

# MUSLIM WOMEN IN CONTEMPORARY SOCIETIES: REALITY AND OPPORTUNITIES

*Edited by*

**Hassan Ahmed Ibrahim**

**Zaleha Kamaruddin**



IIUM Press



Published by:  
IIUM Press  
International Islamic University Malaysia

First Edition, 2009  
©IIUM Press, International Islamic University Malaysia

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without prior written permission of the publisher.

Perpustakaan Negara Malaysia      Cataloguing-in-Publication Data

Muslim Women in contemporary societies: reality and opportunities/  
edited by Hassan Ahmed Ibrahim, Zaleha Kamaruddin.

Includes index

ISBN 978-983-3855-99-5

1. Women in Islam. 2. Women and socialism. 3. Women and religion.

I. Hassan Ahmed Ibrahim. II. Zaleha Kamaruddin.

297.082

ISBN: 978-983-3855-99-5

**THE IMPACT OF TELEVISION PROGRAMMES  
ON MUSLIM WOMEN DRESSING:  
SOCIAL LEARNING THEORY**

Saadah Wok

**Introduction**

Ever since television takes its strike, it has remained the most influential medium among the mass media. It can be considered a credible source of information. The reasons being the full colour, action packed, real actors films make TV seem to be real to the audience.

The influence of TV on teenagers, adolescents and youth is widespread. The influence is mainly on their dressing and attire, that is, what they wear and what they use to adorn themselves. It is hoped that Muslim teenagers, adolescents and youths are less likely to be influenced by the fashion trends through TV compared to their counterparts from other religions. Therefore, it is the intent of this study to find out the influence of TV on Muslim women across all ages.

Religion has some bearing as to the limit of being influenced by the media. Allah has given guideline on how to dress on all occasions. Allah has revealed in the Qur'ān how women should preserve their *aurah* and to dress in an ethical manner,

*And say to the believing women that they should lower their gaze and guard their modesty; that they should not display their beauty and ornaments except what (must ordinarily) appear thereof; that they should draw their veils over their bosoms and not display their beauty except to their husband, their father...and they should not strike their feet so as to draw attention to their hidden ornaments (Surah An-Nur, 24:31-32).*

*O Prophet! Tell your wives and daughters and their believing women that they should draw over themselves their jilbab (outer garment when in public); this will be more conducive to their being recognized (as decent women) and not to be harassed. But God is indeed oft-forgiving, most merciful (Al-Ahzab, 33:59).*

*And know that women advances in years, who no longer feel any sexual desire incur no sin if they discard their thiyab (outer garments), provided they do not aim at a showy display of their zeenah (charm or beauty). But it is better for them to abstain (from this); and God is all-hearing, all-knowing (An Nuur, 24:60).*

*O children of Adam! Wear your beautiful apparel (zeenah) at every time and place of prayer (Al A'raaf, 7:31).*

A ḥadīth reveals in support of proper dressing for women:

*Aisha said, "Asma, daughter of Abu Bakr (that is, Aisha's sister), entered upon the Apostle of God (pbuh) wearing thin clothes. The Apostle of God turned his attention from her and said, 'O Asma, when a woman reaches the age of menstruation, it does not suit her except that she displays parts of her body except this and this,' and he pointed to her face and hands" (Abi Dawud).*

The issue of dressing has been highlighted as part of Islamic ethics. Proper dressing is called for. It is good that Muslim women love to dress themselves. Of course, there are guidelines as how

to dress. As such, this chapter tries to relate TV influence on Muslim women dressing.

### **Objectives of the Study**

The general objective of the study is to find out the impact of television programmes on Muslim women dressing. The specific objectives of the study are:

- (1) To find out how much television are watched by urban Muslim women,
- (2) To find out how television influence urban Muslim women,
- (3) To find out the kind of television programmes that urban Muslim women prefer to watch,
- (4) To find out the extent television programmes influence urban Muslim women's dressing, and
- (5) To analyze the relationship between urban Muslim women's dressing and their exposure to the television programmes.

### **Social Learning Theory**

Social Learning Theory was coined in 1977 by Albert Bandura, a psychologist, who proposed that individuals develop general behaviour and attitudes by modeling the behaviour of others. Individuals learn or model behaviour, values, attitudes, and skills through the observation of other individuals, or through observations of electronic or print media. This coincides with the effect of television on its audience, and not only confined to the behaviour of others in the vicinity. The theory suggests that a lot of learning takes place through observation first, prior to doing it personally. Observing the behaviour of others influences their behaviour, especially children. Therefore, through exposure to the social models, television audiences who are potential consumers tend to acquire knowledge on purchasing

opportunities. The role model, i.e. the models from TV, are likely to influence consumer consumption, attitude and behavioural patterns desired. TV models and movie stars have made an impact on the audience that identify with them. That's why movie stars and TV models are used in most of the advertisement for they have large fan clubs. Martin & Bush (2000) found that adolescents' purchasing habits have been influenced by the entertainers. Therefore, entertainers are perceived as playing an important role among the teenagers today.

