

INFLUENCING FACTORS OF 7PS ON CONSUMER PURCHASE INTENTION OF HALAL TOURISM IN KANO-NIGERIA

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ABSTRACT

Halal Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes in accordance with Islamic injunctions. Nigeria has over 100 million Muslim population which makes it an ideal marketplace and a place worth trillions of Dollars. As the Halal movement gains tractions, the global industry sets its sights on Nigeria's growing demand for Shariah-compliant goods and services. The purpose of this paper is to examine the application of marketing mix strategy for halal tourism consisting of product, price, promotion, location, personal, process and physical evidence towards consumer purchase intention of halal tourism in Kano-Nigeria. The paper observes that Nigeria as a country has the potentials of making tourism a main source of its earnings being that it has a diverse tourist attractions, a large domestics tourism market and unique cultural settings capable of enticing foreign tourists. The paper recommends among other things the entrenchment of sound halal tourism development master plan capable of rejuvenating the potentials in the economic blueprint of the country and ensuring sustainable halal tourism development participation even in the face of the current global economic melt-dawn due to the COVID-19 pandemic. The paper employs the Desk Study approach as its methodology. The findings from this article will benefit those in the tourism-related industries and policy makers. The specific identification of certain elements: product, price, promotion, location, personal, process and physical evidence towards consumer purchase intention of halal tourism in Kano-Nigeria would help the halal tourism service providers to offer attractive packages that meet the tourist' expectations. This paper has its limitation as it is a conceptual approached, empirical studies is recommended in the future. This paper is significant as it focuses on halal tourism by highlighting certain elements that influences consumer purchase intention towards halal tourism as previous studies were focused on general conventional tourism. Hence, information from this conceptual paper will provide more light on the importance of Muslim consumers' intention towards halal tourism in Kano-Nigeria.

Keywords: Halal tourism, Purchase intention, Service marketing mix strategy, Kano.

1.0 INTRODUCTION

The tourism industry is potentially a key economic driver of a nation, especially for developing countries such as Nigeria, Malaysia and others, which are looking to diversify their revenue streams (Chin, Isa & Mohammad, 2018). It is evident that Muslim tourists participating in halal tourism activities represent one of the biggest niche markets in global tourism that provides many opportunities to Muslim or even non-Muslim countries (Bogan & Sarusik, 2018). Mastercard and

Crescent rating's (2016, 2018) asserted that, increasing number of Muslim population, growing middle class and disposal income, increasing access to travel information and increasing availability of Muslim-friendly travel services and facilities, travelling during Ramadhan fasting period and other business travelling are key drivers of Muslim travel market growth. Moreover, it was reported by Pew Research Centre (2011) that, the world's Muslim population is projected to reach 2.2 billion in 2030 and Muslim will sum up 26.4 percent of the world's total projected population of 8.3 billion in 2030. In 2017, it was determined that 131 million Muslim tourists joined tourism activities globally. It is forecasted that it will reach 156 million visitors by 2020 that will represent 10 percent of global travel segment (Mastercard & Crescent Rating, 2018). Research indicates that, countries such as Malaysia, Singapore, Indonesia and Turkey have already been entering into this business due its potential economic benefits (Chin, Isa & Mohammad, 2018). In Africa (Nigeria inclusive), it was reported by statista (2021) that, tourismsector recorded 1.2 million visitors in December, 2020. This is contrary to over 6.3 million touristswho arrived in the continent as at December 2019. The negative disparity may be connected withthe COVID-19 pandemic that affected the global economy.

According to the United Nations World Tourism Organization (UNWTO, 2008) defines tourism as a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure. On the other aspect, halal tourism is define as tourism activities that are permissible under Islamic law in terms of behavior, dress, conduct and diet (Ahmed & Akbaba, 2018). It differs from Islamic tourism where non-Muslim visit Muslim countries and vice versa to find out more about Islamic culture (World Travel Market [WTM], 2007). Halal tourism is the latest commodity and a sector showing exponential growth within the industry (Rasul, 2019). Report indicates that, excluding Umrah and Hajj pilgrimages, halal tourism's net worth is already over \$126 billion and predicted to grow to \$192 billion by 2020 (Dinar Standard and Crescent Rating LLC, 2012).

