



Antecedence that Affect Advertising from an Islamic Perspective in Malaysia as a Muslim Country

Ima Ilyani Ibrahim*, Nur Rashidi Johari, Mohamad Niza Md Nor,
Zulaiha Ahmad, Shahrul Amri Ab Wahab, Nur Hanina Hamid

Faculty of Business Management, Universiti Teknologi MARA Perlis, 02600 Arau, Perlis, Malaysia

Corresponding email: ilyani686@perlis.uitm.edu.my

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Abstract

The fundamental objectives of most businesses are survival, increase profits and growths. Therefore, promotion is one of the marketing mixes that are crucial for organization to be focused on. Advertising is one of the promotional tools that were used to introduce the new or innovative products to the markets to bring awareness among people. In this modern society, majority of the organizations used false promises in their advertisement to attract customers by manipulating them through ads. However in Islam, honesty is very important as those advertising that make false promises are prohibited. This paper attempts to analyze the antecedence (culture, control and emotion) that gives impact on the advertising from an Islamic perspective in Malaysia as a Muslim country. A total of 384 respondents from Seberang Perai Utara (SPU), Pulau Pinang had been participated in the survey conducted. The result shows all antecedence have significant relationship with the advertising based on Islamic view point in Malaysia.

INTRODUCTION

Malaysia was known as the Muslim country because Islam is the dominant religion with the population of the Muslim people which are highest than other religions. According to CIA World Factbook, Malaysia's demographic profile in year 2014, 61.3% from the Malaysian people were Muslim, Buddhist 19.8%, Christian 9.2%, Hindu 6.3%, Confucianism, Taoism, other traditional Chinese religions 1.3%, other 0.4%, none 0.8%, and the other is unspecified which is 1% (Index Mundi, 2015). In our daily life, we were surrounded with many types of advertisements. Due to the majority of Muslim people, the advertising companies having problems in understanding the advertisements that followed the Islamic guidelines that prevent the ads being appear on mass media from being offensive or seditious. Hence, in Islam, the religious laws called Shariah govern the life of Muslim and the Muslim will consider being the embodiment of the will of God (Alserhan, 2011). Because of the problem in understanding the advertisements from

the Islamic perspectives, the purpose of this study is to analyse the factors which are culture, control and emotions affect on the advertisements based on Islamic perspectives. This study will attempt to provide benefits to the advertising companies and able to contribute knowledge to refrain those companies from making mistakes that carried the religion matters.

LITERATURE REVIEW

Contemporary advertising versus Islamic advertising

In contemporary business environment, organizations practically doing the promotional activities that affect social and culture norms of Islamic ethical system unenthusiastically (Akhter, Abassi & Umar, 2011). For advertisements, it tends to contain the image that is prohibited from the Islamic principles. The main problem in the contemporary advertisement is it did not contain of any acceptable code of ethics, and due to the heavy investment and ignorance of the social aspects in advertisement, there is necessary to integrate an ethical conduct in advertisement where it can be seen that the culture and religious values lost in most of the advertisements (Azzahra & Khalid, 2013).

The interest in Islamic advertising began to rise in the late 1980s (Cader, 2014). Islamic advertising is known as a marketing communication that based on the Shariah compliance laws. Islam and Alam (2013) stated that from an Islamic views, the advertisement must have certain spiritual value, safe, sound and obviously not to harm the social value, not to destroy the moral base of the people, but to ensure all sorts of welfare (Khairyah) and should have objective to be benefited in the life of the earth and life hereafter. The advertisements also are prohibited to have exaggerated messages of products and services. It will create a conflict between the customers and also the companies that produce the products or services if the customers realize that they are being manipulated. In addition, to effectively win the people hearts and build their trust, the advertisers should focus on their target markets and placing the ads in the ways that must be compatible with the cultural, religious, and social sensitivities of the people in those markets (Haque, Ahmed & Jahan, 2010). By understanding all aspects of the target markets, the advertisers can successfully be accepted into the community of the people.

Culture

In Malaysia, most of the cultural values were actually shaped by various religious practices as the culture and religion goes hand in hand (Waller, 2000). According to G. Rice (2002), religion has always helped to define what is proper and fitting, and has frequently prohibited the use of certain appeals for example materialistic, sexual and others. With the religious beliefs, advertisers must consider what need to be put in the strategies to be sure that it can fit with the culture in Malaysia community. Meanwhile, culture can be referred as the symbols of expression that individuals, groups, and societies use to make sense of daily life and to articulate their values (Mehmood & Tandon, 2012). The lifestyle of people is changing along with the modernization of the country.

