

Factors Influencing Advertising in Malaysia from an Islamic Perspective: Case of Kedah State

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Abstract

In many cases, business promotion costs may cause more than the cost of the product along with its research and development. Promotion through advertising is not only to introduce new products, but also to remind society of the existence of a long product in the market. However, it should be noted religion still plays a significant role in influencing social and consumer behavior either direct or indirect ways in a constantly changing and competitive world market. Goals do not justify the means and advertising cannot be as tools to increase the revenue of an organization with anything unfair. But nowadays, most of contemporary advertising makes false promises to attract new customers to buy a product which is extremely prohibited in Islam. Many of the provisions in fiqh muamalat, prohibit any method to influence the requirements of the user. Therefore this study could make important contribution in advertising industry specifically to ensure they are following Islamic principles. The objective of this study is to analyze the existence advertising through three influencing factors consist of culture, control and emotions from an Islamic perspective conducted in Malaysia, i.e. Kedah state. This study conducted using quantitative approach where structured question was designed and the data were analyzed using correlations and multiple regressions.

Key Words: Advertising, Islamic Perspective, Malaysia.

Introduction

Whether we realize it or not, we are surrounded by ads every time. It is the responsibility of users to be aware of their rights as consumers and act wisely. Consumers need to be informed about a product or service available on the market, particularly on the quality and advantages. Therefore, the advertisement should be beneficial to both parties. Ads shown on television and radio funnels are very different now than before in line with the changing times and the changing of technology. To ensure delivery of advertising a product is effective, an advertisement must meet criteria that will attract users as having meaning (benefits that make consumers want to buy the product), reliable (to believe that the use of these products benefit as promised) and special (explaining benefits of these products compared to other products). It is clear understanding in Islam practices that goals do not justify the means. However, nowadays contemporary advertising becomes a crucial weapon for local as well as multinational organizations to compete against each other and gain profit with unethical manner.

The success of business much depends on the effectiveness of its advertising practices rather than the quality of product itself (Jung & Seldon, 1995). Ads must be ascertained the truth because there is the occurrence of false explanations, which affect consumer promotions and misleading evidence. The women

are often become the victims of less honest advertising, for example, in diet product, or beauty products. Children are also being affected with extreme graphic ads that is not aligned with product attributes. For example for *Barbie's* advertisements that promote children's toys that can move or fly when in fact it is just a toy that still cannot afford to move. While for men, their minds were influenced through attraction element of sex and sexy women on the product or service that does not make sense such as in the *Magnum walls* ads. This is the example of the exaggeration in the product, which is not acceptable in the Islamic way of business. Islam does not tolerate with the act of deception as it is clearly mentioned in the book of Allah "Give just measures and cause no loss. And weigh with scales true and upright and withhold not things justly due to men" (Al-Quran, 26:181). In Islamic business ethics honesty is the key to all business practices. Once a Bedouin questioned to the Messenger of Allah that when the dooms day take place, The Prophet Mohammed replayed that "When honesty is lost, then wait for the doomsday"(Bari & Abbas, 2011). This proves misled information and any unethical behavior with intentionally in advertising would be a disaster.

It is difficult to control such a huge industry. Therefore in Malaysia, Trade Descriptions Act 1972 was enforcing as the guidelines used in the field of advertising. There are no barriers in providing information, but any information provided shall be true. Section 15 (1) of the Trade Descriptions Act 1972 states that the false description of goods: -*"Any person in the trade, business or provide through any means any direct or indirect indication that any goods or services rendered or in any manner that falsely took ... including the Government Department has committed an offense "*.

After that Consumer Protection Act 1999 was established to protect rights of consumer. Even though those acts already being enforced but Ministry of Internal Affairs and Consumer Affairs also face the problem of identifying the ads that actually violate the rules because there are thousands of ads aired on various channels. Only cases that actually violate the rules will be penalized. Here the importance of consumers in identifying unethical advertisements so that immediate action can be taken. Manufacturers must also remember their responsibility to the community because of the great advertising effect, especially on young people.