According to Manan et al. (2016), halal tourism has flourished in recent years to cater for the needs of Muslim travelers who want to enjoy full holiday services, which at the same time address their religious requirements as well as Islamic custom and culture. They further states that, a number of countries have already adapted their tourism offers to include facilities and accommodation in accordance with the religious beliefs of Muslim tourists. Research indicates that, Malaysia is a pioneer in introducing a comprehensive standard for halal products (Ahmed & Akbaba, 2018). The hotel provides halal food and beverage, a copy of the Holy Qur'an, a prayer mat, the qibla direction in their rooms, shampoo and soap provided in the rooms could be certified as halal (Ahmed & Akbaba, 2018). More so, non-Muslim countries including Australia, Singapore and France have shown strong interest in halal tourism in recent years (Manan et al., 2016).

In Nigeria, tourism is centered around activities happening in the country such as festivals, parks attractions, cultural sites and natural sites (Oyedero, 2020). Some of these tourism attractions include millennial park in Abuja, Agodi gardens in Oyo state, Osun- Osogbo groove cultural site, Kano city wall, Idanre hills, Agbokin waterfalls. These tourism attractions contributed to the influx of visitors and tourists within and outside Nigeria and hence, leads to increase in revenue generation (Oyedero, 2020). According to World Bank report (2017) tourism in Nigeria generated approximately 6% of the annual internally generated revenue. The report also indicates that, in December 2018, tourism revenue reached 2 billion USD in Nigeria. However, report by the Vanguard (2018, June 06) indicates that, the United Nations World Tourism Organization

UNWTO declared that tourism is the future of Nigeria as it reiterated its readiness to support the country in developing the sector. Mr Zurab Pololikashvili, UNWTO Secretary- General, made the declaration in Abuja (the Nigerian capital) at a pre-conference media briefinghe jointly addressed with the Minister of information and culture Alhaji Lai Muhammad.

According to report by Halal expo Nigeria (2021), Nigeria has over 100 million Muslim population which makes it an ideal marketplace and a place worth trillions of Dollars. The halal industry now spans across food processing, food service, cosmetics, personal care, pharmaceuticals & logistics industries and expanding further into lifestyle offerings including halal travel & hospitality services. As the halal movement gains traction, the global industry sets its sights on Nigeria's growing demand for Shariah-compliant goods. Home to one of the world's largest Muslim population next to Indonesia, India and Malaysia, Nigeria does have one of the world's most viable halal markets. Halal markets have grown from halal food to new areas like halal cosmetics, halal logistics, halal fashion, and Muslim-friendly tour and travel services (Oyedero, 2020). Kano state is one of the 36 states of Nigeria, located in the Northern region of the country. As of the most recent national census (2006), Kano state is the most populous in Nigeria. The recent official estimates taken in 2016 by the National Bureau of Statistics found that Kano was still the largest state by population in Nigeria.

According to Nigeria Galleria (2021) Kano state is blessed with abundant tourism resources which include historical monuments and sites, as well as unique interest, such as Kurmi market established in the 15th century is in the heart of Kano City, the centuries old city wall with some of its gates still standing. Other places of interest for relaxation and picnicking abound in the state includes; the Rock Castle, strategically located, overlooking the famous Tiga Dam, Rurum Tourist Lodge, Kano Zoological Garden, Gidan Makama Museum, etc. Tourists to Kano should not miss witnessing the Durbar, unique in the world because it is the largest procession of colorful horses and also portrays the Emir's Regalia which is one of the most impressive dating back to Emir of Kano, Muhammadu Rumfa. This Durbar is held during both the Eid-el-fitr at the end of the holy month of Ramadhan and Eid-el-Kabir which is an event marking the 10th day of Dhul Hajj(the 12th month of the Islamic Calendar). Moreover, the Kano State Tourist Camp, located just near the Central Hotel is an important transit point for European trans-Saharan visitors, a central venue for students and cultural groups. It offers excellent and affordable accommodation for tourists who prefer not to lodge in the many luxurious hotels in the city. Package tours can also be arranged by the Tourism Board, ranging from 3-hour city tour to an all-inclusive tour to places of interest within the state such as Rurum, Tiga and Falgore Reserve, as well as outside the state to places such as Yankari Game Reserve the largest in West Africa. The Kano State Tourism Board has an advantage because of its experience in handling international travelers. Next sub-section discuss on the problem statement.

