



**UNIVERSITI PUTRA MALAYSIA**

**RELIGIOSITY AS MODERATING VARIABLE BETWEEN THE  
RELATIONSHIP OF ATTITUDE TOWARDS BRAND ENDORSER OF  
HIJAB ADVERTISEMENT ON TV AND PURCHASE INTENTION**

**IBRAHIM OYEWOLE MOSES**

**FBMK 2022 37**



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ADVERTISEMENT ON TV AND PURCHASE INTENTION**

By

**IBRAHIM OYEWOLE MOSES**

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

**June 2021**

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

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**Chairman : Associate Professor Hamisah Zaharah binti Hasan, PhD**  
**Faculty : Modern Languages and Communication**

The influence of religious mindset of audiences on information processing is one of the most significant dimensions of which have been modestly studied. This study was conducted to examine the relationship between celebrity endorsement on attitude towards hijab television advertisement and purchase intention. Specifically, these objectives were created to guide the study; i) To examine the attitude towards celebrity endorsement of hijab on TV ads. ii. To examine the attitude towards TV ads of hijab iii. To examine attitude towards brand of hijab iv. To determine the purchase intention v. To identify the level of religiosity among the consumers vi. To identify the relationship between the attitude towards celebrity endorsement of hijab on TV ads and purchase intention vii. To identify the relationship between the attitude towards the TV ads of hijab and purchase intention viii. To identify the relationship between the brand of hijab and purchase intention ix. To determine the role of the level of religiosity in the relationship between the attitude towards the celebrity endorsement of hijab on TV ads and purchase intention x. To determine the role of the level of religiosity in the relationship between the attitude towards the TV ads and purchase intention. The use of elaboration likelihood model did not only provide a clearer insight at the phenomenon discussed, it also made conceptualization of the constructs founded on theory and the operationalization of measurable variables within the study. A total of 400 questionnaire was handed out online to the respondents who took part in this study. The Pre-questionnaire was filled by the respondents, after which a link to watch the the advertisement placed on YouTube was provided before they filled up the post-questionnaire. The respondents for the study were students from Universiti Putra Malaysia, Serdang campus. A total number of 390 questionnaires was received before the analysis was carried out. This analysis was done using AMOS- SEM to confirm the Causality and test for moderation. Interestingly, unlike the other constructs within the study attitude towards brand had no influence on the consumer behavior with and without the inclusion of a moderating variable. The study found that attitude towards celebrity endorsement would influence the purchase of

Hijab by the consumers. The study also confirms that the attitude of consumers towards advertisement of hijab would also affect the purchase intention of the product. However, the study pointed to the fact that the attitude of the consumers towards the brand of hijab does not have any effects on the purchase intention of the consumers. The study found that higher level of religiosity moderates the relationship between attitude towards celebrity endorsement and the purchase of Hijab by the consumers when compared to lower level of religiosity. However, the study may not be able to be generalized as it only fits the profiles as the respondents used in the study. Therefore, future study should be tailored to respondents that would represent the participants.



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

**RELIGIOSITI SEBAGAI PEMBOLEH UBAH MODERASI ANTARA  
HUBUNGAN SIKAP TERHADAP PENDOKONG JENAMA IKLAN HIJAB DI  
TV DAN NIAT MEMBELI**

