference between an Islamic logo and a conventional logo. Likewise, to distinguish the halal product from a non-halal one, just like the logo, halal awareness is also an integral part while purchasing the product (Aziz & Chok, 2013).

According to Mostafa (2018), the Halal food industry covers more than 17 percent of the global food market and stands at the worth of approximately US\$ 700 billion per annum. Additionally, Varinli, Erdem, and Avcýlar (2016), has proposed that the growth in the halal food industry is primarily the result of an increasing population of Muslims, which has been increasing considerably since the past decade. Likewise, Kawata, Htay, and Salman (2018) have shown that one of the most

prominent reasons of the rapid growth of halal food industry is that it has been expanding not only in Muslim countries but also in non-Muslims countries. For instance, even in South Africa, halal food has been demanded due to its qualities. The following figure shows the current and estimated growth of global halal food market:



**Fig 1:**

*Market value of halal foods worldwide from 2017 to 2023*

In Muslim countries of Asia continent, the increasing population largely contributes towards the potential of the halal food industry. For instance, Pakistan, where almost 98 per cent of the population is Muslim, is highly concerned with the halal food products and almost everyone questions the halalness of the products. According to Salman and Siddiqui (2011), people only buy halal food products in Pakistan, and they tend to keep their halal awareness high. Also, there is a much higher chance that the halal logo has positive impact on their purchase intention. In this study, the effects of halal awareness, halal logo and attitude of the consumers have been studied on the purchasing intention of halal food products. Moreover, the effect of purchasing intent on consumers' buying behaviour has also been studied.

## **Literature Review**

### **Halal**

The literal meaning of halal is “permissible” or “lawful”, contrarily non-halal means all those things, which are prohibited or not allowed to be consumed. Muslims are allowed to consume all those items or products, which are categorized as halal in Islam, and the violation of this rule is considered a sin and unlawful act. In the Holy book Qur’ān, it has been

mentioned that: “O mankind! Eat what is lawful and good on Earth” (Al-Qur’ān, Surat Al-Baqarah (The Cow) II:168). Similarly, in a study, Mukherjee (2014) has defined halal as the trust one puts in the cleanliness and wellness of the consumable items. It is inferred from the research that the dimension of halalness stresses on safety, purity and hygiene of the product as well as the method by which they are produced and the ingredients, which are used in the manufacturing process (Hussain et al., 2016). Moreover, Kawata et al. (2018) have shown that the demand for halal food products is not only increasing among Muslims but also other religions.

### **Halal awareness and purchase intention**

According to Aziz and Chok (2013), awareness of a consumer plays an integral role when it comes to purchasing intention of choosing a product or service. Awareness is the primal part of the buying process; the customer first tries to know as much as possible about the product, and after getting the required knowledge, purchase intent is created if the product is as per the demand of the consumer (Wu, Zhou, & Chien, 2019). In the same context, Adesoji Christopher et al. (2019) have proposed that people strive to enhance their knowledge and become aware of the product they are consuming, which has contributed towards extensive advertising campaigns by various organizations. In addition to this, Omar et al. (2017) have asserted that religious teachings play a crucial role in consumer awareness. For instance, consuming non-halal products is considered a sin for Muslims, and hence, they tend to keep themselves well aware of the product they are consuming. Resultantly, halal awareness of Muslims directly influences their purchase intention. Similarly, Galati, Moavero, and Crescimanno (2019) have maintained that awareness comes with the knowledge and understanding of a particular situation, product or service. In the perspective of halal food products, Zakaria, Majid, Ahmad, Jusoh, and Zakaria (2017) have shown that the choice of a consumer to bargain a particular product is highly affected by his / her awareness of that product, i.e. if the awareness is high, there would be high purchase intent and vice versa. Likewise, Mutmainah (2018) have maintained that awareness about the halalness of a product has a positive relationship with the purchase intention of the consumer. Additionally, Bashir, Bayat, Oluatase, and Abdul Latiff (2019) have proposed in a study that in case of Muslims, when they are buying a product, the most crucial factor, which influences their purchase intention, is their awareness

about the product that either the product is halal or non-halal. Further to this, Saleh, Ibrahim, and Abd Rahman (2019) have revealed that purchase intention is positively affected by the halal awareness of the market and consumers pay attention to the process by which a product has been made. Foregoing in view, following hypothesis is drawn:

**H1:** Halal awareness and purchase intention have a positive correlation.

### **Halal logo and purchase intention**

According to Hussain, Rahman, Zaheer, and Saleem (2016), the halal logo is considered as one of the most critical components, which tells the consumers about the authenticity of the product and its attributes, such as production process and the ingredients used in that process. Likewise, Borzooei and Asgari (2016) have asserted that when consumers are gathering information about the product to purchase it, there are a lot of uncertainties in their minds and halal logo is the most effective element in lowering those uncertainties and contributes meritoriously towards their purchase intention. Similarly, Haque and Hindrati (2020) have seconded the study that halal logo is a vital source of information for the consumers and positively affect their purchase intention, and it removes the uncertainty in the thoughts of the consumers. Moreover, Shaari et al. (2019) have revealed that when buying a product, the customer seeks information regarding the halalness of the product. In the regard, if a product is certified and labelled with a halal logo, it helps the consumers to determine the halalness of that product. Similarly, according to Soleh, Adawiyah, and Afif (2019), the halal logo is an essential part of the product as it is the only visible thing in a product which influences the purchasing intention of the buyer.

The halal logo is part of the essential certification and regulations of a halal product because, without a halal logo imprinted on the product, it is very arduous to confirm the halalness of the product (Basheer, Hafeez, Hassan, & Haroon, 2018; Fischer, 2019). However, contrary to the aforementioned studies, Lever and Fischer (2018) have shown that, in Muslim countries, the halal logo does not carry much weightage and consumers do not bother to look at the labels of the products as the halalness of the product in Muslim countries is taken for granted, and the products are considered halal nonetheless the product has been imported from a non-Muslim country. Mostafa (2018) and Basheer, Siam, Awn,

and Hassan (2019) have asserted that the halal logo is the sign of trust and quality in the consumer market, and it shows that the manufacturer is concerned about the religiosity of the consumers. Mostly, in Muslim countries, the halal logo is considered as a symbol which is utilized to differentiate among the healthy, unhealthy and haram products (Salindal, 2019). The above mentioned studies show that there is strong correlation between halal logo and purchase intention of the consumers owing to which the study proposes the following hypothesis:

**H2:** Halal logo is positively related to the purchase intention of the consumers.

### **Attitude and purchase intention**

According to Kudeshia and Kumar (2017), attitude is either a favourable or an unfavourable inclination of a person's behaviour towards any item. Similarly, Phua and Kim (2018) have defined the attitude as the evaluation of a practice which is triggered in a person when he/she interacts with an object. Consumers' purchase intention and their attitude in buying a product have extensively studied in the context of halal and non-halal in previous literature (Ozgen & Kurt, 2013), which makes these variables worth-studying. According to Patel, Gadhavi, and Shukla (2017), the attitude of a consumer towards the product greatly influences the purchase intention. Furthermore, Khan and Azam (2016) have asserted that, in the case of those products which have halal certification in a country, the attitude of the consumer directly influences the purchase intention. Likewise, Afendi, Azizan, and Darami (2014) showed that attitude towards halal food products has a significant impact on the purchase intention of the consumers. Keeping in view, the findings from the literature mentioned above, the following hypothesis has been drawn:

**H3:** Attitude of a consumer has a significant effect on their purchase intention.

### **Purchase intention and buying behaviour**

According to Rani (2014), buying behaviour can be referred to as the authority a customer has while deciding between "yes and no" in buying the particular items or services currently available in the consumer market. Previous literature has highlighted many factors, which stimulate

the consumers' decision making power including internal (personality, age, beliefs) as well as external (family, social class, pervasive trends) factors (Khaniwale, 2015; Ramya & Ali, 2016). Accordingly, in order to capture the market segment, the management of an organization has to diagnose the buying behaviour of their targeted consumers, and for that, it is vital to grasp and influence the purchase intention of the customers (Du, Chen, & Wu, 2019). Furthermore, Kapuge (2016) has asserted that buying behaviour being a qualitative factor can most easily and effectively be studied by revising the intent of the customers to purchase the product. Likewise, Rana and Paul (2017) have maintained in a study that buying behaviour of the potential customers is directly influenced by the purchase intention of the consumers.

The aspect of religion has increasingly being studied in order to understand its significance when the consumer is making a decision for an item or service. According to Al-Hyari, Alnsour, Al-Weshah, and Haffar (2012), consumers' consumption decision and religiosity both are significantly connected and cannot be taken discreetly since the consumers become more cautious when they know that the product has been imported from a country, which is more likely to ignore the religious factors of their customers. Similarly, Hussain et al. (2016) have introduced that when the qualities and standards of the product are in line with the religious norms and rules of the consumers, they are more likely to buy that product such that their intention to buy that product is increased through which their buying behaviour is influenced. Moreover, Fazeli, Shukla, and Perks (2020) have asserted that buying behaviour of the consumers is directly affected by their purchase intention, which can only be manipulated by effectively producing the product, which meets their demands. Keeping in view, the aforementioned studies, this paper serves the purpose to find the relationship between purchase intention and buying behaviour of the consumers in Pakistani market pertaining to halal industry, and hence, proposes the following hypothesis:

**H4:** Purchase intention has a significant relationship with the buying behaviour of the consumers.

#### **Purchase intention as a mediator**

According to Du et al. (2019), buying a product is followed by a series of steps, which can be referred to as the purchasing process of a consumer. One of the final steps in buying a product is purchasing

intention, which according to Singhal, Jena, and Tripathy (2019), can be defined as the probability of a customer to buy a specific product in a particular situation in future. A product is usually bought when there is a need to be fulfilled. According to Martins, Costa, Oliveira, Gonçalves, and Branco (2019), purchase intention is at its highest when there is an urge to fulfil that need. Furthermore, Liu, Bao, and Zheng (2019) have asserted that purchase intention greatly influences the consumers in making a decision on buying specific products, which can be used by the marketers to capture the consumer market. As per the study conducted by Varinli et al. (2016), a product is bought when there is purchase intention, and when purchase intention for that particular product is created, the consumer is more likely to buy that product in future, which means it affects the buying behaviour of consumers. Moreover, Bashir et al. (2019) have revealed that purchase intention positively influences the buying behaviour, and act as a mediator between halal awareness of the food and consumer behaviour. Likewise, Lim, Osman, Salahuddin, Romle, and Abdullah (2016) have shown in a study that the relationship between halal awareness of the product in Muslims and their buying behaviour is strengthened by the mediating role of purchase intention.

According to Sharma and Chawla (2017), buying behaviour is the mixture of the processes and actions which influences the decision making of the consumer while buying a product, including their mental and social processes. ur Rehman, Yusoff, Zabri, and Ismail (2017) have asserted that studying the buying behaviour of the customers has become vital for marketers and international organizations in order to augment their profit. Furthermore, Gautam and Sharma (2017) have revealed that halal awareness has a positive influence on purchase intention and the consumer is more likely to buy that product in future, which depicts that purchase intention strongly mediates the relationship between halal awareness of the product and buying behaviour of the consumer. Similarly, Hussain et al. (2016) have found that there is a strong linkage between the attitude of the consumer, the purchase intention and buying behaviour. In accordance with the literature mentioned above, the following hypotheses are drawn:

**H5:** Purchase intention of the consumer strongly mediates the relationship between halal awareness and buying behaviour.