1.1 Problem statement

The efforts to boost halal tourism coincide with the growth of Muslim consumerism worldwide, because Muslim are said to increasingly represents a strong consumer segment in the tourism sector (Chin, Isa & Mohammad, 2018). In most countries of the world, travel and tourism is an important economic activity. Aside from its direct economic impact, the sector has significantly indirect and induced impacts. Despite wars, political turmoil, natural disaster, medical scares, terrorist attacks, and economic and energy crises in various parts of the world, international trade in tourism services has grown spectacularly since 1970s. Unfortunately, years after, the Nigeria tourism master plan, which would have set the tone for a holistic development of the sector, is still lying on the government shelf. Amid discordant tunes from stakeholders, implementing the plan suddenly became a herculean task, with scanty activities thriving in the sector. And with the oil money still flowing, the plan was almost forgotten. If there is any take away from the country's current economic distress, is the fact that both individuals and government are becoming creative, as they grapple with wealth and job creation. With the dawn turn owing to devastating fall in the price of crude oil, it has become very crucial for the country to go beyond rhetoric and grandstanding in the quest to develop the tourism sector. Moreover, the Nigerian tourism industry has experienced significantly growth over the last decade, and the country as a travel destination is becoming an increasingly popular choice for many both domestically, regionally and internationally. Recently, report by the National Bureau of Statistics (NBS, 2017) reveals that, tourism accounted for 34% of GDP and about 20% of the nation's employment creation. But the novel corona virus pandemic had hugely affected both travel and tourism in the country. According to Oyedero (2020) economy report reveals that, travel into Nigeria reduced by 3.5 million which resulted into a revenue loss of \$0.7 billion with the risk of 91,380 jobs lost. This is as a result of increased in cancellations of hotel reservations by both local and international tourists resulting on a negative impact on revenue generation due to lockdown during the COVID-19 pandemic. World Bank in (2021) reported that, Nigerian tourism sector recorded 1471 million US dollars in 2019, down from 1977 million US dollars previous year, this is a change of 25.59 %. Also, travel and tourism contributed 5.1 percent of GDP in 2019. There are however, several challenges which affect the ability of the sector service providers in the industry to meet customer expectations.

Moreover, in recent years, there has been an increasing number of articles related to halal tourism in Muslim and even non-Muslim countries (El-Gohary, 2016; Jaelani, 2017; Isa et al., 2018; Bogan & Sarusik, 2019; Rasul, 2019; Razak, Hall, & Prayag, 2020; Batman, Bogan, Dedeoglu, & Yildurgan, 2020). Some of these articles clarified halal tourism. Islamic tourism and Muslim-friendly tourism terminologies (El-Gohary, 2016; Battour & Ismail, 2016; Bogan & Surusik, 2019). In some other articles, Islamic attributes of Muslim destination are presented as paper facilities, halal food, Islamic entertainment etc (Battour et al., 2011; Battour et al., 2014). Despite the increasing number of papers in international context, the number of papers about halal tourism in Nigeria is scarce. Only few recent studies in (Oyedero, 2020; Eluwa, 2019; & Okoroafor, 2018) were conducted to add to the existing literature on tourism in Nigeria. It is a known fact that, Muslim in Nigeria and the rest of the world are trying to do their best to live in compliance with the religious rules on the matters related to the way of thinking, behaving and living, they also try to choose their spare time in activities such as holidays, and entertainment in conformity with the religious rule (Bogan, 2020). Halal tourism is lacking to fulfilled the Muslim desire in Nigeria (Oyedero, 2020). This paper aim to discuss the influencing factors of 7ps on consumer purchase intention of halal tourism in Kano Nigeria. This is to add value to the existing literature in the halal industry that can inevitably assist marketing practitioners to move forward in applying

good marketing strategy towards their target customers. Next section discuss on the literature review of the study.

2.0 LITERATURE REVIEW

2.1 Halal and halal tourism

The issue of halal refers to a term that covers all matters which are not prohibited and are in compliance with Islamic injunctions (Bogan & Sarusik, 2017). Battour and Ism'il (2015) defines the term halal as " The practices or activities allowed by the Islamic teachings". The antonym of halal is the word haram. Halal is defined as the matters not specified by Shari'a as haram, whereas haram is defined as the matters specifically indicated by Shari'a as haram (kuranvehadis.com). The halal root came into existence through the Arabic language (Bagon & Sarusik, 2017). The scope of the term 'Halal' is not narrowed down to only food and drinks (El-Gohary, 2015). Thus, it is an Islamic term which has an overall impact on each and every aspect of a Muslim's daily life. Al-Qur'an, the Holy scripture of Islam, the Hadith of the Holy Prophet Muhammad (peace and blessings of Allaah be with him) are considered as the basis for specifying an activity or anything halal. Allaah (SWT) reveals in many verses of the Holy Qur'an the concept of halal and haram. Surah Bakara 168th verse, 88th verse of surah Maidah, 69th verse of surah Anfal and 114th verse of surah Nahl all indicates the concept of halal and haram. Similarly, Sahih Al-Bukhari, vol.1. Hadith No. 49 reported the saying of Muhammad on the issue of halal and haram.

