

## A Conceptual Paper on the Significance of Knowledge, Safety and Health Concern, Media Exposure and Attitude in Influencing One's Behavioural Intention to Purchase Halal Personal Care Products: The Moderating Role of Spiritual Intelligence

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### ABSTRACT

The main purpose of this paper is to examine the basic determinants of one's intention to purchase halal personal care products using Decomposed theory of Planned Behaviour (DTPB). In addition, it also aims to identify the relevant factor that is likely to moderate the relationships between the independent and dependent variables. A comprehensive review of the DTPB literature was undertaken with a particular focus on halal personal care products. The review found that one's intentions to purchase the products was not only affected by attitude, subjective norm, and perceived behavioural control and their respective determinants but was also influenced the moderating factor such as spiritual intelligence. Such an extensive review on the relevant factors that may influence one's behavioural intention to purchase the products using DTPB has not been attempted before. Therefore, this study attempts to close this theoretical gap by integrating the relevant antecedents of attitude, subjective norm, and perceived behavioural control in DTPB model as a new approach in predicting individual intention in the context of halal personal care products. However, due to a relatively huge research framework, the authors have decided to discuss only the antecedents of attitude (i.e. knowledge, safety and health concern and media exposure) in this particular conceptual paper. Meanwhile, the antecedents of subjective norm and perceived behavioural control are discussed in other articles. This conceptual paper would be meaningful and significant for marketers, manufacturers, and product managers as the findings would help them formulate and pursue relevant marketing strategies for their companies' promotional and advertising activities.

#### Keywords:

Attitude; knowledge; media exposure;  
purchase intention; safety and health  
concern; spiritual intelligence

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## 1. Introduction

Halal personal care products industry has turned out to be one of the most tremendous and fastest growing customer products industry [1]. For instance, in 2014 alone, Muslim customers consumed US\$46 billion on halal personal care products which is 6.78% of the global expenditure, and this figure is predicted to increase to US\$73 billion by 2019, making up over 8.2% of global expenditure [2]. In the same year, top countries with halal personal care products were United Arab Emirates (\$4.9 billion), Turkey (\$4.4 billion), and Indonesia (\$3.4 billion) [3]. This growing halal personal care product industry is deemed by analysts as the next in line for growth after the profitable halal food and Islamic financial services [4,5].

In the local scene, halal personal care products contributed 10 to 20 per cent of the local personal care products market [6-8]. As of third quarter of 2015, Malaysia's export value for halal personal care products stood at RM1.7 billion, reflecting 5.5 per cent of the total halal exports which is valued at RM31.1 billion [9,10]. In addition, Malaysia's halal personal care products industry recorded sales of approximately RM3 billion in 2013 with the growth rate of 13 per cent annually [8,11].

Although the market for halal personal care products is huge, this global industry is mainly dominated, and to certain extent, monopolized by non-Muslim companies and Muslim companies appears to be taking the back seat [5,11]. Thus, the issue of halal ingredients in personal care products poses serious challenges particularly to the Muslim customers [2,5]. In fact, personal care products industry have become the focus of greater concern and scrutiny on the suspicion that many of these imported brands are making use of preservative enzymes extracted from pork and dog meat, thus generating great deal of uneasiness and criticism among Muslim scholars and customers all over the world [6,9].

On top of that, this lucrative and profitable personal care products market has led to an influx of unsafe and counterfeit products from overseas [12]. A recent case of this involved two Ireland-based brands whose personal care products were said to contain hydroquinone and retinoid, the two most hazardous and harmful chemical substances that can cause skin problem and cancer [13]. Back in 2012, the Health Ministry has also banned the sale of several Chinese personal care products following warning by the US Food and Drug Administration (FDA) concerning toxic levels of mercury in its skin lightening and anti-aging products [14].

However, despite the above-mentioned ingredients and safety issues, the behaviour of the Muslim customers in Malaysia is still inclined towards these imported and conventional brands whose halal status and safety features are questionable and doubtful [15]. This raises the issue of examining what factors that may actually affect their intention to purchase halal personal care products.

From the theoretical standpoint, this study extends the purchase intention research on halal personal care products by applying the Decomposed Theory of Planned Behaviour (DTPB) as the underpinning theory of the study. Most of the purchase intention studies on halal personal care products emphasised on the main constructs of Fishbein and Ajzen's [16] Theory of Reasoned Action (TRA) and Ajzen's [17] Theory of Planned Behaviour (TPB) as the main factors that will affect one's intention and they seemed to ignore the importance of the antecedents of these constructs in predicting individual's intention [5,11].

