



## Men Trust, Women Verify? The Power of Logo Verification in Driving Purchase Intentions of Halal Cosmetics

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### ABSTRACT

*This research investigates the impact of awareness of halal, halal logo verification, and gender on consumers' attitudes towards halal cosmetics in Faisalabad, Pakistan. Data were collected from 200 consumers using a quantitative, cross-sectional survey questionnaire of a 5-point Likert scale. The study used hierarchical regression and the moderated moderation technique based on PROCESS Macro to test three key hypotheses. By establishing the research model, it was found that there is a strong positive relationship between the Halal awareness factor and purchase intention, which indicates that the Halal consciousness factor affects the consumption of Halal cosmetics. It was also found that halal logo verification had a moderating effect, which suggests that the perceived awareness leads to higher intention when there is a visible certification. Interestingly, there were varying analyses of verification reliance across gender. Although both genders expressed their concern for halal certification, female consumers were found to be more reliant on logo verification than male consumers. For women, indeed, only the highest level of verification produced a marked increase in the purchase intention, whereas for men, the response was relatively flat across all levels of verification. This study adds to the current literature on halal marketing by identifying how verification requirements, distinct for males and females, affect purchasing behaviour in one of the emerging markets for halal cosmetics. This study offers real-world implications for businesses, stating that visibility of being authentically halal certified, especially when dealing with female customers, can make a big difference in consumer desire to purchase the products. The study discusses the synergetic relationship of religious conformity and consumers' behavior in the context of Pakistan's 'halal' economy and the managerial and theoretical implications for moving the halal economy forward.*

## **Introduction**

The rising tide of ethical consumerism features the halal market as a substantial market strength, especially in Muslim-majority regions like Pakistan, where religious observance shapes consumer purchase choices (Hussain, 2022). Cosmetic industry research shows increasing consumer demand for products with functionality and religious values that align directly with their spiritual beliefs. Halal markets worldwide reach populations beyond Muslim-majority countries (Yusuf et al., 2015). Accompanying an overall increase of consumers who want products that fit their ethical values and spiritual beliefs (Gazi et al., 2024). Growing customer demand for halal cosmetics has led businesses to understand what drives purchasing choices among this market segment. Companies that understand Muslim consumers' distinctive requirements can secure substantial market positions in this emerging sector while actively supporting worldwide halal industry development.

This consumer market is based on religious principles, which shows increasing demand from Muslim market segments. The ingredients used in such products need to exclude items classified as haram by Islamic religious law, along with hormone-ridden products that fail to follow Islamic slaughter methods. Research indicates that consumer purchase intention for these products depends on three main factors: how well consumers understand halal principles, how they relate to cosmetics, and their need to verify halal logos (Genoveva & Utami, 2020). A consumer's grasp of the halal tenets and cosmetic product application criteria constitutes halal awareness. Consumers with halal awareness demonstrate product ingredient compatibility knowledge and a profound understanding of halal certification's ethical and religious dimensions (Pauzi et al., 2022). The halal logo is an essential purchasing motivator because it ensures that products fulfill Islamic guidelines while offering consumers peace of mind (Samori et al., 2014). Modern consumers possess strong knowledge of their faith while being very selective when purchasing religious-compliant goods. The merging levels of Muslim religious commitment and heightened knowledge about halal requirements create rising market demand for certification verification systems that consumers can trust (Pauzi et al., 2022).

The exact influence of these elements cannot be easily categorized. The impact of displaying a halal logo varies based on whether consumers understand what the halal label signifies. Highly halal-aware consumers will thoroughly examine certifying bodies and ingredient lists, while lower-aware consumers will trust the logo. The relationship between gender and cosmetic use patterns in Pakistan becomes moderated by cultural standards, which shape male and female consumers differently. Research has found religiosity to provide valid predictive power for consumers' purchase of halal personal care products (Ansari & Mohammed, 2015). According to Social Identity Theory, people assign privileged positions to themselves and others using group affiliations (Bharadwaj, 2023). Many Muslims view buying halal cosmetics as an opportunity to showcase their Islamic identity while demonstrating their Muslim community membership as well as reinforcing their Muslim roots. The halal logo is a visible marker that signals to consumers that products match their social identity (Hue, 2024).