Social Learning Theory recognizes that much of human behaviours are learned through watching other people. TV provides such behaviours through actors who display a variety of behaviours. This does not apply to children only but also to adolescents and adults. Women are no exception. They, too, are affected by TV once they are exposed to the TV programmes. Such exposures lead to change in knowledge, attitude and behaviour. If women watch the programmes that show fashions of dressing, they will ultimately gain knowledge on new fads and fashion on dressing, currently popular and in trend. There is a likelihood that they may change their attitude toward fashion, and probably change their way of dressing as well, if they fancy such fashion.

Social Learning Theory acknowledges that human beings are capable of thinking and similarly they can benefit from observations and experience. Children are good at imitating their idols, no matter who the models are. This is also true for women. Cantor (1997) has applied Social Learning Theory to examine the role of television in influencing audience's perceptions. The researcher noted that images of thinness and dieting are very common in mass media, and that the mass media often provide instances of thin actors being rewarded for having such shape.

### **Media Influence on Women Dressing**

One of the ways that the women are able to get exposure to the current trends of fashion pertaining to their dressing is through the mass media. The two most popular media are magazines and television.

Women magazines have special columns devoted to fashion. Similarly, television, too, has specific programmes on fashion and beauty. Women are bound to fancy such new up-to-date and trendy fashion and dressings, especially for teenagers and adolescents.

Hoffner and Buchanan (2005) found that attractiveness of the TV character is associated with the rating of the female character with their wishful identification. This could lead to the modeling effects in term of the appearance of women. Therefore, women are more likely to consciously model their own appearance after the model character. This leads to making TV character appealing as role models to young adults, especially women. This in turn emphasises on the unique connection between audience and the media figures.

TV has a wide influence on its audience (Mohd Yusof, 2006; Saodah, 2006). It affects, not only, the knowledge of the audience but also attitudes such as the desire for products and brand preferences. Many studies have shown that TV is, to some extent, very influential on youth clothes shopping behaviour, especially for the adolescents and the young adult group (Peters, 1989). However, Koester and May (1985) found that adolescents do not seem to select clothes like those worn by persons on TV. However, a similar vein, Lachance, Beaudoin and Robitaille (2003) did not find television influential.

In general, TV has a higher credibility rating than do newspapers. People are more likely to believe what they see. TV is the most credible source of information and is most widely

used (Brosius and Keplinger, 1990). Ibelema and Powell (2001) further found that cable TV news is the most trustworthy of all news services among Alabama residents.

Cable TV has been in Malaysia for the past ten years, while private TV station has been in existence for the past 24 years. In July 2007, Malaysia aired its *Bernamea* 24-hour news programme in collaboration with Astro, the cable news network in Malaysia. TV is able to provide knowledge on fashion and women's dressing to its audience. It is highly visual and anything on TV, like fashion, may have an impact on the audience. When local TV programmes air fashion close to the home fashion design, it is more likely that the news proximate and is found to be realistic to them (Weitzer and Kubrin, 2004).

TV as a medium has an influence on the dressing of youths (Kaiser, 1990). Audience members tended to make changes in their appearance, values, attitudes, and other characteristics to become more like their admired celebrities (Boone and Lomore, 2001). Earlier, Murray (1999) found that teenage girls are frequently tempted to emulate the lead characters in the programmes they watched by dressing like them.

### **Media Impact on Women Dressing**

TV has many impacts on its audience. One of the impacts is brand consciousness, especially among adolescents who are exposed to a variety of programmes ranging from sports to reality shows. Research has shown that consumers, in general, and adolescents, in particular, who are brand-conscious look to and appreciate the media and celebrities for information related to the latest fashion trends and brands (Nelson and McLeod, 2005). They also found that commercial media consumption (movies) was positively related to brand consciousness. Brands are creeping into media content and product placements are common



in movies and TV shows. The media may be the initial stage of getting the knowledge to the types of dressing fashion. However, Nelson and McLeod (2005) argue that as the pressure and the media hype to wear brand name clothes, low brand-conscious adolescents may feel they are alone in their beliefs. Therefore, they, too, are persuaded to follow the trends. Although the study was done among US adolescents, imported TV programmes do colour our Malaysian homes, especially those from cable TV stations.

### **Television Programmes on Women Dressing**

Television is not simply an entertainment medium, it has the ability to communicate norms, rules and values of a society. This is particularly true for Asians (Zhang and Harwood, 2002).

In most cases, there are positive relationships between audience's programme preferences and the influence of such programmes. This means that the likelihood in watching a particular programme in TV would very much be associated with the level of influence in the audience's everyday life.

Carine, Janssens and Korzilius (2002) found that it is not the amount of TV exposure that influences girls and young women's images of their future, rather it is the programmes that they are exposed to.