Morality that is demanded to the dealer is trustworthy and honest (Cramton & Dees, 1993). A dealer must trust in conveying all the information about its products to customers. For instance in terms of content in products should be clearly stated to the user without hiding any dubious material from the user's knowledge. Consumers are entitled to know this and it is up to them to make purchasing decisions based on accurate information and real. By recognizing these rules, the knowledgeable firm can not only serve the spiritual needs of the Muslim community but also able to express it through advertising effectively. Therefore, it is hoped that the advertising activities in the country can apply Islamic principles holistic with emphasis as an important tool that contributes to the economic development and civilization, and thus will serve to boost the competitiveness of the Malay race, heritage and civilization. Therefore, three influencing factors consist of culture, control and emotions are used to analyze the existence advertising through Islamic perspectives.

Problem Statement

Regardless of plural society in Malaysia, surely combination of value that is acceptable by all will become ideal choice to be used to form the society. However, because Islam became a majority of the population adherence in Malaysia, value highlighted surely associated with the religious belief. Therefore, very few studies being conduct in Malaysia to analyze the scenario of contemporary advertising nowadays either align with Islamic perspectives that been stated in al-Quran and Hadiths. According to Al-Olayan, and Karande, (2000) communications, such as language, traditions, beliefs and music always dominates culture. The reason for this study is to increase understanding of both parties either organization or the consumers. For that reasons, culture, control and emotions become three factors need to be emphasized in publishing any advertising.

A Review on Research Literature

Contemporary Advertising

According to Akhtar (2011), the main success factor of any organization is depending on effectiveness and competitive of its advertising strategy. Now, companies are more interested in producing great advertising and attractive rather than figure out how to improve the quality of products. This may create an atmosphere that is not Islamic. Among them, the advertising can drive consumers to purchase goods and services that are not needed. This can be called "buy not because to meet the requirements, but because he wanted too." In this context, understanding needs and wants are different. Advertising can create social value that is not good; promote aggressiveness, materialism, romance, elitism, racism, and consumerism that contributing to the creation of a new culture that is detrimental to the general public.

Therefore, the fact that we have to know right now is that most of the advertisements published or broadcast in the form of non-informative actually. Most advertisements publish or broadcast in the electronic media in most to show up the joy of "user" using a product have been publish, meanwhile the main content of the ads should be more focus on useful information about the nature of the goods or services. This unethical advertising is not only cheating the adult and child endanger (Helmi, 2004) but also encourage people to be wasteful, spending the products and services that are not needed in daily life. Among the unethical advertising is giving incorrect information about the goods and services offered, exaggerated and irresponsible.

The concept of Islamic Advertising

Islam puts the guidelines to be followed by the designers, sponsors, advertising agencies and mass-media industry in order to implement role and their responsibilities accordingly (Behravan, Jamalzadeh & Masoudi, 2012). As previously mentioned, in principle, the concept of advertising is not different from the concept of Islamic advertising as described above. The only difference lies in the application of the principles of Islamic law in terms of form and content. The main thrust of Islam is to make sure that the business is to be away from all the elements of damage, especially among consumers. Allah asks people to think about all things related to their facilities in the world affairs will be taken into account in the Hereafter. Allah s.w.t. says:

"Say (unto them, O Muhammad): The comfort of this world is scant; the Hereafter will be better for him who fears Allah and keep his duty towards Him; and you will not be wronged even down to a date-stone. Wherever you may be, death will overtake you, even though you may be in lofty towers." (Al-Quran, 4:77-78)

Therefore, all parties shall run advertisements triggered human thinking in terms of fulfilling the command of Allah. Only with the right advertising contributes to enforce the Islamic economic system. Islamic advertising is consistent with the concept of *Al-Bayan* which is describing all details of the product with full disclosure to consumers (Nagata, 1994). Consumers are entitled to have as much information as possible about the goods or services and make choices based on the information obtained.

The following verse of Al-Quran can be used as a guide on how advertising should work. Allah s.w.t. says:

And do not consume your wealth among yourselves in falsehood and (do not) you take (business) property to the judge so that you can take part of someone else's property with the (way of) sin, while you know. (Al-Quran, 2:188).