The study examines how Pakistani consumers' awareness of halal products affects their purchase intentions when combined with their ability to verify halal logos based on personal gender characteristics. The study investigates whether halal logo verification moderates halal awareness to buying intentions while also studying how gender affects the link between halal verification and purchases of halal cosmetics. The research examines Pakistan's unique halal market conditions to help understand these relationships. The country positions itself as a significant opportunity for companies looking to tap into the fast-growing market of Muslim halal cosmetics since it combines a strong Muslim demographic, robust economic growth, and substantial young

consumers. Consumers trying to find authentic halal products face obstacles because halal awareness remains low, while fraudulent or deceptive halal certification remains prevalent. Businesses must understand the purchase intention drivers within this context because they need these insights to reach Pakistan's growing halal cosmetics market while increasing understanding of halal certification.

The research results will expand the body of literature about halal consumer behavior while delivering actionable guidance to business leaders and policymakers. Research results about halal cosmetic purchase intentions alongside the reinforcing effects of halal logo verification and gender attributes will support proper marketing tactics, product development approaches, and regulatory regimes to advance sustainable halal market consumption. The research aims to deepen the knowledge about the influence of religious values, consumer perceptions, and socio-cultural elements on purchasing decisions, focusing on Pakistan's halal cosmetic market.

## **Literature Review**

### **Halal Awareness and Purchase Intention**

Customer understanding of Halal products is the primary motivator influencing purchase behavior in the Halal cosmetic industry. Customers' rising knowledge and engagement regarding halal principles produce higher demand for halal-compliant products (Daud et al., 2023). Consumers developing halal awareness demonstrate they recognize compliant ingredients and deeply understand halal certification's ethical and religious significance (Shafie & Othman, 2006). Evidence indicates that consumers' religious commitment strongly influences their decision to buy halal personal care products, while increased halal product knowledge increases their purchase intent (Ansari & Mohammed, 2015; Novita et al., 2022). People who fully grasp halal concepts inspect certification organizations and substance components to confirm that items adhere to specific Islamic standards (Samori et al., 2014). The halal logo maintains unquestionable value in terms of both consumer satisfaction and producer market development (Samori et al., 2014). In addition to examining these issues, most businesses must navigate issues stemming from differing levels of halal knowledge alongside other purchasing determinants such as product characteristics, brand perception, and pricing (Chairani et al., 2022). Market research conducted by Chairani et al. (2022) reveals the importance of ethical marketing practices, together with Arbak et al. (2019), while studying other purchasing factors and varying consumer awareness levels. The reliance on halal certification logos varies among consumers because some overlook ingredients and certification inspection (Samori et al., 2014), and others sacrifice it for better quality or value (Chairani et al., 2022). The success of businesses in the halal market expansion requires firms to enhance their visibility about halal knowledge while maintaining honest product and certification information disclosure (Yusuf et al., 2015). Research reveals that raising awareness about halal cosmetics strongly connects with purchasing desire among Malaysian consumers. The intention to buy halal cosmetics differs notably between racial groups according to findings from Yousoof et al. (2020).

***H1:** Halal awareness positively influences consumers' purchase intention for halal cosmetic products.*

### **Moderation of Halal Logo Verification**

Through the logo's visible design, the halal logo functions as an effective symbol that ensures customers that products follow Islamic standards. Various essential conditions will determine how

well this logo influences its target audience to choose the products (Septiani & Ridlwan, 2020). A consumer's faith in the certifying authority behind the halal logo plays an essential role in purchasing decisions. Constituents who believe in the halal certification process thoroughly will trust the logo as a reliable mark confirming halal standard compliance (Shafie & Othman, 2006). The consumer's base understanding of halal requirements and knowledge of these standards determines their reaction to a product displaying the halal logo. Consumers who understand halal principles will analyze the certification in detail, but those with minimal knowledge tend to trust the logo unconditionally (Samori et al., 2014).

