

# The Effect of Halal Labeling and Lifestyle on Purchasing Decisions with Purchase Intention as a Mediating Variable

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## ABSTRACT

Consumer awareness of halal and lifestyle trends increasingly shapes purchasing behavior in the cosmetics industry. This study analyzes the influence of halal labeling and lifestyle on purchasing decisions cosmetic products, with purchase intention as an intervening variable. The research aims to understand how these factors drive consumer behavior in Medan City. A quantitative survey was conducted among 207 consumers selected using accidental sampling based on Slovin's formula. Data were collected via questionnaires and analyzed using SEM-PLS with SmartPLS. The results indicate that both halal labeling and lifestyle positively and significantly affect purchase intentions. Lifestyle also directly influences purchase decisions, whereas halal labeling does not, although it indirectly affects decisions through purchase intention. Purchase intention significantly mediates the relationship between lifestyle and purchasing decisions, but not between halal labeling and purchasing decisions. The study highlights that aligning products and marketing with consumer lifestyle trends, such as natural ingredients and eco-friendly practices, is crucial. Providing clear and informative halal labeling remains important to build trust and stimulate purchase intention, even if it does not directly drive buying decisions.

**Keywords:** Halal Label, Lifestyle, Purchase Decision, Purchase Intention.

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## INTRODUCTION

The cosmetics industry in Indonesia is growing rapidly along with increasing consumer purchasing power (Lubis et al., 2025). This growth is supported by the widespread use of internet channels and the rising influence of global beauty trends, which facilitate easier access to imported products (Khasanah & Hidayat, 2023). The competitive landscape in this sector is becoming increasingly intense; purchasing decisions are no longer determined solely by product quality and price but also by symbolic factors such as brand image, identity alignment, and consumer values (Kim et al., 2024). Consequently, understanding the factors that influence consumer decisions, particularly the alignment of product features and marketing communications with urban consumer lifestyles, is critical for businesses operating in the cosmetics market (Rizqillah et al., 2025).

A key factor in the Indonesian market is the predominance of Muslim consumers (Halim et al., 2025). Halal labeling serves as a strategic tool to enhance consumer trust by clarifying information regarding ingredients, production processes, and product safety, thereby reducing perceived risk and increasing consumer confidence (Tayyiban et al., 2025). Supriani et al. (2025) suggest that halal labels can stimulate purchase intention and, in certain contexts, influence actual purchase decisions. Nevertheless, empirical evidence by Darwiyanti (2025) regarding the direct effect of halal labeling on purchasing decisions remains inconsistent. Some research by Delia et al. (2024) reports a significant direct influence, whereas others indicate that halal labels alone may not suffice when consumers consider other determinants such as brand image, trend compatibility, aesthetic

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preferences, user experience, and situational factors. These contradictions suggest a complex dynamic: halal labels may play a role in building trust and shaping initial purchase intentions without necessarily serving as the dominant factor in the final decision-making stage.

Variability in outcomes indicates that halal labeling has a stronger effect in the pre-decision stage by shaping purchase intention (Hasan et al., 2024). Purchase intention represents a psychological readiness formed after initial evaluation but before actual purchase (Suriati et al., 2025). As a trust cue, halal labeling increases consumer interest, although actual purchasing behavior is also shaped by experience, preferences, and lifestyle factors. Lifestyle is a key determinant in cosmetics consumption, reflecting patterns of activities, interests, and beliefs that shape preferences and perceptions (Ira, 2023). In cosmetics, lifestyle relates to self-expression and social identity, influencing brand selection and shopping habits (Putri & Sardiana, 2022). Consumers focused on sustainability and clean beauty respond more strongly to aligned brand narratives (Juliana et al., 2025). Lifestyle indirectly affects purchasing through purchase intention, which predicts actual behavior (Rahma, 2025). Natural, eco-friendly, or healthy product positioning often triggers initial interest that leads to purchases (Wunu, 2024).