Malaysia, as a Muslim country should endorse an advertising that only attributed to the attractiveness of the customers' hearts and feelings as a cultural identity that symbolizes the nation, also following the Islamic principles. The cultures among Malaysian community were still concerned about the discrimination of women and there are the advertising laws that conducted for women to protect them from being treated as objects. Furthermore, in Saudi Arabia and Malaysia, the majority of Muslim people in the country may reject any kind of sexuality and other gender-related issues because it is clear prohibited in Al-Quran (Yusairah & Al-Hasan, 2015). The advertising companies must standardize their advertisements so that it can fit with the culture of Malaysian people.

Control

According to Yusairah & Al-Hasan (2015), effectiveness in persuading consumers is undeniable especially if an advertisement is presented in a way that is quite effective. Consumers are easily attracted towards the advertisements that contain the elements that are interesting for them such as the element of humour. However, the advertisements that are interesting did not mean that it provide correct information. Mostly, these types of advertisements are used to manipulate the people mind to cover up that the false information that they advertised. Hence, in the Islamic market, buyers and sellers are not permitted to exchange goods or services such as alcohol, gambling, magic, and so on, which are not approved by Shariah even if they meet the maximization goals of profits and utilities (Ali et al., 2015). All the advertisement in Muslim country must followed the Shariah laws as the rules to do advertisement were controlled based on the Shariah laws. Shariah regulates every aspect of life, including the way of generating profit and business ethics (Dsouli, Khan & Kakabadse, 2012).

Every advertising company need to recheck the messages content in the advertisements before it being published to the public. The purpose is for preventing unethical advertisements to appear to the people. Government also play important role to ensure that the advertisements are produce based on the Islamic guidelines. Furthermore, being attracted to western culture, teenager girls have been adopting western style in their garments and manners and hence, they have been losing their own culture and tradition, social values and moral character (Khraim, 2012). Therefore, every parent must control their children from looking at the advertisements that contain the unethical behaviour that did not follow the Islamic requirements. Advertisements also should not suggest or imply that any product, medicines or treatment offered therein will promote sexual virility or be effective in treating sexual weakness or habits associated with sexual excess or indulgence, or ailment, illness or disease associated with such habits (Advertising Standards Authority Malaysia, 2008). The advertisement that contain sexual appeal must be control from being publish to the public especially children to prevent them from mimic the actions in the advertisement and doing unhealthy things in their life.

Emotion

The process of emotion is known, for instance, how emotions are evoked, can enhance our understanding of what makes us enjoy interacting with any other kind of product or services (Khuong & Tram, 2015). Based on journal from Behboudi et al. (2014), they stated that the emotional appeals are grounded in the emotional, experiential side of consumption which they seek to make the consumer feel good about the product by creating a likeable or friendly brand that they rely on feelings for effectiveness. These include the feeling of fear, guilt and shame that can make people do things they should or stop doing things they should not. Emotions come into two types which are positive and negative appeals. Positive appeal can be defined as the appeal that elicits positive feeling as a result of using a product that they like and interest on it or adapting a recommended behaviour. While on the other side, negative appeal is referred as the appeal that elicits negative emotion as a result of not using a suitable product that they purchase which it the product make them feel unhappy and dissatisfied or adapting a behaviour (Lukic D., 2009). Hence, to make advertisement generate strong emotions among consumers, the advertisers must designed the messages of the advertisements beyond expectation so that it will be remembered. Consumers are not only at first confused and disordered in their mind, but they also try to position the brand association with their existing memory, when they need to face a thousand of products, and they might categorize their memories to outline a brand image and perception or concept toward new products or services (Abideen & Saleem, 2011) .

HYPOTHESES DEVELOPMENT

Based on the above, the following hypotheses are proposed:

- H1: There is significant relationship between culture and advertising from an Islamic perspective
- H2: There is significant relationship between control and advertising from an Islamic perspective
- H3: There is significant relationship between emotion and advertising from an Islamic perspective

METHODOLOGY

The sample for this study is the respondents from Seberang Perai Utara (SPU), Pulau Pinang. A total number of 384 respondents were selected randomly using the methods of mall intercept at the centre of customer attraction to participate in answering the structured questionnaires. However, only 368 questionnaires were able to be collected. 44.8% respondents are male while 55.2% are female. The variables that were analysed for this study are culture, control, emotion and Islamic advertising. The research items were adapted from established sources and related literature. Correlation and regression analyses were used to analyse the data for this study.

FINDINGS

Results of the correlation analysis are presented in Table 1. The three variables which are and culture .29 ($p>0.05$), control .31 ($p>0.05$), and emotion .35 ($p>0.05$) were significantly correlated with Islamic advertising.

TABLE 1
PEARSON CORRELATION ANALYSIS

	Culture	Control	Emotion	Islamic advertising
Culture	-			
Control	.27**	-		
Emotion	.25**	.05	-	
Islamic advertising	.29**	.31**	.35**	-

*p<.05 **p<.01

To test the study hypotheses, a multiple regression was used and the results are showed in Table 2. As can be seen, the whole model explained 24% of the variance in the Islamic advertising. While another 76% represents the other variance of the Islamic advertising. Based on the multiple regression of the independent variables, the culture ($\beta=.139$, $p<.01$), control ($\beta=.298$, $p<.01$), and emotion ($\beta=.295$, $p<.01$) are positively and significantly related with the Islamic advertising. Hence, hypothesis 1, 2 and 3 were supported.