Oleh

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Pengaruh penetapan minda warak dalam pemprosesan maklumat adalah salah satu dimensi penting yang tidak banyak dikaji. Agama merujuk kepada kepercayaan terhadap Tuhan atau tuhan-tuhan yang disembah, lazimnya dizahirkan melalui tingkah laku dan ritual atau mana-mana sistem kepercayaan yang khusus, dan biasanya melibatkan kod etika. Justeru, kajian ini meninjau (i) sikap terhadap pengesahan selebriti dalam pembelian Hijab, (ii) sikap terhadap iklan dalam niat membeli Hijab, (iii) sikap terhadap jenama dalam niat membeli Hijab, (iv) bagaimana kewarakan mengantara hubungan antara sikap terhadap iklan dan niat membeli Hijab, (v) bagaimana kewarakan mengantara hubungan antara sikap terhadap pengesahan selebriti dan niat membeli Hijab, dan (vi) bagaimana kewarakan mengantara hubungan antara sikap terhadap jenama dan niat membeli Hijab. Model Kemungkinan Kebarangkalian tidak memberikan penerangan yang jelas tentang fenomena yang dibincangkan, tetapi ia memberi makna terhadap konstruk-konstruk yang dibina atas teori dan operasionalisasi pembolehubah-pembolehubah yang boleh diukur dalam kajian ini. Sebanyak 400 borang kaji selidik telah diagihkan kepada responden yang turut serta dalam kajian ini. Responden-responden terdiri daripada para siswa Fakulti Bahasa Moden dan Komunikasi. Ekoran pandemik yang berlaku, para siswa telah diberikan borang kaji selidik secara dalam talian. Sejumlah 390 borang kaji selidik telah diterima sebelum analisis dijalankan. Analisis dilakukan menggunakan AMOS- SEM untuk mengesahkan sebab-akibat dan ujian perantaraan. Menariknya, tidak seperti konstruk-konstruk lain dalam kajian ini, sikap terhadap jenama didapati tidak mempunyai pengaruh terhadap tingkah laku pengguna, dengan dan tanpa pemasangan pembolehubah perantara. Kajian ini mendapati bahawa sikap terhadap pengesahan selebriti mempengaruhi pembelian Hijab oleh pengguna. Kajian ini juga mengesahkan bahawa sikap pengguna terhadap iklan turut mempengaruhi niat membeli sesuatu produk. Walau bagaimanapun, kajian ini mengesahkan bahawa sikap pengguna terhadap jenama tidak mempunyai pengaruh terhadap niat membeli dalam kalangan pengguna. Kajian ini mendapati bahawa kewarakan mengantara hubungan antara sikap terhadap pengesahan selebriti dan pembelian Hijab oleh pengguna. Kajian ini juga

mengesahkan bahawa kewarakan mengantara hubungan antara sikap pengguna terhadap iklan dan niat membeli produk. Walau bagaimanapun, oleh sebab tiada hubungan antara sikap pengguna terhadap jenama dan niat membeli, tiada perantaraan telah direkodkan.



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This thesis was submitted to the Senate of the 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:

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# CHAPTER 1

## INTRODUCTION

This chapter presents the background, problem statement, research questions and research objectives of the study. This was included to offer a detailed background of the study. In addition, the significance of the study, as well as the scope of the study were also discussed. This chapter ends with the explanation of the keywords that were used in the study.

### 1.1 Background of the study

Religion is an aspect of culture which largely influences behaviors and attitude patterns (Jagodzinski, 2014). Religion is the belief in a supernatural God or gods that is shown through rituals, a specific pattern of belief or a way of conduct and worship that is characterized by a code of ethics. All around the world, about 90% of the world population practice some forms of religion and Islam is the second largest religion in the world. Every aspect of living can be found in Islam, and it serves as a code of life. Thus, an individual can live in this world in the best possible way by abiding by the precepts of Islam. The religion of Islam plays significant roles in a life of a Muslim. As religion was also taught as a way of life, therefore it was not surprising that it was even used in other activities. A review of previous studies conducted on religion and advertising revealed the influence that religion has on attitude and lifestyle. A significant aspect of that which has been studied modestly was the influence that religious mindset has on information processing. (Desilver and Masci 2017, Rudgard, 2017).

Religious culture plays a key role in how communication marketing messages are perceived and digested. According to Hirschman (1981), religion can be used to segmentize marketers into zones that would enable their products reach the desired target audience. This process enables heterogeneous markets to be broken down into homogenous markets. Hirschman (1981) further explained that market segmentation helps provide consumers with insight on eating habits, work habits and proper behaviour within and outside the religious environment.

In the world today, Islamic countries and markets provide an enormous and growing purchasing power for products. In fact, 'Halal products' are one of the top ten emerging markets within the stock markets. Mostafa (2005) explained that the Arab world consists of over 280 million people with a purchasing power of up 150 billion USD. These products as explained by Nizam (2013) can be categorized under Islamic tourism which means or refers to the tourist activities centered around Islam as a religion. These products range from (i) Muslim friendly hostels/hotels, which offer halal food, Quran prayer mats and prayer rooms. (ii) Islamic airlines/cruise, these airlines pay zero tolerance to dirt, alcohol and Islamic coherent publications. (iii) halal tour packages, these packages are centered on visits to the mosques, Islamic monuments and Ramadan events. (iv) Islamic banking/finance is one of the most renowned halal product services. This is



because this service is highly welcomed in the western world due to its flexible and convenient way of banking (Battour 2017). These products are marketed in the best possible and effective way possible.