Despite the recognized importance of both halal labeling and lifestyle, there is limited research examining these factors simultaneously while considering purchase intention as a mediating variable for imported cosmetics. Previous studies present conflicting results: halal labeling sometimes influences purchasing decisions directly, but its effect may diminish when mediated by other factors, whereas lifestyle tends to have a more consistent effect on purchase behavior, though the mediating role of purchase intention is not always assessed comprehensively (Putri et al., 2023; Maharani, 2023).

This issue is particularly relevant for imported brands such as Nature Republic, which emphasize natural ingredients, eco-friendly positioning, and lifestyle-oriented beauty concepts, while being distributed in Medan through multiple channels that expose consumers to varied brand experiences and marketing communications. However, it remains unclear whether halal labeling influences purchasing decisions directly or primarily through purchase intention, as well as how lifestyle interacts within this relationship. Given rapidly evolving consumer preferences, the growing influence of brand narratives, and information asymmetry regarding ingredients, production processes, and halal certification in imported products. This study aims to examine the effect of halal labeling and lifestyle on purchasing decisions of Nature Republic cosmetic products in Medan, with purchase intention as a mediating variable.

## **LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

### **The Effect of Halal Label on Purchase Intention and Purchase Decisions**

Purchase decision is the final choice consumers make after seeking and processing information, evaluating options, and considering personal preferences and context (Maulidya et al., 2025). It combines cognitive evaluations, such as quality, risk, value, and utility, with affective responses, including brand appeal, trust, and alignment with self-identity, arising from the interplay of rational and emotional factors that reinforce purchase behavior (Abidin & Ramli, 2025; Dhia et al., 2025). In the cosmetics sector, consumers carefully assess safety, ingredient credibility, efficacy, potential side effects, and symbolic benefits, including self-image and social acceptance, due to direct impacts on skin, health, and self-esteem (Tirtayasa et al., 2025; Dzul et al., 2025). Ambiguity or inconsistent signals increase perceived risk and may delay purchases, whereas clear information, product credibility, and reputable brands enhance trust, facilitating actual purchase and encouraging repeat buying and loyalty (Christianti, 2025; Thamrin et al., 2025).

The halal label indicates that a product meets halal criteria based on an inspection of its ingredients, manufacturing processes, and handling and distribution according to certification standards (Sahputri et al., 2022). It is particularly important because most consumers are unable to immediately verify the contents, key ingredients, or production

methods when purchasing products (Millatina et al., 2022). From the perspective of signalling theory, halal labels serve as a confidence signal that reduces information asymmetry, lowers uncertainty, and decreases perceptions of risk, particularly regarding safety, hygiene, and process compliance (Wahab et al., 2023). This signal tends to be stronger for imported goods, where consumers have limited knowledge of the supply chain, cross-border production norms, or verification procedures (Dayu et al., 2025). Empirical evidence by Susilawati (2023) found that the presence of a halal label has a significant positive effect on consumers' purchase intention for non-food products, while Hidayat (2023) demonstrated that halal labelling significantly influences consumers' purchase decisions, highlighting its role in shaping actual buying behavior

H1: Halal label has a significant effect on purchase intention.

H2: Halal label has a significant effect on purchase decision.

### **The Effect of Lifestyle on Purchase Intention and Purchase Decisions**

Lifestyle encompasses the patterns of activities, interests, and attitudes that characterize individuals' ways of living, their allocation of time and resources, and their expression of identity through consumption decisions (Rahma et al., 2025). This construct is psychographic, capturing variations in consumer behavior that cannot be fully explained by demographics alone, as it includes value orientations, preferences, and the symbolic meanings associated with consumption (Syahrul, 2025). In the contemporary marketplace, lifestyle serves as an "interpretive framework" for evaluating product information, establishing priorities, and cultivating brand preferences that align with one's identity and life objectives (Anasya et al., 2024).

