



UNIVERSITI PUTRA MALAYSIA

***EFFECTIVENESS OF ISLAMIC SYMBOLS IN TV ADVERTISEMENTS
IN REACHING ORGANIZATIONAL CLIENTS***

AZHANI ALI

FBMK 2015 2



**EFFECTIVENESS OF ISLAMIC SYMBOLS IN TV ADVERTISEMENTS
IN REACHING ORGANIZATIONAL CLIENTS**

By

AZHANI BINTI ALI

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in
Fulfilment of the Requirements for the Degree of Master of Science**

June 2015

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia
in fulfillment of the requirement for the degree of Master of Science

EFFECTIVENESS OF ISLAMIC SYMBOLS IN TV ADVERTISEMENTS IN REACHING ORGANIZATIONAL CLIENTS

By

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June 2015

Chair: Hamisah Hasan, Ph.D
Faculty: Modern Language and Communication

This research was conducted to examine the impact of Islamic symbols used in television (TV) advertisements in influencing consumer's attitude, trust, involvement and purchase intention. The general objective of this research is to determine the effectiveness of Islamic symbols in TV advertisements in reaching organizational clients. Specifically, this study aims i) to determine the effectiveness of Islamic symbols used in TV advertisements in influencing attitude towards the TV advertisement, ii) to determine the strength of Islamic symbols used in TV advertisements in influencing trust towards the TV advertisement, iii) to determine the strength of Islamic symbols used in TV advertisements in influencing involvement towards the TV advertisement, and iv) to determine the effectiveness of Islamic symbols used in TV advertisements towards influencing purchase intention of products advertised.

The framework for this study was constructed based on the Elaboration Likelihood Model (ELM) which suggested that, persuasive messages were processed through two routes; the central route and the peripheral route, which differ, based on consumer's level of involvement. ELM explained that individuals with high involvement level would elaborate the information via central route, whilst, those who used the peripheral routes were those with low level of involvement. Advertisers were suggested to use the appropriate cues to help consumers process the information.

The research has utilized the experimental approach. Two experiments were conducted for this research whereby, the first experiment involved 23 graduate students who registered in the Integrated Marketing Communication course and the second experiment involved 50 undergraduate students who registered in Public Speaking course, offered by the Faculty of Modern Languages and Communication (FBMK), Universiti Putra Malaysia (UPM). There were two stages involved in this study, namely, the pre-test and the post-test stages. The former was conducted to identify the changes that occurred before the respondents were exposed to the TV advertisement with the Islamic symbols whilst the latter was conducted to identify the changes that occurred after the respondents were exposed to the TV advertisements. During the pre-

test, the respondents were exposed to four advertisements without the presence of Islamic symbols, whereas, for the post-test, respondents were exposed to another 4 advertisements which had Islamic symbols. Data on the respondents' attitude, trust, involvement and purchase intention were collected using two sets of questionnaires (pre-test and post-test).

For the first experiment, the result showed that there was insignificant change in respondents' attitude, trust, involvement and purchase intention before and after they had been exposed to Colgate, Sunsilk and McDonald Samurai burger advertisements with the implementation of Islamic Symbols. But, there was a significant change in respondents' attitude after watching HSBC Amanah advertisement. However, the changes on trust, involvement and purchase intention tested using the same advertisements were reported as insignificant. The result on the second experiment was almost similar, whereby the result showed insignificant change in respondents' attitude, trust, involvement and purchase intention towards all advertisements used in this research. Based on the overall observation of the experiment towards the advertisement and the result of the experiment, it shows that the effectiveness of Islamic symbols used in our current TV advertisements was not strong enough to affect consumers' attitude, trust, and involvement and purchase intention. The change on respondent's attitude towards HSBC Amanah advertisement in the first experiment was more likely to be influenced by emotional dimensions highlighted in the storyline.