Halal has become an essential part of national tourism for participating nations. This has led to new and better marketing and promotion policies. One notable key force used to market halal products is the availability of 'permissible' products (Belopilskaya, 2019). These products were provided with strict measures to keep the words of the Quran which stated that anything that is lawful for a Muslim (Halal), and what is forbidden (Haram) and considered against the will of God and his Prophet Muhammad (peace be upon Him) in Islamic societies.

Filip (2012), stated that today travelers now get excited with the availability and introduction of Islamic products and services. For example, some travelers were thrilled by the way air hostess onboard the FlyEmirates were dressed. In terms of branding, the process of creating an image and a unique image and name for Islamic tourism services creates a different market arena that retains customers. Similarly, Handerson (2016), explained that one of the key marketing strategies used by Halal is pricing, as products go from a very minimum rate to an optimum price. As mentioned by Gupta (2013), it is almost like there is a class for every budget that attracts a lot of people from across the globe and religiosity also largely influences this marketing strategy because these products seem to satisfy every individual's interpretation of responding to sacred as well as supernatural goals and decisions. Thus, the western brands like McDonald, KFC, Taco Bell and Burger King have successfully embedded their products in their halal regions by reaching out to their customers through their religiosity (Gupta, 2013).

In Malaysia, for example, the market has been established with lots of food products topping the charts. Although the market is still ongoing it is interesting to note that products like cosmetics, pharmaceuticals, logistics and supply chain have also helped in driving these products to become a major force to reckon with (Idris & Rahman, 2018). This industry even in its stage of development can be commended for its efforts to drive a global market brand mainly for Islamic legal spectrums and principle, such was also witnessed in the banking system which is strongly rooted in Islamic doctrines. One of the benefits of this industry is that it has helped provide recognition for the need for halal consumers worldwide (Scott, 2014).

In Malaysia, culture and religion goes hand in hand, thus the communication blueprint is shaped by the religiosity of the people, which the government and communication channels promote with Islamic values. For example, the code of advertisement for Television (TV) (1990) outlined that models of the feminine gender showcased in any advertisement had to strictly abide by the code of advertisement by wearing decent outfits which stipulated that the model ought to be covered properly, up to the neckline, and with a skirt below knee length. Furthermore, certain products which do not adhere to the teachings of Islam are prohibited from being advertised by the national mass media (Mazni et al., 2010).

Farooqi (2014) asserts that the Qur'an reconnects its followers to their fitrah (intrinsic human nature) and thus they become conscious of their lifestyle as well as the way to dress in public. Thus, any fashion designer or clothing marketer that targets Muslim consumers needs to offer clothings that are not only allowed by Islamic guidelines and less exhibitionist extravagant because the Qur'an teaches its followers to live a simple, chastise and modest lifestyle. Naseri and Tamam (2012) showed that the presence of religious values like hijab in advertising spurs favourable attitude among Muslims regarding advertisement among Muslims. Similarly, Ezzi, Teal and Izzo (2015) reported the hijab as a significant religious cue which might also have peripherally spur favourable attitude among Muslims regarding advertisement. This indicates that when an advertisement contains religious values such as hijab, it will create a favourable attitude, and this will enhance the consumers' the level of purchase intention of the advertised product. Since religion influences the perception and respond to ads, it is imperative for the advertisers to include religious cues in their ads so as to enhance the effectiveness. This is because consumers are reminded of their religious attachments through the use of cues and symbols. Driven by this, a growing number of fashion and sportswear organizations are engaging in commercials featuring models, musicians and athletes in hijab.