One important dimension of lifestyle is value orientation, which is reflected in everyday behaviors, such as attention to health, hygiene, sustainability, and a preference for natural or environmentally friendly products (Nguyen & Duong, 2024). In the cosmetics category, lifestyle plays a key role because consumers assess not only functional benefits, such as quality, safety, and compatibility, but also how products align with their personal image, daily routines, and self-expression (Pandey et al., 2024). Individuals who prioritize health or environmental responsibility tend to prefer cosmetics that are safe, ethical, and compatible with their self-care routines (Harahap et al., 2025). For halal cosmetics, a consumer's lifestyle and religious beliefs may enhance their connection with the product, leading to more positive perceptions and increased purchase interest (Halim et al., 2024). Empirical studies support this relationship. Maulidyah et al. (2024) found that lifestyle positively influences consumers' purchase intention, while Maney and Mathews (2021) showed that it also significantly affects purchase decisions, as individuals tend to choose products consistent with their habits, values, and preferences.

H3: Lifestyle has a significant effect on purchase intention.

H4: Lifestyle has a significant effect on purchase decisions.

### **The Effect of Purchase Intention on Purchase Decision**

Purchase intention is the psychological inclination and preparedness of consumers to execute a purchase at a specific moment (Rambe, 2023). The Theory of Planned Behavior (TPB) posits that intention is the most proximate predictor of actual conduct, as it indicates the intensity of customer motivation following product evaluation, which encompasses the assessment of rewards, hazards, and the product's relevance to their needs (Firayant & Nuvriasari, 2025). This suggests that purchase intention is the stage between evaluation and action, when customers begin to know what they want to buy, even though the purchase has not yet been made (Fathurrohman et al., 2024). When it comes to cosmetics, Purchase intention is the first step in deciding to buy a product because it looks good, fits well, and is thought to be worth the money based on expected functional and symbolic benefits (Prakasiwi & Nuvriasari, 2024).

In halal cosmetics, purchase intention is generally shaped by trust cues and perceived value alignment, particularly through halal labels (Ananta & Asnawi, 2025). These labels act as trust signals, enhancing safety perceptions, clarifying product reliability, and reducing perceived risks related to ingredients and production, thereby increasing the likelihood of purchase (Baron & Agustina, 2022). Lifestyle further strengthens purchase intention, as consumers prefer products that reflect their identity, habits, and values, including health, hygiene, sustainability, and eco-friendliness. When halal labels and lifestyle are aligned, purchase intention intensifies, serving as a motivational driver and providing a framework to understand their influence on purchase decisions in cosmetics (Masriah et al., 2025). Empirical evidence confirms this relationship. Komalasari et al. (2021) found that purchase intention significantly affects purchase decisions, indicating that stronger buying intentions increase the probability of actual purchase.

H5: Purchase intention has a significant effect on purchase decision.

### **Purchase Intention as a Mediating Variable**

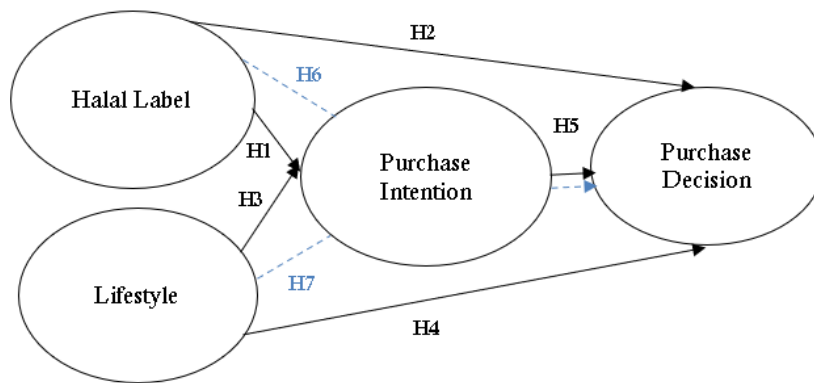
The effect of halal labels on consumer behavior can be elucidated through the principles of trust signals and value alignment (Pradina & Rohim, 2022). When customers see halal labels as valid and easy to spot, they tend to have better opinions of the product because they trust it more, think it is of higher quality, and feel less risk. This makes them more likely to be interested in buying it before they make a decision (Assyarofi & Wulandari, 2023). However, empirical evidence indicates that the direct impact of the halal label on purchase decisions is not consistently observed (Nurkhasani & Nugraha, 2023).