The findings suggest that the implementation of Islamic symbols in TV advertisements need to be more prominent. Previous researches gave indications that the use of Islamic symbols in advertisements may affect the consumers, but the current TV advertisements with the implementation of Islamic symbols shown in Malaysia are not strong and effective enough due to certain elements such as the size of the symbols, the duration of the symbols being exposed during the advertisements. Therefore, it is suggested that in future, the use of Islamic symbols in advertisements should be more bold and meaningful in order to attract consumers' attention

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia
sebagai memenuhi keperluan untuk ijazah Master Sains

KEBERKESANAN SIMBOL ISLAM DALAM IKLAN TV DALAM MENDEKATI PELANGGAN

Oleh

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Kajian ini dijalankan untuk mengkaji pengaruh simbol-simbol Islam dalam iklan televisyen (TV) terhadap sikap, kepercayaan, penglibatan pengguna dan niat membeli. Objektif umum kajian ini adalah untuk mengkaji keberkesanan simbol Islam dalam iklan TV dan hubungkaitnya dengan niat membeli individu. Secara khusus, kajian ini bertujuan i) Mengkaji keberkesanan simbol Islam yang digunakan dalam iklan TV dalam mempengaruhi sikap individu terhadap iklan TV, ii) menentukan keberkesanan simbol Islam yang digunakan dalam iklan TV dalam mempengaruhi kepercayaan individu terhadap iklan TV, iii) menentukan kekuatan simbol Islam yang digunakan dalam iklan TV dalam mempengaruhi penglibatan individu terhadap iklan TV, dan iv) mengkaji keberkesanan simbol Islam yang digunakan dalam iklan TV dalam mempengaruhi niat membeli individu terhadap produk yang diiklankan.

Kerangka kajian ini dibina berdasarkan *Elaboration Likelihood Model* (ELM) yang menyatakan bahawa, sesuatu mesej berunsur pemujukan akan diproses melalui dua laluan; iaitu laluan utama dan laluan sisipan, yang berbeza berdasarkan tahap keterlibatan individu tersebut. ELM menjelaskan bahawa individu yang mempunyai tahap penglibatan yang tinggi akan memproses maklumat yang melalui laluan utama, sementara, mereka yang menggunakan laluan sisipan adalah mereka yang mempunyai tahap penglibatan yang rendah. Oleh yang demikian, pengiklan disarankan untuk menggunakan simbol-simbol yang tepat untuk membantu pengguna memproses maklumat.

Kajian ini telah menggunakan pendekatan eksperimen. Dua eksperimen yang dijalankan bagi kajian ini di mana, bagi eksperimen pertama, ia melibatkan 23 pelajar sarjana yang mendaftar untuk kelas Komunikasi Pemasaran Bersepadu dan eksperimen kedua melibatkan 50 pelajar siswazah yang mendaftar dalam kursus pengucapan Awam, yang ditawarkan oleh Fakulti Bahasa Moden dan Komunikasi (FBMK) , Universiti Putra Malaysia (UPM). Proses kajian eksperimen ini melibatkan dua tahap iaitu, pra-ujian dan tahap pasca-ujian. Kaedah ini dijalankan untuk mengenalpasti perubahan yang berlaku sebelum dan selepas responden didedahkan dengan iklan TV yang mengandungi simbol-simbol.

Semasa proses ujian pra dijalankan, responden didedahkan dengan empat iklan tanpa kehadiran simbol Islam, manakala semasa proses ujian pos dijalankan, responden didedahkan dengan empat iklan yang mempunyai simbol-simbol Islam. Data mengenai sikap, kepercayaan, penglibatan dan niat responden telah dikumpulkan dengan menggunakan dua set soal selidik.

Hasil eksperimen pertama menunjukkan bahawa terdapat perubahan yang tidak ketara dalam sikap, kepercayaan, penglibatan dan pembelian niat responden sebelum dan selepas mereka telah terdedah kepada iklan ubat gigi Colgate, perapi Sunsilk dan Samurai Burger McDonald's yang mempunyai simbol Islam. Namun, terdapat perubahan yang ketara dalam sikap responden setelah menonton iklan Bank HSBC Amanah. Namun begitu, perubahan terhadap kepercayaan, penglibatan dan niat membeli individu untuk iklan Bank HSBC Amanah tidak menunjukkan perubahan yang signifikan.