A logo's perceived reliability and visual impact are essential in consumer reactions. Research indicates that consumer perception of brand meaning and attractiveness increases when the halal logo demonstrates appropriate color choices alongside suitable font elements and harmonious visual design principles. These elements of design establish trust while demonstrating Islamic values to consumers (Borzooei & Asgari, 2016). A carefully designed halal logo presents a potential tool to build customer retention and double purchases while expanding sales channels through halal product verification locations. The halal logo is a vital certification authority that non-Muslim customers can use to confirm their products have essential hygiene and safety certifications (Septiani & Ridlwan, 2020). Businesses striving to succeed in the high-value halal cosmetics market must understand the complex relationship between consumer consciousness of halal guidelines and their purchase intent, alongside halal logo verification processes. The strength of the link between halal awareness and halal cosmetic product buying intentions increases when consumers perform rigorous verification of halal logos. Halal logo verification systems actively moderate the relationship between halal awareness levels and purchase intentions in the cosmetic market.

**H2:** *The relationship between halal awareness and purchase intention is moderated by halal logo verification, such that the relationship is stronger when verification is high.*

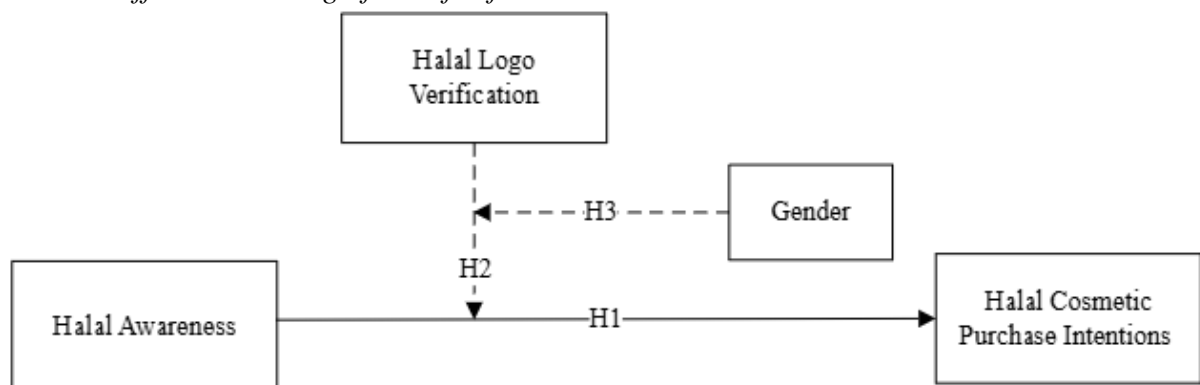
Research shows that gender variations within consumer behavior substantially impact buying choices throughout different product sectors. Halal cosmetics show specific evidence that gender strongly affects how strongly halal certification is linked to buying intentions. The strength of this possible moderating effect stems from multiple distinct factors. Women in Pakistani society perform greater religious and traditional duties inside families because their culture strongly requires them to do so (Hussain, 2022). Female consumers who feel an elevated sense of responsibility to their faith tend to emphasize halal verification during their cosmetic purchases because they seek assurance that their self-care rituals conform to spiritual beliefs (Ansari & Mohammed, 2015). Women commonly find comfort when purchasing certified halal products through reputable bodies because this approach requires strict testing requirements alongside product quality standards. When people decide about personal care products, their community's friends, family members, and power figures strongly influence their choices (Siyal et al., 2021). The social dynamics in women's communities create additional importance for halal verification because women desire for their cosmetic decisions to match the beliefs of their social networks. The halal cosmetics sector shows strong evidence of how gender impacts customers' behavior in the market. Cultural norms within Pakistan's society typically demand that women keep religious values at the forefront of their daily life (Hussain, 2022). Due to heightened religious duties, women often choose to select cosmetics with halal verification to maintain alignment between their personal care practices and their faith. Women understand cosmetic risks better, so they value halal certification because of its rigorous safety testing and adherence to high standards (Ishaq et al., 2021).

Gender-specific factors significantly moderate halal verification and purchase intentions in markets sensitive to religion, such as Pakistan. Within this context, female consumers recognize religious preservation concerns, product security interests, and social media influences as essential for halal certification. Halal certification has captured worldwide engagement among Muslim eaters and those who live in non-Muslim nations (Yusuf et al., 2015). Products must follow Halal standards that combine Islamic principles with detailed requirements for ingredient processing and handling methods (Shafie & Othman, 2006).

