

Effects on Spiritual Intelligence on Young Adult Muslim Female: Integration of Planned Behaviour Theory in Predicting Consumer Attitude towards Halal Cosmetic

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Abstract : Although 'Spiritual Intelligence' (SI) is hard to measure, it is impossible without a noble value that may affect the attitude in purchasing behavior process, so this paper aims to report on a pilot study analysis results in order to evaluate the degree of SI towards consumers' attitude in purchasing halal cosmetics and, in turn, to reaffirm intention to purchase by using Theory Planned Behaviour (TPB). It is a descriptive cross-sectional study among the Muslim women as the subjects, working and staying in Klang valley area in Malaysia. The purpose of the study is to develop a new measurement scale to unravel and decompose the underlying dimensions of SI from the perspective of the Muslim deemed imperative. About 200 respondents of users and non-users of halal cosmetics are selected. The structure equation modeling (SEM) was conducted to examine the relationships among god, society and self, which are the dimensions of SI. A finding indicates that, in influencing attitude, those who obligate high spiritual intelligence have a good relationship with god, society and self which may influence them to purchase halal cosmetic product. This study offers important findings and implications for future research as it presents a framework on the importance of SI.

Keywords : spiritual intelligence, god, society, self, young adult Muslim female

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