These disparate findings suggest that the halal label predominantly influences the pre-decision phase (shaping beliefs and intentions), whereas the ultimate decision is affected by a confluence of additional factors, including price, brand experience, product availability, and individual preferences (Hidayat, 2023). Consequently, in halal cosmetics research, the halal label needs to be seen as a predictor that enhances purchase intention and possesses the capacity to affect purchase decision both directly and indirectly via purchase intention as a mediating mechanism (Siregar et al., 2025).

Several consumer behavior studies indicate that lifestyle influences heightened purchase intention, as people typically select things that align with their identity, habits, and value systems (Prakasiwi & Nuvriasari, 2024). When people think that things fit their lifestyle, they are more likely to look for information, compare options, and decide to buy (Ariyono, 2023). In the subsequent phase, robust purchase intention may transform into a purchase decision, particularly when additional supportive criteria, including competitive pricing, product accessibility, and brand trustworthiness, are satisfied (Arifa & Nugraha, 2022). Consequently, lifestyle can be seen as a psychographic factor that affects purchase intention and purchase decision, both directly through value alignment and indirectly through the establishment of intent as a pre-decision process (Johan & Fadhilah, 2025).

H6: Purchase intention significantly mediates the effect of the halal label on purchase decision.

H7: Purchase intention significantly mediates the effect of lifestyle on purchase decision.



**Figure 1.** Conceptual Framework

Figure 1 presents a conceptual framework illustrating the relationships among halal label, lifestyle, purchase intention, and purchase decision for Nature Republic imported cosmetics. The model shows that the halal label and lifestyle can influence purchase decision both directly and indirectly through purchase intention as a mediating variable, reflecting the consumer decision-making process from pre-purchase evaluation to purchase realization. The halal label serves as a trust signal, enhancing confidence in ingredients and production, while lifestyle aligns with consumers' values and identity, strengthening the desire to buy. Purchase intention represents psychological readiness that directly affects purchase decisions. Additionally, halal label and lifestyle may also directly shape purchase decisions when considered critical or strongly aligned with consumer preferences. The framework clarifies which pathways, directed or mediated via purchase intention, most influence buying behavior in Medan City.

## RESEARCH METHODS

This research employs a quantitative methodology, utilizing a structured survey as the primary data gathering instrument. The research was carried out in Medan City, concentrating on customers of Nature Republic imported cosmetic items from three primary distribution channels: Nature Republic Sun Plaza, Nature Republic Centre Point Mall, and NPURE Official Medan. The study population comprised all Nature Republic consumers in Medan City, amounting to 750 individuals. The Slovin algorithm was used to figure out the sample size, which had a 5% margin of error. This meant that 207 people answered the survey. The sampling method employed was accidental sampling, with the following inclusion criteria: respondents had purchased Nature Republic products at least once, respondents were present at the official locations/channels pertinent to the study during data collection, and respondents consented to complete the questionnaire. The purpose of choosing these respondents was to get the opinions and buying experiences of people who had really interacted with the brand at relevant distribution points.

Questionnaires were developed based on theoretical indicators to collect primary data representing the constructs of halal label, lifestyle, purchase intention, and purchase decision. All items were measured using a five-point Likert scale, ranging from strongly disagree to strongly agree. The halal label was measured using five indicators: ensuring product safety and benefits, providing calm and satisfaction, supporting religious compliance, increasing consumer confidence, and being trustworthy and reliable. Lifestyle was measured through indicators capturing the influence of social environment, family, friends, and personal knowledge on the preference for halal products. Purchase intention was measured using six indicators: interest due to product benefits, quality and trust, satisfaction and happiness, religious commitment, understanding the importance of halal, and official certification and authenticity. Purchase decision was measured using items that reflected the ease of access, financial and time readiness, consistency in purchasing, absence of obstacles, immediate buying behavior, and regularity of consumption. These measurement items collectively provided a comprehensive

assessment of consumer perceptions, attitudes, and behaviors regarding imported halal cosmetics.