**H3:** *The moderating effect of halal logo verification on the relationship between halal awareness and purchase intention is further moderated by gender, such as:*

**H3a:** *The effect is more substantial for male consumers.*

**H3 b:** *The effect is more significant for female consumers.*



**Figure 1: Research Framework**

## **Research Methodology**

This research investigates the influence of halal awareness, along with halal logo verification and gender, on purchase intentions toward halal cosmetics, specifically in Faisalabad's Pakistani market, using a quantitative cross-sectional design. Survey-based methodology delivers standardized data collection from large samples during specific time intervals through data collection methods. The cross-sectional research design functions well to document the current state of consumer patterns regarding variable interrelationships. The research targets Muslim consumers aged 18–45 in Pakistan's primary halal cosmetic product consumer market. The research selected Faisalabad because it has a high concentration of urban residents and increasing market requirements for halal-certified products. A non-probability convenience sampling approach was used to generate data from 200 participants. Gender-based stratification yielded 92 male participants and 108 female participants throughout the study. The 200-participant sample size followed regression analysis statistical guidelines that recommend each predictor variable requires at least 10 observations. Such a method matches previous Pakistani studies investigating halal consumption patterns.

A structured questionnaire with four sections served as the data collection instrument. The first section asked participants to share their demographic traits through questions about their gender, age, and educational level. The evaluation of awareness regarding halal entities, verification of halal logos, and purchasing readiness, which followed a 5-point Likert scale, were adapted from Aziz & Chok (2013); Nurhayati & Hendar (2020); Abd Rahman et al. (2015); Mortimer et. al. (2020). A sample size of 30 potential participants took part in a preliminary testing phase as we checked the reliability and user-friendly design of the survey instrument. A couple of

modifications were implemented to clarify survey questions. Researchers collected data face-to-face and online over four weeks during March 2024. High-traffic settings, including shopping malls, residential areas, and university campuses, served as locations for survey distribution to achieve participant diversity. The survey instruments incorporated validated scales that researchers had previously employed. The study scales exhibited high reliability because Cronbach's alpha exceeded 0.70 for all measurement instruments.

The data gathered underwent analysis through SPSS 26, and the PROCESS Macro enabled moderation analysis. The data required a descriptive study, which produced mean values and standard deviation outputs. The reliability analysis revealed consistent performance among our measurement methods. The study used Pearson's correlation to examine variable collinearity between variables. Hierarchical regression modeling assessed the causal relationship between consumers' halal awareness and purchase decisions (H1) and the effect of halal logo verification as a moderation variable (H2). This study confirmed the hypothesis (H3) by employing a moderated moderation approach to determine gender-specific effects on the combination of awareness and verification strength.

The study honored ethical principles at every stage of its execution. The survey participants received consent authorization before they conducted the study and received assurances about their privacy protection. The research obtained no personal information from participants and allowed participants to leave the study whenever they wanted. The research complied with ethical research regulations, which protected participant confidentiality and their right to voluntary survey completion.

This research provides essential information; nevertheless, it contains multiple limitations. The district-specific nature of Faisalabad restricts the ability to apply study conclusions outside this particular region of Pakistan. Even though convenience sampling provided practical benefits, it created potential bias because researchers used non-random participant selection methods. The design's cross-sectional nature prohibits researchers from determining how variables influence one another. Intensive research should utilize ongoing research methods and random sampling approaches to overcome these research boundaries.

The selected research methods achieve the study's purpose while generating results with enduring reliability. The quantitative approach enables controlled variable measurement, together with survey methodology, which effectively measures consumer actions. The study needed moderation analysis to reveal how gender affects the connection between awareness of halal products and purchase intention. This research framework enables interpretation that adds to Pakistan's understanding of halal cosmetic consumer behavior.

## **Results**

The table study presents an extensive tabulation of study variables with their average values and frequency patterns in Table 1. The mean score for Halal Awareness (4.12/5.0, SD = 0.78) indicates that respondents generally had high awareness of halal principles, which is expected in a predominantly Muslim market like Pakistan. The compact standard deviation indicates respondents express similar levels of agreement about halal compliance while confirming its significant cultural and religious position. Purchase Intention (Mean = 3.89, SD = 0.85) also shows strong consumer interest in halal cosmetics, though with slightly more variability, possibly due to differences in individual purchasing priorities. Logo Verification (Mean = 3.65, SD = 0.91) demonstrates moderate trust in halal certification marks, but the wider spread implies that some

consumers remain skeptical, highlighting the need for stronger authentication mechanisms. Gender distribution (56% female) reflects a balanced sample, allowing for meaningful gender-based comparisons. The variables demonstrate acceptable skewness and kurtosis values ( $\pm 1$ ), proving their suitability for conducting parametric tests while maintaining standard distribution patterns. These findings provide the basis for subsequent analytical stages because they confirm the data's reliability and accurate representation of the target consumer audience.