Today, to effectively reach the target market, advertisers were often seen as selecting endorsers in ad campaigns as a means of promoting the features of their brand or product using appropriate message appeals. Almost ten years ago, in every three ads one used celebrities' endorsements, and this advertising technique was largely being used on almost all media outlets today. This indicates that brand endorsement has become an advertisement technique that was largely used by several marketing companies in order to achieve their goals (Rashid, Nallamuthu and Sidin 2013). Celebrities were featured in more than 15 percent of the commercials. This is because when a celebrity with mass appeal endorses a product, it makes the advertisement more attractive and compelling to the target audience. Celebrity endorsers were used because they were considered as having the stopping power in the current media cluttered environment, celebrity endorsers would be able to draw attention to the advertising messages (Zafar and Rafique2013.)

Brand endorsement has largely become an advertisement technique that is used by several marketing companies in order to achieve their goals a common advertising strategy adopted by many companies to attain their marketing objectives. In a bid to offer a positive impression about a product, advertisers mostly use endorsers as a means of promotion strategy to relate the features of their products or services to the audience that is being targeted. The current trend in marketing especially where women's apparel is concerned focused on using celebrity endorsers. Among the most popular products that were using celebrity endorser are clothing, make-up and Hijab (which is a symbol of a Muslim woman). While brand endorsement has been widely used to help sell brands and products, the use of Hijab by a celebrity was only seen recently. Many celebrities are beginning to endorse women clothing, particularly the hijab. Even though social media was used more in these endorsements, celebrities such as Dato Siti Nurhahiza, Aidi Juma and Neelofa have begun to appear more often on television (TV) programs putting on the hijab as a way of endorsing different brands. These activities are termed as product

placement, and it is largely becoming a popular type of advertisement. Celebrity endorsers of the hijab product, such as Noor Neelofa Mohd Noor, shows the image of the brand in the advertisement while linking the social status or image of the celebrity with the hijab brand so as to promote its credibility and believe among the target audience. This is because consumers are more likely to buy a product that they recall has been endorsed by a celebrity (Muda, Musa, Mohamed and Borhan 2014). International celebrities such as Halim Aden who was also the first hijab-wearing supermodel was among Muslim women who not only covers her hair but also promoted brands. In 2015, a H & M ad campaign showcased Mariah Idrissi, their first hijab-wearing model. Thus, showing hijab and fashion can be put together.

Positive impressions can be created by celebrity endorsers on a brand, thus resulting in a positive attitude as a result of reputation of the endorser. Invariably, the success of a brand and the level of purchase intention among consumers is dependent on the endorser that the company selects (Mat Dom, Ramli, Chin & Fern, 2016). Yet this reality can be disheartening, considering the present situation globally, where hijab-wearing women were being targeted, intimidated and assaulted worldwide. It becomes important to focus on such study to increase awareness of the topic. Besides, there is limited theory-grounded research to understand the influence of the target audience attitude towards the endorser and their buying intention. The limited theory-grounded research conducted in brand endorsement literature shows a limited theoretical in-depth understanding of consumers' attitude towards brand endorsement (Düsenberg, Almeida and Amorim 2016). There is a need for further studies that would shed more light on the attitudes of Muslim women towards celebrity endorsers and its effect on their level of purchase intention of hijab.

## **1.2 Statement of the Problem**

Although brand endorsement has been researched since the last three decades, there are still confounding results. Majority of the research on brand endorsement at the moment have focused on consumers' exposure to endorsement (Thomas and Johnson 2016), endorser's characteristics (Sallam, 2014), meaning transfer in brand endorsements (Subhadip, 2016), product compatibility, perfect match with the intended target market and attitude toward brand (Roger and Kucza, 2017; Thomas and Johnson 2017). However, what we do not know is what characteristics of the celebrity can be seen to be connecting with the target audience or the product to generate the sought-after result of an increase in the level of purchase intention, an increase in willingness to pay, an increase in positive word of mouth or so many other positive outcomes of brand endorsement. In this regard, Philip (2017) argued that the area of brand endorsement is ripe for a shakeup because it is clear that the theory has stagnated and there is not much new in the literature recently. This indicates that there is limited empirical research on how religiosity effect brand endorsement influence on attitude towards advertisements and the intention to purchase hijab. This is because little heed is given to the use of endorsers in promoting Islamic items of religion such as hijab unlike other fashion products that have received wide attention.