Based on this reminder, and as mentioned by Helmi (2004), the main Islamic advertising guidelines are as follows:

1. **Truth:** Advertising must uphold the truth, just stating the fact that a significant, and to refrain from misleading and cheating the public.
2. **Content:** Promises and advertising claims must be supported by the proven content owned by advertisers and advertising agencies before they make claims or promises.
3. **Comparison:** Advertising must be cautious to make a warranty claim and a false, misleading or data when making comparisons with competitors or other goods and services, either directly or indirectly.
4. **Rich:** Advertising cannot make an offer for sale of goods or services unless the offer contains a bona fide effort to sell and is not intended to convert users to the goods or services, especially those priced higher. For example, are fed with gifts while the price is higher than our competitors.
5. **Guarantee and warranty:** Guarantee and warranty must be clearly stated with sufficient information and a full text of which can be viewed prior to purchase.
6. **Allegation price:** Advertising should refrain from making allegations of false or misleading, or savings (last stock) that do not offer a proven safe.
7. **Testimony:** Advertising which contains witness testimony must be limited to truly fortunate and reflect the views, opinions or experiences and honestly.
8. **Tastes and courtesy:** Advertising must be free of statements, illustrations or implications of the act offensive to good taste or decency of Islam and Muslim societies.
9. **Puffery:** Advertising must abstain from making sales presentations that complement the goods or services using a subjective opinion, superlatives and mechanisms similar without specific factual.
10. **The Social:** Advertising should avoid a conflict with the implementation of Islamic social and eastern, although placed in the name of anything.
11. **Exploitation of social:** To avoid exploitation of children, women, the golden age, the disadvantaged and people in order to promote sales of goods and services.
12. **Keeping the Faith:** Advertising must be of lawful goods and services, supporting the piety and moral values.
13. **Subliminal Messages:** Advertising needs to act to avoid the form of messages that are below the normal level of awareness so that people are not in a condition to receive messages without them realizing and affected.
14. **Fair:** Advertising messages and creative to express them just to make people earn advertising messages with their right to make judgments, reasoning and judgment, and the decision is in the hands of consumers.
15. **Responsible:** Advertising must show responsibility towards the community in all of their lives, always aims to develop a community together, and aims to help the economic welfare of the community, not just focus on the business benefits and ignore social responsibility.
16. **Economy ambition:** Advertising must act expressly supports the desire for a balanced and comprehensive economic development, creating a balance between individual interests and the interests of society without being focused and ignore the poor.
17. **Compliance:** The implementation of the advertising must comply with the law either in the form of ethics, policies or certificates prescribed by the government in connection with the use and enjoyment of the public.
18. **Globalization:** Advertising must reveal the image of globalization and international business relationships are not ignored, but based on the principles of local culture, religion and social value without compromise.
19. **The second message:** In addition to the focus on the sales message only, advertising can also include a second message in the upgrading of the creative is a message that invites users to the application of moral values in society, as well as the behavior of welfare and social campaigns implemented and backed by the government.
20. **Cultural exchange:** foreign advertising is allowed as long as it does not conflict with the local culture, and allowed the universal context of international relations.

A fact that should really be considered is the advertising has the potential to committed abuses. For the Word of the Prophet Mohammed the following should be used as guidelines in this context: *"A Muslim is a*

brother of another Muslim. He cannot abuse and insulted. Those who fulfill the wishes of his brother, Allah will always help seeker. And he opened the hardship of a Muslim, Allah will open from one of the difficulties come in the Hereafter"(al-Libi, 2008).

Culture and Advertising

Knowing and understanding culture of customer is important in attracting the customers. Therefore, from time to time making an observations and thorough research on consumer culture so the products offer is in line with the needs and wants of their changing. This scenario being discussed by Haque et al; (2010). For example, *Coca-cola* has 15 versions of the ads in the 50 countries using the same ads by including certain elements in each market based on the market suitability of adaptation. Besides, companies advertising, for their products or services in different countries, should be aware of a country's existing norms concerning role portrayals and the way these organizations affect these norms (Gilly, 1988).

Advertising success based culture should be exceeded than aspect of things. Advertising should be attributed to the attractiveness of their hearts and feelings as a cultural identity that symbolizes the nation. Indirectly it still based on Islamic principles. Therefore, 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. Even how excellent the technology it is, Muslim culture community should react to changes in time and it shall be in accordance with the conditions set forth in the Al-Quran.

