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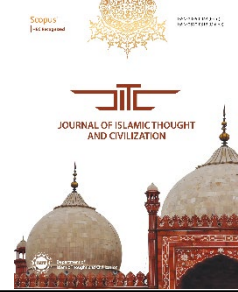
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Title: Analyzing the Mediating Roles of Attitude and Awareness in Shaping the Relationship between Religiosity and the Purchase Intention of *Halal* Cosmetics

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Analyzing the Mediating Roles of Attitude and Awareness in Shaping the Relationship between Religiosity and the Purchase Intention of *Halal* Cosmetics

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Abstract

This research investigates the influence of consumer attitude and awareness on the intention to buy *halal* cosmetics, particularly examining the role of consumer religiosity. As *halal* product demand rises, especially in Pakistan, it is essential to promote positive consumer attitudes and raise awareness to increase *halal* purchases. The current research was conducted in Punjab, Pakistan, with student participants from private medical colleges and universities. A quantitative approach was used, incorporating pre-testing and pilot testing, followed by survey distribution through random sampling. A total of 379 responses were deemed valid and analyzed. Data analysis was done using SPSS, while structural equation modeling (SEM) was performed using AMOS. The study found that while religiosity alone did not directly influence *halal* purchase intentions; instead, both attitude and awareness served as significant mediators. In other words, religiosity only impacts purchase intentions when paired with positive attitudes and heightened awareness. These insights contribute to the *halal* cosmetics industry and literature, offering strategies for policymakers and marketers in Pakistan's expanding *halal* cosmetics market to better manage consumer awareness and attitudes.

Keywords: attitude, awareness, *halal* purchase intention and *halal* cosmetics, religiosity

Introduction

The role of cosmetics and personal care products in enhancing appearance, is significant, with people using an average of 25 products per person. This high demand has fueled market expansion.¹ Globalization has enabled companies to focus on niche segments² like *Halal* cosmetics, which adhere

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¹Phuah Kit Teng, and Wan Jamaliah Wan Jusoh, "Investigating Students Awareness and Usage Intention Towards *Halal* Labelled Cosmetics and Personal Care Products in Malaysia," *4th International Conference on Business and Economic Research (4th ICBER 2013)*, (Indonesia: Bandung., 2013), 367–76.

²Sameer Kumar, Cindy Massie, and Michelle D. Dumonceaux, "Comparative Innovative Business Strategies of Major Players in Cosmetic Industry," *Industrial Management and Data Systems* 106, no. 3 (2006): 285–306.

to Islamic guidelines by avoiding ‘*Haram*’ ingredients,³ and ensuring proper packaging and distribution standards.⁴ The Muslim population is anticipated to grow⁵ from 1.8 billion in 2019 to 3.0 billion by 2060, forming a younger demographic base with unique preferences.⁶ Over 1.7 billion Muslims participate in the Islamic economy, encompassing *Halal* products, finance, and lifestyle sectors, as noted by the SGIE Report. While *halal* cosmetics are important sector, research remains limited compared to Islamic food and finance.⁷ However, marketing strategies are also evolving, now targeting younger generations and men alongside traditional female consumers.⁸

The *halal* cosmetics market in Pakistan is poised for growth, given the country's large Muslim population.⁹ However,¹⁰ detailed research on Pakistani consumers' behavior toward *Halal* cosmetics remains limited. To foster industry growth and support the economy, more research is required. Especially, to understand consumers' *halal* purchasing intentions, there is a need to explore factors like religiosity, attitude, and awareness.¹¹

1.1 Problem Statements

The global Muslim population is set to rise dramatically, from 1.8 billion in 2017 to 3.0 billion by 2060. As a result, the Islamic economy is forecasted to grow, reaching USD 5.94 trillion by 2026 from USD 3.96 trillion in 2021. Despite this growth, the *halal* cosmetics market, valued at USD 84 billion in 2022 and expected to reach USD 129 billion by 2027, holds only an 6.60% share of the global market. *Halal* cosmetic has a great potential globally.¹² While previous studies have

³P. Hashim and D. Mat Hashim, “A Review of Cosmetic and Personal Care Products: *Halal* Perspective and Detection of Ingredient,” *Pertanika Journal of Science and Technology* 21, no. 2 (2013): 281–92.

⁴Mohezar Suhana, Suhaiza Zailani, and Zainorfarah Zainuddin, “*Halal* Cosmetics Adoption among Young Muslim Consumers in Malaysia: Religiosity Concern,” *Global Journal Al-Thaqafah* 6, no. 1 (2016): 47–59.

⁵Muhammad Shah Nawaz, “A Study on Muslim Younger Generation’s Behavioral Intentions towards Purchasing of *Halal* Cosmetic Products in Pakistan,” *The Journal of Contemporary Issues and Government* 27, no. 1 (2021): 1660–75.

⁶“Changing Global Religious Landscape,” *Pew Research Center*, Retrieved 25 April, 2020, <https://www.Pewforum.Org/2017/04/05/the-Changing-Global-Religious-Landscape/>, 2020.

⁷Standard Dinar, “State of the Global Islamic Economy Report 2019/2020,” *Salaam Gateway*, 2020.

⁸Deshmukh Pooja, “A Study of Male Consumption Pattern of Cosmetic Products in Aurangabad City, Maharashtra,” *International Journal of Management* 6, no. 5 (2015): 37–45.

⁹Michelle Yeomans, “Southeast Asia Ramps up Biggest Demand for *Halal* Cosmetics,” Retrieved 3 January, 2020, from <https://www.cosmeticsdesign-asia.com/Article/Southeast-Asia-ramps-up-biggest-demand-for-halal-cosmetics>, 2022.

¹⁰Azmawani Abd Rahman, Ebrahim Asrarhaghighi, and Suhaimi Ab Rahman, “Consumers and *Halal* Cosmetic Products: Knowledge, Religiosity, Attitude and Intention,” *Journal of Islamic Marketing* 6, no. 1 (2015): 148–63.

¹¹Nadia Umair Ansari, and Hanif Mohammed, “Factors Affecting the Intent to Purchase *Halal* Personal Care Products: Empirical Evidence from Pakistan,” *International Journal of Islamic Marketing and Branding* 1, no. 2 (2015): 199–213.