This was further supported by Ali's *et al.*, [18] study whose findings also discovered that no previous research on halal personal care products had empirically examined the antecedent of attitude, subjective norms, and perceived behavioural control in a single model. Therefore, this study attempts to close this theoretical gap by integrating the relevant antecedents of attitude, subjective

norm, and perceived behavioural control in DTPB model as a new approach in predicting customers' behavioural intention in the context of halal personal care products.

On top of that, the understanding of DTPB was further extended in this study by integrating the moderating role of spiritual intelligence into the framework. The main reasons to incorporate this particular construct into the framework is to enhance the predictive power of DTPB and facilitate its application in the context of halal personal care products.

However, due to a relatively big research framework, the authors have decided to discuss only the antecedents of attitude (i.e. knowledge, safety and health concern and media exposure) in this particular conceptual paper. Meanwhile, the antecedents of subjective norm (i.e. friends' influence and family members' influence) and antecedents of perceived behavioural control (i.e. self-efficacy and resource facilitating condition) are discussed in other articles.

## 2. Intention-Behaviour Theories in Halal-Related Studies

A great deal of research has been conducted to determine the factors that may influence the customers' behavioural intention toward halal-related products. Due to a lack of grounded theory in the marketing field, researchers have turned to models that have been established in other areas as a foundation for their research. For example, in the case of predicting an individual's intention to purchase halal-related products, marketing researchers have borrowed intention-behaviour theories from social psychology such as theory reasoned action (TRA) [16] and theory of planned behaviour (TPB) [17] as the theoretical foundation for their studies.

Although these two theories are considered as a universal model in customer behaviour research, both models have been criticised for not proposing operational antecedents or determinants of behavioural attitudes, subjective norm, and to some extent, behavioural control [19]. To meet this criticism, Taylor *et al.*, [19] has extended the original theory of planned behaviour (TPB) into specific antecedents or determinants. This new theory was later known as the decomposed theory of planned behaviour (DTPB). The DTPB has been widely applied in various information system researches [19-22] but has yet to be extensively employed in research of other natures including that of halal personal care products

Even though DTPB was specifically tailored to understand the adoption of information technology (IT), antecedents such as interpersonal influences (i.e. friends' influences and family members' influences), self-efficacy (i.e. self-confidence), and resource-facilitating conditions (i.e. time, money, and information) can still be applied in research of other contexts including that of halal personal care products. Therefore, this study will provide an interesting platform in exploring the robustness of the theory in predicting the customers' behavioural intention within different sampling frames, thus, contributing to our understanding of the factors that may influence one's intention to purchase halal personal care products.

The decomposed theory of planned behaviour (DTPB) by Taylor's *et al.*, [19] was chosen as the underpinning theory for this study over that of TRA and TPB for a number of reasons. Although TRA and TPB have been proven to be parsimonious and widely applied in the marketing field, they were not being utilized in this study since the researcher was more interested in examining a more complete set of antecedents that could better predict the intention to purchase halal personal care products. By decomposing attitudinal, normative, and perceived control structures, the researcher expects to have a higher explanatory power and a more precise understandings of the antecedents of behaviour. Furthermore, the specific antecedents tested in this study would make it easier for marketers, producers, and product managers to formulate and pursue relevant marketing strategies

for their companies' promotional activities, thus, enhancing their organization's competitive advantage in the market.

In addition, the limitations of TPB influence the researcher to choose DTPB. In TPB, the belief structures are typically combined into unidimensional constructs. This integration of beliefs has been subject to criticism. Combining multidimensional beliefs structures into a unidimensional construct can cause difficulty in interpretation specificity [19, 23,24]. For instance, in this study, the two key determinants of subjective norm are friends' influence and family members' influence. For any given product, the two dimensions may exist and an individual may have different evaluations of each of the two dimensions. Thus, treating these two dimensions as monumental may obscure the true influence of each dimension on subjective norm.

Another limitation of monumental belief is that the researchers might get "the averaging out" effect for the construct. To understand this concept, consider, for example, friends' influence and family members' influence are the antecedents of subjective norm. An individual may rate high on friends but low on family members. Since the belief structures are combined into a unidimensional construct, this will average out the score. Therefore, monumental belief may not be accurately related to the constructs [23,24].