Emotions and Advertising

Some character or image may bring a good point for some cultures do not necessarily give the same meaning for other cultures. Selection of the wrong character in advertising will bring negative effects and simultaneously influence behavior of society. Therefore, individuals might engage or have intention to influence the emotions of consumer by purposely (Mick & Demoss, 1990; Andrade, 2005).

Some researcher found that children are the main target for advertising as easily affected. This ad is also able to change the eating patterns of children's that are common practice in the form of nutrition fast and simple. For example, a typical Malaysian food such as "nasi lemak" and "roti canai" but through this ads, children easily affected and want feeding patterns as advertised which is more towards the western way. This resulted in the absorption of western elements in our society, especially within the Malay community. Besides, Studies Association of Penang (CAP) found that 62% of children have asked their parents to buy food or products which are displayed on the television. The results of this study show how powerful and terrible influence of advertising on children. Although they did not have the purchasing power, but they have the power to influence others to buy something. The pressure from children will cause their parents to buy whatever is requested as an excuse to satisfy passions and loving. This is the factor that causes the advertising companies often make children as their target group.

Besides that, Kjell & Mari (2007) in their study entitled, "Advertising as a Social Distortion of Learning" states that through repetition many times in the form of non-advertising information, the target group will be familiar with the brand of goods or services advertised. Repetition is then repeatedly will indirectly affect consumer perception of the quality of a product. This is exacerbated by human nature rather follow the current trend and make biased judgments based on the frequency of certain things happen or are covered by the mass media. End users believed that the goods and services mentioned are high quality are even there it is rather dangerous and harmful to health as some items that are not approved by the Ministry of Health. There are also ads using beautiful and interesting individuals regardless of the needs of users in making persuasion. This is because the study found that attractive face is much easier to persuade consumers to buy a product. In a survey of 115 women opinion in the United States, it found that they are more susceptible to an advertisement of goods if a model attractive styling or use it less attractive than the model (Loken & Howard-Pitney, 1988).

In Islam, exploiting and stereotyping women role in promotional campaigns and product as an ‘Sexiest object’ to try attracting customers is not acceptable. Allah s.w.t. says:

And tell the believing women to lower their gazes and guard their privates’ parts and not expose their adornment except that which [necessarily] appear (Al-Quran 24:31).

Control and Advertisement

The advertising industry is growing rapidly along with the progress made by companies around the world. Each company competing to market their products with the aim to make as much profit as possible (Keegan, 1989). Hence, advertising control is used by Malaysian federal and state governments to regulate the use of advertising around cities and roadways. Advertising control prevents businesses from presenting false information, placing billboards in illegal locations and other prohibited actions. If a business does not follow the advertising regulations set by the government, it could face a civil suit (Marquis, 2014).

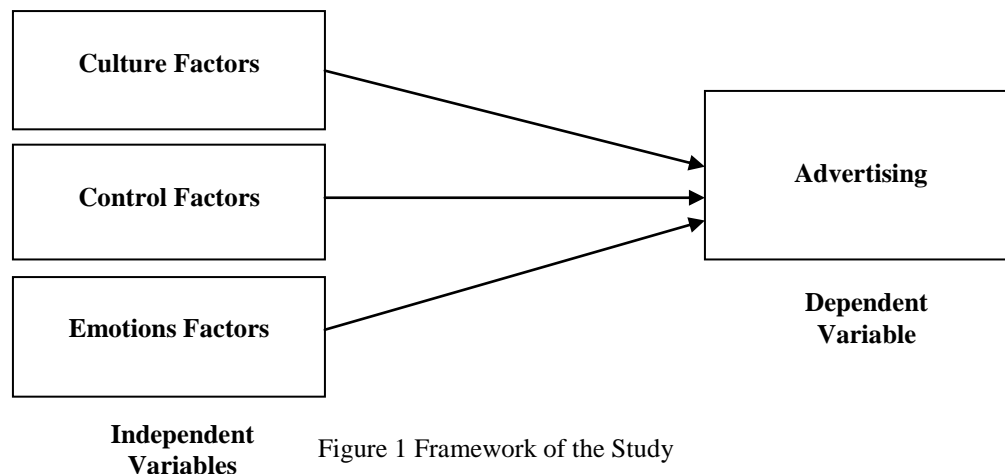
However, issues and barriers to comprehensive implementation of Islam in this industry is that since the arrival of the early history of advertising agencies to Malaysia in around 1950 and the industry is still dominated by international advertising agencies (Helmi, 2003; 2002). International advertising agencies dominate more than 70 percent of the industry in Malaysia, while the rest are local (Shafie, 2009). Therefore, difficulties for the implementation of international campaigns advertising uphold Islamic policies.