¹²Standard Dinar, “State of the Global Islamic Economy Report 2023/2024,” *Salaam Gateway*, 2024.

predominantly focused on *halal* food, leaving a critical gap in understanding consumer behavior towards *halal* cosmetics.¹³

Pakistan ranks fifth in global population, with 235.8 million people, 95% of whom are Muslim. Additionally, Pakistan ranks fourteenth globally in Islamic economy indicator 2023 score for *halal* cosmetics. Yet, nearly 90% of the population continues to use cosmetics including cosmetics.¹⁴ Moreover, popular brands such as Olay and Revlon are not *halal*.¹⁵ Furthermore, despite the promising market potential, consumer intentions to purchase *halal* cosmetics in Pakistan are still not well understood. Moreover, the role of religiosity in shaping these intentions has been inadequately explored.¹⁶ Thus, the current research aims to examine the impact of religiosity, attitude, and awareness on *halal* purchase intentions providing insights to bridge these gaps and better cater to Pakistani consumer preferences.

1.2 Research Question

1. Does religiosity effect attitude, awareness, and *halal* purchase intention towards *halal* cosmetics?
2. Do attitude and awareness, effect *halal* purchase intention towards *halal* cosmetics?
3. Do attitude and awareness, mediate the relationship between religiosity and *halal* purchase intention towards *halal* cosmetics?

1.3 Research Objectives

1. To examine the effects of the religiosity on attitude, awareness, and *halal* purchase intention towards *halal* cosmetics.
2. To examine the effects of the attitude and awareness, on *halal* purchase intention towards *halal* cosmetics.
3. To investigate the mediating role of attitude and awareness between the religiosity and *halal* purchase intention towards *halal* cosmetics.

1.4 Scope of the Research

This research explores how religiosity, purchase intentions, attitudes and awareness influence preferences for *halal* cosmetics. A quantitative, cross-sectional approach was used, focusing on students from private medical institutions in Punjab's major cities, including Lahore, Multan, Faisalabad, Islamabad, and Rawalpindi. Since the current study sample is limited to private institutions, which may affect the generalizability of the findings. The study employs deductive reasoning and analyzes data through Structural Equation Modeling (SEM).

¹³Suhana, Zailani, and Zainuddin, “*Halal* Cosmetics Adoption among Young Muslim Consumers in Malaysia,” 47–59.

¹⁴Mudassar Jehangir, “90% Pakistanis Using Non-*Halal* Products,” Retrieved 3 December, 2021, <https://www.Morenews.Pk/90-Pakistanis-Using-Non-Halal-Products/>, 2021.

¹⁵Kainaat Maqbool, “These Popular Makeup And Beauty Brands In Pakistan are Not *Halal*,” Retrieved 3 January, 2021, These Popular Makeup And Beauty Brands In Pakistan Are NOT *Halal*, *Dispatch News Desk. com.pk*, 2021.

¹⁶Tajamul Islam, and Uma Chandrasekaran, “Religiosity and Ecologically Conscious Consumption Behaviour,” *Asian Journal of Business Research* 5, no. 2 (2016): 18–30.

2. Literature Review

2.1 *Halal* Purchase Intention (HPI)

Consumer purchase intentions represent a buyer's willingness to acquire a product or service after evaluating it carefully. This intention plays a crucial part in decision-making. Muslim consumers, in particular, exercise caution. They scrutinize the value chain closely to reduce risks, motivated by a strong awareness of *halal* standards and the importance of consuming *halal* products¹⁷. Madahi and Sukati view purchase intention as a subjective indicator that can predict consumer behavior.¹⁸ Haque et al. in 2015, suggest that understanding purchase intention helps marketers gain insights into actual consumer behavior, functioning as an alternative measure of purchasing actions.¹⁹ Ajzen points out that intention shapes and directs customer behavior.²⁰ Strong purchase intentions can drive effort and likelihood of engaging in certain behaviors,²¹ making it an effective tool for forecasting buying decisions.²² Purchase intention reflects a consumer's decision to buy based on perceived need and usefulness. Often, *halal* purchase intentions are linked with a consumer's level of religiosity. As a result, religiosity has become a key factor in *halal* marketing, influencing customer choices and behavior, when it comes to purchasing *halal* food.²³

2.2 Religiosity (RL)

Religiosity refers to "what extent people believes and involved in religion". This core value can shape both behavior and thinking. Religious commitments are seen not only in actions but also in intentions. . In order to measure the religiousness of the people we can use religiosity. Religiosity is "continuous instead of discreet variable."²⁴ Gorsuch and McPherson outline two dimensions of religiosity: intrinsic religiosity, related to personal beliefs,²⁵ and the role of religion in one's life and extrinsic religiosity, which relates to the active religious participation.²⁶ In marketing literature,

¹⁷Choi Young Min, and Jeong Jin Yi, "The Determinants of Imported Food Purchase of Muslim Consumers in Malaysia," *Journal of Islamic Marketing* 11, no. 6 (2019): 1539–56.

¹⁸Madahi Abdolrazagh, and Sukati Inda, "The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia," *International Business Research* 5, no. 8 (2012): 153–59.

¹⁹Ahasanul Haque, Abdullah Sarwar, Farzana Yasmin, Arun Kumar Tarofder, and Mirza Ahsanul Hossain, "Non-Muslim Consumers' Perception toward Purchasing *Halal* Food Products in Malaysia," *Journal of Islamic Marketing* 6, no. 1 (2015): 133–47.

²⁰Icek Ajzen, "The Theory of Planned Behavior," *Organizational Behavior and Human Decision Processes* 50, no. 2 (1991): 179–211.

²¹Jaafar Siti Nurafifah, Lalp Pan Ein, and Naba Mohaini Mohamed, "Consumers' Perceptions, Attitudes and Purchase Intention towards Private Label Food Products in Malaysia," *Asian Journal of Business and Management Sciences* 2, no. 8 (2015): 73–90.

²²Tatiek Nurhayati, and Hendar Hendar, "Personal Intrinsic Religiosity and Product Knowledge on *Halal* Product Purchase Intention: Role of *Halal* Product Awareness," *Journal of Islamic Marketing* 11, no. 3 (2019): 603–20.

²³Muhammad Hayat, Awan Ahmad, Nabeel Siddiquei, and Zeeshan Haider, "Factors Affecting *Halal* Purchase Intention: Evidence from Pakistan's *Halal* Food Sector," *Management Research Review* 38, no. 6 (2015): 1–30.

²⁴Benjamin Beit Hallahmi, and Michael Argyle, *The Psychology of Religious Behaviour, Belief and Experience* (England: Routledge Taylor & Francis Group, 2014).

²⁵Richard L. Gorsuch, and Susan E. McPherson, "Intrinsic/Extrinsic Measurement. 1E Revised and Single-Item Scales," *Journal for the Scientific Study of Religion* 28, no. 3 (1989): 348–54.