The concept of halal and Islam in a religious context depicts that, Islam means submission to the will of Allaah (SWA) and to his law, meaning that all daily actions undertaken by Muslims are acts of worship. Thus, to be a good Muslim, a person eating, drinking, socializing, buying, education, promoting and so on, have to conform to Allah's rules (Elseidi 2017). In general, Muslims have to consider Islam as a way of life and, in every aspect of their lives, must follow the Islamic law that governs their duties, morals and behavior (Alserhan, 2011). More so, the halal market (with all its halal aspects) is one of the fastest growing global markets, with a very large size that is expected to grow (Gohary, 2020). Next sub-section discuss on purchase intention.

2.2 Purchase Intention

Purchase intention means the customers' willingness, desire and prefers in deciding to acquire a product (Akbariyeh, Tahmasebifard, & Mirabi 2015; Rasheed, Younus & Zia, 2015; Nasirun et al., 2019). It includes the probability of consumers' willingness to acquire a certain product or service in the future (Krems, Muhl, & Schmalfub, 2017; Nasirun et al., 2019). Diallo (2013) posits that, consumer's purchase intention can be viewed through planning to buy, having a budgeted money to buy, considering to buy and having tendency to buy. Studies have reveals many factors which trigger the consumers' decision power such as personality, age, beliefs that are external stimulus, as well as family, social class, pervasive trends as external factors (Khaniwale, 2015; Ali & Ramya, 2016). Previous studies reveals the elements of the marketing mix as the most important elements that directly affect the intention to purchased goods or services (Aghighi, Familmaleki, & Hamidi, 2015; Hui. 2017). Bao, Liu, and Zheng (2019) postulates that purchase intention greatly influences the consumers in making a decision on buying specific product or services, which can be used by marketers to strategize the consumer market. Bashir (2019) also discovered that consumers purchase intention has a significant effects on their buying behaviors towards

purchasing halal products. This is because consumers who have a high purchase intention would increase the consumers' buying behaviour towards purchasing halal tourism. More so, Rasul (2019) has carried a review study on purchase intention and halal tourism, which the findings indicates there is positive relationship between purchase intention and halal tourism in many studies. The purchase intention in this study is in the context of the influencing factors of 7ps on consumers purchase intention of halal tourism in Kano-Nigeria. Next sub-section discuss on marketing strategy concept.

2.3 Marketing strategy

The concept of marketing strategy has been defined by many scholars. In view of this, Porter (1980) refers marketing strategy as " Essentially a formula for how a business is going to compete, what its goals should be and what policies will be needed to carry out these goals." Also, Jain (1993) define marketing strategy as the major objectives, purposes and goals and essential policies and plans for achieving those goals, stated in such a way as to define what business the company is in or is to be in. More so, marketing strategy refers to the policies and key decisions in the field of marketing adopted by management that have impact on company's performance, which focuses primarily on products, markets, and the relationships with customers (Johann, 2017). However, a number of studies have suggested the use of marketing strategies in the halal tourism sector. Wardi (2018) suggested that, marketing strategy can be applied to the halal tourism services by provision of sound customer satisfaction system, market driven strategy, good financial performance and setting strategy which are basically to encourage sharia tourism activities in line with product mix strategy, pricing, good information channel and promotion strategy. Based on this, the study deemed it necessary to adopt the service marketing mix as a strategy in marketing halal tourism in Nigeria. Next sub-section discuss on marketing mix concept.

2.4 Marketing Mix

One of the basic concepts in marketing is the marketing mix, define as the elements an organization controls that can be used to satisfy or communicate with customers (Johann, 2015). The traditional marketing mix is composed of four basic strategic elements: product, price, place and promotion, often referred to as the 4ps (Kotler, 2017). Additionally, each of these elements has its own mix of ingredients. All the distinguished variables are also interrelated and, to some extent, they depend on each other. Initial analysis of the marketing components were limited to a study of Manufacturing industry, since, at that time, the significance of services to the economy was considered to be relatively unimportant (Johann, 2015). However, the increasing role of services over the years caused a rising interest in the way they should be marketered. The analysis of the nature of services showed that the traditional marketing mix is not sufficient andrequires some modifications when applied to services. A number of analysts redefined the marketing mix adding additional variables which in practice enable services marketers to better communicate with and satisfy their customers (Johann, 2015). As postulated by CIM (2002), theextended marketing mix is composed of 7 Ps, which includes the traditional 4ps, as well as processassociated with service delivery, physical environment and people. Next sub-section discuss on halal tourism concept.