Therefore, there is a need for a new research on brand endorsement, especially on the area of hijab that has received the least attention from researchers in Malaysia (Düsenberg, Almeida and Amorim, 2017). This indicates the need for further studies that would shed more light on the attitudes of Muslim women towards celebrity endorsers and its effect on their buying decisions of hijab. To understand the use of celebrity as the endorser, connecting with the idea by Richard Petty and John Cacioppo would show a strong resemblance to their Elaboration Likelihood Model (ELM). In 1986, Richard Petty and John Cacioppo coined the ELM of persuasion, (Arie and Paul, 2014) and it is only appropriate that ELM was used to understand the use of celebrity to sell products or services and the ways that women wearing hijab deal with their favourite celebrities endorsing the different hijab in the commercials. This is because it would be fascinating to examine if the consumers make purchase due to the celebrity endorsers, or if they purchase because they were Muslims and to examine the role of celebrity endorsers in hijab wearing women decision to purchase the product, also the relevance of the Islamic cues in the advertisements. Thus, comprehensive analysis using ELM to explain brand endorsements would benefit academicians and practitioners alike.

Furthermore, most studies were conducted in the western countries, and they examined religiosity from a Christian perspective. However, there were a few research that examined the issue from the non- Christian viewpoint. This indicates that there is dearth of empirical works from the Islamic and specifically the Malay perspective. The study by Abbas and Ezhar (2012) explained that attitude towards advertising products that seem controversial and the existence of values as well as religious morals in carrying out advertisements will determine the ways consumers react to the advertisement. The study further concluded that the use of religious symbols like hijab on Muslims are yet to be carried out. Amongst visual and verbal Islamic symbols, the hijab is seen as the most consequential, formidable, and pivotal one. Thus, Hamisah et al., (2016) concluded that hijab had an impact on the attitude and involvement towards advertisement. The study further concluded that although it played a significant role, the level of involvement was still low. The study further suggested that going by the code of advertising and Islamic ethics, an advertisement should be created using Islamic symbols such as the hijab to pass relevant messages to the target audience.

Another example was the study by Nardella, (2017) who explored religious symbolism that was used in Italian magazine advertising over the last two decades. Then there was the study by Ashraf, Hafeez, Yaseen & Hasnain (2017) revealing that Islamic marketing is an emerging area as a new discipline in the recent days. The study further showed that although there were previous studies that have attempted to investigate the relationship between religiosity and consumer buying decisions yet, there was still dearth of literature regarding the afore said relationship in Malaysia or from the Islamic perspective. While, Al-Hyari, Alnsour, Al-Weshah & Haffar, (2017) revealed that very few studies have yet been conducted in Islamic countries because most of the studies on the behaviour of consumers' particularly regarding purchasing of foreign products have been carried out in industrialized countries. Further findings from the study showed that efforts have not been made towards developing a conceptual model that fits the Islamic consumers' behavior towards foreign products. Considering issues regarding religion and culture have been shunned as the motivating factors to products participation, there is need to examine the issue of religiosity from the Islamic perspective.

Besides, extensive review of literature indicated that most of the studies conducted in the area of religiosity have often used the descriptive analysis to explain on the use of the religious symbols (Fam, Waller & Erdogan, 2014; Farah & El Samad, 2015; Mukhtar & Butt, 2016; Tariqa, Khan, Singh & Singh, 2018) while only limited research has explored the more inferential statistical technique such as using the Structural Equation Model (SEM) to analyze their data (Ashraf, Hafeez, Yaseen & Hasnain, 2017). Using the SEM in this study will offer a different and more advanced analysis to the study. A study conducted by Mansour & Eljelly (2017) examining the role of religiosity and demographics on attitude towards advertising of controversial products had utilized the regression analysis technique for its analysis to examine the significant effects of the demographic variables on consumers' attitude towards the products. However, there was still only few studies, including Ashraf, Hafeez, Yaseen & Hasnain, (2017) who had used the Smart Partial Least Squares of the SEM in analyzing data in studying the impact of religiosity on intention to purchase luxury products because it is highly recommended to be used in the social sciences and strategic management studies. The use of descriptive analysis have definitely showed some limitations, including the inability to offer the best fit model to examine the representation of and the inability to allow a simultaneous estimation of regression parameters and associations between independent variables, unlike that of the SEM that represents, estimates and tests a network of relationships between variables. Thus, there is a need to identify the issue of religiosity using the SEM technique. Therefore, the study was conducted to examine the role of religiosity in the relationship between brand endorsement of hijab on television advertisements (TV) and the level of purchase intention of hijab?