²⁶Kozaryn Okulicz, "Religiosity and Life Satisfaction across Nations," *Mental Health, Religion and Culture* 13, no. 2 (2010): 155–69.

religiosity is often emphasized over religion, as it more directly interconnects with behavior.²⁷The complex and private nature of religiosity has left it underexplored in consumer behavior research. As a result, there remains a need for a deeper understanding of how religiosity affects consumer actions.

2.3 Religiosity and *Halal* Purchase Intention

Religiosity reflects a person's deep appreciation of their religion, along with its symbols, values, and practices, often influenced by spiritual motivations. Every religion sets specific rules regarding permissible and forbidden actions, which also affect consumption and usage behaviors and shape buying choices.²⁸ In Islam, consumption guidelines emphasize that these rules aim to protect human well-being. Those who follow distinct religious practices often show unique consumption behaviors. Deviations such as using forbidden items, can impact both their behavior and spiritual life.

In the United States, 75% of Muslim immigrants adhere to their religious dietary practices, underscoring how strongly religious beliefs influence purchasing behaviors. The research conducted on consumption of *halal* products at multinational chain restaurants analysed data from 296 global Muslim students across major Indonesian cities, using the Partial Least Squares (PLS) methodology. Findings revealed that religiosity positively influences consumers' intention to purchase *halal* products in these settings.²⁹ Similarly, current study conducted in Pakistan used Structural Equation Modeling (SEM) on 497 respondents and found that stronger religious commitment enhances intentions to purchase *halal* products. Muslims who view themselves as religious and adhere to follow Shariah principles show higher preferences for *halal*-certified products.³⁰ Religiosity significantly has impact on consumers' *halal* purchase intention for *halal* food.³¹

Mutmainah's study in Indonesia with 205 respondents also found that religiosity positively influences *halal* food purchase intentions.³² Therefore, religiosity significantly impacts consumer intentions to engage in *halal* behaviors.³³

H1: Religiosity positively and significantly effects on *halal* purchase intention.

²⁷Ansari, and Mohammed, "Factors Affecting the Intent to Purchase *Halal* Personal Care Products," 199–213.

²⁸Lu'liyatul Mutmainah, "The Role of Religiosity, *Halal* Awareness, *Halal* Certification, and Food Ingredients on Purchase Intention of *Halal* Food," *Journal of Islamic Economics, Finance, and Banking* 1, no. 1 (2018): 33–50.

²⁹Nur Asnawi, Badri Munir Sukoco, and Muhammad Asnan Fanani, "*Halal* Products Consumption in International Chain Restaurants among Global Moslem Consumers," *International Journal of Emerging Markets* 13, no. 5 (2018): 1273–90.

³⁰Mubbsher Munawar Khan, Humaira Asad, and Irsa Mehboob, "Investigating the Consumer Behavior for *Halal* Endorsed Products: Case of an Emerging Muslim Market," *Journal of Islamic Marketing* 8, no. 4 (2017): 625–41.

³¹Muhammad Syukur and Suthep Nimsai, "Factors Influencing the Purchase Intention of *Halal* Packaged Food in Thailand," *International Journal of Supply Chain Management* 7, no. 4 (2018): 1–6.

³²Mutmainah, "The Role of Religiosity, *Halal* Awareness, *Halal* Certification, and Food Ingredients on Purchase Intention of *Halal* Food," 33–50.

³³Mohd Sadad Mahmud, Muhammad Shah Nawaz, Abd Jamal, Irfan Sabir, and Muhammad Bilal Majid, "Purchase of *Halal* Products and Consumer Behavioral Intentions: A Systematic Literature Review," *International Journal of Disaster Recovery and Business Continuity* 11, no. 3 (2020): 1403–11.

2.4 Religiosity (RL) and Attitude (AT)

According to the definition of religiosity, it is "the extent to which a person pledges to his religion and recognizes the teaching of his religion," reflected through their beliefs and actions.³⁴ Religiosity becomes a predominant quality defining the Muslim consumer's attitude.³⁵ Attitude, the "positive or negative perceptions individuals hold, play a key role in shaping their behaviors."³⁶ Religiosity significantly influences consumer behavior in Islamic banking, impacting purchase intentions attitudes.³⁷ Similarly concluded that individuals with strong Islamic values have a more positive attitude toward Islamic life insurance.³⁸

Abd Rahman et al., in a study of 110 Muslims, explored a positive correlation between religiosity and supportive attitudes towards *halal* cosmetics and its analysis was performed through structural equation modeling.³⁹ Findings reveal that the spiritual intelligence plays a key role in shaping attitude of customers toward the *halal* cosmetic.⁴⁰ Additionally, multiple studies demonstrate that religiosity positively impacts consumer attitude. Based on this, the hypothesis is:

H2: Religiosity positively and significantly effects on attitude.

2.5 Religiosity (RL) and Awareness (AT)

Religiosity is viewed as a continuous construct because it helps measure the degree of religious devotion or obedience.⁴¹ In consumer behavior, awareness is the initial mental step, which leads to knowledge, persuasion, decision-making, and confirmation.⁴² Awareness involves being mindful of

³⁴Byron R. Johnson, Sung Joon Jang, David B. Larson, Spencer De Li, "Does Adolescent Religious Commitment Matter? A Reexamination of the Effects of Religiosity on Delinquency," *Journal of Research in Crime and Delinquency* 38, no. 1 (2001): 22–44.

³⁵Nizar Souiden Yosr Jabeur, "The Impact of Islamic Beliefs on Consumers' Attitudes and Purchase Intentions of Life Insurance," *International Journal of Bank Marketing* 33, no. 4 (2015): 1–37.

³⁶Ibrahim Abiodun Oladapo, Normah Omar, Ruhaini Muda, and Abdulazeez Adewuyi Abdurraheem, "The Mediating Effect of Attitude on Customers' Behavioural Intention to Participate in Islamic Banking: Empirical Evidence," *International Journal of Financial Research* 10, no. 5 (2019): 167–80.

³⁷Nazlida Muhamad Hashim, and Dick Mizerski, "Exploring Muslim Consumers' Information Sources for Fatwa Rulings on Products and Behaviors," *Journal of Islamic Marketing* 1, no. 2 (2015): 124–35.

³⁸Jabeur, "The Impact of Islamic Beliefs on Consumers' Attitudes and Purchase Intentions of Life Insurance," 1–37.

³⁹Rahman, Asrarhaghighi, and Rahman, "Consumers and *Halal* Cosmetic Products," 148–163.