Hasil eksperimen kedua hampir sama, di mana dapatan kajian menunjukkan tiada perubahan signifikan dalam sikap, kepercayaan, penglibatan dan niat membeli responden terhadap kesemua iklan yang digunakan dalam kajian ini. Berdasarkan pemerhatian keseluruhan, dapat disimpulkan bahawa keberkesanan simbol Islam diletakkan dalam iklan TV tidak mencukupi untuk memberi kesan dalam merubah sikap, kepercayaan, tahap penglibatan dan niat membeli responden. Perubahan pada sikap responden terhadap iklan bank HSBC Amanah yang direkodkan dalam eksperimen pertama adalah lebih dipengaruhi oleh dimensi emosi yang terdapat dalam jalan cerita iklan tersebut.

Hasil kajian ini menunjukkan bahawa peletakkan simbol Islam dalam iklan TV perlu lebih menonjol. Berdasarkan kajian lepas menunjukkan bahawa penggunaan simbol-simbol Islam dalam iklan boleh mempengaruhi pengguna. Namun begitu iklan TV di Malaysia yang mempamerkan simbol Islam tidak begitu memberi kesan kerana faktor saiz simbol, dan juga tempoh simbol itu ditonjolkan semasa iklan. Oleh itu, dicadangkan bahawa pada masa akan datang, penggunaan simbol-simbol Islam dalam iklan harus lebih menonjol dalam usaha untuk menarik perhatian pengguna

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I certify that a Thesis Examination Committee has met on 16 June 2015 to conduct the final examination of Azhani Ali on her thesis entitled "Effectiveness of Islamic Symbols in TV Advertisements in Reaching Organizational Clients" 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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CHAPTER 1

INTRODUCTION

This chapter covers several aspects starting with the background of the study. This chapter also explains and analyzes the research problems where it then leads to the development of the research questions and research objectives. This chapter also includes the significance of the study, scope and the limitation of the study and last but not least, the definition of concepts on the variables.

1.1 Background of study

Islam has been one of the growing religions globally. According to Kathryn & Petras, (1996), the fastest growing religion nowadays is Islam, as cited in “The Handbook for Citizen of The Earth: World Access“. The same handbook also stated that Islam stood second after Christianity, with 17.1 percent of the world population. Based on *The Pew Report* (2009), there were about 1.57 billion Muslims of all ages living in more than 200 countries in the world. Based on Temporal (2011), it was predicted that these figures would increase in the future. Muslim population has been forecast to grow approximately twice the rate of non-Muslim population globally over the next two decades (Temporal, 2011).

Due to this rapid growth, there is no doubt that Muslim consumers represent some of the top global marketing opportunities in the future (Temporal, 2011). Muslim consumers in the countries such as Egypt, Iran, India, Malaysia, Morocco, Saudi Arabia, and South Africa, show great purchasing power (Haque, Ahmed, & Jahan, 2010). Moreover, Halal Journal (2008), estimated that purchasing power among Muslim population around the world was USD 2.7 trillion

Based on Saeed, Ahmed, & Mukhtar, (2001) there are five factors that show the importance of Islamic religious perspective in the global markets, which are:

- 1) Islam provides framework that shapes the moral and ethical behavior of all Muslims,
- 2) Some of the most affluent consumers in the world come from Muslim countries,
- 3) Foreign investments in Islamic countries showed increments in recent years,
- 4) High force towards the formation of Islamic trading block,
- 5) The push towards better Islamization in certain countries.

Therefore, companies wanting to market their product need to understand and appreciate the unique needs of Muslims before entering the markets in certain countries, especially where the majority of the populations are Muslims, such as Indonesia, Saudi Arabia, The Emirates, Malaysia, etc. Extra attention is needed for the marketers to understand the role of the religion in the market, particularly in marketing

activities since religion is essential to a culture (Cornwell et al., 2005). Fam et al (2004) mentioned that religion plays an important role among consumers whereby it influences the manner consumers utilize certain products and services. Companies that fail to do so, often offend the consumers by not understanding the sensitivity of the religion. Added to this, Rice & Al-Mossawi (2002) suggested that due to this rapid development of Islam, particularly in business, the effectiveness of some communication strategies in marketing might have been influenced by the religion which targeted the Muslims consumers.

