



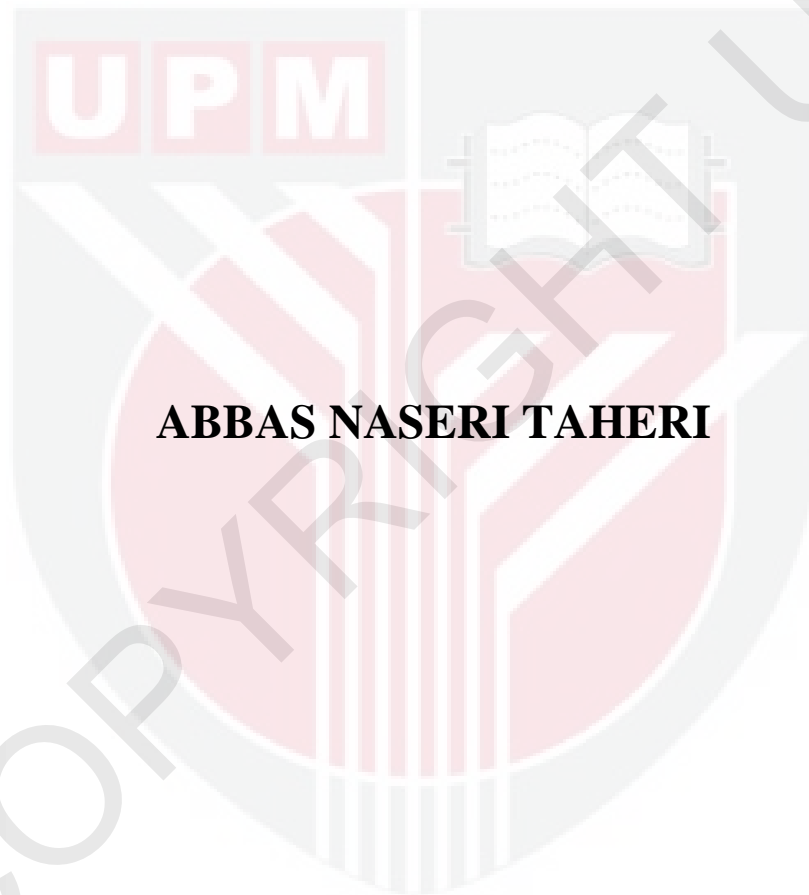
UNIVERSITI PUTRA MALAYSIA

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

ABBAS NASERI TAHERI

FBMK 2013 1

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



ABBAS NASERI TAHERI

**DOCTOR OF PHILOSOPHY
UNIVERSITI PUTRA MALAYSIA**

2013

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

By

ABBAS NASERI TAHERI

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
Fulfilment of the Requirements for the degree of Doctor of Philosophy**

January 2013

Abstract of thesis presented to the Senate of Universiti Putra Malaysia, in fulfillment of the requirements for the degree of Doctor of Philosophy

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

By

ABBAS NASERI TAHERI

January 2013

Chairman: Professor Ezhar bin Tamam, PhD

Faculty: Modern Languages and Communication

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.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi sebahagian keperluan untuk ijazah Doktor Falsafah