⁴⁰Jihan Azreen, Musa Rosidah, and Hassan Faridah, "Factorial Validation Predictors of Attitude among User and Nonuser of *Halal* Skin Care Product," *Procedia Economics and Finance* 37, (2016): 239–44.

⁴¹Mohammad Machal Muslichah, Rose Abdullah, and Lutfi Abdul Razak, "The Effect of *Halal* Foods Awareness on Purchase Decision with Religiosity as a Moderating Variable: A Study among University Students in Brunei Darussalam," *Journal of Islamic Marketing* 4, no. 1 (2019): 1–12.

⁴²Qaisar Ali, Asma Salman, Hakimah Yaacob, and Shazia Parveen, "Financial Cost and Social Influence: Factors Affecting the Adoption of *Halal* Cosmetics in Malaysia," *Academy of Entrepreneurship Journal* 25, no. 2 (2019): 1–17.

or perceiving something, not necessarily understanding it. The *halal* awareness, specifically, educates consumers about *halal* foods, drinks, and other permissible products for Muslims.⁴³

Studies indicate that religiosity influences product desire, impacting quality of life assessments.⁴⁴ Religiosity also plays a positive role in raising product awareness among consumers.⁴⁵

Furthermore, a study in Indonesia examined the role of *halal* product awareness among Muslim consumers over 17 years old. The findings showed that higher levels of religiosity significantly increased *halal* awareness and reduced interest in non-*halal* products.⁴⁶ Numerous other studies support the positive, significant impact of religiosity on awareness.⁴⁷

H3: Religiosity positively and significantly effects on awareness.

2.6 Attitude and *Halal* Purchase Intention

Studies have shown that the consumer behavior is strongly influenced by personal beliefs, with a person's attitude shaping whether their actions are positive or negative. In particular, research on *halal* products which was conducted the findings show that the intention to buy *halal* food products is influenced by attitude.⁴⁸

The attitude significantly impacts the intention to purchase *halal* cosmetics, based on a survey of 110 Malaysian Muslims.⁴⁹ Also the research showed that attitude positively affects the intention to buy *halal* cosmetics among university students.⁵⁰ Indicate that Malaysian Muslim woman attitude perform a chief part in intention to buy *halal* cosmetic.

In addition, research conducted in Islamabad and Karachi, Pakistan, and found that attitude positively influences the intention to purchase *halal* cosmetics and personal care product also increased the likelihood of purchase⁵¹ Moreover its concluded that attitude toward *halal* purchase intention for *halal* cosmetics have positive significant effects.⁵²

⁴³Abdul Raufu Ambali and Ahmad Naqiyuddin Bakar, "People's Awareness on *Halal* Foods and Products: Potential Issues for Policy Makers," *Procedia Social and Behavioral Sciences* 121, no. 19 (2014): 3–25.

⁴⁴Varapa Rkrachakarn, George P. Moschis, Fon Sim Ong, and Randall Shannon, "Materialism and Life Satisfaction: The Role of Religion," *Journal Religion Health* 54, no. 2 (2015): 413–26.

⁴⁵Ramadania, Evi Oktaviana Putri, and Juniwati, "Intention Toward *Halal* and Organic Food: Awareness for Natural Content, Religiosity, and Knowledge Context," *KnE Social Sciences* 3, no. 10 (2018): 801–10.

⁴⁶Nurhayati and Hendar, "Personal Intrinsic Religiosity and Product Knowledge on *Halal* Product Purchase Intention," 603–20.

⁴⁷Ali, Salman, Yaacob, and Parveen, "Financial Cost and Social Influence," 1–17.

⁴⁸Haque, Sarwar, Yasmin, Tarofder, and Hossain, "Non-Muslim Consumers' Perception toward Purchasing *Halal* Food Products in Malaysia," 133–147.

⁴⁹Rahman, Asrarhaghighi, and Rahman, "Consumers and *Halal* Cosmetic Products," 148–163.

⁵⁰Noreen Noor Abd Aziz, Nurul Aien Abd. Aziz, Nurul Ashykin Abd Aziz, Zurina Omar, and Wan Haslin Aziah Wan Hassan, "A Review on the Emergence and Growth of *Halal* Studies," *Procedia Economics and Finance* 31, (2015): 325–32.

⁵¹Ansari and Mohammed, "Factors Affecting the Intent to Purchase *Halal* Personal Care Products," 199–213.

⁵²Ilma Savira Putri, Sri Daryanti, and Alia Rachma Ningtias, "The Influence of Knowledge and Religiosity with Mediation of Attitude Toward the Intention of Repurchasing *Halal* Cosmetics," *12th International Conference on Business and Management Research* 72 (2018): 172–77.

H4: Attitude positively and significantly effects on *halal* purchase intention.

2.7 Awareness and *Halal* Purchase Intention

Awareness represents the first phase in the buying process, where customers start to understand the product. Without this foundational knowledge, the likelihood of making a purchase is considerably reduced. In this case there is comparatively a high chance that customers will not be purchase certain products or services. In previous studies, many studies have highlighted a notable increase in awareness of the *halal* food products.⁵³ In the cosmetics sector, researchers have focused on analysing the aspects influencing customers awareness.⁵⁴ However, awareness of food safety and , *halal* ingredients remains relatively low.⁵⁵ The current research showed that awareness positively influenced the intention to purchase *halal* cosmetics among 300 Pakistani female students.⁵⁶ Moreover, it is confirmed that *halal* awareness affects the intention to buy *halal* food among 230 non-South African buyers in Cape Town.⁵⁷ Overall, the research points to a strong positive impact of awareness on *halal* purchase intentions.⁵⁸

H5: Awareness positively and significantly effects on *halal* purchase intention.

2.8 Attitude, Religiosity, and *Halal* Purchase Intention

The religiosity plays a significant role in shaping the attitudes of Muslim consumers,⁵⁹ directly influencing their intention to purchase *halal* cosmetics.⁶⁰ The current research has shown that individual behavior is largely shaped by personal attitudes. According to Ajzen & Fishbein a person's attitude toward a behavior, influenced by their beliefs, determines whether their behavior will be positive or negative.⁶¹ Customer attitude significantly effects *halal* purchase intention,⁶² particularly

⁵³Ahmad Nor Ardyanti Binti, Abaidah Tunku Nashril Bin Tunku, and Yahya Mohd Helmi Bin Abu, "A Study on *Halal* Food Awareness Among Muslim Customers in Klang Valley.," *4th International Conference on Business and Economic Research, Proceeding* 12, no. 2 (2013): 46–65.