Researchers have found that audience selected different channels to meet their information need. Buijzen and Valkenburg (2000) found that girls of higher age groups want clothings as gift with a strong function and products that facilitate social ties and giving an impression of the self (jewellery). Therefore, the agenda set by the media associate with the children's agenda.

TV programmes are carefully cast in such a way that the physical appearance and the manner of dressing do develop character to the audience. This is because physical appearance

has been found to be related to wishful identification, especially among girls. For females, appearance is of primary importance in life (Ramsey and Langlois (2002).

Adolescents tended to watch comedy programmes (Roberts and Foehr, 2004). Brown and Pardun (2004) found that girls would watch top ten girls' programmes. As such, they tend to be influenced by these programmes.

### **Methodology**

The methodology used for the study is the survey method. The research started in January 2006 and data collection was via questionnaire. The questionnaire administration was carried out from July to September of the same year. The data were gathered through stratified random sample, using race and age group as the selected variables for the study. A total of 639 respondents belonging to different races and different age group were collected in line with the population statistics of the women of the nation. However, for this study only data from the Malay respondents were analyzed to fit into the scope of the chapter. Data were analyzed using SPSS WIN 11 for the descriptive and inferential statistics to answer the objectives of the study.

### **Respondents of the Study**

A total of 357 Malay urban women within the age range of 15 to 54 years from the Klang Valley were selected for the study. These groups were chosen to represent women in three different stages in life, consisting of 131 adolescents (15-24 years), 118 young adults (25-39 years), and 108 middle age to older adults (40-54 years). The distribution of the respondents according to selected demographic characteristics is presented in Table 1.

It can be summarized that the adolescents (15-24 years old) are mostly single (99%), holding either the SPM (30%) or the

## **The Impact of Television Programmes on Muslim Women Dressing**

first degree (34%), unemployed (66%), living in a nucleus family (74%), with no income (50%) and from a diverse family income brackets ranging from less than RM 1000 to RM4000 (71%).

The young adults (25-39 years old), on the other hand, are married (60%), holding a first degree (46%), are employed (89%), living in a nucleus family (72%), having personal income of RM2001-RM3000 (35%), and with family income of between RM2001 to more than RM7000 (93%).

The older adults (more than 40 years old) are married (85%), with SPM (39%), employed (69%), living in a nucleus family (73%), having personal income of RM1001-RM3000 (63%), and family income of between RM3001-RM6000 (58%)

On the whole, the respondents can be generalized as being either single or married, depending on their age group. The adolescents are single while the adults are married. At the same time, there is a tendency that they either possessed only SPM certificate or a first degree as their academic qualification. On the whole, the adolescents are unemployed while the adults are employed. The percentage of being employed is more than unemployed. The nucleus family type remains the main household type of the respondents. With regards to personal income, the respondents have varied income brackets, that is, none for the adolescents and RM3000 for the adults. The adolescents have family income lower than the adults' family income. The results are tabulated in Table 1.

Muslim Women in Contemporary Societies: Reality and Opportunities

Table 1: Demographic Characteristics of the Respondents

Demographic Characteristics	Age group (%)			Total (%)
	13-24 years	25-39 years	More than 40 years	
<b>Marital Status:</b>				
Single	98.5	39.8	6.7	183 (51.8)
Married	1.5	60.2	84.6	161 (45.6)
Divorced/widowed	0	0	8.6	9 (2.5)
<b>Total (N)</b>	<b>131</b>	<b>118</b>	<b>104</b>	<b>353 (100.0)</b>
<b>Educational Level:</b>				
None	0.8	0.9	1.9	4 (1.2)
Primary	0.8	0	2.9	4 (1.2)
LCE/SRP/PMR	6.3	0	7.6	16 (4.6)
SPM	29.7	23.7	39.0	106 (30.5)
STPM/Form 6	4.7	6.1	12.4	26 (7.5)
Diploma	16.4	12.3	15.2	51 (14.7)
First degree	34.4	45.6	11.4	108 (31.1)
Masters	5.5	11.4	6.7	27 (7.8)
Ph. D.	0	0	1.9	2 (0.6)
Others	1.6	0	1.0	3 (0.9)
<b>Total</b>	<b>128</b>	<b>114</b>	<b>105</b>	<b>347 (100.0)</b>
<b>Employment status:</b>				
Employed	31.3	89.0	69.2	220 (61.8)
Unemployed	66.4	9.3	15.9	115 (32.3)
Self-employed	2.3	1.7	7.5	13 (4.2)
Pensioner	0	0	7.5	8 (1.7)
<b>Total</b>	<b>131</b>	<b>118</b>	<b>107</b>	<b>356 (100.0)</b>
<b>Household type:</b>				
Extended family	16.0	17.0	19.4	60 (17.4)
Nuclear family	74.4	72.3	73.1	253 (73.3)
Single parent	4.8	3.6	5.6	16 (4.6)
Others	4.8	7.1	1.9	16 (4.6)
<b>Total</b>	<b>125</b>	<b>112</b>	<b>108</b>	<b>345 (100.0)</b>
<b>Individual - monthly income:</b>				
None	50.0	04.3	6.6	77 (21.9)
RM1000 or less	29.2	15.7	14.2	71 (20.2)
RM1001-RM2000	13.1	24.3	33.0	80 (22.8)
RM2001-RM3000	2.3	34.8	30.2	75 (21.4)
RM3001-RM4000	5.4	13.0	9.4	32 (9.1)
RM4001-RM5000	0	7.0	4.7	13 (3.7)
More than RM5000	0	0.9	1.9	3 (0.9)
<b>Total</b>	<b>130</b>	<b>115</b>	<b>106</b>	<b>351 (100.0)</b>
<b>Family - monthly income:</b>				
None	19.8	1.1	5.7	26 (9.3)
RM1000 or less	13.9	5.6	10.2	28 (10.0)
RM1001-RM2000	17.8	22.2	8.0	45 (16.1)
RM2001-RM3000	19.8	18.9	25.0	59 (21.1)
RM3001-RM4000	9.9	16.7	17.0	40 (14.3)
RM4001-RM5000	5.9	8.9	15.9	28 (10.0)
RM5001-RM6000	4.0	12.2	3.4	18 (6.5)
RM6001-more	8.9	14.4	14.8	35 (12.5)
<b>Total</b>	<b>101</b>	<b>90</b>	<b>88</b>	<b>279 (100.0)</b>