Finally, the primary reason why the decomposed theory of planned behaviour (DTPB) was chosen in the study is due to its advantages. As has been mentioned earlier, the decomposition of beliefs will result in a clearer understanding of the relationship between factors and the specific impacts these factors can have on behaviour. By focusing on specific beliefs, the model will become more relevant to practitioners who are interested in examining a more specific set of antecedents that could better predict the customers' intention to purchase halal personal care products.

### 3. Research Framework

The main structure of the framework was mainly adapted from DTPB by Taylor *et al.*, [19], a powerful research model in the information system settings. Although DTPB was specifically tailored to understand the adoption of information technology (IT), antecedents such as interpersonal referents (i.e. friends' influences and family members' influences), self-efficacy (i.e. self-confidence) and resource-facilitating conditions (i.e. time, money, and information) could still be applied in research of other natures including that of halal personal care products.

However, due to a relatively big research framework, the authors have decided to discuss only the antecedents of attitude (i.e. knowledge, safety and health concern and media exposure) in this particular conceptual paper. Meanwhile, the antecedents of subjective norm (i.e. friends' influence and family members' influence) and antecedents of perceived behavioural control (i.e. self-efficacy and resource facilitating condition) are discussed in other articles.

Originally, DTPB identified three latent dimensions of a person's attitude which were perceived usefulness, perceived ease of use, and compatibility. However, since the nature of the study was to understand the consumer behaviour in the context of halal personal care products, adopting all the three determinants of attitudes, namely perceived usefulness, ease of use, and compatibility are inappropriate. Therefore, the proposed determinants of attitudes which are knowledge, safety and health concern, and media exposure are more relevant in the context of this study.

In fact, proposing these determinants seems justified because it reasonably rationale to anticipate that individual who are knowledgeable about halal products, concerned about safety and health, and highly exposed to halal products would perceive that they had a positive attitude towards the products.

Additionally, the understanding of DTPB was further extended in this study by integrating the moderating role of spiritual intelligence into the framework. Spiritual intelligence was chosen over the other types of intelligences such as intellectual intelligence (IQ) and emotional intelligence (EQ) due to the following justifications. Unlike intellectual intelligence and emotional intelligence which are generally used to solve logical or strategic problems, spiritual intelligence goes beyond conventional and religious psychological development. According to Zohar and Danah [25], spiritual intelligence is the central and most fundamental of all the intelligences because it becomes the main sources of other intelligences. The research framework in this conceptual paper is adapted from Ajzen [17] and Taylor's *et al.*, [19] and it is shown in Figure 1.