### **1.3 Research Questions**

Muthukumar (2014) suggested that while selecting the celebrity and designing advertisement, the marketer should take into cognizance the different behaviour patterns of people due to their religious belief, culture, lifestyles and traditions. Caution needs to be exercised by the marketer in choosing the celebrity to endorse the product as the endorser has to be someone with a positive reputation as this largely influences the consumer's intention to purchase. This study aims to address the following research questions in relations to the relationship between the attitude towards brand endorsement of hijab, the level of purchase intention and religiosity.

This study was carried out to examine the correlation between attitudes towards brand endorsement of hijab, the brand and the level of purchase intention. Secondly, the role of religiosity between the relationship of the attitude towards brand endorsement and the level of purchase intention. Thirdly, the level of religiosity influence on the perception of celebrity endorsed advertisements. In brief the study will address the following research questions.

1. What is the attitude towards brand endorsement of hijab on TV ads?
2. What is the attitude towards TV ads of hijab?
3. What is the attitude towards brand of hijab?
4. What is the role of religiosity between the relationship of attitude towards brand endorsement and the level of purchase intention?

5. What is the level of purchase intention?
6. What is the level of religiosity among the respondents?
7. What is the relationship between the attitude towards brand endorsement of hijab on TV Ads and the level of purchase intention?
8. What is the role of the level of religiosity in the relationship between the attitude towards brand endorsements of hijab on TV ads and the level of purchase intention?
9. What is the role of the level of religiosity in the relationship between attitude towards TV ads of hijab and the level of purchase intention?

#### **1.4 Research Objectives**

This study examined the attitude towards brand endorsement of hijab on TV ads and its relationship to the level of purchase intention. This study was also conducted to identify the role of the level of religiosity between the relationship of the attitude towards brand endorsement, brand and the level of purchase intention. Specifically, the study was aimed at examining the following objectives.

- i. The attitude towards brand endorsers of hijab on TV ads.
- ii. The attitude towards TV ads of hijab
- iii. The attitude towards brand of hijab
- iv. The level of purchase intention of consumers.
- v. The level of religiosity among the respondents

This study was conducted to identify the relationships of the following;

- vi. The relationship between the attitude towards brand endorser of hijab on TV ads and the level of purchase intention among the respondents
- vii. The relationship between the attitude towards the TV ads of hijab and the level of purchase intention of the respondents
- viii. The relationship between the brand of hijab and the level of purchase intention of the respondents
- ix. The role of the level of religiosity in the relationship between the attitude towards the brand endorser of hijab on TV ads and purchase intention
- x. The role of the level of religiosity in the relationship between the attitude towards the TV ads and the level of purchase intention of the respondents

#### **1.5 Significance of the study**

Study related to examining the influence of the brand endorsements in advertising on attitude towards the brand and also purchase intentions of hijab products is essential in today's marketing environment. The findings of the study will be beneficial both from the theoretical and practical perspectives. The study was conducted using the Elaboration Likelihood Model (Cacioppo & Schumann, 1983) as the blueprint to direct the research. As suggested by ELM advertisers would plan their advertisements creatively to ensure

that the products advertised would appeal to the consumers and hence the consumer would then purchase the products. However, due to crowded advertisements shown in the media and that has sometimes caused consumers to ignore advertisements. Therefore, advertisers would try to appeal in various ways and one such way was through the appeal of celebrity endorsers.

Therefore, from the theoretical perspective, the findings of the study will help to expand the existing brand endorsement theories by adding new attributes and variables to the existing ones and this will thus help to strengthen the theory to become more effective and efficient in explaining the basic concept. Elaboration Likelihood Model which has a dual process model suggested that for persuasive messages to be processed, two routes are used (i.e., the central route and the peripheral route. The former route focuses on motivating people into thinking about the information presented in the advertisement, to concentrate on the notion that it seeks to explain, while analyzing its quality and its implication. The latter, however, is made up of a more advanced mode of analyzing the message. People are more concerned with the features that are not relevant to the messages content, its quality or the logic behind it. Thus, the term elaboration likelihood is the possibility of an individual elaborating on the message in the advertisement via the central route or addressing the peripheral cues via the peripheral route.