Although the number of Muslims who participate in the global marketplace is increasing, there is still the trend of strong religious conservatism and commitment among them (Rice, Al-Mossawi, 2002). This leads to the understanding on religiosity among the consumers where Weaver & Agle (2002) stated that religiosity has a huge impact on consumers' behavior and attitude. Religiosity means the level of devoutness of an individual towards his or her religion. Conrad (2004) classified religiosity as a faith with God and promise to pursue a philosophy is set by God which, according to Weaver & Agle (2002) will have a strong impact on consumers' behavior and attitude of a person.

Islam and the fast growth of Muslim population has been the subject of studies in different aspects, mostly in marketing. The dynamic of Muslim population today, leads to variation of the Muslim markets. The segmentation of Islamic market helps companies to understand Muslim markets and Muslim consumers' behavior. J. Walter Thompson has carried out a few studies concerning Muslim populations in the United Kingdom, the United State of America and the Eastern Hemisphere (Asia, the Middle East & North Africa), whereby the findings of these studies tell us how Muslims are segmented for branding and marketing purposes (Temporal, 2011). He stated that there are five segments of Muslim populations that have been identified. They are religious conservatives, pragmatic strivers, extreme liberals, new age Muslims and social conformists. All these five segments show how Muslim population feels about progression of their society versus adhering to the society norms and the impact of religion level (high or low) towards their personal choice (Temporal, 2011).

More recent studies by Ogilvy & Mather Worldwide has created a special practice that is called "Ogilvy Noor" in which the findings emerged from four majority Muslim markets, namely Saudi Arabia, Egypt, Pakistan and Malaysia. In their research, Muslim consumers have been segmented into two macro groups, i.e. traditional and liberal. The two macro-groups have been cohering from six different segments that represent statement about role of faith. One of the macro-groups is "traditional", which are more strongly aligned with the *shariah* values of tolerance and compassion, and the other group is "futurists" whereby they mostly represent the younger generation and are more individualistic.

The knowledge of these segmentations have been used by the marketers to help them in reaching the various segments of Muslim population when they plan their marketing strategies. In addition, although they are only a moderate number of well-educated and enlightened Muslims who will be more likely to respond to media advertising and

promotion, marketers should have full awareness in delivering their message (Temporal, 2011). It is important for marketers to avoid offensive message with insensitive phrases or advertising assumptions at any degree of religiosity among them. In 1996, Nike, which specialized in sports apparels committed an error when it released a pair of athletic shoes with the logo on the sole, which the Muslims believed and claimed to resemble the word “Allah” written in Arabic. Due to this “incident”, Nike had recalled 800,000 pairs of shoes globally and whether or not that design was intentional, Nike had learned a notable experience with the Muslims community. “Colgate’s”, which has been a household name for toothpaste in Malaysia, faced a problem when the Muslims raised the question about “*Halal*” products. In 2007, Colgate has been regarded as offering “*non-Halal*” toothpaste simply because the products did not carry the “*Halal*” logo. However to use the logo they have to obtain the certification from *JAKIM*, a government department tasked with some Islamic matters, including the approval of “*Halal*” certification in Malaysia. This resulted in a drop in sales of Colgate’s toothpaste by Malaysian Muslims. However, after receiving the *Halal* certificate, Colgate made few changes in their advertisements and packaging whereby they display the “*Halal*” logo conspicuously, until now.

Hence, all these developments can be considered as a turning point for all companies to realize that religion plays such a significant role in influencing consumers’ attitudes and behavior (Shaari & Arifin, 2010). This happened due to the nature of human beings, whereby their religion plays a major role in shaping the behavior and attitudes of individuals (Arnould, Price & Zikhan, 2004). Consumers’ purchase intents differ based on their points of view and levels of religiosity. Therefore, companies and organizations need to find ways and means to convey a “clear message” to their target consumers that their products comply with the *shariah* law.