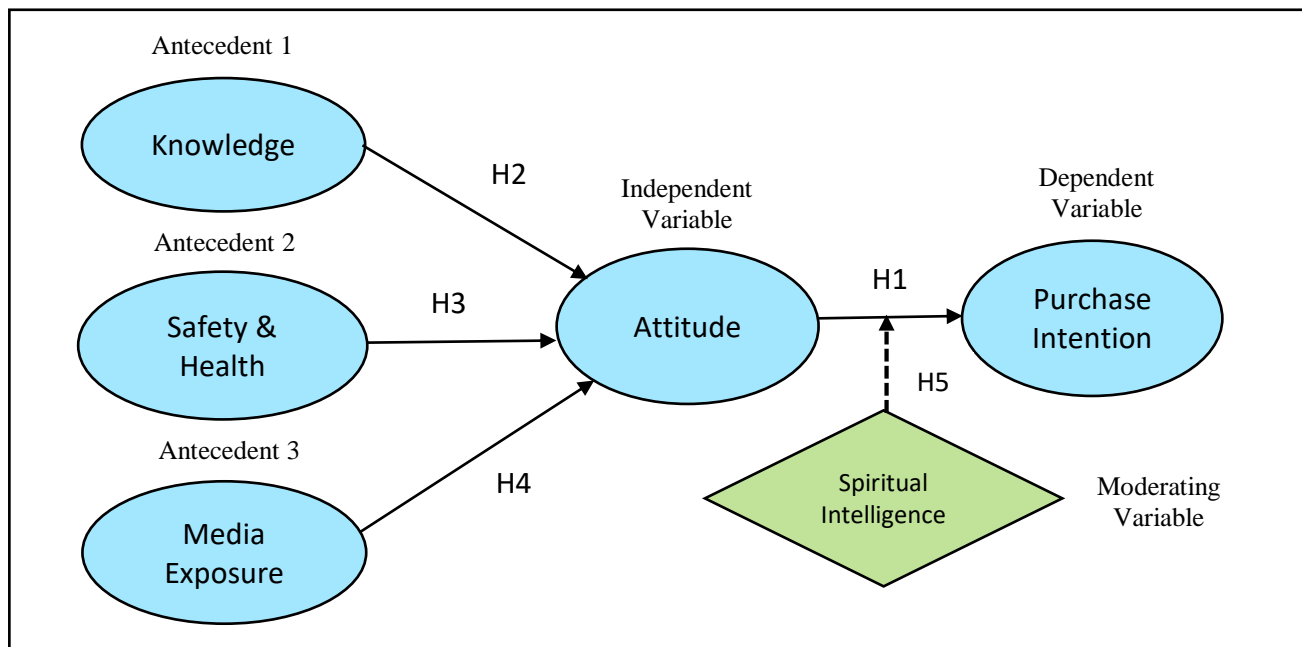


Fig. 1. Research Framework, Sources : [17] and [19]

## 4. Hypotheses Development

### 4.1 Attitude

Attitude is a psychological tendency that is expressed through favourable or unfavourable evaluation of a particular object [17] and this will enable human behaviour to be predicted and explained [26]. Therefore, having a negative attitude toward products and services or placing little value on the outcomes of this behaviour will reduce the possibility of the action [27,28]. The effect of attitude on the intention to purchase and consume halal-related product were theorized and validated by numerous studies [2,29-34].

For instance, in a study to explore the customers' behavioural intention to purchase halal cosmetics and personal care products in Pakistan, Ansari [29] discovered that one's behavioural intention to purchase the products was significantly and positively influenced by their attitude. Meanwhile, using theory of planned behaviour (TPB) as the underpinning theory of their study, Aziz *et al.*, [31] investigated the university students' intention to buy halal cosmetics and personal care products. The findings of their study demonstrated that students' intention to buy the products was significantly and positively influenced by their attitude.

Likewise, a study by Abdul Rahman *et al.*, [2] involving Muslims respondents in Malaysia revealed that there was significant positive relationship between attitude and behavioural intention.

Consistently, using Muslim customers as their target respondents, Mukhtar *et al.*, [34] investigated the customers' intention to choose halal products. They found that one's intention to choose halal products was predicted by his or her positive attitude toward them.

On the same notes, using TRA as the basis to investigate the customers' intention to purchase halal products, Lada *et al.*, [33] found that attitude towards halal products positively affected the customer's intention to purchase them. Finally, in their study to explore the customers' decision to purchase halal cosmetics, Aziz *et al.*, [30] further concluded that positive attitude was one of the factors that determined the customers' decision to purchase halal cosmetics. Hence, the first hypothesis is proposed as follows:

Hypothesis 1: Attitude positively influences the intention to purchase halal personal care products.

## 4.2 Decomposing Attitude

### 4.2.1 Knowledge

Generally, knowledge is defined as the fact or condition of knowing something with familiarity gained through experience or education [35]. Prior research had identified two types of knowledge: objective knowledge and subjective knowledge. Objective knowledge refers to what is already stored in customers' memory. Meanwhile, subjective knowledge or self-assessed knowledge refers to individual's perception on how much he or she knows about a product and service [36]. This study focused on the second one which refers to the degree of consumer knowledge about halal personal care products.

The link between knowledge and attitude was supported by numerous studies related to halal products [37-41]. For instance, Aziz's *et al.*, [37] study on halal purchase intention among non-Muslims in Malaysia revealed that knowledge had significant positive impact on attitude toward halal products. Meanwhile, a survey by Golnaz *et al.*, [39] who were investigating the non-Muslims attitude and awareness of halal principles and food-related products in Malaysia also indicated that knowledge had a strong significant influence on attitude toward halal products.

On the same token, in a study exploring the effect of knowledge on customers' attitude towards halal medicinal products among the general public in Malaysia, Sadeeqa *et al.*, [40] found that higher level of knowledge resulted in a more favourable attitude towards halal medicinal products. Similarly, Ayyub and Rana's [38] study also revealed that knowledge was one of the determinants of the non-Muslim's attitude towards halal food in United Kingdom. Finally, in a research investigating the knowledge, attitude, and perception regarding halal pharmaceuticals among academicians in various universities in Malaysia, Sadeeqa *et al.*, [41] found that individuals who were more knowledgeable would show a positive attitude toward halal pharmaceutical products.