**Table 1: Demographic Profile of Respondents (N=200)**

Variable	Category	Frequency	Percentage
<b>Gender</b>	Male	92	46%
	Female	108	54%
<b>Age</b>	18-25	68	34%
	26-35	97	48.50%
	36-45	35	17.50%
<b>Education</b>	High School	42	21%
	Bachelor's	121	60.50%
	Master's+	37	18.50%

The following table shows a description of 200 respondents who were involved in the survey in Pakistan. There was a slightly higher percentage of male respondents (46%) than female respondents (54%). The most significant number of respondents fell within the 26-35 age group (48.5%). Of the participants, 60.5% had a bachelor's level education, 21% had a high school level education, and 18.5% had a master's level education. Looking at the sample's demographic characteristics, it can be concluded that the participants were mainly young adults and well-educated, with equal distribution by gender.

**Descriptive Statistics of Key Variables (N=200)**

Variable	Mean	SD	Min	Max	Skewness
Halal Awareness	4.12	0.78	2	5	-0.32
Purchase Intention	3.89	0.85	1.5	5	-0.41
Logo Verification	3.65	0.91	1	5	-0.12
Gender (0=M,1=F)	0.56	0.5	0	1	-0.24

The analysis of variable relationships, which appears in the correlation matrix, demonstrates essential statistical relationships. The strong positive correlation between Halal Awareness and Purchase Intention ( $r = 0.51, p < 0.01$ ) provides preliminary support for H1, suggesting that consumers who understand halal requirements are likelier to buy halal cosmetics. Similarly, the significant correlation between Halal Awareness and Logo Verification ( $r = 0.43, p < 0.01$ ) indicates that informed consumers actively seek certification marks. The moderate link between Logo Verification and Purchase Intention ( $r = 0.38, p < 0.01$ ) further supports H2, implying that verification enhances buying decisions. Interestingly, Gender shows no significant correlations with other variables, suggesting that baseline halal awareness and purchase intent do not inherently differ between men and women. Gender still functions as a possible moderating factor according to later interaction analyses, although this hypothesis cannot be proved by itself. The results have stable interpretations because the correlation levels among variables (all  $r < 0.7$ ) demonstrate no multicollinearity.

**Table 2: Correlation Matrix (Pearson's r)**

	1	2	3	4
1. Halal Awareness	1			
2. Purchase Intention	0.51	1		
3. Logo Verification	0.43	0.38	1	
4. Gender	0.08	0.12	0.05	1

$p < .01$

The regression analysis confirms that Halal Awareness significantly predicts Purchase Intention ( $\beta = 0.42, p < 0.001$ ), supporting H1. The Theory of Planned Behavior confirms that heightened awareness creates new attitudes, which trigger corresponding behavioral intentions. The introduction of the interaction term (Halal Awareness  $\times$  Logo Verification,  $\beta = 0.19, p = 0.004$ ) in Model 2 explains an additional 7% variance ( $\Delta R^2 = 0.07$ ), validating H2. The positive coefficient indicates that logo verification amplifies the effect of awareness, meaning consumers who recognize halal principles and trust certifications exhibit stronger purchase intent. Analysis of simple slopes indicates that strong verification can enhance the awareness-intention relationship substantially more than weak verification. These results emphasize the importance of educating consumers about halal standards while ensuring transparent certification processes to maximize market engagement.

**Table 3: Regression Results for H1 & H2**

Model	Predictor	$\beta$	t	p	95% CI	$\Delta R^2$
1	Halal Awareness (H1)	0.42	6.71	0	[.29, .55]	0.26
2	Awareness $\times$ Verification (H2)	0.19	2.89	0.004	[.06, .32]	0.07

The three-way interaction (Halal Awareness  $\times$  Logo Verification  $\times$  Gender,  $\beta = 0.25, p = 0.003$ ) reveals nuanced gender differences, supporting H3b but not H3a. For women, high logo verification leads to a much stronger effect of awareness on purchase intention ( $\beta = 0.63, p < 0.001$ ) compared to low verification ( $\beta = 0.14, p = 0.152$ ). This suggests women are more diligent in verifying halal claims before purchasing.