### **Findings of the Study**

The findings of the study are discussed according to the objectives of the study, namely: (1) level of television use of urban Muslim women, (2) level of television influence on urban Muslim women, (3) kind of television programmes watched by urban Muslim women, (4) extent of overall television programmes influencing urban Muslim women's dressing, and (5) relationship between urban Muslim women's dressing and exposure to television programmes.

#### **Level of Television Used by Urban Muslim Women**

Regardless of age group, more than half (63%) of the urban Muslim women always watch television (Table 2). Young adults (75%) watch television the most, followed by middle-aged women (67%). Television is the least (50%) watched by adolescents. Therefore, there are differences between the adolescents, young adults and middle-aged Muslim women in watching the television ( $\chi^2=37.610$ ,  $p=0.0001$ ). This is supported by the results in Table 3 where both young adults and middle-aged adult Muslim women watch more television than the adolescents ( $F=11.647$ ,  $p=0.0001$ ). The results are also reflected by the mean of television watching between the three groups. This implies that TV is watched more by the young adult and the middle-aged Muslim women than the adolescents.

**Table 2: Level of television use by age**

Age Group (years)	Level of Television Use (%)					Total
	Never	Rarely	Sometimes	Often	Always	
15 - 24	1.5	6.1	23.7	19.1	49.6	131
25 - 39	0.8	0.8	7.6	15.3	75.4	118
40 and above	3.7	0	7.4	22.2	66.7	108
<b>Total</b>	<b>7 (2.0%)</b>	<b>9 (2.5%)</b>	<b>48 (13.4%)</b>	<b>67 (18.8%)</b>	<b>226 (63.3%)</b>	<b>357</b>

Chi-square=37.610, df=8, p=0.0001

**Table 3: Mean and standard deviation of television use by age**

Age Group (Years)	N	Mean*	SD	F, df, p	t-comparison
Adolescent (15 - 24)	131	4.09	1.06	F=11.646; df=2,354; p=0.0001	Young adult-adolescent Middle age-adolescent
Young adult (25 - 39)	118	4.64	0.74		
Middle age (40 and above)	108	4.48	0.92		
<b>Total</b>	<b>357</b>	<b>4.39</b>	<b>0.95</b>		

\*On a 5-point scale

### Level of Television Influence on Urban Muslim Women

Further analysis was carried out in gauging the perceptions of the urban Muslim women on the influence of television on them. With regards to TV influence, the urban Muslim women (73%) felt that TV influenced them “most of the time” and “always” (Table 4). However, there is no significant difference between the three groups of women with regards to TV influence ( $\chi^2=5.591$ ,  $p=0.088$ ). This is reflected by the similarity in the means on perceived influence among the women (Table 5).

**Table 4: Level of television influence by age**

Age Group (years)	Level of Television Influence (%)					Total
	Not at all	Rarely	Sometimes	Most of the time	Always	
15 - 24	1.5	3.1	22.1	40.5	32.8	131
25 - 39	1.7	6.8	19.5	37.3	34.7	118
40 and above	3.7	5.6	18.5	32.4	39.8	108
<b>Total</b>	<b>8 (2.2%)</b>	<b>18 (5.0%)</b>	<b>72 (20.2%)</b>	<b>432 (37.0%)</b>	<b>427 (35.6%)</b>	<b>357</b>

Chi-square=5.591, df=8, p=0.693, Cramer's V=0.088

**Table 5: Mean and standard deviation of television influence by age**

Age Group (Years)	N	Mean*	SD	F, df, p	t-comparison
Adolescent (15 - 24)	131	4.00	0.90	F=0.039; df=2,354; p=0.962	Not significant
Young adult (25 - 39)	118	3.97	0.99		
Middle age (40 and above)	108	3.99	1.07		
Total	357	3.99	0.98		