Although much had been learned with regards to the influence of knowledge on halal food products, an understanding of whether knowledge influences individual's attitude towards halal non-food products (i.e. personal care products) remains scarce. Hence, adopting the knowledge construct in this study seems justified and the following hypothesis is proposed as follows:

Hypothesis 2: Knowledge about halal positively affects the attitude toward halal personal care products.

#### 4.2.2 Safety and health concern

Safety and health concern is defined as customers' consciousness and awareness of the quality, safety, and cleanliness of the products that they are consuming [42]. According to Wall [43], safety and health concern was considered to be the strongest predictor of attitude and behaviour. For example, one of the most popular issue of food safety was the outbreak of food-borne diseases, or commonly known as food poisoning [44]. This food poisoning was caused by the intake of food which was contaminated with dangerous bacteria or toxins. Meanwhile, the most prevalent safety issue in personal care products was the problem of illegal ingredient and substances which were harmful and hazardous to users' body and skin [45].

As far as the halal concept is concerned, the religious motives are not the only reason that will determine people's attitude and perceptions towards halal products. More importantly, it is the products' cleanliness, safety, and quality that would determine the customers' attitude toward the products. Several studies suggested the link between safety and health concern and attitude toward halal products [44,46-49].

For example, Ambali's *et al.*, [46] study on people attitude and awareness on halal products in Malaysia revealed that the attitude towards halal products was significantly and positively influenced by their level of safety and health concern. Meanwhile, a survey by Hussain *et al.*, [47] who were investigating the integrating factors influencing consumers' halal product purchase intention in Pakistan also found that safety and health concern had significant positive impact on customers' attitude towards halal products. Consistently, in a study exploring the attitude and perception of non-Muslim customers towards halal product in Malaysia, Ismail and Kauthar [48] found that higher level of safety and health concern resulted in a more favourable attitude toward halal products.

On the same token, Liana's *et al.*, [44's] study also revealed that safety and health concern was one of the determinants of customers' attitudes towards halal meat in Malaysia. Finally, in a research investigating Muslim's attitude towards halal food in Kelantan, Omar *et al.*, [49] found that the individuals who were more concerned about safety and health would show a more positive attitude toward halal food. Consistent with the argument and findings discussed above, the researcher would expect individuals who are more concerned about safety and health will likely show a positive attitude towards halal personal care products. This leads the researcher to the third hypothesis:

Hypothesis 3: Safety and health concern positively affects the attitude toward halal personal care products.

#### 4.2.3 Media exposure

The exposure towards halal products is an important and emerging feature which may influence customers' decision to purchase and acquire them [50]. Ambali *et al.*, [46] defines exposure as the degree to which a person has attained or exchanged information through observation, communication or experiment. In this study, media exposure was hypothesized to have an influence on the customers' attitude toward halal personal care products. These medias include television, radio, banner, billboard, magazines, posters, brochures, bulletin, newspaper, documentaries, articles, advertisement, and sales promotion [51-53].

In addition, halal website, dialogues, and seminars also play a significant role in spreading the information and news about halal products and services [8]. According to Ambali *et al.*, [46], the impact of media exposure on the day-to-day running of the business activities were massive and

huge. Through this media exposure, enterprises were able to promote their products and services, thus, helping them increase their market shares and profits [54].

The relationship between media exposure and attitude was supported by numerous studies related to halal products [46,50,54,8]. For example, Ambali's *et al.*, [46] study on people's awareness and perception on halal food products in Malaysia revealed that media exposure had a significant positive impacts on customers' attitude toward halal food products. Meanwhile, a study by Fathi *et al.*, [50] who were investigating the drivers of consumers' attitude and willingness to pay for halal logistics in Malaysia further indicated that media exposure had a strong significant influence on attitude and willingness to pay for halal logistics.

Likewise, in a study exploring the effect of electronic media on Muslim minority in Britain, [54] found that electronic media exposure played a significant role in influencing British Muslim's attitude towards halal food products. Finally, in a research investigating the awareness and perception of Muslim consumers on halal non-food products in Malaysia, Rahim *et al.*, [8] also discovered that individuals who were more exposed to media would show a positive attitude toward halal non-food products.