Companies in Malaysia have taken an extra step to capture the Muslim market when they provide reassurance that their products, which are not only limited to “food items” are *Halal* or permissible under Islamic law by having the products officially certified (Gooch, 2010). The use of *Halal* certification and logos is the way marketers and manufacturers inform the consumers, particularly Muslim consumers that their products are *Halal* and *Shariah*-complaint (Abdul Aziz & Vui, 2012). Generally in Malaysia, *halal* logo and certification system are used to guide Malay Muslim consumers in making decisions when purchasing certain products in the market without any hesitation and reservation (Mohd Rizal Razali, Suzzaini Abdullah, & Rushami Zien Yusoff, 2012). Jumaaton Azmi, Managing Director of Kaseh Dia Sdn.Bhd, who cited in Islam Online.net in 2005 said, “issues regarding *halal* has become a territory in business and trade which does not only relate purely to religious issues.” She also said that *Halal* has turned into a universal symbol used globally in representing declaration and lifestyle.

Understanding the Muslim market is not limited by just placing symbols or displaying certificates. Unilever took a different approach whereby they tried to understand the needs and requirements of Muslim consumers and undertook a research on Muslim women who wear head-scarves. Feedbacks from the research showed that Muslim women who wear head-scarves have “oily scalp” problems. Based on their research, Unilever produced a conditioner, specially targeting Muslim women who wear head-

scarves. They also hired a Muslim woman who wears a head-scarf to become the main cast in the commercial. Focusing on religion and targeting the Muslims, would benefit marketers or advertising producers who venture in Muslim markets by giving them understanding towards Muslim values (Rice & Al-Mossawi, 2002).

In view of this, the need to develop more researches in understanding the impact of Islam in marketing strategies must not be under-estimated. This topic of research is important to countries like Malaysia, where Muslims are the dominant group which constitutes approximately 60.4% of the population. (Aziz & Vui, 2012). Therefore, the role of Multinational Corporations (MNCs) in today's global economy has increased and that makes it necessary for them to appreciate the dynamics of the Islamic perspective and to better understand the mindset of Muslim consumers (Saeed, Ahmed, & Mukhtar, 2001).

1.2 Research Problems

Religion plays an important role in our daily life whereby it shapes human behavior (Arnold et al. 2004), knowledge (Ateeq-ur-rehman & Shabbie, 2010) and attitudes (Arnold et al. 2004; Ateeq-ur-rehman & Shabbie, 2010). Religion affects consumers in various ways, whereby the differences in religious affiliations influence people's lives, how they live, making choices, what to eat and with whom they associate with (Fam, Waller, & Erdogan, 2004).

Saeed, Ahmed, & Mukhtar (2001) mentioned that there was a lack of published Islamic perspective literature on various aspects in business fields which include marketing. Sandikci & Ger (2011) discussed scholarship on Islam and marketing and referred it as an omission, which means the lack of interest towards Muslims as consumers. The omission was partially related to the marginalization of Muslims who have been viewed as the low-income and uneducated people that did not constitute a significant market for branded products. Based on this statement, Muslims were categorized similar to the world's poor, or what Prahalad (2004) mentioned in (Sandikci & Ger, 2011) labeled Muslims as the "bottom-of-the-pyramid".

Although these religious commitments and individuals' beliefs influenced the feelings and attitudes of people's consumption (Jamal, 2003), there were little research being conducted in exploring the relationship between religions, specifically Islam, towards advertising. Religion is viewed as a powerful moderator in decoding the advertising messages (Michell & Al-Mossawi 1995) which later helped consumers in defining what is proper and fitting, and has frequently prohibited the use of certain appeals (Rice & Al-Mossawi (2002). Research by Keenan & Shoreh (2000) in Saudi Arabia has shown that over 70% of Muslim respondents view advertising as a threat to Islamic culture where their research findings show that the Muslims think that advertisements ignore Arabic history and customs and presence western values. However, the Quran does not prohibit advertising that is used to promote products, services and faith (Rice, Al-Mossawi, 2002).