**KESAN PEMAKAIAN HIJAB SEBAGAI SIMBOL KEAGAMAAN ISLAM
DALAM IKLAN TERHADAP SIKAP PENGGUNA MUSLIM**

Oleh

ABBAS NASERI TAHERI

Januari 2013

Pengerusi: Professor Ezhar bin Tamam, PhD

Fakulti: Bahasa Moden dan Komunikasi

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

keagamaan dapat menimbulkan sikap yang positif terhadap iklan, jenama dan niat untuk membeli berbanding dengan iklan tanpa hijab. Hasil kajian yang konsisten tentang kesan utama hijab sebagai simbol keagamaan bagi setiap produk juga menunjukkan bahawa kesan ini tidak bergantung pada jenis produk. Kajian ini juga menunjukkan bahawa tahap keagamaan responden mempunyai kesan perantaraan yang signifikan ke atas penilaian pengiklanan bagi jurucakap yang memakai hijab. Keagamaan mempunyai hubungan yang positif dengan sikap responden terhadap iklan, jenama dan niat membeli. Pengaruh hijab sebagai kesan sampingan ke atas persepsi pengiklanan termasuk dalam kalangan mereka yang mempunyai keterlibatan tinggi menunjukkan peranan simbol Islam adalah signifikan walaupun memerlukan pemikiran mendalam kepada mesej iklan. Hasil kajian ini turut mencabar aliran utama teori ELM yang berpegang kepada ketidakupayaan kesan sampingan untuk memberikan kesan pengaruh yang signifikan dalam penilaian pengiklanan dalam kalangan mereka yang mempunyai keterlibatan yang tinggi.

ACKNOWLEDGMENTS

First and foremost, I am indeed thankful to Allah (God) for giving me the inner strength and blessings to initiate, proceed and finally complete this thesis. Next, I would like to express my heartfelt gratitude to a great number of people who provided me valuable assistance in finalizing this academic research.

To start off, I'd like to express my sincerest appreciation to the chairman of supervisory committee, Prof. Ezhar Tamam for offering constructive ideas and constant guidance throughout the preparation of this thesis. His wide knowledge and his logical way of thinking have been of great value for me.

I would also like to extend my gratitude to my supervisors Associate Prof. Jusang Bolong, and Dr. Hamisah Hassan who were always available to provide me with their fruitful comments and to inspire me to proceed.

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.

Members of the Thesis Examination Committee were as follows:

Siti Zobidah bt Omar, PhD

Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Chairman)

Abdul Muat’ti @ Zamri bin Ahmad, PhD

Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Internal Examiner)

Zulhamri bin Abdullah, PhD

Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Internal Examiner)

Lars Willnat, PhD

Professor
School of Journalism
Indiana University, United States
(External Examiner)

SEOW HENG FONG, PhD

Professor and Deputy Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

Ezhar bin Tamam, PhD

Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Chairman)

Jusang bin Bolong, PhD

Associate Professor
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Member)

Hamisah Zahara Hasan, PhD

Senior Lecturer
Faculty of Modern Languages and Communication
Universiti Putra Malaysia
(Member)