**H6:** The relationship between the halal logo and buying behaviour of the consumer is mediated by purchase intention.

**H7:** The relationship between the attitude of the consumers and their buying behaviour is significantly mediated by purchase intention.

### **Research methods**

The study has been conducted in a Muslim country, Pakistan, to find out the relationship between halal products awareness, halal logo, the attitude of consumers and their buying behaviour with the mediating role of purchase intention. The participants of the study were the common citizens who frequently visit the major local consumer markets. The country consists of more than 98 percent of the Muslim population, which makes it ideal for studying the impact of halalness of the products on their purchase intention and buying behaviour. Survey questionnaire technique was used for data collection using a five-point Likert type scale. The questions ranged from strongly disagree to strongly agree (starting from 1 to 5). Lastly, the PLS-SEM technique has been utilized to analyze the data.

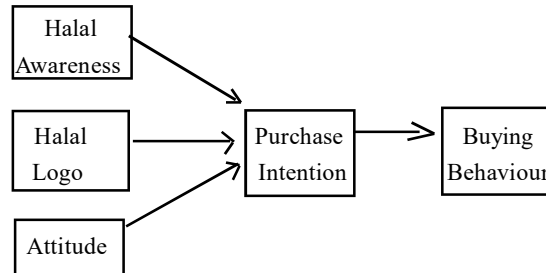
### **Measures**

The instruments selected for the research are taken from the previous literature pertaining to the chosen variables, which makes them authentic and relevant. The items were designed taking into account six items for socio-demographic variables and 18 items having the statements pertaining to the selected variables of this study with five-point Likert type scale as introduced by (Gwinner, 2006; Vagias, 2006). Furthermore, the scales used in the study are also taken from reliable resources. Lastly, the unique items were used to measure each variable separately.

### **Data collection procedure**

The first section of the questionnaire included the socio-demographic information of the respondents, while the second section included the relevant question related to the study. Before distributing the questionnaires to the consumers, it was clearly mentioned that it is up to their discretion whether to participate in the research or not and that the responses will be kept confidential. A total of 300 consumers were chosen for the study who were buying halal products from the consumer market. Overall, 263 questionnaires were returned out of which nine were discarded because of a few unacceptable errors. Finally, 254 questionnaires were considered for the analysis.

### Theoretical Framework



**Table 1: Convergent Validity**

Constructs	Items	Loadings	CR	AVE
Halal Awareness	AW1	0.881	0.927	0.809
	AW2	0.907		
	AW3	0.910		
Halal Logo	LO1	0.980	0.941	0.801
	LO2	0.792		
	LO3	0.873		
	LO4	0.924		
Attitude	AT1	0.864	0.907	0.663
	AT2	0.726		
	AT3	0.877		
	AT4	0.825		
	AT5	0.771		
Purchase Intention	PI1	0.971	0.960	0.888
	PI2	0.939		
	PI3	0.916		
Buying Behaviour	BB1	0.815	0.872	0.695
	BB2	0.846		
	BB3	0.839		

### Results

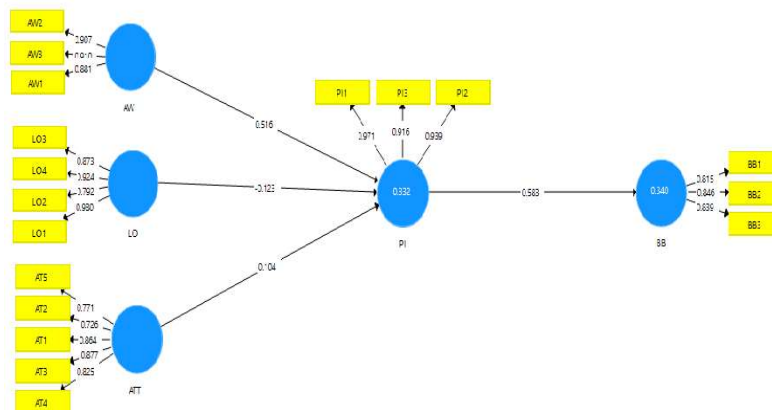
Convergent validity test was used to study the relationship between the selected items pertaining to various constructs of the study. The