Although much has been learned regarding the influence of media exposure on halal food products, an understanding of whether media exposure influences individual's attitude towards halal non-food products (i.e. personal care products) is very limited. Therefore, adopting the media exposure construct in this study seems justified and the next hypothesis is proposed as follows:

Hypothesis 4: Media exposure positively affects the attitude toward halal personal care products.

#### 4.2 The Moderating Role of Spiritual Intelligence

Wigglesworth [55] defines spiritual intelligence as "the ability to behave with wisdom and compassion, while maintaining inner and outer peace regardless of the circumstances". Spiritual intelligence is therefore an important personal legacy which allows people to maintain both internal and external peace and display love regardless of the situations such as stress and severe difficulties. According to Zohar [25], individuals with high level of spiritual intelligence would appear to have a rationale and proper behaviour. On the other hand, individuals with low level of spiritual intelligence would seem to have a problematic and challenging behaviour.

Although the investigation of the moderating role of spiritual intelligence was widely and extensively conducted from the human resource perspectives, an understanding of the moderating effect of spiritual intelligence from the marketing perspective especially from the Islamic standpoint (i.e. halal personal care products) is very rare [56]. Therefore, the researcher's effort to investigate the moderating role of spiritual intelligence on the effect of the TPB constructs (i.e. attitude, subjective norm, and perceived behavioural control) on intention to purchase halal personal care products seemed justified.

In this study, the researcher argued that individuals with low level of spiritual intelligence lacked proper knowledge and understandings to process complex product information including product information on halal personal care products. Hence, it is possible that they might have to rely on other sources to help them in their decision making process. For instance, low spiritual intelligent individuals are expected to be more dependent on other motivational factors such as internal beliefs and attitude in helping them to come up with a correct purchase decision.

Therefore, when one's spiritual intelligence is low, their internal beliefs and attitude become more important for the explanation of behavioural intention. On the other hand, when one's spiritual



intelligence is high, their internal belief and attitude become less important for the explanation of behavioural intention. Thus, the subsequent hypothesis is proposed as follows:

Hypothesis 5: Spiritual intelligence moderates the positive effect of attitude on intention to purchase, such that the positive effect of attitude on purchase intention is stronger for those individuals with low level of spiritual intelligence than for those individuals with high level of spiritual intelligent.

## **5. Implications and Limitations of the Study**

### *5.1 Implications of the Study*

From the theoretical standpoint, this study had several significant contributions to the body of knowledge and literatures on halal personal care products. First and foremost, this study extended the purchase intention study on halal personal care products by applying DTPB as the underpinning theory of the study. Although DTPB was specifically tailored to understand the adoption of information technology (IT), antecedents such as interpersonal referents (i.e. friends' influences and family members' influences), self-efficacy (i.e. self-confidence), and resource-facilitating conditions (i.e. time, money, and information) can still be applied into research of other natures including that of halal personal care products.

In addition, this study further extended the understanding of DTPB by integrating the moderating role of spiritual intelligence into the framework. The main reasons to incorporate this construct into the framework was to enhance the predictive nature of DTPB and facilitated its application in the context of halal personal care products. The researcher believed that factors that might influence the intention to purchase halal personal care products were likely to differ among customers. Therefore, in the context of this study, an additional explanatory factor was needed beyond attitude, subjective norm, and perceived behavioural control.

As for the policy makers, this study provides valuable information on the current status of halal personal care products industry in Malaysia. For instance, the results of the study may help the government in planning and reviewing the development of the current policy related to halal personal care products. Lately, the Malaysian government has proactively drawn various policies and strategies to strengthen the halal industry in general. One of the most significant blueprint and action plan launched by the government was the Halal Industry Master Plan (HIMP) which was aimed at making Malaysia a developed nation by the year 2020.

As for the industry, the attitudinal, normative, and perceived control beliefs are decomposed into relevant multi-dimensional constructs in order to provide a more precise understandings of the antecedent of the customers' purchase intention towards halal personal care products. Better understandings of specific determinants of attitude, subjective norm, and perceived behavioural could help manufacturers and marketers formulate and pursue relevant marketing strategies that could significantly affect one's behavioural intention, thus, enhancing the organization's competitive advantage in the market.