Advertising is a communication channel from an identified sponsor using mass media in order to persuade audience. Every firm has its own objective(s) in creating an advertisement and to achieve it, the advertisement must be expressed well from planning, creation and execution. Many researches have been conducted to understand the relationship between attitude towards advertising and it has been the focus of attention for a long time (Tsang et al, 2004). There are also researches that discuss the determinants of consumers' attitude towards advertising such as product information (Petrovici et al, 2007) and credibility (Wang et al, 2009).

Although religiosity of consumers have become a vital factor in determining marketing strategy especially in advertisement (Froehle, 1994), there is little research conducted to understand the relationship between religions as the determinants of consumers' attitudes towards advertising. Most researches conducted on Muslim consumers' behavior focused more on religiosity and its effects towards consumers' behavior (Nazlida & Mizerski 2010). Those research findings may not fully explain the intent of Muslim consumers' behavior towards Islamic labels or symbols in products as marketing tools.

Naseri & Tamam (2012) stated that the use of cues and symbols acts as an instrument which will remind the consumers of their cultural values' affiliations. Consumers will be influenced by certain symbols or cues that are close to their values or way of life. Using certain symbols in advertisements will unconsciously encourage the processing of information which generates a favorable feeling (Naseri & Tamam, 2012) which may lead to a change of attitude.

Elaboration Likelihood Model (ELM) is the best tool in discussing persuasion process which leads to attitude change. ELM introduces two distinct routes to the attitude change (Petty & Cacioppo 1986). The first route is called "central route" whereby persuasion process is involved when elaboration is high. The second route is called "peripheral route", whereby, the persuasion process is involved when elaboration is low (O'Keefe, 2008). ELM also predicted that the effect of persuasive messages relies on people's involvement. If they are less involved in the process, then they would be strongly affected by the simple cues from the advertisement such as the presenter's attractiveness or expertise. Petty, Cacioppo, & Schumann, (1983) explained that, under high involvement condition, people are required to evaluate the issue-relevant arguments and their attitudes change due to the information process activity. Low involvement condition needs information-processing activities where attitude change is due to a simple acceptance or rejection of cues in the persuasion context. Advertisers have been using cues or symbols extensively to solve the high involvement process in decision making.

However, based on other research and reviews suggest, the use of western antecedents such as celebrity spokesperson has so far being seen in advertisements to solve the high involvement process. Sunsilk's conditioner was the first advertisement in Malaysia to use Islamic symbol, whereby a young woman was the main cast and there was not a strain of hair in sight. Her hair was completely covered by the *hijab* or the headscarf worn by Muslim women. Are those cues or symbols able to affect consumer's attitude

and increasing the involvement and trust towards the advertisements and does it affect consumers to purchase the product? Can Islamic symbols or antecedents be applied from the ELM perspective whereby it can be predicted to affect consumers' attitude towards the advertisements? Empirical evidence is needed to confirm the effectiveness of Islamic symbols used in advertisements in creating the intent to purchase among consumers.

Therefore, the issue that needs to be addressed in this study, whether those Islamic symbols or cues used in the advertisements nowadays are adequate to carry the concept of Islamic advertisements, or are they used just because the advertisers "feel" that they should be there. Therefore, based on the prediction of the ELM, the general hypothesis that needs to be tested in this study is whether the strength of Islamic symbols or cues exposed in the advertisements, will affect consumers' attitude towards the advertisements.

1.2 Research Questions

This study seeks to answer the following research questions:

- i) How TV advertisements with Islamic symbols affect viewers
- ii) How TV advertisements with Islamic symbols affect viewers trust
- iii) How TV advertisements with Islamic symbols affect viewers involvement towards the advertisements.
- iv) How TV advertisements with Islamic symbols affect viewers purchase intent towards the products.

1.3 Research Objective

1.4.1 General research objective

This research aims to determine the effectiveness of Islamic symbols in TV advertisements in reaching organizational clients.