Besides that, from the practical aspects, the results of this study will provide the marketing managers with a better understanding of the impact of using credible celebrities as endorsers of their products in advertisements specifically advertisements produced for the electronic media. This in addition will enhance the purchase intention towards the product. This indicates that the results of this study would assist businesses to consider designing better marketing strategies that would be able to attract new customers and retain the old consumers. Through brand endorsement in their advertisements advertisers would also be able to appeal to the younger consumers especially if the endorser was the influencer. These findings would provide practitioners the opportunity of being more sensitive to the needs of the consumer thus avoiding advertising campaigns that may have adverse impact on the performance of the firm.

In addition, by extending this line of enquiry in the Malaysian hijab market, the results of this study will add to the developing of more feasible approach and procedure of studying attitude towards brand endorsement and consumer's purchase intentions. This shows that this study will contribute on the impact that brand endorsement has on advertising, thereby increasing the body of knowledge as the findings will serve as a foundation for scholars who plan to pursue further research on this area, thereby extending this line of enquiry.

## 1.6 Scope and limitations of the study

This study is limited to hijab wearing women in the vicinity of the Universiti Putra Malaysia (UPM), Serdang, Selangor. The sample size was 394 respondents, drawn from the 24,874-total number of UPM student population. Based on Yamane (1967) table of sample size, the sample was drawn to be appropriate for the study. According to the sample size table by Yamane (1967) with a population of 25,000, the sample size ought to be 394. Since UPM student population was close to 25,000, a sample size of 394 respondents selected would be representative of the population. The Muslim women who have been chosen as part of the sample would be shown hijab advertisements. Subsequently, they would be given questionnaires to answer. This indicates that the study is limited to Muslim women who often wear hijab in the Serdang campus of UPM. Muslim women were chosen as the subject of the study because they are more likely to wear hijab. As a result, Muslim women have more insights on the role of religious values on hijab use. The justification for using Muslim women in UPM is that UPM prides itself as one of the universities with a large number of student population with both graduate and post-graduates. The university also has a great many international students, thus giving the researcher the opportunity of accessing a large pool of respondents from diverse races.

## 1.7 Definition of keywords

The key concepts are discussed here as defined in the study.

**Religiosity:** Religiosity as defined by Mansour & Eljelly, (2017) was a strong religious feeling or belief. It entails piety or the state of being religious. The term of religiosity intends to rate the degree of commitment towards a religious group (Siala, 2013). In other words, religiosity can be said to be the quality of being religious, piety or devout. Religiosity represents an important aspect of life, and it was found to be synonymous with terms such as faith, belief, piousness, devotion and holiness. From the Islamic perspective, religiosity was reflective of the tawhidic worldview of Islam (Krouss, Suandi, Noah, et al., 2005).

**Brand endorsement of hijab:** A celebrity can be defined as a person who is famous especially in the entertainment or sport industries (Schlecht, 2015). In this study, brand endorsement is defined as a marketing strategy where popular individuals who are known by the public are used to endorse and publicize a brand or an organization (Jain, 2015).

**Level of Purchase intention:** Level of purchase intention is defined as the possibility of an individual or group of individuals buying a product from a brand over a similar product from a competing brand based on his/her needs and a likelihood or the degree to which a consumer would buy a certain product over competing brands due to an interaction between the needs and presumption, impression of the brand, as well as the efforts made towards promoting it (Tirtiroglu & Elbeck, 2015).



**Attitude towards TV ads:** A predisposition about something or someone, usually based on the behaviour of the person (Mansour & Eljelly, 2017). This refers to the feeling and reason why a consumer would want to purchase a hijab.

**Attitude towards brand endorser:** The feelings shown regarding a celebrity who is used to publicize a brand, usually positive or negative (Muthukumar2014). The celebrity used as a brand endorser would certainly determine the attitude of the consumer as regard the brand. Attitude towards advertisements; is termed as the tendency to react in a favourable or an unfavourable way to a specific advertisement spur at a particular period (usually when it is released) (Mitchell & Olsen (2015); Shimp (2015).



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