⁵⁴Suhana, Zailani, and Zainuddin, "*Halal* Cosmetics Adoption among Young Muslim Consumers in Malaysia," 47–59.

⁵⁵Wanda A Puspita, Sunaryo, and Risna Wijayanti, "The Effects between Religious Belief, *Halal* Logo, and *Halal* Product Knowledge on Purchase Intention Mediated by *Halal* Awareness (Study on Consumers of Beverage Franchise Products In Malang)," *South East Asia Journal of Contemporary Business, Economics and Law* 21, no. 5 (2020): 306–19.

⁵⁶Muhammad Bilal Majid, Irfan Sabir, and Tooba Ashraf, "Consumer Purchase Intention towards *Halal* Cosmetics and Personal Care Products in Pakistan," *Global of Research in Business and Management* 1, no. 1 (2015): 45–53.

⁵⁷Abdalla M. Bashir, Abdullah Bayat, Samuel Oladipo Olutuase, and Zul Ariff Abdul Latiff, "Factors Affecting Consumers' Intention towards Purchasing *Halal* Food in South Africa: A Structural Equation Modelling," *Journal of Food Products Marketing* 25, no. 1 (2019): 26–48.

⁵⁸Muslichah, Abdullah, and Abdul Razak, "The Effect of *Halal* Foods Awareness on Purchase Decision with Religiosity as a Moderating Variable: in Brunei Darussalam," 1–12.

⁵⁹Nizar Souiden, and Marzouki Rani, "Consumer Attitudes and Purchase Intentions toward Islamic Banks: The Influence of Religiosity," *International Journal of Bank Marketing* 33, no. 2 (2015): 143–61.

⁶⁰Oladapo, Omar, Muda, and Abdurraheem, "The Mediating Effect of Attitude on Customers' Behavioural Intention to Participate in Islamic Banking," 167–180.

⁶¹Icek Ajzen, and Martin Fishbein, "Attitudes and the Attitude-Behavior Relation: Reasoned and Automatic Processes," *European Review of Social Psychology* 11, no. 1 (2000): 1–33.

⁶²Ramadania, Putri, and Juniwati, "Intention Toward *Halal* and Organic Food," 801–10.

for products that meet *halal* standards.⁶³ While limited research has explored the mediating effect of attitude between religiosity and *halal* purchase intention. Some early studies claimed that there does exist a relationship between religiosity and attitude as well as ⁶⁴ exists a relationship between attitude and *halal* purchase intention.⁶⁵

H6: Attitude mediates between religiosity and *halal* purchase intention.

2.9 Awareness, Religiosity, and *Halal* Purchase Intention

Religiosity positively effect the consumer awarenes, particularly regarding *halal* products.⁶⁶ For example, the awareness of Pakistani female students toward *halal* purchase intention significantly ffects their intention to purchase *halal* cosmetics. Awareness does not always mean understanding it is capability to just being mindful of, thinking, or perceiving. Consumers are required to understand the key features and benefits after creating awareness for them regarding products and services that are offered to them.⁶⁷

Awareness is “the knowledge and understanding that something is happening or exists”. For *halal* products, awareness involves knowing specific details about ingredients, manufacturing, and storage.⁶⁸ Muslim customers need to be well-informed about these aspects before making a purchase.⁶⁹Research on cosmetics has focused on analysing the factors influencing customers awareness.⁷⁰ Religiosity plays a significant role in shaping the consumer awareness to purchase *halal*. Although rare research studies have been existing on the mediation impact of awareness with religiosity and *halal* purchase intention. Some previous studies show an association between religiosity and awareness.⁷¹ The awareness of *halal* products appears to be a significant component

⁶³Asnawi, Sukoco, and Fanani, “*Halal* Products Consumption in International Chain Restaurants among Global Moslem Consumers,” 1273–90.

⁶⁴Yulist Rima Fiandari, Baroya Mila Shanty, and Maylia Dwi Nanda, “The Roles of Word of Mouth, Religiosity and Behavioral Control toward *Halal* Cosmetics’ Purchase Intention: Attitude as Mediation,” *Journal of Islamic Marketing*, 15 (7), (2024): 2633-2651.

⁶⁵Ezlika M. Ghazali, Dilip S. Mutum, Muhammad Waqas, Bang Nguyen, and Nur Azureen Ahmad-Tarmizi, “Restaurant Choice and Religious Obligation in the Absence of *Halal* Logo: A Serial Mediation Model,” *International Journal of Hospitality Management* 101, no. 9 (2022): 103–9.

⁶⁶Ramadania, Putri, and Juniwati, “Intention Toward *Halal* and Organic Food,” 801–10.

⁶⁷Ali, Salman, Yaacob, and Parveen, “Financial Cost and Social Influence,” 1–17.

⁶⁸Awan, Siddiquei, and Haider, “Factors Affecting *Halal* Purchase Intention Evidence from Pakistan’s *Halal* Food Sector,” 640–60.

⁶⁹Ahasanul Haque, Naila Anwar Chowdhury, Fanny Alicia Yasmin, and Arun Kumar Tarofder “Muslim Consumers Purchase Behavior Towards Shariah Compliant Hotels in Malaysia,” *Vidyodaya Journal of Management* 05, no. 1 (2019): 121–38.

⁷⁰Ahlam Nuwairah Ahmad, Azmawani Abd Rahman, and Suhaimi Ab Rahman, “Assesing Knowledge and Religiosity on Consumer Behavior towards *Halal* Food and Cosmetic Products,” *International Journal of Social Science and Humanity* 5, no. 1 (2015): 10–14.

⁷¹Berliana Rizki Arlisa, Ratih Hendayani, and Yuvaraj Ganesan, “Foreign *Halal* Packaged Products that Influence Purchase Intention,” *The Asian Journal of Technology Management* 12, no. 2 (2019): 86–93.

that a marketer needs to know.⁷² Moreover, earlier studies have revealed that there do exist a relationship between awareness and *halal* purchase intention.⁷³

H7: Awareness mediates between religiosity and *halal* purchase intention.

