

THE INTERNATIONAL JOURNAL OF HUMANITIES & SOCIAL STUDIES

Religiosity as Moderating Variable between the Relationships of Attitude towards Celebrity Endorsement of Hijab Advertisement on TV and Purchase Intention

Ibrahim Oyewole Moses

Ph.D. Candidate at Department of Communication, Universiti Putra Malaysia, Malaysia

Dr. Hamisah Zaharah Binti Hasan,

Associate Professor, Department of Modern Languages and Communication,
Universiti Putra Malaysia, Malaysia

Dr. Abdul Mua'ti

Professor, Department of Modern Languages and Communication,
Universiti Putra Malaysia, Malaysia

Dr. Wan Anita Binti Wan Abas

Senior Lecturer, Department of Modern Languages and Communication,
Universiti Putra Malaysia, Malaysia

Dr. Tham Jen Sern

Senior Lecturer, Department of Modern Languages and Communication,
Universiti Putra Malaysia, Malaysia

Abstract:

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. The objective was to identify the moderating role of Islam between consumers' attitude towards advertisement and purchase intention. An experiment is conducted on a sample of 394 Muslim women. This indicates that the data collection process involves both pretest and post-test. The findings showed that unless a product has history or is not of quality needed/ wanted buy the consumer it would really not come into question when the consumer is about to make a purchase.

Keywords: Religiosity, attitude towards celebrity endorsement of hijab, advertisement on TV, purchase intention

1. Introduction

It is widely accepted that attitudes and behaviors are greatly influenced by religion-rooted aspects of culture (Jagodzinski 2014). A review of published literature on religion and advertising led to the identification of various studies on the influence of religion on attitude and lifestyle. The influence of religious mindset of audiences on information processing is one of the most significant dimensions of which have been modestly studied. Religion refer to our belief in God or gods to be worshipped, usually expressed in conduct and ritual or any specific system of belief, worship, religion often involves a code of ethics. Over 90% of the world's population practice some forms of religion. Islam is the second largest religion in the world. The religion of Islam, plays some significant roles in a life of a Muslims. The religion influences the attitudes, the behaviour and lifestyle of its followers. It teaches that in order to achieve true peace of mind, one must submit to God and live according to His divinely revealed Laws. Islam is the code of life and it gives details and mentions about each and every aspect of life. Therefore, by following the instructions of Islam, one can live the worldly life in the best manner as mentioned by (Dusenberget al., 2017 Rashid et al., 2017).

Also, a recent advertisement by Nike Inc. engaged in commercial that features women athletes in hijabs. The new hijab ad went viral on the internet due to Nike's commitment to inclusivity following its equality initiative. The powerful new commercial made for Nike Middle East, prominently featured Arab and Muslim women athletes exercising and competing. The ad clip opened with a woman running in a hijab as pedestrians stare at her. The rest of the footage shows women in the suburbs of Dubai running, skateboarding, fencing, boxing, and ice skating bolstered a narrator who says, 'What will they say about you? Maybe they'll say you exceeded all expectations.' The ad touches on an issue that many women in the Middle East face daily while trying to engage in an active and healthy lifestyle, and it even got a shout-out from Sara al- Zawqari, a spokeswoman for the International Red Cross in Iraq, who took to her Twitter to voice her support for the clip. Although Nikes'ad is being praised in some corners by the Red Cross in Iraq, many others thought the ad was a willful misrepresentation of their way of life (Lang 2017).

Although celebrity endorsement has been researched since the last three decades, there are still confounding

results. Currently, most of the research on celebrity endorsement have focused on consumers' exposure to endorsement (Thomas and Johnson 2016), endorser's characteristics (Sallam, 2014), meaning transfer in celebrity 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 qualities 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 purchase intention, an increase in willingness to pay, an increase in positive word of mouth or so many other positive outcomes of celebrity endorsement. In this regard, Philip, (2017) argued that the area of celebrity 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 celebrity endorsement influence on attitude towards advertisements and purchase intention of hijab. This is because less attention has been paid to the use of endorsers in promoting Islamic religious items such as hijab unlike other fashion products that have received wide attention.

So, there is a need for a new research on celebrity endorsement, especially on the area of hijab that has received the least attention from researchers in Malaysia (Düsenberg, Almeida and Amorim, 2017). Thus, comprehensive analysis using ELM to explain celebrity endorsements would benefit academicians and practitioners alike. 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. The ELM of persuasion, developed by Richard Petty and John Cacioppo in 1986 (Arie and Paul, 2014) is applied in the study to explain the different ways hijab wearing women process the endorsement of their favorite celebrities in hijab ads. This is because it will be interesting to know did the consumers purchase because the celebrity endorsers, did they purchase because they were Muslims and to examine the role of celebrity endorsers in hijab wearing women involvement in decision-making process to purchase the product, also the importance of using Islamic cues in the advertisements.

1.1. Research Objective

- To identify the moderating role of Islam between consumers' attitude towards advertisement and purchase intention.

2. Attitude towards Advertisements

Attitude toward the advertisement is defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion. After Mitchell and Olsen (2015) and Shimp (2015) introduced the importance of the attitude toward ads construct, research on the causal relationships among attitude toward ad and other measures of advertising effectiveness become a main study stream. Among such research, two main attitudes are identified toward ads. The first category of consumers has a positive attitude towards advertisement. This is because advertisement keeps consumers up-to-date with trends and developments in the markets which advises people about what other persons like them (the consumers) are buying or using. This indicates that advertisement enables consumers to make well-informed buying decisions. On the other hand, some consumers have negative impression about advertisements because it promotes materialism in the society. The study of Pollay and Mittal (2015) found that 7.4% of the respondents to their study agreed that advertising results in making them a materialistic society, which concerns buying and owning things just to show off. Also, Singh and Vij (2015) found that respondents to their study have a moderately negative attitude towards the promotion of materialism through advertising.