Data analysis was conducted using SmartPLS software with Structural Equation Modeling–Partial Least Squares (SEM-PLS). The SEM-PLS method was chosen because it allows the evaluation of structural relationships among latent constructs, measures both direct and indirect (mediating) effects, and is flexible in handling survey data characteristics and sample size. The analysis consisted of two main stages, assessment of the measurement model (outer model) to ensure instrument quality by testing convergent validity (outer loading and AVE), construct reliability (composite reliability), and discriminant validity (HTMT), and evaluation of the structural model (inner model) to test hypotheses through path coefficients, using the bootstrapping technique to obtain t-statistic and p-value values.

**RESULTS**

Two main tests were conducted to evaluate the measurement model (outer model), namely construct reliability and validity, as well as discriminant validity. These tests are essential to ensure that the constructs are measured consistently and accurately, and that each construct is empirically distinct from the others. A reliable and valid measurement model provides a strong foundation for further analysis in the structural model. The results of these evaluations are presented below to provide a comprehensive assessment of the adequacy and suitability of the research instruments.

**Table 1. Outer Model**

Variable	Indicator	Outer Loading	Conclusion
Halal Label	HL1	0.914	Valid
	HL2	0.874	
	HL3	0.899	
	HL4	0.871	
	HL5	0.890	
Lifestyle	LS1	0.872	Valid
	LS2	0.850	
	LS3	0.870	
	LS4	0.849	
Purchase Intention	PI1	0.832	Valid
	PI2	0.822	
	PI3	0.812	
	PI4	0.791	
	PI5	0.817	
	PI6	0.813	
Purchase Decisions	PD1	0.783	Valid
	PD2	0.773	
	PD3	0.772	
	PD4	0.753	
	PD5	0.784	
	PD6	0.788	

Table 1 shows that all of the indicators in this study have loading factor values more than 0.5. This suggests that each item meets the standards for reliability and validity. This demonstrates that the indicators employed are good for assessing their respective constructs, which means that the measurement model used in the study is accurate and reliable.

**Table 2. Composite Reliability**

Variable	AVE	Composite Reliability (rho_c)	Cronbach's Alpha
Halal Label	0.792	0.950	0.934
Lifestyle	0.740	0.919	0.883
Purchase Intention	0.663	0.922	0.898
Purchase Decision	0.602	0.901	0.868

Table 2 shows that, based on the results of construct validity and reliability testing, all variables in this study, namely halal label, lifestyle, purchase intention, and purchase decision, showed excellent internal consistency. Cronbach's Alpha values between 0.868 and 0.934 and Composite Reliability ( $\rho_c$ ) values between 0.901 and 0.950 show this. All of these values are over the minimal requirement of 0.70. These results show that the indicators in each construct are quite reliable and can measure variables in a way that is steady and consistent. The Average variation Extracted (AVE) value for all constructs, on the other hand, is similarly over the threshold of 0.50 (range of 0.602–0.792). This means that convergent validity is met because the indicators can fully explain the variation of the construct.

The halal label has the highest AVE (0.792) and the highest reliability ( $\rho_c = 0.950$ ;  $\alpha = 0.934$ ), which means that the measurements are quite good. Lifestyle also has a high AVE (0.740) and a high reliability ( $\rho_c = 0.919$ ;  $\alpha = 0.883$ ). Also, purchase intention (AVE = 0.663;  $\rho_c = 0.922$ ;  $\alpha = 0.898$ ) and purchase decision (AVE = 0.602;  $\rho_c = 0.901$ ;  $\alpha = 0.868$ ) still match all the requirements. Therefore, the questionnaire used in this study may be said to be valid and reliable, which means it can be used for more analysis in the structural model.

**Table 3.** Discriminant Validity

Variable	Lifestyle	Purchase Decision	Halal Label	Purchase Intention
Lifestyle	0.860			
Purchase Decision	0.558	0.776		
Halal Label	0.029	0.221	0.890	
Purchase intention	0.486	0.763	0.195	0.814

In the discriminant validity test, Table 3 compares the AVE square root value of a latent variable to the correlation value between that latent variable and other latent variables. The AVE square root value for each latent variable is bigger than the correlation value between that latent variable and other latent variables. So, it may be said that the criteria for discriminant validity have been met.