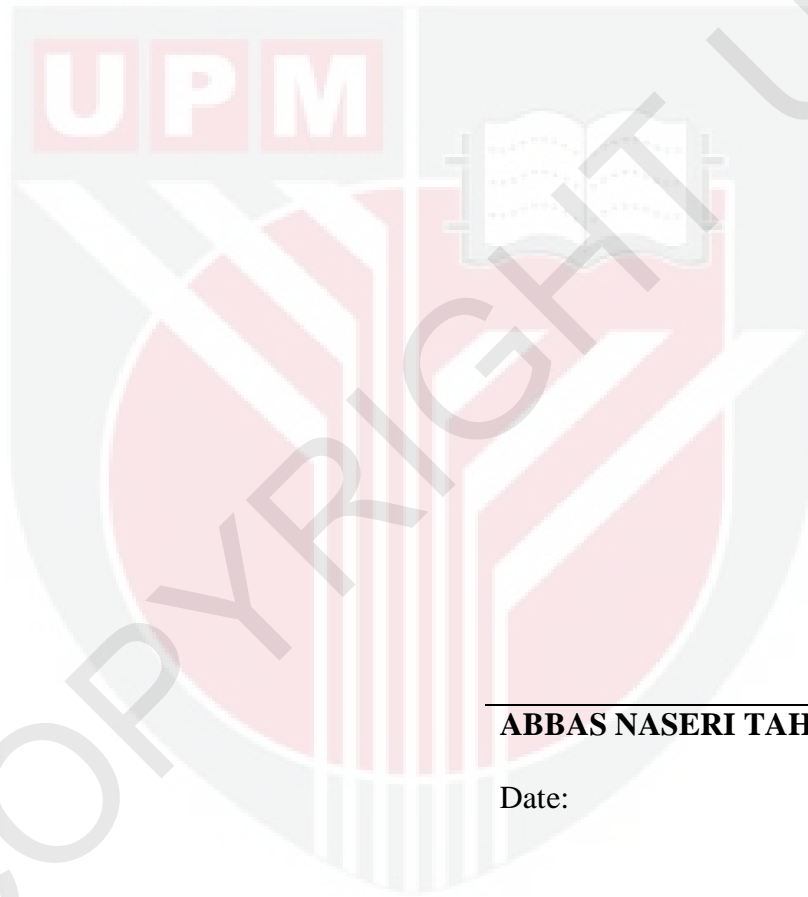
BUJANG BIN KIM HUAT, PhD

Professor and Dean
School of Graduate Studies
Universiti Putra Malaysia

Date:

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:

TABLE OF CONTENTS

		Page
	ABSTRACT	ii
	ABSTRAK	iv
	ACKNOWLEDGMENTS	vi
	APPROVAL	vii
	DECLARATION	ix
	LIST OF TABLES	xiii
	LIST OF IMAGES	xvi
	LIST OF FIGURES	xvii
	LIST OF ABBREVIATIONS	xviii
	CHAPTER	
1	INTRODUCTION	1
	Background of the Study	1
	Cultural Cues and Advertisement Favorability	1
	Elaboration Likelihood Model (ELM)	7
	Problem Statement	11
	Research Questions	14
	Study Objectives	15
	Definition of Keywords	16
	Organization of Study	17
 2	 REVIEW OF THE LITERATURE	 20
	Information processing and Advertising	20
	Elaboration Likelihood Model	24
	Peripheral Cue	31
	Role of Involvement in Message Elaboration	34
	Religion and Advertising	38
	Islamic Values and Advertising	44
	Religious Elements in the Advertisement as a Peripheral Cue	48
	Representation of <i>Hijab</i> in Advertisements	53
	Attitude towards Advertisement, towards Brand, and Purchase Intention	57
	Conceptual Framework	59
	Hypothesis of the Study	59
 3	 METHODOLOGY	 62
	Experimental Design	62
	Variables	63
	Independent Variable	64
	Dependant Variables	64

	Attitude toward Advertisement	65
	Attitude toward Brand	65
	Purchase Intention	66
	Religiosity as a Moderating Variable	66
	Involvement as a Controlling Variable	69
	Confounding variables	70
	Stimulus Materials	72
	Participants and Procedure	78
	Pre-test Result	81
4	RESULTS AND DISCUSSION	83
	Data Screening	83
	Participants	83
	Reliability	85
	Assessing Normality and Checking for outliers	86
	MANOVA and MANCOVA Assumptions	88
	Sample size	88
	Multivariate Normality and Outliers	88
	Linearity	90
	Homogeneity of Regression	90
	Homogeneity of Variances – Covariance Matrices	90
	Multicollinearity and Singularity	87
	Hypothesis Testing	93
	Main Effect Hypotheses	93
	Sunsilk	94
	Biooli	96
	Annum	98
	Vanish/Handalan	100
	Discussion	103
	Moderating Effect of Religiosity	108
	Sunsilk	109
	Biooil	111
	Annum	114
	Vanish/Handalan	116
	Discussion	119
	Controlling the Effect of Involvement	120
	Sunsilk	121
	Biooil	124
	Annum	126
	Vanish/Handalan	128
	Discussion	131
5	SUMMARY, CONCLUSION, IMPLICATIONS AND RECOMMENDATIONS	134
	Summary of the Study	134
	Research Problem	134
	Research Objective	136

Research Methodology	137
Research Findings	139
Conclusions	141
Implications	143
Limitations of the Study	145
Recommendations for Future Studies	146
REFERENCES	148
APPENDICES	161
BIODATA OF STUDENT	172