3. Method

In this study, an experimental design is used. This indicates that the researcher has complete control over one set of the variable and manipulates the others. An experiment is conducted on a sample of 394 Muslim women. This indicates that the data collection process involves both pretest and post-test. First, a test of questionnaire is distributed to the respondents to obtain data for the pretest. Subsequently, a hijab advertisement video is presented to the respondents. After the respondents are exposed to the hijab advertisement video, another set of questionnaire is presented for them to answer so as to carry out the posttest. The pretest and post data would allow the researcher to determine how the respondents' views and opinions are influenced by the advertisement video.

The target population of this research would consist of Muslim women in UPM, Serdang campus and the unit of analysis is the individual hijab wearing women. However, since it appears to be difficult to include every member of the target population, a sample size of 394 from the total population would be selected to represent the population and they would be exposed to hijab commercial and subsequently presented with the questionnaires. The sample size selection would be based on Morgan's sampling chart and a 95% Confidence Level with 5% Margin of Error.

No	Construct	Value
1	Attitude towards advertisements (ATA)	0.973
2	Religiosity	0.976

Table 1: The Reliability of the Constructs

Source: (Ibrahim, 2020)

4. Result

The data of the study would be analyzed using Structural Equation Model (SEM). The SEM was preferred because most of the studies conducted in the area of religiosity have often used the Statistical Package for Social Sciences (SPSS) as

the analytical tool (Fam, Waller and Erdogan, 2014; Farah & El Samad, 2015; Mukhtar and Butt, 2016; Tariqa, Khan, Singh and Singh, 2018)

Level of Moderation	Construct		Construct	Estimate	SE	P	Result
Medium	CATPIH	<---	ATA	.518	.055	.000	Significant

Table 2: Test of Religiosity Moderation between the Independent Variables and Dependent Variable.

Source (Ibrahim, 2020)

5. References

- i. Düsenberg, N.B., Almeida, V.M.C. and Amorim, J.G.B. (2017). The Influence of Sports Celebrity Credibility on Purchase Intention: The Moderating Effect of Gender and Consumer Sports-Involvement. *Brazilian Business Review*, 1-21. DOI: <http://dx.doi.org/10.15728/edicaoesp.2016.1.128thFebruary,2017>
- ii. Ibrahim Oyewole Moses (2020) Religiosity as moderating variable between celebrity endorsement influence on attitude towards advertisements and purchase intention (Unpublished doctoral thesis) Universiti Putra Malaysia.
- iii. Jagodzinski, W. (2014). The Impact of Religion on Values and Behavior. European Values Study Group, 19-34. <https://www.researchgate.net/publication/265042796>
- iv. *Journal of Marketing Communication*, 2(1),1-20.
- v. Lang, C. (2017). This Nike Commercial Features Women Athletes in Hijabs. *Time*.<http://time.com/4682139/nike-commercial-women-athletes-hijabs>. [3rdAugust, 2017]
- vi. Mitchell, A. A. & Olson, J. C. (1981). Are product attribute beliefs the only mediator of advertising effects on brand attitudes? *Journal of Marketing Research*, 18, 318-322
- vii. Philip, K. (2017). The relationship between product match-up in advertisement and consumers' purchase intention. *Journal of Marketing Communications*, 24(3), 217-229.
- viii. Pollay, R., & Mittal, B. (1993). Here's the beef: factors, determinants, and segments in consumer criticism of advertising. *Journal of Marketing*, 57, 99-114. <http://www.jstor.org/pss/1251857>. 23rdApril, 2017
- ix. Rashid, M.Z.A., Nallamuthu, J. and Sidin, S.M. (2002). Perceptions of Advertising and Celebrity Endorsement in Malaysia. *Asia Pacific Management Review*, 7(4), 535-554. <http://apmr.management.ncku.edu.tw/comm/updown/DW0904302290.pdf>. 18thMarch, 2017
- x. Roger S. and Kucza G., (2017). Source Credibility Model, Source Attractiveness Model and Match-Up Hypothesis – An Integrated Model. *Journal of International Scientific Publications*, 11(2), 1-15.
- xi. Sallam, M.A.A. (2014). The Impact of Source Credibility on Saudi Consumer's Attitude toward Print Advertisement: The Moderating Role of Brand Familiarity. *International Journal of MarketingStudies*, 3(4)
- xii. Shimp, T. A. (2015). Attitude toward the ad as a mediator of consumer brand choice. *Journal of Advertising*, 10 (2), 9-15.
- xiii. Singh, R., &Vij, S. (2007). Socio-Economic and ethical implications of advertising – A perpetual study. A paper presented at the International Marketing Conference on Marketing & Society, 45-59
- xiv. Subhadip R. (2016). Meaning transfer in celebrity endorsements: an explanation using metaphors.
- xv. Thomas, T., and Johnson, J. (2016). Effect of celebrity attractiveness on behavioral change intention: A study on celebrity endorsed social advertisement. *Rajagiri Management Journal*, 10(1): 63-78