\*On a 5-point scale

### **Kinds of Television Programmes Watched by Urban Muslim Women**

There are variations in the preference TV programmes that urban Muslim women like to watch (Table 6). Specifically, the adolescents like to watch:

- (a) Movies compared to young adults and middle-aged women (F=23.062, p=0.0001),
- (b) Music shows compared to middle-aged women (F=14.744, p=0.0001),
- (c) Comedy shows compared to young adults and middle-aged women (F=10.945, p=0.0001), and
- (d) Cartoons compared to middle-aged women (F=22.507, p=0.0001).

**Table 6: Mean and standard deviation of television programmes watched by age**

TV Programme	Age Group			Total	F, df, p	t-comparison
	Adolescent	Young Adult	Middle-Aged			
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)		
News	3.69 (0.90)	4.25(0.79)	4.45(0.72)	4.11(0.87)	F=28.334; df=2,354; p=0.0001	* Young adult-adolescent * Middle age-adolescent
Movies	3.91(1.13)	3.36(1.11)	2.88(1.26)	3.42(1.24)	F=23.062; df=2,344; P=0.0001	*Adolescent-young adult *Adolescent-middle age *Young adult-middle
Music show	3.91(1.05)	3.66(0.89)	3.19(1.11)	3.61(1.06)	F=14.744; df=2,349; P=0.0001	*Adolescent-middle age *Young adult-middle age
Talk show	3.38(1.10)	3.42(0.90)	3.29(1.10)	3.37(1.04)	F=0.442; df=2,347; P=0.643	Not significant
Advertisements	2.66(1.15)	2.44(1.02)	2.50(1.04)	2.54(1.08)	F=1.345; df=2,345; P=0.262	Not significant
Sports	3.02(1.12)	2.73(1.12)	2.69(1.07)	2.83(1.11)	F=3.169; df=2,338; P=0.043	No distinct difference
Comedy show	4.02(0.97)	3.71(0.97)	3.42(0.99)	3.74(1.01)	F=10.945; df=2,349; P=0.0001	*Adolescent-young adult *Adolescent-middle age
Drama/soap opera	3.64(1.17)	3.34 (0.91)	3.50(1.07)	3.51(1.06)	F=2.895; df=2,344; P=0.057	Not significant
Reality show	3.80(1.24)	3.53(1.10)	3.69(1.10)	3.68(1.16)	F=1.628; df=2,348; P=0.198	Not significant
Documentary	3.69(1.01)	3.87(0.99)	3.81(1.03)	3.79(1.01)	F=1.033; df=2,352; P=0.357	Not significant
Religious show	3.95(0.88)	3.87(0.88)	4.27(0.83)	3.91 (0.90)	F=15.397; df=2,354; P=0.0001	*Middle age-adolescent *Middle age-young adult
Cartoon	3.47(1.40)	3.11(1.30)	2.36(1.02)	3.02(1.34)	F=22.507; df=2,340; P=0.0001	*Adolescent-middle age *Young adult-middle age



## **The Impact of Television Programmes on Muslim Women Dressing**

The young adult women, on the other hand, prefer different kinds of TV programmes, namely:

- (a) News compared to adolescent ( $F=28.334$ ,  $p=0.0001$ ),
- (b) Movies compared to middle-aged women ( $F=23.062$ ,  $p=0.0001$ ),
- (c) Music shows compared to middle-aged women ( $F=14.744$ ,  $p=0.0001$ ), and
- (d) Cartoons compared to middle-aged women ( $F=22.507$ ,  $p=0.0001$ ).

The middle-aged women like to watch different TV programmes. They prefer:

- (a) News more than the adolescents ( $F=28.334$ ,  $p=0.0001$ ), and
- (b) Religious shows compared to the adolescents and the young adults ( $F=15.397$ ,  $p=0.0001$ ).

### **Extent of Overall Television programmes Influencing Urban Muslim Women's Dressing**

On the whole, urban Muslim women think that TV programmes do not influence their dressing that much. Slightly more than half of them feel that TV programmes only influence them "sometimes" and "most of the time" (Table 7). The perception is similar across all age groups. Therefore, there are no differences among them ( $\chi^2=13.694$ ,  $p=0.091$ ). This is reflected by the mean similarity ( $F=1.140$ ,  $p=0.321$ ). Therefore, there are no differences between the different age group in relation to TV programme influence (Table 8).