Effectiveness in persuading consumers is undeniable especially if an advertisement is presented in a way that is quite effective. However, there are those who abuse the advertising industry is solely for the benefit regardless of the side effects that may be faced by individuals and those who use their products or services. Their actions are not responsible for this has prompted the consumer to dispute the validity of a product.

It is clearly mentioned in Al-Quran that, “*Standout firmly for justice, as witnesses to Allah, even though it be against yourself, or your parents, or your kin, be he rich or poor....*” (Al-Quran, 4:135)

Theoretical Framework

Based on literature review of this article, the study on the three influencing factors consist of culture, control and emotions are used to analyze the existence advertising through Islamic perspectives is needed to be done. The framework is displayed in Figure 1.



Hypothesis Development

Culture influencing advertising in Malaysia from an Islamic perspective

Malaysia is a Muslim country which proved historically, legislation, development and appreciation of Islam. The values of a region or country are based on the domination of Muslims of the region, and the existence of Islam. Therefore, the advertising as published must take into account the sensitivities of the majority of Muslim and not just for making profits only. Therefore, the first hypothesis is presented as follows:

H₁: There is a relationship between Culture and Advertising.

Control influencing advertising in Malaysia from an Islamic perspective

Preserve religious beliefs of any aggression and teachings that can distort the true faith of Islam and it is held to coincide with the al-Quran and al-Sunnah. Advertising based on Islamic perspective should be prioritized and monitored its application so that the image of Malaysians generally known as the Islamic country is not to be underestimated.

Therefore, the general government should play a role as a control agent for each advertisement published in mass media. This is because advertising is a medium direct intermediation can bring a positive or negative impact if not controlled properly. So, the second hypothesis is as follows:

H₂: There is a relationship between Control and Advertising.

Emotions influencing advertising in Malaysia from an Islamic perspective

Human emotions usually react to progressive, consecutive and homage. By following this will allows us to predict what the reaction will be produced by human emotion. This reaction will be disclosed by the physical body or human action itself. If the concept of advertising itself more inclined towards western culture rather than the concept of Islamic then it is worried it would affect the emotions of users.

Therefore, it is important to have an Islamic perspective in advertising to prevent unethical behavior. As a result, the third hypothesis of this study is as follows:

H₃: There is a relationship between Emotions and Advertising Influencing.

Analysis and Findings

Research Design

In order to analyze the understanding of contemporary advertising through Islamic perspective, the population of this study covers all exempt staff in Kolej Poly-Tech MARA in Alor Setar branch/Kedah state to represent sample of consumers. The list of exempt staff was obtained from the Kolej Poly-Tech MARA Alor Setar Human Resource Department.

Currently, there are about 200 exempt staffs and out of this number, a total of 120 employees were selected at random using simple random sampling which made up a response rate of the study at 100%. According to Roscoe (1975), sample sizes are larger than 30 and less than 500 are appropriate for most research. Within this limits (30 to 500), the use of sample about 10% size of parent population is recommended.

From the demographic data, 125 respondents (100%) are Malay and 55% of respondents were female while 45% of respondents were male. The majority of respondents belong to the 21-30 years age group (44.2), followed by below than 20 years age group (33.3%), 31-40 years age group (20%) and 41 years above group (2.4%). The result show that majority of respondents are from married person (51.7%). 27.5% of the respondents have Degree and above as their highest education level and majority of them (31.7%) have Diploma qualifications. Meanwhile for the income, there are almost 40% with total income Rm1000 to Rm1500, 35% get RM1501 to RM2000, 14.5% get RM2001 to RM2500, 7.5% get below than RM1000 and 3.3% of respondents get RM2501 above. The profile of the respondents is shown in Table 1.