### *5.2 Limitations of the Study*

As with any conceptual model, this paper also has its limitations. Firstly, the decomposition of the main beliefs (i.e. attitude) might not be exhaustive. Although previous research and exploratory studies found them to be statistically significant, there are other relevant motivating factors that are worth examining. These factors include, among others, halal certification, product quality, marketing components, and product involvement. Therefore, in order to get much deeper understandings of

the specific antecedents of customers' attitude towards halal personal care products, future studies may consider investigating these potential predictors. Additionally, the inclusion of these determinants into the framework may increase the exploratory power of the proposed model.

Secondly, this DTPB model was only tested on halal non-food study (i.e. halal personal care products), thus, limiting the generalizability of the results to other halal-related studies. Therefore, future research could extend the model to include other halal product and service sectors such as food, financial, and pharmaceutical segments. It will be interesting to learn whether the findings derived from this study is consistent with the results generated from other halal-related studies.

Thirdly, this study only focused on the moderating role of spiritual intelligence on the relationship between the TPB's constructs and intention to purchase halal personal care products. Thus, future studies could extend the model to include other relevant moderating variables such as religiosity, trust and knowledge into the framework, thus, improving the predictive power of the proposed model.

Finally, due to limited publication, only a restricted number of halal-related studies utilizing DTPB were discussed in this study. Notwithstanding of the above limitations, this study contributes towards a better understanding of the factors that may influence individual's intention to purchase halal personal care products.

## 5. Conclusions

In this study, the researcher adapted DTPB as the underpinning theory of the study in order to provide a better understanding of the factors that influenced one's intention to purchase halal personal care products. DTPB was chosen over TRA and TPB for a number of reasons. Although TRA and TPB have been widely applied in the marketing field, they were not utilized in this study since the researcher was more interested in examining a more complete set of antecedents that could better predict the intention to purchase these halal products.

By decomposing attitudinal, normative, and perceived control structures, the researcher expects to have a higher explanatory power and a more precise understandings of the antecedents of behaviour. However, due to a comparatively big research framework, the authors have decided to discuss only the antecedents of attitude (i.e. knowledge, safety and health concern and media exposure) in this particular conceptual paper. Meanwhile, the antecedents of subjective norm (i.e. friends' influence and family members' influence) and antecedents of perceived behavioural control (i.e. self-efficacy and resource facilitating condition) are discussed in other articles.

The primary reason why DTPB was chosen in the study was due to its advantages. As has been mentioned earlier, the decomposition of beliefs will result in a clearer understanding of the relationship between factors and the specific impacts these factors can have on behaviour. By focusing on specific beliefs, the model will become more relevant to practitioners who are interested in examining a more specific set of antecedents that could better predict the customers' intention to purchase the products.

None of the purchase intention study on halal personal care products had utilized DTPB as the underpinning theory of their research. This was further supported by Ali's *et al.*, [18] study whose research findings also revealed that no previous research on halal personal care products has holistically examined the antecedent of attitude, subjective norm, and perceived behavioural control in a single model. Therefore, this study attempts to close this theoretical gap by incorporating the relevant antecedents of attitude, subjective norm, and perceived behavioural control in DTPB model as a new approach in predicting customers' behavioural intention in the context of halal personal care products.

Although DTPB was specifically tailored to understand the adoption of information technology (IT), antecedents such as interpersonal referents (i.e. friends' influences and family members' influences), self-efficacy (i.e. self-confidence), and resource-facilitating conditions (i.e. time, money, and information) can still be applied into the research of other natures including that of halal personal care products. Therefore, this study will provide an interesting platform to explore the robustness and rigorousness of the theory in predicting the customers' intention within different research context, thus, improving our understanding of the factors that influence one's intention to purchase these halal products.

On top of that, the understanding of DTPB was further extended in this study by integrating the moderating role of spiritual intelligence into the framework. The main reasons to incorporate this particular construct into the framework is to enhance the predictive power of DTPB and facilitate its application in the context of halal personal care products.

Spiritual intelligence was chosen over the other types of intelligences such as intellectual intelligence (IQ) and emotional intelligence (EQ) due to the following justifications. Unlike intellectual intelligence and emotional intelligence which are generally used to solve logical or strategic problems, spiritual intelligence goes beyond conventional and religious psychological development. According to [25], spiritual intelligence is the central and most fundamental of all the intelligences because it becomes the main sources of other intelligences.

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