**Table 4.** Determination Coefficient (R-Square)

Variable	R-Square	R-Square Adjusted
Purchase Decision	0.680	0.673
Purchase intention	0.394	0.385

Table 4 shows the R-Square value of the purchase decision is 0.680, which suggests that halal label, lifestyle, and purchase intention can explain or affect the purchase decision by 68%. The R-Square value of purchase intention is 0.394, which suggests that halal label and lifestyle may explain or affect purchase intention by 39.4%.

The direct effect analysis, as presented in Table 5, shows that halal labeling has a positive and significant influence on purchase intention ( $\beta = 0.143$ ,  $p = 0.028$ ), indicating that consumers tend to develop buying intentions when halal information is present. However, halal labeling does not have a significant direct effect on purchase decisions ( $\beta = 0.088$ ,  $p = 0.073$ ), suggesting that the label alone is insufficient to drive final purchasing behavior. In contrast, lifestyle demonstrates a stronger and significant influence on both purchase intention ( $\beta = 0.359$ ,  $p = 0.001$ ) and purchase decisions ( $\beta = 0.227$ ,  $p = 0.012$ ), highlighting the importance of consumers' way of life in shaping both their intentions and actual buying behavior. Furthermore, purchase intention has a substantial effect on purchase decisions ( $\beta = 0.510$ ,  $p = 0.000$ ), confirming its central role as a predictor of consumer decision-making.

Table 5. Path Coefficient

Path	Original Sample	Sample Mean	Std. Dev	t-statistics	p-values	Information
Halal Label -> Purchase Intention	0.143	0.140	0.065	2.199	0.028	Significant
Halal Label -> Purchase Decision	0.088	0.079	0.049	1.791	0.073	Not Significant
Lifestyle -> Purchase Intention	0.359	0.354	0.104	3.446	0.001	Significant
Lifestyle -> Purchase Decision	0.227	0.218	0.090	2.519	0.012	Significant
Purchase Intention -> Purchase Decision	0.510	0.509	0.131	3.901	0.000	Significant
Halal Label -> Purchase Intention -> Purchase Decision	0.073	0.076	0.046	1.571	0.116	Not Significant
Lifestyle -> Purchase Intention -> Purchase Decision	0.183	0.186	0.083	2.212	0.027	Significant

Regarding the indirect effects, purchase intention does not significantly mediate the relationship between halal labeling and purchase decisions ( $\beta = 0.073$ ,  $p = 0.116$ ), implying that the influence of halal labeling is not effectively transmitted through intention. On the other hand, purchase intention significantly mediates the effect of lifestyle on purchase decisions ( $\beta = 0.183$ ,  $p = 0.027$ ), suggesting that lifestyle influences purchasing decisions both directly and indirectly through the formation of purchase intention. These findings emphasize that while halal labeling plays a limited role in driving decisions, lifestyle and purchase intention are more dominant factors in explaining consumer behavior.

## DISCUSSION

The analysis shows that the halal label has a positive and significant effect on purchase intention for Nature Republic imported cosmetics in Medan, consistent with the Theory of Planned Behavior, which posits that intention is a strong predictor of behavior. The halal label serves as a trust signal, enhancing consumer confidence regarding compliance with religious and safety standards, particularly among consumers guided by ethical and religious considerations (Fadilla et al., 2023; Irawan & Saputra, 2023). It also reduces perceived risk in contexts where ingredient transparency is limited, fostering positive evaluations and consideration of purchase (Nurkhasani & Nugraha, 2023; Darwiyanti, 2025). Social norms and cultural influences further strengthen the motivation to select halal-compliant products, while alignment with consumer identity increases comfort in purchasing imported goods (Arifa & Nugraha, 2022; Hidayat, 2023). These findings imply that halal labeling is a strategic tool for building trust, although it should be complemented with product quality, communication, and accessibility to maximize purchase intention.