Table 1: Profile of Respondents

		Frequency	Percent
Gender	Male	54	45.0
	Female	66	55.0
Age	Below 20	40	33.3
	21 years to 30 years	53	44.2
	31 years to 40 years	24	20.0
	41 years and above	3	2.5
Marital Status	Single	58	48.3
	Married	62	51.7
Education	SPM	18	15.0
	STPM	16	13.3
	Certificate	15	12.5
	Diploma	38	31.7
	Others	33	27.5
Income	Below RM1000	9	7.5
	RM1001 to RM1500	48	40.0
	RM1501 to RM2000	42	35.0
	RM2001 to RM2500	17	14.5
	RM2501 and above	4	3.3

The survey instrument included a list of 15 statements from which respondents were asked to indicate their level of personal acceptance on a five-point scale, where 1 means “Strongly Disagree” and 5 means “Strongly Agree”. Statements from 1-9 were designed to measure factors of culture affecting effectiveness of advertisement. Most of the statements were adapted from earlier studies, for example (Al Makaty et al., 1996; Nordén, 2006; Baker, 2005).

While statement 10-15 were designed to measure respondent attitude as consumers overall towards advertisements. The statements were adapted from earlier studies as well such as (Usman, 2010; Ashill, 2005). In addition, a set of 8 items of demographic information is also included.

As Table 2 show, 14 statements out of 15 got a high level of importance according to their mean, which indicates that almost all statements are considered as “highly important”. Overall, the Table shows that statement number 1 and number 8, which state that the presence of so much imitated Western advertisement encourage people here to dress and behave as Western countries and also it’s the responsibility of the head of the house to remove channels that expose unethical advertisement from TV list ranked first with a mean of 4.63. While on the other hand, statement number 7 got medium value with 3.09 which state that advertisement have to be approved by the government in order to be allowed on our TV.

Table 2: Descriptive Statistics for Statements

No.	Item	Mean	St. Deviation	Level of Importance
1	The presence of so much imitated Western advertisement encourage people here to dress and behave as Western countries.	4.63	.484	High
2	I consider Malaysia women appearing in ads imitating Western women as anti-culture and religion.	4.31	.464	High
3	I don't mind using Malaysia women in ads as long as she complies with Islamic culture.	4.48	.502	High
4	Malaysia women appears in ads in indecent manner gives a bad impression about our culture and religion.	4.50	.502	High
5	The ads I see on Malaysia TV are much more acceptable to me than Ads shown on foreign TVs.	4.22	.572	High
6	Current censorship of TV ads is too lenient. The standards must be tougher and they must be enforced.	4.26	.642	High
7	Advertisement have to be approved by the government in order to be allowed on our TV.	3.09	.996	Medium
8	It's the responsibility of the head of the house to remove channels that expose unethical advertisement from TV list	4.63	.484	High
9	TV advertisement is more dangerous than newspaper, magazine or other types, since people can watch life picture.	4.32	.648	High
10	Advertiser who use sexy women in advertisement try to hide product weaknesses.	4.33	.470	High
11	I don't mind watching women from other country appearing in sexy advertisement.	4.09	.722	High
12	If I have the opportunity to choose between of two products that are the same, I will not choose with the one unreasonable ads.	4.08	.650	High
13	Repetitive and continuous advertising caught my attention.	4.42	.495	High
14	After having seen ads shown in TV, I like more about the product.	4.22	.864	High
15	Product can't survive in competition without attractive advertising.	4.40	.492	High

Hypotheses Testing

Descriptive Statistics

The summary of the descriptive statistics is shown in Table 3. All variables are evaluated based on a 5-point scale (1 being strongly disagreed to 5 being strongly agreed). The results show that the mean on culture is 4.4813 with SD = .21045, the mean for control is 4.1050 with SD = .39061, the mean for emotional is 4.1639 with SD = .42340 and the mean and standard deviation for advertising is 4.3472 and .37523 respectively. The mean values for all the variables are above moderate.