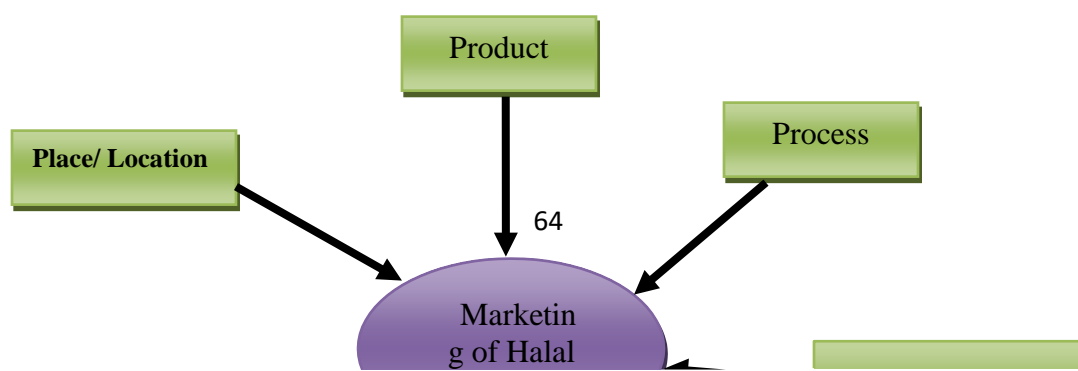


Figure 1: Conceptual model for the study

2.5 Halal Tourism

Halal tourism refers to tourism products that provides hospitality services in accordance with Islamic beliefs and practices (Hana et al., 2009). This practices involves serving halal food, having separate swimming pools, spa and leisure activities for men and women, alcohol free dining areas, prayer facilities and even women-only beach areas with Islamic swimming etiquette (Elasrag, 2016). Alkhulayfi, Mohsin, and Ramli (2016), also defines halal tourism as the provision of a tourism product and service that meets the needs of Muslim travelers to facilitate worship and dietary requirement that conform to Islamic teachings. It also refers to travel undertaken for recreational, leisure and social purposes and, although the motivations for travelling are not necessary spiritual, there is a desire to behave in a manner deemed permissible, or halal, in accordance with Islamic teachings (Moral-Moral & Vergas-Sanchenz, 2019). Halal tourism has flourished in recent years to cater for the needs of Muslim travelers who want to enjoy full holiday services, which at the same time address their religious requirements as well as Islamic customs and culture. A number of countries have already adapted their tourism offers to include facilities and accommodations in accordance with the religious beliefs of Muslim tourists (Elasrag, 2016).

In Islam, the concept of travelling is stated clearly by Allaah (SWT) in many verses of the Holy Qur'an. For instance: Surah An Nisa'5/ 97 Allaah (SWT) says 'Verily! As for those whom the angels take (in death) while they are wrongly themselves (as they stayed among the disbelievers even though emigration was obligatory for them), they (the angels) say (to them):'We were weak and oppressed on the earth.'"They (angels) say: "Was not the earth of Allaah spacious enough for you to emigrate therein?" Such men will find their abode in Hell-What an evill destination. In surah Yunus10/22 Allaah says " He it is Who enables you to travel through land and sea, till when you are in the ships, and they sail with them with a favorable wind, and they are glad therein, then comes a stormy wind and the waves come to them from all sides, and they think that they are encircle therein. Then they invoke Allaah, making their Faith pure for Him Alone,(saying):"if You (Allaah) deliver us from this, we shall truly be of the grateful.". Surah Al-Isra'i17/66 Allaah (SWT) reveals that " Your Lord is He Who drives the ship for you through the sea, in order that you may seek of His Bounty. Truly, He is Ever Most Merciful towards you. In Surah Al-Hajj 22/46. Allaah (SWT) says, "Have they not travelled through the land, and have they hearts wherewith to understand and ears wherewith to hear? Verily, it is not the eyes that grow blind, but it is the hearts which are in the breasts that grow blind. Surah Al-Ankabut 29/20, Say: " Travel in the land and see how (Allaah) originated the creation, and then Allaah will bring for the creation of the Hereafter (i.e. resurrection after death). Verily, Allaah is Able to do all things." Surah Rum 30/