The analysis shows that the halal label does not have a significant effect on purchase decision. These results align with Maulida et al. (2022) and Putri and Sardiana (2022), showing that the halal label does not have a significant direct effect on purchase decisions. While it enhances consumer assurance, factors such as product performance, skin compatibility, brand reputation, price, and availability play a more decisive role. The influence of halal labeling is context-dependent, stronger among segments with high halal awareness but weaker in contemporary, performance-driven, or price-sensitive markets (Nurahim, 2023). Managers should integrate halal certification into a broader strategy emphasizing quality, safety, competitive pricing, targeted segmentation, and educational efforts to reinforce the link between halal compliance and product integrity (Azka & Jamilah, 2025; Priyono & Nurulloh, 2025).

Lifestyle significantly and positively affects both purchase intention and purchase decisions. These results align with Ma et al. (2023), Rahma (2025), and Rahma et al. (2025). Digital information channels and social interactions further enhance this effect, translating lifestyle alignment into higher purchase intention (Rudianto, 2021; Kang et al., 2021; Choi & Feinberg, 2021; Amnunu et al., 2025). Lifestyle also directly influences purchase decisions, as consumers view products as extensions of self-expression and social presentation, although its impact may diminish when price sensitivity or functional considerations dominate (Kurniati & Deka, 2025; Hismawan, 2025; Thani & Thani, 2025; Harahap et al., 2025).

Purchase intention has a strong positive effect on purchase decisions, reinforcing the Theory of Planned Behavior that positions intention as the proximal predictor of behavior (Rizqillah et al., 2025). Consumers with higher purchase intention, shaped by favorable attitudes, social norms, and perceived behavioral control, are more likely to translate intention into actual purchases (Nurkariani et al., 2024; Afiatna et al., 2025; Azka & Jamilah, 2025). Effective management of product information, promotions, availability, and quality is essential to convert intention into concrete purchase behavior (Brenda et al., 2024; Ananta & Asnawi, 2025).

Mediation analysis indicates that purchase intention does not significantly mediate the relationship between halal labeling and purchase decisions. Halal labeling is often perceived as a credence or hygiene attribute, insufficient on its own to drive purchasing action, particularly for established global brands where consumers access other evaluative information (Pramadia et al., 2024; Azka & Jamilah, 2025). In contrast, purchase intention significantly mediates the effect of lifestyle on purchase decisions. Modern, digital-savvy lifestyles strengthen the intention-behavior pathway, with lifestyle-driven information-seeking and value alignment amplifying purchase intention and ultimately leading to higher purchase decisions (Rifqi et al., 2023; Putri et al., 2023; Wunu, 2024; Rahma, 2025). Management should leverage lifestyle-oriented marketing, digital content, and influencer engagement to enhance purchase intention and sustainably convert it into purchase decisions in competitive markets (Rispan et al., 2025).

## **CONCLUSION**

The structural model analysis shows that the halal label and lifestyle positively and significantly influence purchase intention among consumers of Nature Republic imported cosmetics in Medan. Lifestyle also directly and significantly affects purchase decisions, whereas the halal label does not. Purchase intention has a positive and significant effect on purchase decisions and mediates the relationship between lifestyle and purchase decisions, but it does not mediate the effect of the halal label. These findings suggest that halal attributes are more influential in the pre-decision phase as trust signals, while lifestyle drives final purchase decisions both directly and through purchase intention.

These results highlight the importance of lifestyle marketing through psychographic segmentation, trend-aligned brand storytelling, and content-based digital engagement. Although the halal label does not directly drive purchase decisions, it remains critical for building consumer confidence and reducing perceived risk, particularly among religiously conscious consumers. Companies should provide clear information on certification, safe ingredients, and production practices. Enhancing purchase intention into actual transactions can be achieved via bundling, targeted promotions, authentic reviews, and seamless shopping experiences, both online and offline.

Limitations include the focus on a single brand and city, which may restrict generalizability, and the exclusion of other influential factors such as brand trust, perceived quality, price sensitivity, and influencer effects. Future research should incorporate these variables as mediators or moderators, adopt cross-brand or cross-city designs, employ longitudinal methods to track evolving consumer preferences, and consider qualitative or mixed methods to explore why the Halal label does not consistently translate into purchases.

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