1.4.2 Specific research objectives

The specific objectives of this study are:-

- 1) To determine the effectiveness of Islamic symbols used in TV advertisements towards influencing attitude towards the TV advertisement.
- 2) To determine the effectiveness of Islamic symbols used in TV advertisements towards influencing trust towards the TV advertisement.
- 3) To determine the effectiveness of Islamic symbols used in TV advertisements towards influencing involvement towards the TV advertisement.
- 4) To determine the effectiveness of Islamic symbols used in TV advertisements towards influencing purchase intent towards the products advertised.

1.4 Significance of the study

From a theoretical perspective, this research will explain the Elaboration Likelihood Model (ELM) from the perspective of Islamic representation in advertisements. Although there are many books and studies which discuss the ELM, this research tries to incorporate the ELM with Islamic representation. The findings of this study will extend the knowledge of ELM and it is hoped that it can serve as guidance for future researches.

From the methodology perspective, this research will contribute knowledge on experimental approach. Although there were many researches on advertisement but there are only few utilizing an experimental approach. Therefore, this study helps in providing more practical knowledge on how to conduct advertising research using an experimental approach.

From the practical perspective, the use of experiment approach can provide empirical evidence in defining attitude and purchase intent among consumers, which can be attributed to the knowledge of the effectiveness of Islamic representation in advertisements. This study will also be able to contribute additional information for marketers and advertisers about consumers' attitude towards Islamic representation in advertisements which will later come in handy in advertisement's process stage.

1.5 Scope and limitation

The scopes of this study mainly focuses on the effect of Islamic symbols in TV advertisements towards these three variables which is attitude, trust, involvement and also purchase intention. Although there are other elements that might be applicable, this study only focused on the involvement and trust elements in discussing the effects of Islamic representation towards consumers' attitudes and purchase intent.

This study also focuses mainly on Islamic symbols but not on the religious aspect. Although Islamic symbols and religious aspect is somewhat related, this study seek to explore the effect of the presence of Islamic symbols in TV advertisement rather than the religious aspect. Therefore, the respondents for this study did not limited to only Muslims.

There are few limitations which have been identified in this study. Firstly, the number of respondents involved in the experiment was rather small and merely constitute graduate students of the Faculty of Modern Language and Communications, Universiti Putra Malaysia (UPM) and undergraduates who enroll in public speaking course offered by Faculty of Modern Language and Communications, Universiti Putra Malaysia (UPM). Secondly, the advertising medium used is only limited to TV whereas there are other media such as the radio and the print media such as the newspapers, magazines, billboards, etc.

In future researches, it is suggested that the number of respondents be increased and they represent a wider representation of the population. Researchers may also consider exploring on other elements that can help explain the consumers' attitudes. The use of other media of advertising may give extra knowledge in understanding the unique relationship between consumers' attitude towards Islamic representation and the purchase intent.

1.7 Definition of concepts

1.7.1 Attitude

In this research, attitude is the individual's enduring evaluation towards TV advertisement with Islamic symbols. The evaluation made by the individual would either be favourable or unfavourable. The change on individual attitude towards the TV advertisement with Islamic symbols will lead to changes in individual purchase intent.

1.7.2 Involvement

In this research, level of involvement towards Islamic symbols that were shown in the TV advertisements would affect the individual in their decision making and attitudes. The level of involvement was divided into "high" involvement and "low" involvement. Whether the level of involvement was high or low, will depend on the individual's level of cognitive process or consideration towards the information or cues.

1.7.3 Trust

Trust is the individual's expectation. This expectation is dependent on the individual's confidence and acceptance whereby, in this research, towards the Islamic symbols shown in the TV advertisements. The individual's trust towards the Islamic symbols would therefore reflect his or her attitude towards the advertisement.

1.7.4 Purchase intent

In this research, purchase intent is viewed as the consumer's intent, whether or not to purchase certain product. Consumers' purchase intent are constructed by their attitude and assessment towards certain cues or images about the product. Purchase intent is developed by consumer attitude and assessment towards certain products that include Islamic symbols in their TV advertisements.

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