42, say (o Muhammad SAW) "Travel in the land and see what was the end of those before (you)! Most of them were Mushrikun (polytheist, idolaters, disbelievers in the Oneness of Allaah)." These revelation by Allaah indicates the great concern of Islam on the concept of travelling as part and parcel of Muslim day to day activity. Traditionally, halal tourism has been commonly associated with pilgrimages hajj and umrah. The growing affluent middle class Muslim consumers, and increase in the degree of interconnectivity which has made travelling a part and parcel of everyday life, are gradually changing the tourism preferences of Muslim from traditional destination such as Makkah to top holiday destinations and resort. Research in pew research centre (2016) indicates that Muslim tourist's expenditure is expected to rise to more than 13% of the entire global tourism expenditure by 2020.

Moreover, Islamic doctrine encourages Muslim to travel (Hall, Prayag & Razak, 2020) as can also be seen in the above Qur'an citations. However, it is obvious that the encouraged action of travel in question is far from the tourism activities of the day (Bogan,2020). In Islam, travelling is realized to recognized the greatness of Allaah (SWT) and to worship Him. It is about people's realizing of their helplessness against Allaah (SWA) and learning lessons from the state of helplessness (Bogan & Sarusik, 2019). According to Din (1989) travelling in Islamic tourism has two main goals as spiritual and social. " while the spiritual goal is to reinforce one's submission to the ways of Allaah (SWA), the social goal which follows is to encourage and strengthen the bond of silaturrahim (Muslim fraternity) among the Muslim ummah (Muslim community). However, nowadays the types of tourism, which are called as Islamic tourism, halal tourism or Muslim-friendly tourism, are mostly based on recreation and pleasure (Bogan, 2020).

However, on the Hadith aspect, narrated by Abu Shuraih Al-Ka'abi: Where RasullulLah PBUH says: " Whoever believes in Allaah and the Last Day, should serve his guest generously. The guest's reward is: To provide him with a superior type of food for a night and a day a guest is to be entertained with food for three days, and whatever is offered beyond that, is regarded as something given in charity, and it is not lawful for a guest to stay with his host for such a long period so as to put him in critical position (Al-Bukhari, 2011).This indicates that, the practice of halal tourism has been done since the time of Prophet Muhammad (SAW) and his blessed companions for the sake of social and spiritual (Jaelani, 2017). In terms of Islamic law, the Prophet Muhammad (SAW) also, explains the existence of relief in the prayer by collecting or summarize the raka'ah prayer when someone is doing a long journey with the purpose of worship as reported by (Jaelani, 2017). Next sub-section discuss on product concept.

2.6 Product

According to Armstrong and Kotler (2012), the product is anything that can be offered by company both tangible and intangible goods to attract attention, acquisition, be seek, be requested, be used or be consumed by customer to satisfy need. There is no point in developing a product or services that no one want to buy, yet many businesses decide what to offer first, and then hope to find its market afterwards, in contrast, the successful company will find out what the customer need or want and then develop the right product with the right level of quality to meet those need now and in the future. For instance provision of sharia compliant hotels, amusement park, food and drinks, availability of Islamic reading text, and provision of prayer facilities are all part of halal tourism products needed by consumers. More so, a service is composed of core product that respond to customers' primary needs and supplementary services which constitute value added enhancement (Johann, 2015), Planning the service marketing mix

begins with creating a halal service concept which involves product-mix decisions aimed at offering value to customers which would satisfy their Islamic belief needs better than conventional tourism offer. Typically, product-mix decisions focus on quality, brand image, design, and reliability (Johann, 2015). Bogan and Saruskik (2017) posits that, to have a better marketing strategy for halal tourism, some modification in the hotel infrastructure should be in place. This is in the area of construction of separate prayer rooms, swimming pools and gymnasium for men and women, making interior design and creating ambiance that reflect Islamic cultural values. As such, halal tourism providers must focus on marketing mix, especially the product attributes as it affects purchase decision (Rittboonchai et al., 2019). Hence, many previous studies were conducted among consumers to identify the product attributes with consumer purchase intention (Nasirun et al., 2019). Next sub-section discuss on place/location concept.