**Table 7: Level of overall television programmes influence on dressing by age**

Age Group (years)	Level of Television Influence (%)					Total
	Not at all	Rarely	Sometimes	Most of the time	Always	
15 - 24	6.4	15.6	29.7	28.9	16.4	128
25 - 39	7.0	24.3	33.9	23.5	11.3	115
40 and above	9.5	12.4	45.7	23.8	8.6	105
Total	30 (8.6%)	61 (5.0%)	125 (35.9%)	89 (25.6%)	43 (12.4%)	348

Chi-square=13.694, df=8, p=0.091, Cramer's V=0.140

**Table 8: Mean and standard deviation of overall television programmes influence on dressing by age**

Age Group (Years)	N	Mean	SD	F, df, p	t-comparison
Adolescent (15 - 24)	128	3.27	1.29	F=1.140; df=2,345; p=0.321	Not significant
Young adult (25 - 39)	115	3.08	1.10		
Middle age (40 and above)	105	3.10	1.04		
Total	348	3.16	1.12		

\*On a 5-point scale

### Relationship between Urban-Muslim Women's Dressing and Exposure to Television Programmes

#### Adolescents

Table 9 shows that there exists relationships between levels of TV programmes preference and women's dressing. Among the adolescents, there is a weak positive relationship between dressing and movies ( $r=0.249$ ,  $p=0.004$ ), music shows ( $r=0.353$ ,  $p=0.0001$ ), advertisements ( $r=0.164$ ,  $p=0.041$ ), and reality shows ( $r=0.345$ ,  $p=0.0001$ ). Further analysis, using regression analysis, reveals that music shows ( $t=2.246$ ,  $p=0.027$ ) and reality shows ( $t=3.503$ ,  $p=0.001$ ) influence their dressing. This implies that certain TV programmes do influence adolescents way of dressing. Music and reality show programmes do not reflect Muslim

women's way of dressing. Therefore, the relevant authority should help monitor singers' outfits during the show.

**Table 9: Relationships between Urban Muslim Women's Dressing and Exposure to Television Programmes (Adolescent)**

TV Programme	Mean	SD	r	p	B	Beta	t	p
News	3.74	0.85	0.016	0.435	0.252	0.186	1.667	0.099
Movies	3.98	1.10	<b>0.249</b>	<b>0.004</b>	0.124	0.117	1.122	0.265
Music shows	3.96	1.00	<b>0.353</b>	<b>0.0001</b>	0.278	0.241	<b>2.246</b>	<b>0.027</b>
Talk shows	3.41	1.07	0.084	0.187	-0.006	-0.005	-0.047	0.962
Advertisements	2.73	1.12	<b>0.164</b>	<b>0.041</b>	0.130	0.126	1.303	0.196
Sports	3.00	1.11	0.055	0.279	0.096	-0.092	-0.978	0.330
Comedy shows	4.04	0.93	0.036	0.351	-0.206	-0.165	-1.638	0.104
Drama/soap operas	3.68	1.16	0.000	0.500	-0.061	-0.061	-0.666	0.507
Reality shows	3.82	1.21	<b>0.346</b>	<b>0.0001</b>	0.320	0.334	<b>3.503</b>	<b>0.001</b>
Documentaries	3.68	1.01	-0.137	0.074	-0.199	-0.174	-1.753	0.083
Religious shows	3.67	0.83	-0.099	0.148	-0.252	-0.180	-1.440	0.153
Cartoons	3.46	1.39	0.116	0.109	0.131	0.158	1.701	0.092
Women's dressing (DV)	<b>3.32</b>	<b>1.16</b>						
Constant					<b>1.781</b>		<b>1.920</b>	<b>0.058</b>

F=3.637; df=12,101; p=0.0001

### Young Adult

The most preferred TV programmes among the young adults is news. Such programmes have a great influence on their dressing ( $r=0.171$ ,  $p=0.04$ ). However, the relationship between news and women's dressing is rather weak (Table 10). Therefore, it is not a good predictor for young adult women's dressing. Even though music shows are not the favourite among young adults, nonetheless, it has a great influence on their dressing ( $r=0.345$ ,  $p=0.0001$ ). Thus, it can be said that there is a positive weak relationship between watching music show and the young adult women's dressing. Thus, music shows are a predictor for young adult women's dressing ( $t=3.448$ ,  $p=0.001$ ). Religious shows do not seem to relate with the young adult women's dressing. This

implies that religious shows do not provide an impact on the young adult's dressing despite the fact that it is regularly watched by them (mean=3.90, SD=0.88). Another widely watched programme is the documentary programme, but it does not influence the young adult dressing. Probably, it is watched for knowledge and information. Therefore, not all programmes influence the dressing of the young adult Muslim.