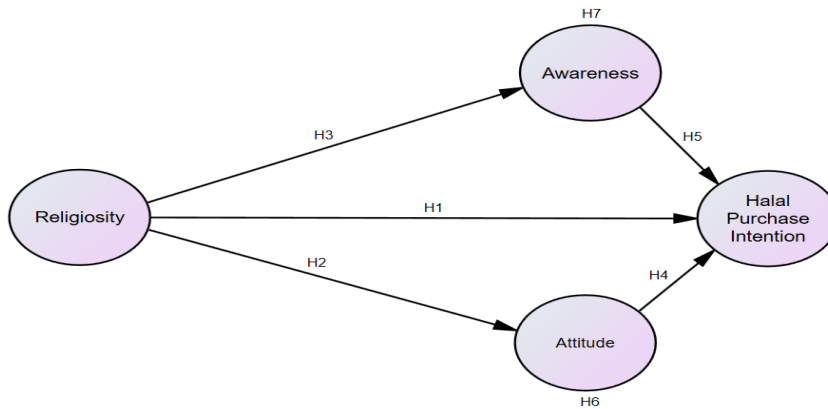


Figure 1. Theoretical Framework

3. Research Methodology

3.1 Nature of Research

The research employs a dual approach, combining explanatory and deductive methods within a causal research framework to examine relationships between variables.⁷⁴ A cross-sectional design is used gathering data collected from respondents at a single point in time.

3.2 Research Strategy

The current study employed a survey-based technique with a cross-sectional design to explore causal relationships.⁷⁵ Data were analysed with Structural Equation Modeling (SEM) using AMOS.

3.3 Sampling Technique

The current research utilized a simple random sampling approach that ensures, every member of the society has an equal chance of being selected. This method contributes to the representativeness of the sample and enhance the generalizability of the findings.⁷⁶

⁷²Nurhayati and Hendar, “Personal Intrinsic Religiosity and Product Knowledge on *Halal* Product Purchase Intention,” 603–20.

⁷³Tanti Handriana, Praptini Yulianti, Masmira Kurniawati, Nidya Ayu Arina, and Ratri Amelia Aisyah, “Purchase Behavior of Millennial Female Generation on *Halal* Cosmetic Products,” *Journal of Islamic Marketing* 12, no. 7 (2020): 1295–1315.

⁷⁴Uma Sekaran, and Roger Bougie, *Research Methods for Business: A Skill Building Approach* (New York : John Wiley & Sons, 2003).

⁷⁵K. McCusker, and S. Gunaydin, “Research Using Qualitative, Quantitative or Mixed Methods and Choice Based on the Research,” *Perfusion* 30, (2015): 1–6.

⁷⁶Mark Saunders, Philip Lewis, and Adrian Thornhill, *Research Methods for Business Students. Harlow (Essex); (London; New York: Pearson Education ; Financial Times : Prentice Hall, 2009).*

3.4 Data Collection Procedure

The data collection methods depend on whether research is qualitative or quantitative. This research, being quantitative and deductive, uses a 10-point Likert scale for data collection.⁷⁷ To ensure its validity, two business management experts evaluated the content of the scale used in the research. According to professors from the University of Central Punjab confirmed that the scale was deemed suitable for the statistical methods used to test the hypotheses. Based on their feedback, the questionnaire was revised and finalized. It was then pretested with 30 respondents by using simple random sampling to ensure clarity and understanding. The total population sample comprises 25,000 students from 43 approved private medical institutions in Punjab, focusing on cities like Lahore, Faisalabad, Multan, Islamabad, and Rawalpindi.⁷⁸

Kyung's research suggests that college students are ideal participants for studies on cosmetic usage due to their frequent use of such products.⁷⁹ Additionally, Chen indicates that non-conventional cosmetics, such as *halal* and organic products, tend to be more expensive than conventional ones, 87.1% of respondents agreed. The current study focused on private university students, as they typically have more disposable income.⁸⁰ The province of Punjab, which has the largest population and economy in Pakistan, was chosen as the research area. According to Krejcie and Morgan recommend a sample size of 379 for a 25,000-person population.⁸¹ To prevent data gaps from incomplete responses, an additional 20%, was added to the sample. Thus, a total of 455 questionnaires were distributed in major cities of Punjab.

4. Data Analyses and Results

Preliminary data processing involved coding, screening, and handling any missing data, along with checking for normality, and outliers. SPSS was used for descriptive analysis, summarizing data in terms of frequencies and variances.⁸² Next, AMOS was utilized for inferential statistics, testing the hypotheses through Structural Equation Modeling (SEM).

4.1 Demographics

The demographic section of the research questionnaire collected essential information, including gender, age, education level, residential area, and monthly expenditure on cosmetic. Of the respondents, 53.3% were female and 46.7% were male. Age distribution showed 39.8% were 20 years or younger, 46.2% were between 21 and 24, and 14.0% were 25 or older. In terms of education, 59.1% had an MBBS degree, while 40.9% had a BDS degree. Geographically, 56.2% of respondents were from metropolitan areas and 43.5% were from rural areas. Monthly spending on cosmetics varied, with 21.6% spending ≤ 2000 PKR, 39.3% spending between 2001 and 3500 PKR, 29% spending between 3501 and 5000 PKR, and 10% spending more than 5000 PKR.

⁷⁷Zainudin Awang, *Reasch Methodology and Data Analysis* (Shah Alam: Universiti Teknologi MARA Publication Centre (UiTM Press), 2012).

⁷⁸"Pakistan Medical Commission," Retrieved 06 December, 2019 from <https://studenthelp.pk/list-of-medical-colleges-in-pakistan-2019>, 2019.

⁷⁹SEO Bo Kyung, "The Impact of Consumer Innovativeness, Attitude, and Subjective Norm on Cosmetic Buying Behavior: Evidence from APU Female Students," *Ritsumeikan Asia Pacific University*, (2012): 1–122.

⁸⁰Qiushi Chen, "Evaluate the Effectiveness of the Natural Cosmetic Product Compared to Chemical-Based Products," *International Journal of Chemistry* 1, no. 2 (2009): 1–57.

⁸¹Krejcie Robert V. and Morgan Daryle W., "Determining Sample Size for Research Activities," *Educational and Psychological Measurement* 30, no. 3 (1970): 607–10.

⁸²Alan Agresti, and B Finlay, *Statistical Methods for the Social Sciences: With SPSS from A to Z: A Brief Step-by-Step Manual*, (Boston: Allyn & Bacon., 2009).

4.2. SEM Analysis

The data was rigorously analyzed using Structural Equation Modeling (SEM) to test the proposed hypotheses and determine their validity. The links between all the variables inside the conceptual framework were thoroughly assessed using this analytical technique. AMOS software was utilized to facilitate this analysis.

