

Beauty, Beliefs, and Brands: Exploring Pakistani Women's Preferences for Halal and Non-Halal Cosmetics

Faria Shaikh
University of Oregon

Cite as:

Shaikh Faria (2024), Beauty, Beliefs, and Brands: Exploring Pakistani Women's Preferences for Halal and Non-Halal Cosmetics. *Proceedings of the European Marketing Academy*, 53rd, (119502)

Paper from the 53rd Annual EMAC Conference, Bucharest, Romania, May 28-31, 2024



Beauty, Beliefs, and Brands: Exploring Pakistani Women's Preferences for Halal and Non-Halal Cosmetics

Abstract

This study explores the consumer preferences of Pakistani women for Halal versus non-Halal cosmetics, using Masarrat Misbah Makeup (MMM) and Medora of London as case studies. Employing Goal Systems Theory (GST) and Consumer Culture Theory (CCT), the research conducts a comparative analysis through qualitative interviews. The aim is to understand how personal, cultural, and religious factors influence these preferences. MMM, as a Halal-certified brand, and Medora, as a non-Halal brand, serve as focal points for examining the interplay between religious adherence, cultural identity, and beauty standards. The findings are expected to reveal insights into consumer behavior in the context of Halal certification, offering theoretical and practical implications for the cosmetics industry in Muslim-majority markets like Pakistan.

Subject Areas: *Attitude, Branding, Consumer Behaviour, Cross-cultural and International Marketing, Decision-Making*

Track: International Marketing & Marketing in Emerging Countries