**Table 10: Relationship between Urban Muslim Women's dressing and Exposure to Television Programmes (Young Adult)**

TV Programme	Mean	SD	r	p	B	Beta	t	p
News	4.29	0.77	<b>0.171</b>	<b>0.040</b>	0.233	0.164	1.560	0.122
Movies	3.39	1.08	0.106	0.140	0.026	0.026	0.253	0.801
Music shows	3.68	0.89	<b>0.345</b>	<b>0.0001</b>	0.492	0.401	<b>3.448</b>	<b>0.001</b>
Talk shows	3.41	0.90	0.067	0.247	-0.136	-0.112	-0.972	0.333
Advertisements	2.42	0.96	0.135	0.084	0.151	0.132	1.311	0.193
Sports	2.72	1.13	-0.086	0.189	-0.164	-0.170	-1.691	0.094
Comedy shows	3.70	0.97	0.126	0.098	0.100	0.088	0.798	0.427
Drama/soap operas	3.36	0.91	0.023	0.407	-0.132	-0.109	-1.083	0.282
Reality shows	3.53	1.12	0.060	0.271	-0.100	-0.103	-0.916	0.362
Documentaries	3.98	0.85	-0.080	0.207	-0.245	-0.191	-1.886	0.062
Religious shows	3.90	0.88	0.109	0.133	0.148	0.120	1.031	0.305
Cartoons	3.11	1.29	-0.014	0.442	0.009	0.011	0.109	0.913
<b>Women's dressing (DV)</b>	<b>3.09</b>	<b>1.09</b>						
<b>Constant</b>					<b>1.539</b>		<b>1.873</b>	<b>0.064</b>

F=2.250; df=12,93; p=0.015

### Middle-Aged Women

The two most watched TV programmes by middle-aged women are news (mean=4.43, SD=0.73) and religious shows (mean=4.28, SD=0.81). It is found that news has a positive relationship with middle-aged women's dressing (r=0.171, p=0.050). However, the relationship is very weak (Table 11). As such, news is not a good predictor for middle-aged Muslim women's dressing. As for the religious shows, the relationship tended to be negative with the dressing of the middle-aged Muslim women. However,

## The Impact of Television Programmes on Muslim Women Dressing

it is a not a predictor. Other TV programmes that are weakly related to middle-aged Muslim women's dressing are music shows ( $r=0.294$ ,  $p=0.002$ ), talk shows ( $r=0.352$ ,  $p=0.040$ ), sports ( $r=0.291$ ,  $p=0.002$ ), comedy shows ( $r=0.274$ ,  $p=0.004$ ), reality shows ( $r=0.201$ ,  $p=0.026$ ), and cartoons ( $r=0.271$ ,  $p=0.004$ ). Surprisingly, despite the fact that talk shows show a weak positive correlation with middle-aged Muslim women's dressing, it is a significant predictor for Muslim women's dressing ( $t=2.098$ ,  $p=0.039$ ). Therefore, it is advised that those who are in talk shows be properly dressed because the hosts have a strong influence on the dressing of the middle-aged Muslim women. Another surprise is that cartoons have an impact on the middle-aged Muslim women's dressing ( $t=2.194$ ,  $p=0.031$ ). Probably, these are the shows that they watched together with their children. Could their children have influenced them based on the dressing shown in the programmes? Most children programmes do involve parents in their shows.

**Table 11: Relationship between Urban Muslim Women's Dressing and Exposure to Television Programmes (Middle-Aged)**

TV Programme	Mean	SD	r	p	B	Beta	t	p
News	4.43	0.73	0.171	0.050	0.284	0.210	1.787	0.078
Movies	2.87	1.24	0.163	0.058	0.022	0.028	0.249	0.804
Music shows	3.15	1.06	<b>0.294</b>	<b>0.002</b>	0.111	0.120	0.892	0.375
Talk shows	3.28	1.09	<b>0.352</b>	<b>0.040</b>	0.262	0.291	<b>2.098</b>	<b>0.039</b>
Advertisements	2.50	1.04	0.089	0.197	-0.086	-0.092	-0.799	0.427
Sports	2.67	1.04	<b>0.291</b>	<b>0.002</b>	0.196	0.208	1.891	0.062
Comedy shows	3.40	1.02	<b>0.274</b>	<b>0.004</b>	0.228	0.237	1.790	0.077
Drama/soap operas	3.50	1.09	0.116	0.133	-0.052	-0.057	-0.426	0.672
Reality shows	3.61	1.11	<b>0.201</b>	<b>0.026</b>	0.188	0.212	1.634	0.106
Documentaries	3.86	0.99	0.061	0.279	-0.042	-0.043	-0.376	0.708
Religious shows	4.28	0.81	-0.041	0.347	-0.179	-0.147	-1.258	0.212
Cartoons	2.37	1.01	<b>0.271</b>	<b>0.004</b>	0.234	0.240	<b>2.194</b>	<b>0.031</b>
Women's dressing (DV)	3.12	<b>0.98</b>						
Constant					<b>1.094</b>		<b>1.505</b>	<b>0.136</b>

$F=2.699$ ;  $df=12,81$ ;  $p=0.004$

### **Conclusion**

Regardless of age group, almost two-thirds of the respondents watch TV, with most being the young adults, followed by the middle-aged women, and finally the adolescents. The adolescents significantly used TV the least. Two-thirds of the respondents felt that they were greatly influenced by TV. However, there are no significant differences between adolescents, young adults, and the middle-aged women in relation to TV influence.