results of the test conducted delineated that a high correlation between all the items of the constructs could be found. The base of the analysis was the Alpha and composite reliability of all the variables. In the case of our research, both Alpha and composite reliability of variables were greater than 0.70 depicting a high correlation between the variables. Likewise, the significance of the linkage between the variables was further supported by the AVE value of the formulated constructs, which was higher 0.50. The following table shows the results of the convergent validity test:

To analyze the discriminant validity, “Heterotrait-Monotrait” (HTMT) has been employed. HTMT is one of the latest methods to check the discriminant validity for the variables. To make sure that there is discriminant validity, HTMT should be less than 0.90. In our case, the values are less than 0.90, which means that there is discriminant validity. The results of HTMT ratio are shown in Table 2:

**Table 2**  
*HTMT Ratio*

	ATT	AW	BB	LO	PI
ATT					
AW	0.571				
BB	0.446	0.583			
LO	0.081	0.144	0.065		
PI	0.367	0.609	0.668	0.051	

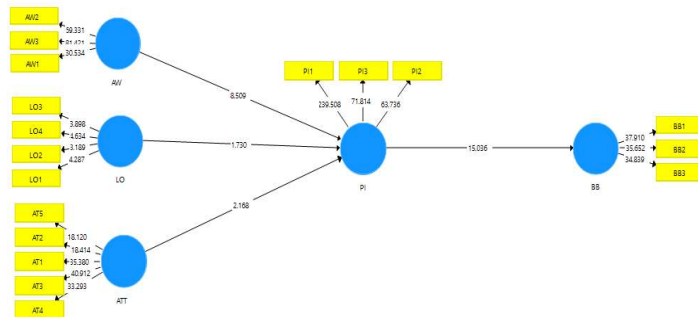


**Fig 1.**  
Model Assessment

The regression analysis of the data has been shown in Table 3. The data shows that there is a strong correlation between halal awareness of the consumers and their intent to buy the particular halal product. Similarly, the attitude of the consumers and their purchase intention also has a significant relationship. Contrarily, as per the data tabulated below, the halal logo does not show any significant relationship with the purchase intention. Moreover, the purchase intention and the buying behaviour of the consumers also indicate a positive relationship. The following data support three hypotheses, namely, H1, H3 and H4 since the *p*-values of the said hypotheses are less than 0.05 and *t*-values are higher than 1.64 with no existence of zero in between the confidence intervals. On the other hand, H2 had a *p*-value of 0.084, showing no significant relationship between the halal logo and purchase intention in Pakistan. The path analysis of this paper has been provided in Table 3.

**Table 3**  
*Path Analysis*

		Std. Beta	Sample Mean	Std Error	T Statistics	P Values	Confidence Interval 5% 95%		Decision
H1	AW - > PI	0.516	0.509	0.061	8.509	0.000	0.375	0.624	Supported
H2	LO - > PI	-	-	0.071	1.730	0.084	-0.199	0.075	Not Supported
H3	ATT - > PI	0.104	0.111	0.048	2.168	0.031	0.016	0.202	Supported
H4	PI - > BB	0.583	0.586	0.039	15.036	0.000	0.507	0.667	Supported