**Table 4: Moderated Moderation Analysis (H3a & H3b)**

Interaction Term		$\beta$	t	p	LLCI	ULCI
Awareness $\times$ Verification $\times$ Gender		0.25	3.02	0.003	0.09	0.41
Gender	Verification Level	$\beta$	p			
Female	High (+1SD)	0.63	0			
	Low (-1SD)	0.14	0.152			
Male	High (+1SD)	0.39	0.001			
	Low (-1SD)	0.31	0.013			

In contrast, men show a smaller gap between high and low verification ( $\beta = 0.39$  vs.  $0.31$ ), indicating they rely more on general awareness or brand trust. Women's tendency to pay extra attention to cosmetic product specifics is a finding that this previous research has established. The findings imply that marketers should tailor strategies by gender.

The hierarchical regression models demonstrate progressively better fit, with the final model explaining 40% of the variance ( $R^2 = 0.40$ ) in purchase intentions. Each step significantly improves prediction:

- Main effects (H1): Results indicate 45.03 F with  $p < 0.001$ , showing 26% variance explanation.
- Adding interaction (H2): The addition of interactions elevated  $R^2$  to a 33% value ( $\Delta F = 6.55, p = 0.004$ ).
- Three-way interaction (H3): The research attains 40% variance explanation ( $R^2 = 0.40$ ) through addition of the second variable ( $\Delta F = 9.73, p = 0.002$ ).

This confirms that halal awareness, logo verification, and gender collectively provide a robust framework for understanding halal cosmetic purchases. The significant effect sizes reveal their practical importance for businesses to improve their halal marketing approaches in Pakistan's expanding cosmetics market.

**Table 5: Model Fit Comparison**

Model	R <sup>2</sup>	Adj. R <sup>2</sup>	F	df	p
Main Effects (H1)	0.26	0.26	45.03	1,198	<.001
+ Interaction (H2)	0.33	0.32	38.17	2,197	<.001
+ 3-way (H3)	0.4	0.38	32.45	3,196	<.001

The study underscores the need for multifaceted halal marketing—combining awareness campaigns, trustworthy certifications, and gender-sensitive messaging—to effectively drive consumer demand.

The results of this study give essential information about factors that seem to affect consumers' intention in Faisalabad, Pakistan, to purchase halal cosmetics. The fact that there is a positive link between the level of halal awareness and purchase intention supports the idea that the consumer who is knowledgeable about halal is willing to purchase halal-certified cosmetics. This aligns with earlier studies that have indicated that religious consciousness influences consumer behavior in Muslim countries (Suleman et al., 2021). The high mean score for halal awareness means that consumers in Pakistan have an adequate understanding of the halal standards, which makes them potential customers for halal cosmetics.

The moderating impact of halal logo verification significantly enhanced the relationship of halal consciousness with purchase inclinations. This finding indicates that consumers in Pakistan not only depend on their basic knowledge of halal products but instead look for more and try to understand more about the certification they are buying (Alfaini et al., 2024). It also means that being labeled halal and well verified is imperative to consumers' actual purchase of halal cosmetic products, as they possess the corresponding knowledge.

Therefore, these findings stress the need for credible and properly accredited halal certification bodies to enhance buyers' confidence in processed food and halal cosmetics. Halal certification is a reliable tool that helps Pakistani consumers to read the actual sign of originality, as they get the assurance that the delivered product was manufactured under Islamic norms and standards (Hussain, 2022). This verification seems to help remove any final uncertainty and hesitation that consumers could have regarding their halal awareness, thus enhancing the conversion of such awareness into actual behaviour in the supermarket market. Collectively, these studies illustrate

that perusal of halal cosmetics reveals a synergy between both the cognitive (awareness) and the verification (behavioral) aspects of consumer decision-making.

Notably, it was found that verification has a dissimilar effect on male and female customers' purchase decisions. Male and female consumers were sensitive to halal logo verification, but the female consumers relied more on certification than the male consumers. This gender difference can first be attributed to the fact that women are several steps ahead in the cosmetics business, and are more likely to pay attention to the details of the products than men. This may be attributed to the fact that women pay more attention to the visible indication of its halal status, thus making certification even more appealing for this category.