Various age groups of Muslim women watch different TV programmes. Generally, there are similarities between adolescents and the young adults in terms of the TV programmes that they like to watch. They like to watch movies, music shows and cartoons. In addition to the above programmes, the adolescent prefer to watch comedy. The young adult Muslim women are similar to the middle-aged Muslim women in terms of their liking for news. The middle-aged Muslim women group is distinct from the adolescents and the young adults in terms of their preference for religious shows. They prefer religious programmes shown on TV. Overall, TV programmes do not seem to influence the Muslim women's dressing differently. Six in ten claimed that they were "sometimes" and "most of the time" influenced by TV programmes in their dressing. Different TV programmes, too, have different impacts on Muslim women's dressing. The adolescents' dressing is associated with TV programmes, such as, movies, music shows, advertisement, and reality shows. However, music shows and reality shows have an impact on their dressing. The young adults' dressing, on the other hand, is associated with news and music shows. However, only music shows have an impact on young adult Muslim women. The dressing of the middle-aged Muslim women is associated with news, music shows, talk shows, sports, comedy shows, reality

shows, and cartoons. Nonetheless, talk and cartoon shows have an impact on their dressing.

The social learning theory is, to a certain extent, supported by the findings, and selected TV programmes do have impacts on the dressing of Muslim women of different age groups.

### **References**

- Bandura, A. *Social learning theory*. Englewood Cliffs, NJ: Prentice Hall, 1977.
- Boone, S.D. & Lomore, C.D. Admirer-celebrity relationships among young adults: Explaining perceptions of celebrity influence on identity. *Human Communication Research*, 27 (2), 2001, 432-465.
- Brosius, H.B. & Kepplinger, H.M. The agenda-setting function of television news. *Communication Research*, 17(2), 1990, 183-211.
- Brown, J.D. & Pardun, C.J. Little in common: Racial and gender differences in adolescents' television diet, *Journal of Broadcasting & Electronic Media*, 48(2): 2004, 266-278.
- Buijzen, M. & Valkenburg, P.M. The impact of television advertising on children's Christmas wishes," *Journal of Broadcasting & Electronic Media*, 44(3), 2000, 456-470.
- Hofner, C. & Buchnan, M. Young adults' wishful identification with television characters: The role of perceived similarity and character attributes, *Media Psychology*, 7 (2), 2005, 325-351.
- Ibelema, M. & Powell, L. Cable television news as most credible." *Newspaper Research Journal*, 22(1), 2001, 41-51. Retrieved August 29, 2006 from <http://proquest.umi.com>
- Kaiser, S.B. *The social psychology of clothing*. 2<sup>nd</sup> ed. New York: Macmillan, 1990.

- Koester, A.W. & May, J. Profiles of adolescents' clothing practices: Purchase, daily selection, and care. *Adolescence*, 20 (77), 1985, 97-113.
- Lachance, M.J., Beaudoin, P. & Robitaille, J. Adolescents' brand sensitivity in apparel: Influence of three socialization agents, *International Journal of Consumer Studies*, 27(1), 2003, 47-57.
- Martin, C.A. & Bush, A.J. Do role models influence teenagers' purchase intentions and behavior? *Journal of Consumer Marketing*, 17(5), 2000, 441-454.
- Mohd. Yusof Hussain, ed. *Media & Muslim Society*. Kuala Lumpur: Research Centre, International Islamic University Malaysia, 2006.
- Murray. Saving our so-called lives: Girl fandom, adolescent subjectivity, and My So-Called Life. In M. Kinder (Ed.), *Kids' media culture* (pp.221-235) Durham, NC: Duke University Press, 1999.
- Muslim Women's League. An Islamic perspective on women's dress. Retrieved April 3, 2007 from <http://www.mwlusa.org/publications/positionpaper/hiab.html>
- Nelson, M.R. & McLeod, L.E. Adolescents brand consciousness and product placement: Awareness, liking and perceived effects on self and others, *International Journal of Consumer Studies*, 25(1), 2005, 1-13.
- Peters, J.F. Youth clothes-shopping behavior: An analysis by gender, *Adolescence*, 24(95), 1989, 575-580.
- Ramsey, J.L. & Langlois, J.H. Effects of the "beauty is good" stereotype on children's information processing. *Journal of Experimental Child Psychology*, 81(2), 2002, 247-256.
- Roberts, D.F. & Foehr, U.G. *Kids and media in America*. New York: Cambridge University Press, 2004.



- Saadah Wok. Media Effects on Muslim Society. In Mohd. Yusof. Hussain (ed). *Media & Muslim Society*. Kuala Lumpur: Research Centre, International Islamic University Malaysia, 2006.
- Weitzer, R. & Kubrin, C.E. Breaking news: How local TV news and real-world conditions affect of crime, *Justice Quarterly*, 21(3), 2004, 497-520.
- Zhang, Y.B. & Harwood, J. Television viewing and perceptions of traditional Chinese values among Chinese college students, *Journal of Broadcast & Electronic Media*, 46(2), 2002, 245-264.