EFFECTS OF HIJAB AS ISLAMIC RELIGIOUS SYMBOL ON MUSLIM CONSUMER ATTITUDES TOWARDS ADVERTISEMENTS

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EFFECTS OF HIJAB AS ISLAMIC RELIGIOUS SYMBOL ON MUSLIM CONSUMER ATTITUDES TOWARDS ADVERTISEMENTS

By

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January 2013

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Cues and symbols are effective instruments to remind the consumers of their cultural values’ affiliations. Utilizing these symbols in advertisement might unconsciously enhance information processing and consequently generate a favorable feeling. Hijab as a significant religious cue for Muslims might peripherally influence advertisement evaluative efficacy among Muslim consumers.

Utilizing Elaboration Likelihood Model (ELM), this research examined peripheral effect of religious symbol of hijab among Malaysian Muslims. A total of 120 UPM undergraduate students participated in four groups of experiments. They were randomly assigned to the four experimental groups. Participants in each group were exposed to four different TV commercial products portraying spokesperson with or without religious symbol of hijab.
The results revealed that advertisements with religious symbol of *hijab* elicit positive attitude towards advertisement, attitude towards brand and purchase intention than advertisements without religious symbol of *hijab*. The main effect of religious symbol of *hijab* among different types of products is not contingent upon the type of product.

This study also indicates that religiosity of the respondent has a significant moderating effect on the evaluation of an advertisement that portrays a spokesperson with *hijab*. That is, degree of religiosity is positively correlated with respondents’ attitude towards advertisement, attitude towards brand, and purchase intention. Furthermore, the influence of *hijab* as a peripheral cue on Muslims’ perceptions of advertisement even among highly involved respondents shows the significant role of this Islamic cue despite the thoughtful effort dedicated to advertisement messages. These findings challenge the mainstream of the ELM theory which posits that a favorable peripheral cue would not significantly influence the advertisement evaluation among highly involved subjects.
KESAN PEMAKAIAN HIJAB SEBAGAI SIMBOL KEAGAMAAN ISLAM DALAM IKLAN TERHADAP SIKAP PENGGUNA MUSLIM

Oleh

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Tanda dan simbol adalah instrumen yang berkesan memperingatkan pengguna tentang kaitannya dengan nilai budaya. Hasil penggunaan simbol dalam pengiklanan yang mungkin tanpa disedari dapat meningkatkan pemprosesan maklumat dan seterusnya mewujudkan perasaan kesukaan. Hijab sebagai tanda keagamaan yang signifikan kepada orang Islam mampu mempengaruhi secara sampingan kecekapan penilaian pengiklanan dalam kalangan pengguna Islam. Dengan menggunakan Model Persamaan Penghuraian [Elaboration Likelihood Model (ELM)], kajian ini mengkaji kesan sampingan penggunaan hijab ke atas orang Islam di Malaysia. Seramai 120 pelajar Universiti Putra Malaysia mengambil bahagian dalam empat kumpulan eksperimen. Peserta dalam setiap kumpulan telah didedahkan dengan empat produk komersial television berbeza yang menggambarkan jurucakap yang memakai dan tidak memakai hijab sebagai simbol keagamaan. Hasil kajian menunjukkan iklan yang menggunakan hijab sebagai simbol...
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I also would like to acknowledge the friendship and intellectual assistance given to me by other lectures in the faculty of Modern Language and Communication and my best friend Dr. Bahador Bijani for their meaningful comments and suggestions to improve my thesis.
I certify that a Thesis Examination Committee has met on 8 January, 2013 to conduct the final examination of Abbas Naseri Taheri on his thesis entitled “Effect of Islamic Religious Symbol of Hijab on Muslim Consumer’s Attitude towards Advertisement” in accordance with the Universities and University Colleges’ Act 1971 and the Constitution of the Universiti Putra Malaysia[P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the Doctor of Philosophy.

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DECLARATION

I declare that this thesis is my original work except for quotations and citations, which have been duly acknowledged. I also declare that it has not been previously or concurrently submitted for any other degree at Universiti Putra Malaysia or any other institutions.

ABBAS NASERI TAHERI

Date:
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