Table 3: Descriptive Statistic

Variables	Mean	Std. Deviation	N
Advertising	4.3472	.37523	120
Culture	4.4813	.21045	120
Control	4.1050	.39061	120
Emotional	4.1639	.42340	120

Correlation Analysis

Correlation test is to show the strength of the association between the variables involved. Inter-correlations coefficients (r) were calculated by the means of Pearson's Product Moment. According to Cohen (1988), r ranging from 0.10 to 0.29 may be regarded as indicating a low degree of correlation, r 0.30 to 0.49 may be regarded as indicating a moderate degree of correlation and r ranging from 0.50 to 1.00 may be regarded as a high degree of correlation. Pearson Correlation was used to investigate the inter-relations amongst the variables.

The relationship between culture, control and emotional were investigated against advertising. Table 4 shows the summary of the results. The result indicate that there are no significant relationship between culture, control, and emotional on advertising ($r = .819$, $n = 120$, $p < .01$; $r = .053$, $n = 120$, $p < .01$, $r = .291$, $n = 120$, $p < .01$).

Table 4: Pearson's Correlation Coefficients of the Study Variables

		Culture	Control	Emotional	Advertising
Culture	Pearson Correlation	1	-.027	.043	.021
	Sig. (2-tailed)		.770	.644	.819
	N	120	120	120	120
Control	Pearson Correlation		1	.075	.177
	Sig. (2-tailed)			.418	.053
	N			120	120
Emotional	Pearson Correlation			1	.097
	Sig. (2-tailed)				.291
	N				120
Advertising	Pearson Correlation				1
	Sig. (2-tailed)				
	N				120

Multiple Regression Analysis

The Multiple Regression Analysis (MRA) treated the dimension of dependent variables and independent variables separately. From the table below, it shows sufficient explanation or the variance. This is a way to recognize whether there is significant relationship between independent variables and dependent variables or not (Field, 2013). The model sufficiently explained the variance or coefficient of determination or the R Squared in the dependent variable. Three components of independent variables are culture, control and emotional. The result shows in Table 5 indicates that there are no significant relationship between culture, control and emotional on advertising ($\beta = .022$, $p = .809$; $\beta = .172$, $p = .063$; $\beta = .083$, $p = .363$).

Table 5: Multiple Regression Analysis

Variables	Dependent Variable Usage – Advertising (Beta Standardization)	Sig
Culture	.022	.809
Control	.172	.063
Emotional	.083	.363
F value	1.569	
R Square	.039	
Adjusted R Square	.014	

H₁: There is a relationship between Culture and Advertising Influencing.

The result from multiple regression analysis in Table 5 indicates that there is no significant relationship between cultures on advertising. Thus, hypothesis 1 was rejected. (Beta=.022, $p>0.05$).

H₂: There is a relationship between Culture and Advertising Influencing.

The result from multiple regression analysis in Table 3 indicates that there is no significant relationship between controls on advertising. Thus, hypothesis 2 was rejected. (Beta=.172, $p>0.05$).

H₃: There is a relationship between Culture and Advertising Influencing.

The result from multiple regression analysis in Table 3 indicates that there is no significant relationship between controls on advertising. Thus, hypothesis 2 was rejected. (Beta=.083, $p>0.05$).

Summary of Results

In conclusion, all hypotheses **H1**, **H2**, and **H3** were rejected. Table 6 shows the summary of results for the hypotheses.

Table 6: Summary of Result

Hypotheses	Result (Accepted Or Rejected)
H₁: There is a relationship between Culture on Advertising Influencing.	Rejected
H₂: There is a relationship between Control on Advertising Influencing.	Rejected
H₃: There is a relationship between Emotion on Advertising Influencing.	Rejected

Discussion

The results reveal that the three influencing factors consist of culture, control and emotions that used to analyze the existence advertising through Islamic perspectives are not significant for Malaysian respondents. This could be because, nowadays, Malaysian respondents are more influenced by western culture which is not consistent with Islam (Sloane & Patricia, 1999). Another reason is the huge affect of advertising from companies who are not following Islamic principles. There are several scenarios that need to be taken into account in drawing lines Islamic advertising guidelines. Advertising is a big industry in Malaysia. Advertising expenditure in Malaysia has reached to total more than RM4 billion in the past year. Now there are nearly 125 advertising agencies in Malaysia, where 50 agencies offers full-service, 45 agencies offer creative services only and 30 other agencies that offer only media services. Advertising agencies only have offers of employment to nearly 4000 people. Advertising agencies have also support other firms such as printing company, the company of filmmaking, Photography Company, firm research and other media production companies. Advertising has given strong support to the media industry fast expanding in Malaysia covers the print media, media electronic and new media. The industry has been the maintenance of the public who have capable of generating revenue to finance themselves and their families, business development and contribution to the national economy.