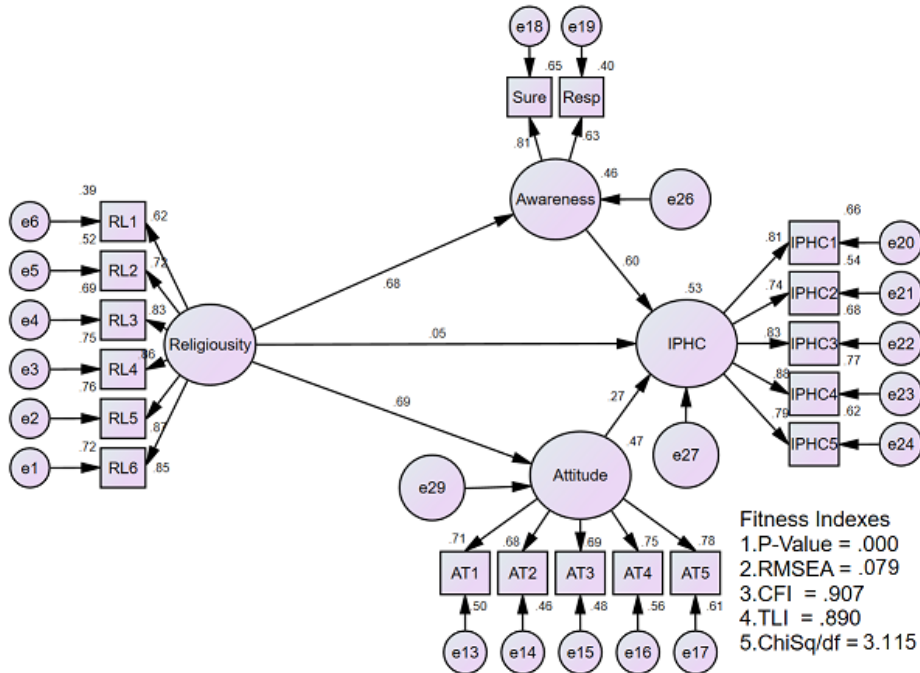


Figure 2. SEM Standard Estimates

The structural model's standard regression weight (R^2) for the *Halal* Purchase Intention (HPI) is 0.53. This indicates that 53% of the variation in HPI is explained by the three latent factors: religiosity, attitude, and awareness. This substantial R^2 value underscores the model's strong ability to explain HPI variations, reflecting the significant impact of these factors on the outcome.

Table 1. SEM Regression Path Coefficient and Significance

Path	Estimate	S.E.	C.R.	P-value	Result
Religiosity → Halal Purchase Intention	.228	.125	1.828	.068	Not Significant
Religiosity → Attitude	.682	.055	12.297	***	Significant
Religiosity → Awareness	.698	.060	11.657	***	Significant
Attitude → Halal Purchase Intention	.201	.079	2.528	.011	Significant
Awareness → Halal Purchase Intention	.670	.117	5.705	***	Significant

To assess if a hypothesis is accepted or rejected, utilize the probability (P) value. The hypothesis is significant if the P-value given in the text output is less than the type error value (alpha) of 0.05. The hypothesis testing for direct effect is shown in below Table.

Table 2 Direct Effect Hypothesis Testing

Serial#	Hypothesis Statement	P-value	Result
H1	Religiosity positively and significantly effects on Halal Purchase Intention	.068	Rejected
H2	Religiosity positively and significantly effects on Attitude	.001	Accepted
H3	Religiosity positively and significantly effects Awareness	.001	Accepted
H4	Attitude positively and significantly effects on Halal Purchase Intention	.001	Accepted
H5	Awareness positively and significantly effects on Halal Purchase Intention	.001	Accepted

4.3 Mediation Analysis

The model's mediation effects are evaluated using techniques proposed by.⁸³

4.3.1. Mediation Analyses AT

Both RL and its mediator variable AT experience positive and significant effects on HPI (Path A = 0.69 and Path B = 0.27, respectively). In contrast to the direct link between RL and HPI (Path C = 0.05), which reveals an insignificant association, both the indirect effects of RL with AT (0.69) and of AT with HPI (0.27) are positive and significant. In the current research, full mediation occurs since the direct relationship is not significant which is required to draw the conclusion that there is mediation.

Table 3. Result of Bootstrapping AT

	Indirect Effects (AxB)	Direct Effect (C)
Bootstrapping Value	0.186	0.05
Bootstrapping p-Value	0.011	0.068
Results	Significant	Not Significant
Mediation exists since indirect effects is significant		
Type of Mediation	Full Mediation since the direct effect is not significant	

Through maximum likelihood estimator bootstrapping with 95 percent bias-corrected confidence, AT mediates the link between RL and HPI. 1000 bootstrap samples with a 95% bootstrap confidence interval have been reported by.⁸⁴ The above table demonstrated that the indirect regression line for mediation with the formula = 0.186 (0.69 x 0.27) was significant, with a p-value of 0.011. With a p-value of 0.068, the direct effect of = 0.05 was not considered significant. It's been demonstrated to be a complete mediation.⁸⁵ As a result, AT completely mediates the connection between RL and HPI.

⁸³Zainudin Awang, "SEM Made Simple: A Gentle Approach to Learning Structural Equation Modeling," *Bandar Baru Bangi, MPWS Rich Resources*, 2015.

⁸⁴Muhammad Kashif, Siti Zakiah Melatu Samsi, Zainudin Awang, Mahadzirah, Mohamad, "EXQ: Measurement of Healthcare Experience Quality in Malaysian Settings: A Contextualist Perspective," *International Journal of Pharmaceutical and Healthcare Marketing* 10, no. 1 (2016): 27-47.

⁸⁵Awang, "SEM Made Simple: A Gentle Approach to Learning Structural Equation Modeling."

Table 4. Hypothesis H6 Result and Type of Mediation

Hypothesis Statement	Result	Type of Mediation
H6: AT mediates between RL and HPI	Significant (Mediation occurs)	Full Mediation

4.3.2 Mediation Analysis AW.

Both RL and its mediator variable AW experience positive and significant effects on HPI (Path A = 0.68) and Path B = 0.60, respectively). In contrast to the direct link between RL and HPI (Path C = .05), which reveals an insignificant association, both the indirect effects of RL with AW (0.68) and of AW with HPI (0.60) are positive and significant. In the current research, full mediation occurs since the direct relationship is not significant which is required to draw the conclusion that there is mediation.