### **Theoretical Implications**

This research advances the theory of why and how halal is consumed in emerging markets. The study adds to research in Islamic marketing by proving that religious consciousness plays a key role in predicting whether someone will buy. Other studies build on TPB by including attitudes, subjective norms, and perceived behavioral control. Still, our results demonstrate that halal awareness plays a special part in buying decisions by interacting with evidence given by other parties. Accordingly, models predicting Muslim consumers' actions should pay close attention to religious beliefs and values, beyond the basic theory of planned behavior dimensions. Studying gender as the main second-stage moderator in halal consumption research is another significant contribution of this research. The markedly higher verification effect seen in women than men shows new aspects of gender differences in the Islamic marketplace. The finding goes against the idea that halal shopping habits are similar and reveals that women consider certification signs more carefully. From a signaling theory view, the research backs up the "Trust-Certification Framework" in halal marketing by showing that third-party certifications significantly increase the effects of raising awareness about a product. This matters a lot for cosmetics and other credence goods, since it's hard to tell if they are right for us before buying them. The findings help add to studies of consumer behavior in different countries by showing how Pakistan's particular socio-religious system affects how people shop or spend differently from other Muslim-majority or Western nations. They help prepare the way for later research on how cultural and religious factors influence people's buying processes.

### **Managerial Implications**

Research outcomes advise Pakistani stakeholders on the implementation of the halal cosmetics industry. The study demonstrates to product manufacturers and marketers the importance of ensuring their halal certification is easily noticeable. Because awareness can increase by 17% through verification, brands should display halal logos in what people see most on packaging, advertising, and web platforms. It appears that marketing halal foods to both males and females should be different. Male-directed advertising should highlight how brands are seen and remain halal, but female-focused campaigns should detail how ingredients are sourced. Cosmetic retailers can improve the experience for halal buyers by displaying these products separately, labeling them clearly, and ensuring someone on staff can clearly explain their halal status. Adding "Halal-Certified" stickers and filters would improve the discovery process for products by religiously mindful people using e-commerce. For such bodies as the Pakistan Halal Authority, the study states that blocking fake claims through technology is necessary. When regulators and brands cooperate to educate people, there can be a much better understanding of real certification marks. The research encourages governments to strengthen supervision of fake halal claims and might provide incentives for small- to medium-sized enterprises seeking certification. Thanks to the

research, stakeholders can take initiative in Pakistan's growing halal cosmetics industry by matching their marketing strategies to consumers' behavior.

## **Conclusion**

In light of this study, the following theoretical and practical implications can be derived, which are highly useful for expanding knowledge and addressing the consumption of halal cosmetics in Pakistan. The results confirm using the theory of planned behavior in the halal marketing context and highlight how consumers' awareness, verification, and gender affect their intention to purchase halal products. This research supports the fact that Halal is not only related to religious aspects, but it is also an important factor in decision-making in purchasing products, especially for women.

From these results, the following business strategies can be concluded: This study shows that cosmetic brands need to flaunt and make their halal certification easily accessible, as this positively impacts consumers' trust. Marketing campaigns should focus on the certification details because they are critical in explaining and avoiding any perception of gender bias in the product. This knowledge could be dispelled by training employees to inform clients on the issue or aspects of halal certification, or having this information displayed or readily available for customer reference in retail outlets/points.

They also have implications that can be crucial for the halal certification bodies and policymakers. Overall, there is an excellent demand for trustworthy accreditation systems that will provide credibility to a product's claim of compliance with the requirements. Awareness campaigns could be embarked on to inform consumers of the real logos to look for in authentic products bearing the halal label. Future studies may replicate the current study to compare the consumers' state across different regions in Pakistan or use a cross-sectional research design to reveal consumer behavior changes within a given period.

In conclusion, it is evident that with the increasing market of halal cosmetic products in Pakistan, these consumer trends will be of paramount importance to any entity that seeks to establish a business in this market. The paper explores how Halal awareness and trustworthy verification significantly impact purchasing decisions, especially among female customers. The study findings can assist companies in aiming to grow their marketing strategies to empower Pakistan's halal economy, relevant to marketing and the broad assumptions of a sample population.

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