TABLE 2
MULTIPLE REGRESSIONS

Variable	β	Significant
Culture	.139	.005
Control	.298	.000
Emotion	.295	.000
F Value	39.89	
R-square	.247	
Adjusted R-square	.241	

CONCLUSION AND DISCUSSION

The purpose of this study was to investigate the antecedence that affect advertising from an Islamic perspective in Malaysia as one of the Muslim country in the world. After presenting and analyzing the data by collecting the distributed questionnaires and also information from the journal, the study able to know which factors that influencing the most towards the Islamic advertisements in Malaysia. The result of the hypothesis for the relationship between Islamic advertising with the culture (H1), control (H2) and emotion (H3) are all accepted.

From the data analysed, control factors has the greater influence towards Islamic advertising. The result showed that control factor is significantly and positively correlated with the Islamic advertising. The hypothesis for the control is accepted. From the previous research, it shows that the control factor provoked the strongest feelings and was one of the significant predictors of this study and it appears that consumers strongly believe that advertising should be regulated and controlled by government (Ashill & Yavas, 2005). In Malaysia, the Malaysian Code of Advertising Practice is the system of control by which Malaysian advertising regulates its activities which the Code has been drawn up by organisations representing advertisers, advertising agencies and media (Advertising Standards Authority Malaysia, 2008). It also showed that the Malaysian government is strict with the regulation of advertisements to make sure that there is no negative attitude produced by the advertising companies before it will be published in Malaysia.

Moreover, the culture factors also strong predictors to this research after the data were analysed. The results of correlation show the positive correlated and significantly which means that the culture variable positively influence the advertising from Islamic perspective. The hypothesis for this relationship is accepted. From the existing research by Khraim (2012), the culture of a person was significantly influencing the consumers' attitude towards advertisements. Because Malaysia is a multicultural society, the other media such as English, Chinese, Hindu language media are allowed to carry what are prohibited in Malays media for example alcohol and gambling while the restrictions for advertisements were only limited to national mass media such as television and prints that are

targeted at the Malays who is Muslim people (Waller, 2000). Even though Malaysia did not strict with the other religions, but the general advertisements that being publish in the television cannot contain the prohibited things and attitude in Islam such as alcohol and gambling.

Besides, the emotion factor showed the result of significantly and positive relationship between Islamic advertising. It means that the emotion variable positively correlated with the advertising based on the Islamic perspective. The hypothesis for this variable is accepted based on the results finding. From the research made by Rizwan et al. (2013) emotion factors has significantly impact the advertising as emotional appeal role persuasive for psychologically attracting the consumers and for getting people's attention. The factors are important to build good relationship with the customers. When the advertisements able to influence's people feeling, it showed that the advertisers gain the people trust and able to generate more income when people choose the products or services that had been advertised.

To conclude, from the data that been analysed, it founds that three independent variables which are culture, control and emotion are positively related and significantly influence the advertising in Malaysia from an Islamic perspectives.

RECOMMENDATION

For the culture factors, it can be improved more even though the result obtained is significant. The advertisers need to study more about the culture in Malaysia so that they will not touch the sensitivity of Malaysian people. The image of Malaysia as a Muslim country also will be affected. It is highly recommended that every time before making any advertisements, the advertisers must do some research and study about the Malaysian culture without imitating the Western culture so the sensitive issues will not be arise.

As the finding also shows that the control factor is significant and positively correlated, it also needs to be improved. The parents need to monitor their children by not letting them to buy and read magazines that contain sexual advertisements. It can cause the children to feel curiosity and try to do the same things that contain in the advertisements. It is because the children learning process that make them want to explore the experience of doing things in the advertisement. It can create the negative attitude of the children. The government also play important roles in controlling the advertising industry. They need to improve and monitor the advertisements by banned all type of advertisements that contain unethical behaviour from being broadcast in the media.

Based on the feedback received from the respondents, the advertising agencies should study and improve their advertising based on Islamic perspective to provide the best quality of advertisements to influence the emotion of the watcher. The advertisers need to practice strong civic values in their advertisement to shape the behaviour of people through the shows without aired the empty ads that contain entertainment only. While they enjoyed watching the advertisements, they also can learn good things from it because advertisements also one of the stronger influenced on the attitude of the people.

For future researcher, the independent variables are suggested to be change because there are other independent variables that can affect the advertising in Malaysia from the Islamic perspective. This study can be extended to a wider scale, where more respondents, from different factors that are included in the study. Future study can be extended to other geographic areas. This can be the initial step for shaping the better advertisements in Malaysia.

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