2.7 Place/location

Place/location decision refers to the ease of access that customers have to a service (Johann, 2015). According to Abror et al. (2019), company location is one of the consideration for customer to use its product or service. Locations of halal tourism region need consideration about how this tourism object can operate runs well. Johann (2015) postulates that, nowadays, speed and convenience of place and time have become important determinant of service delivery, he further suggested that to ensure effective service delivery, halal tourism providers should offer 24/7 hour service delivery, use more branch locations, and develop their website to enable customer to get detailed information and online help, make reservations, orders and payment. A strategic business location ensures better business visibility, which leads to consistent customer traffic (Alnaser et al., 2017). Some studies reveals that there is a high influence of the place that determine the respondents' purchasing behavior in many developing and developed countries such as Australia, Egypt, Thailand, China and India (Pomering, 2017; Salman et al., 2017; Wongleedee, 2015; Yeu et al., 2012). Next sub-section discuss on promotion concept.

2.8 Promotion

Promotion refers to the communication channel that allows an exchange of information between sellers and buyers in order to create positive attitudes and purchasing behaviour and to support marketing objectives (Wongleedee, 2015). No marketing program can succeed without communication, which involves different methods and techniques used to deliver information about an offer, persuade the target customers of the benefits of a specific brand, and encourage them to take action at specific times (Johann, 2015). The traditional marketing mix that organizations used to promote their offer includes advertising, personal selling, sales promotion and public relations (Kotler, 2010). In the case of halal tourism service marketing these elements are also important, but because service are produced and consumed at the same time, service personal can become an important component of promotional activities as well as tangible tourism service environment. Isa and Rahim (2014) argue that, it has been noted that word-of-mouth is an important factor to influence tourist to visit a destination. More so, because of services intangibility, the role of services communications is to create confidence in the firm's capabilities and reduce the perceived risk of purchase (Johann, 2015). Rittboonchai et al. (2019) reveals that promotion encourages online purchase by customers in Thailand and Vietnam. Moreover, Salman et al., (2017) discover that promotion had neither a positive nor a negative relationship to purchasing behavior. Next sub-section discuss on price concept.

2.9 Price

Price refers to the money that customers exchange in terms of service or product, or the value they receive from consuming the product (Armstrong & Kotler, 2010). Pricing is an important strategy in marketing because it determines the ability of a business to attract customers and make more sales (Beitelspacher & Tokman, 2011). In services marketing, the role of pricing is even more important, as many services are intangible in nature, so customers rely mostly on price while assessing the level of their quality (Johann, 2015). According to Alnaser et al., (2017), setting too high prices may discourage customers while setting too low prices may lead to reduced profit. Therefore, business set their prices at equilibrium levels taking into account the market forces of demand and supply, as competitors' moves (Brencic et al., 2008). In general, pricing decision in the halal tourism industry involves choices regarding the level of prices to be charged, discounts, terms of payment and the extent to which price differentiation is to be pursued (Johann, 2015). As a need to attract more customers and maintain the competitive edge over rivals in the halal tourism industry, it is necessary to consider seasonal pricing and discounts (Alnaser et al., 2017). Previous studies show that customers purchase intention may be changed under the influence of price (Familmaleki et al., 2015; Ali et al., 2017). Next sub-section discuss on people concept.

2.10 People

Alnaser et al., (2017) refers people as the staff working in an organization which includes senior management and the salespeople. Zeithml and Bitner (2009) describes that employees are actors performing role of presenting services to influence buyer, and customer satisfaction is directly influenced by the people representing the halal tourism business (Samar, Ghani, & Alnaser, 2017). More so, many services require direct interaction between customers and the firm's personal, which is why people often become an important part of the service experience (Johann, 2017). The appearance, attitude, behavior and skills of the service personnel influence the customer's perception of the service. Therefore, recruiting, training, motivating and rewarding halal tourism service employees cannot be only regarded as human resources decisions, but also marketing decisions (Johann, 2015). In this regards, successful organizations gain competitive advantage by recruiting and training the right staff that can help not only in marketing and selling the product but also in developing and maintaining fruitful relationships with customers (Alnaser & Yasin, 2017; Abd Ghani, Alnaser & Samar, 2017). Behavioral attitude (courtesy, friendly, responsiveness, empathy, etc) of employees are needed by customers in marketing halal tourism services (Alnaser et al., 2017). Therefore halal tourism providers in Nigeria need to carefully select target market, choosing the right customers, educate them and shape their behaviour (Johann, 2015). According to Abror et al. (2019) service quality provided by employees lead to customer satisfaction, and this situation will foster loyalty behavior towards tourism region. He further asserts that, visitors who feel fully satisfied to provide service by employee will create loyal behavior which can be seen from visitor attitude and they will make commitment to visit halal tourism area again and also persuade other people to come to the place. Alnaser et al. (2017) in their previous study discover that, there is significant relation between people and customers' satisfaction of Islamic bank in Palestine. Next sub-section discuss on physical evidence concept.