Nowadays most of the advertising industry, which is dominated by advertising agencies international delivery difficulties for government campaigns advertising, upholds Islamic policies (Ahmad & Donnan, 1994). This is due to by several factors. First, international agencies have many handle advertising for global firms. As such they represent a firm making revenue to the government. These firms are very

aggressive in their advertising campaigns and have great market because they are willing to spend big in the world without thinking about other thing. Second, those involved in the making of the ad, very few Muslims, whether brought from countries their origin or local manpower. Therefore difficult for the government and to implement Islamic perspective in creative evangelism advertising. Third, Malaysians are sometimes so eager for the concept of globalization so that the values that are contrary to Islam also easy accepted on the basis that the so-called globalization. Western values synonymous with globalization and must be accepted. If we were fussy with we will be left behind. Extreme tolerance is also a challenge for us. This not only applies at the level of the holder the police, but also spread among the Muslim community itself.

From this result, it can be concluded that the higher the level of modernization and urbanization that is associated with the urbanization process and the application of modern elements enter into a society that was originally practiced traditions and values as well as the practice of pure religion and culture of origin the more it will decrease the value of religious, moral and ethical values held by a society before. Therefore, to reduce negative impact that try to destroy the positive values in our society and culture through advertising, then all parties and of various levels must strengthen the role of religious, moral and ethical society, especially for the sake of younger generation.

Perhaps, in future the implementation of advertising industry should involve at least three main stages; individual level, organization level and community level in line with Islamic perspectives. At the individual level also known as consumers, should know their right as consumer to ensure they are not misled by other parties. So a good and wise consumer will make a balance between the responsibilities as consumers and recognize the rights available to it. Therefore, knowledge of consumerism is very important because it will affect the overall pattern of life ranging from basic to choose the goods and services for everyday use, the financial decision-making skills, lifestyle and knowledge about rights as consumers. Science consumerism enables a person to make choices that are best for her use of limited resources.

Besides, in organizational level they should aware and change the culture of focusing on western elements and puts the artist as opposed to the religion and culture of the east. Most of the images of the artist posing with openly are against violated existing ethics in Islam. Modern and attractive advertising is not a reflection on the quality of the product. Instead, transparent attitude in delivering information would be more interesting and create loyal consumer. Whereas in the community, all commercial advertising must be approved by the Malaysian Ministry of Information based on products and services offered and the type of media being used before it can be published. This command was started in early August 1996 but the progressive implementation needs to expend. The purpose is to curb fraud through advertising and protect consumers from merchants' dirty tactics. With the new regulations, the Ministry of Information is responsible for controlling all relevant ads and take action if the ad does not comply with the regulations under the Act or law respectively.

It is mentioned in Al-Quran as Allah says in Surah Al-Araaf, verse 34: *"Each follower have time limit, thus when come the time, they cannot withdraw item per second also and cannot on the other hand develop it"*. It will bring a modern Muslim society to find good insight on the earth. Pros and progress made during live either in social progress, economic, moral behavior can actually be enhanced when he finally realized rewarded at a hereafter.

Conclusion

Too much criticism of advertising been heard but not much can be done to overcome if it does not have the concept and advertising guidelines Islamic clearly and thoroughly. It is expected that activities advertising in this country can apply the principles of Islam which is *"syumul"* (comprehensive) with emphasis as an important tool contributing to economic development and civilization, and thus would encourage the competitiveness of the Malay race, heritage and Islamic civilization. It is hoped that it will serve as a

reference and source inspiration in developing nations. Therefore, all parties involved should trigger human thought within the framework of an order of Allah. Only with this advertising will contribute towards upholding Islamic economic system.

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