**Fig 2:**  
*Structural Model Assessment*

Purchase intention has been taken as a mediator in the present study. To study its mediating role and the relationship among the variables, bootstrapping analysis has been performed. As per the analysis, the linkage between halal awareness and buying behaviour is significantly mediated by the purchase intention. Similarly, the mediator has been found to support the correlation between attitude and buying behaviour. Contrary to this, the link between the halal logo and buying behaviour is not affected by the mediating role of the purchase intention of the consumers in Pakistan. In the case of H5 and H7, when the mediator is included, the variables showed a positive correlation, supporting both these hypotheses. The indirect effects of these two hypotheses are verified with the beta values of  $\hat{a} = 0.301$  and  $\hat{a} = 0.061$  and the  $t$ -values of 6.704 and 2.140, respectively. Additionally, no zero exists between the upper and lower limits, which also corroborate the indirect path of the variables. The values of LL and UL of H5 and H7 supporting the hypotheses are: (LL = 0.214, UL = 0.390) and (LL = 0.010, UL = 0.120).

**Table 4**  
Indirect Effects

		Std. Beta	Sample Mean	Std Error	T Statistics	P Values	Confidence Interval		Decision
							5%	95%	
H5	AW ->PI ->BB	0.301	0.299	0.045	6.704	0.000	0.214	0.390	Supported
H6	LO - ->PI	-	-	-	-	-	-	-	Not Supported
H7	ATT ->PI ->BB	0.072	0.061	0.043	1.688	0.092	0.120	0.043	Supported
	ATT ->PI ->BB	0.061	0.065	0.028	2.140	0.033	0.010	0.120	Supported

### Discussion and Conclusion

The purpose of the study was to find the impact of halal awareness, halal logo and attitude on the purchasing intention of the consumers of Pakistan towards halal food products. To investigate this issue, three hypotheses were drawn. Out of these three, two hypotheses are supported

by the data analysis, which means the halal awareness and the attitude positively affected the purchasing intention in the consumer market of Pakistan. Additionally, the results are in accordance with the previous literature (Aziz and Chok, 2013; Bashir et al. Krishnan 2017). As the religion of population at large is Islam, people are more aware of the products they consume; hence the halal awareness directly impact their purchasing intention. Same was the case with the attitude of the consumers. However, contrary to this, the halal logo did not have significance, and that might be due to the reason that the people are well aware of the type and nature of the product and also as most of the food available in the markets is halal they do not bother with the certifications and halal logos on the products. Moreover, as per the findings of this study, there is evidence that the purchase intention of the consumers in Pakistan directly influences the buying behaviour (Bashir, 2019; Bashir et al., 2018; Omar et al., 2012). The reason is that two of the three independent variables of the study have a positive relationship with the purchasing intention.

The study also has various managerial and theoretical implications. In the case of theoretical implications, the study is crucial as it gives insight on how many consumers or potential customers in Pakistan are aware of the products they are consuming and how their buying behaviour is affected. Furthermore, the study also serves the purpose to enlighten from the managerial perspective, which would help the managers and upper echelon to understand better the consumer attitude and attributes, which can be utilized to capture the market. The findings are also beneficial for marketing managers to mould their marketing strategies in order to reach potential customers. This study also helps to understand those factors, which are the most influential in increasing purchase intention. For instance, it was found that the halal logo does not carry much importance in a country like Pakistan as the consumers have a much higher level of halal awareness to compensate for that. Furthermore, pragmatically on the applied side, this study gives insight to the halal food stakeholders and the food authorities in Pakistan to better understand the consumer's psychology and the factors, which influence the purchasing intention, which ultimately affects the buying behaviour. Finally, the results lead to the conclusion that halal awareness and attitude of the consumers are the two most important variables, which influence their purchasing intention.

For future research, other variables, such as the role of food authorities, can be employed to better understand the relationship between

the selected variables. Additionally, the study has been conducted in Pakistan, where more than 98 percent of the population is Muslim and is well aware of the halal products. In future, foreign consumers could be taken into account as to whether they would be likely to purchase the halal products or not. Moreover, other variables, such as the quality of the halal products, the trust consumers are putting in the halal product producing companies, and the impact of religious teachings could be taken into consideration.

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