2.11 Physical evidence

According to Alnaser et al., (2017), physical evidence refers to the ambiance and other physical attributes of the point where customers interact with the sales and marketing staff of the organization. Johanne (2009) postulates that, physical evidence is real anything influencing consumer's decision to buy or use product, this is also related with customer retention paradigm.

Moreover, the intangibility nature of services and the fact that services are produced and consumed at the same time mean that it is difficult to judge a service before purchase (Johann, 2015). It is believed that retaining customers is more difficult than make new customers, every effort should be made to retain customers (Wardi, 2018). Usually, customers perceived greater risk and uncertainty while taking buying decisions and choosing among competing. To reduce this risk, and persuade customer to halal tourism services, marketers may use environment in which the service is delivered. According to Johann (2015), the elements of this environment are tangibles, so they can serve as an important indicator of halal tourism service quality. He further states that, the physical evidence includes such elements as brochures, business card, signage, equipment and staff uniforms. In many cases, it also includes the physical environment of a service outlet where customers make purchase decision. For halal tourism service providers market their product effectively, landscaping, the appearance of the building, vehicles, interior furnishing, stationery and other visible components of the environment are essential and marketers in the halal tourism sector should design them carefully (Johann, 2015), visitors feel satisfied if they get complete tourism facilities (Wardi, 2018). Studies in (Wardi, 2018; Alnaser et al., 2017) indicates that physical evidence contribute positively in the purchase decision of consumers in the service industry. Next sub-section discuss on process concept.

2.12 Process

Bitner and Zeithml (2009) refers process as all of actual procedure, mechanisms and activity flows that are used to deliver services. Also, Hochbaun et al., (2011) refers process to the various stages and activities involved in delivering a product and services to the customers. A good process can meet the expectations and need of customers causing a sense of customer satisfied (Abror et al., 2019). More so, Johann (2015) posits that as flow of activities within the service delivery provide customers with evidence on which to judge a service, creating and delivering halal tourism services requires designing and implementation of effective processes. He further states that, marketing managers and operations managers in the halal tourism industry need to work closely together to ensure reliable delivery, high quality and productivity. The key issue is to reduce variability, which can be achieved by various strategies, such as designing customer service processes, training employees, implementing service quality management and standardized operating procedures (Johanne, 2015). Study conducted by Hughes and Kyrgidou (2010) discover that, an effective processes make it possible for businesses to repeatedly deliver the same service standard to customers. Next section discuss on the methodology use.

3.0 METHODOLOGY

The paper employs the Desk study approach as its methodology which is carried out through browse information sourced from print and electronic media and tourism literature about the development of tourism regular and halal tourism in the world and Nigeria in particular. Collect data in the form of government policy on tourism in Nigeria from the Ministry of Information Culture and Tourism in Nigeria. The study also considered the Holy Qur'an and Hadith as source of information on the principles of sharia compliance tourism. Next section discuss on conclusion/recommendation.

4.0 CONCLUSION/RECOMMENDATION

The aim of this study is to discuss a conceptual framework on influencing factors of 7ps on consumers purchase intention of halal tourism in Kano-Nigeria. The halal tourism is a sub-category of religious tourism towards Muslim families who abide Islamic principles. Islamic teaching affect the behavior of Muslim tourists. Therefore, halal tourism providers are required to plan their managements and organizations as including Islamic principles in line with product, price, promotion, place, process, people as well as physical evidence. It is important for touristic facilities to operate in accordance with Islamic principles in terms of tourist satisfaction. In conclusion, developing tourism products according to Islam, requires consideration of some intangibles and tangible elements, availability halal food, clothing, places of worship, religion and gender of hotel personalities, provision of entertainment centers and public expression. Therefore, the study recommends that, Nigeria government should establish an agency that would be saddled with responsibility in marketing and regulating halal tourism activity in the country. The current study was design on conceptual framework using the 7pcs marketing mix variables and limited to Kano state only. Future empirical research should be conducted to identify more variables that may influence consumers' purchase intention towards halal tourism in Nigeria. This will offer more insight on other related independent variables that affects purchase intention in the halal industry.

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