Table 5. Result of Bootstrapping AW

	Indirect Effects (AxB)	Direct Effect (C)
Bootstrapping Value	0.408	0.05
Bootstrapping p-Value	0.000	0.068
Results	Significant	Not Significant
Type of Mediation	Mediation exists since indirect effects is significant Full Mediation since the direct effect is not significant	

Through maximum likelihood estimator bootstrapping with 95 percent bias-corrected confidence, awareness mediates the link between RL and HPI. 1000 bootstrap samples with a 95 percent bootstrap confidence interval,⁸⁶ Indirect mediation regression line = 0.408 (0.68 x 0.60) provided significant results with a p-value of 0.000, according to above table. The direct effect, however, was not significant with a p-value of 0.068 and was equal to 0.05. It's been demonstrated to be a complete mediation.⁸⁷ As a result, AW fully mediates the connection between RL and HPI.

Table 6. Hypothesis H7 Result and Type of Mediation

Hypothesis Statement	Result	Type of Mediation
H7: AW mediates between RL and HPI	Significant (Mediation occurs)	Full Mediation

5. Discussion and Conclusion

This study is unique in evaluating the roles of AT and AW as mediator in the relationship between RL and HPI. Given the limited research in this field, it specifically targets the *halal* cosmetic industry. Findings reveal that the influence of RL on HPI for *halal* cosmetics is fully mediated by AT and AW. The theories that support this research's consumer HPI regarding *halal* cosmetics are the theory of planned behavior (TPB) and the diffusion of innovation (DOI) theory. Awareness of *halal* cosmetic products represents the initial step in the innovation process. Since attitude is one of the factors influencing consumer behavior, the current research fills a gap in knowledge. The study draws support from both the TPB and DOI theory. In the past, the impact of RL was studied in a western environment. Therefore, it was unclear how religion and HPI were related. This research was

⁸⁶Mahadzirah Mohamad, Morliyati Mohammad, Nor Azman Mat Ali and Zainudin Awang "The Impact of Life Satisfaction on Substance Abuse: Delinquency as a Mediator," *International Journal of Adolescence and Youth* 23, no. 1 (2018): 25–35.

⁸⁷Awang, "SEM Made Simple: A Gentle Approach to Learning Structural Equation Modeling."

undertaken in Pakistan, a non-Western nation ranked fifth globally with 235.8 million people, 95% of whom are Muslims as per World Development Indicators World Bank, 2019.

This research provides valuable insights for public and policymakers. It reveals the key factors influencing consumer HPI toward *halal* cosmetics. Companies and policy makers can leverage these findings to better grasp the implications of consumer religiosity. The people to have a more *halal* purchase intention toward *halal* cosmetics, a positive attitude is crucial.

The stronger the attitude, the greater the intention to purchase. To cultivate this attitude, *halal* cosmetic manufacturing companies must emphasize the benefits of their products. This includes educating customers, about the health benefits, such as using pure components free of harsh contaminants, prevention of skin damage or allergic responses. Marketers should also highlight how *halal* cosmetics align with Islamic principles. This leads to the development of a favorable attitude for *halal* purchase intention toward *halal* cosmetics. The outcome is an indicator for *halal* cosmetics companies to build a favorable attitude toward persuading targeted customers to buy *halal* cosmetics. This research also helps marketers to manage *halal* cosmetic marketing to disseminate the accurate information in market for customer. The marketers should use these findings to inform their strategies, to escalate the consumer awareness and spreading accurate information regarding the *halal* cosmetic products.

The findings of the current research are highly beneficial for the management of *halal* cosmetics business. By demonstrating the importance of AT and AW in shaping HPI, the study suggests that companies can raise customer HPI by establishing positive AT and *halal* cosmetic AW.

Research Objective 1: In current research to examine the effects of the religiosity on attitude awareness, and *halal* purchase intention towards *halal* cosmetics. Findings of the study prove that religiosity has insignificant influence on *halal* purchase intention. Religiosity has significant effects on attitude and awareness.

Research Objective 2: In current research, to examine the effects of the attitude and awareness on *halal* purchase intention towards *halal* cosmetics. Findings of the study prove that attitude and awareness have significant influence on *halal* purchase intention.

Research Objective 3: In current research investigates the mediating role of attitude, awareness between the religiosity and *halal* purchase intention towards *halal* cosmetics. The findings of the study prove that attitude, awareness fully intervenes between religiosity and *halal* purchase intention towards *halal* cosmetics.

5.1. Theoretical Implications

This research offers several important theoretical contributions. First, it introduces a novel model that explores the role of religiosity as the independent variable, a relationship that has not been previously examined in the context of *halal* cosmetics. The current study is the first to explore how attitude and awareness mediate the relationship between religiosity and *halal* purchase intention. This area has received minimal attention, highlighting an important gap in the literature.

Moreover, the research integrates the Theory of Planned Behavior and the Diffusion of Innovation Theory, both of which have rarely been applied to *halal* cosmetics. This approach bridges the gap in the existing literature, particularly since prior studies have mainly focused on *halal* food and conducted their research within Western contexts. This study offers an accurate reflection by examining the issue within non-Western cultures like Pakistan, predominantly Muslim nation (95% Muslim population, World Development Indicators, 2019), which is a significant player in the *halal* cosmetics market.

Methodologically, the research advances research by using probability sampling (simple random sampling) to address the limitations of non-probability sampling, which often results in biased data. Additionally, it employs AMOS for analysis, using Confirmatory Factor Analysis (CFA), Structural Equation Modelling (SEM), and bootstrapping techniques, enhancing the robustness of the findings.

5.2. Practical Implications

The research provides several practical contributions, particularly for the *halal* cosmetics industry. It offers valuable insights into the factors that influence consumer purchase intentions toward *halal* cosmetics, which is aiding product management bodies in Pakistan in crafting effective policies. The findings can help companies better understand how religiosity affects consumer behavior, allowing them to refine their marketing strategies to cater to consumer preferences. By promoting the health benefits of *halal* cosmetics and emphasizing their alignment with Islamic principles, companies can improve consumer attitudes toward these products, thereby increasing purchase intentions.

In conclusion, the research provides valuable information for *halal* cosmetics companies in Pakistan to enhance their marketing strategies, boost consumer awareness, and improve the overall offerings of *halal* products in the market.

5.3. Limitations and Future Directions

This research used AT and AW as mediators to assess the impact of RL on the HPI. Despite its contributions, the study has certain limitations:

1. Future research can expand the sample size and include a broader age range to capture a more diverse consumer perspective.
2. Future research can analyze these research difficulties using mixed-method approaches to gain deeper insights into the complexities of the factors affecting *halal* purchase intentions.

Conflict of Interest

The authors of the manuscript have no financial or non-financial conflict of interest in the subject matter or materials discussed in this manuscript.

Data Availability Statement

The datasets generated and analysed during the current study are not publicly available due to anonymity concerns but are available from the corresponding author upon reasonable request.

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