

CONTEMPORARY ADVERTISEMENT TECHNIQUES AND ITS EFFECTIVENESS AMONG MUSLIM CONSUMERS

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ARTICLE INFO	ABSTRACT
<p><i>Article History:</i> Received: 11 Aug 2019 Revised: 13 Jan 2020 Accepted: 20 Jun 2020 Available Online: 13 Sep 2020</p> <hr/> <p><i>Keywords:</i> Advertisement, Religious Perception, Muslim Consumers.</p> <hr/> <p><i>JEL Classification:</i> M31, O57</p>	<p>This study investigates the effectiveness of those advertisements in which performances, particularly the dance items, are presented to attract viewers. The paper examines the perception of Muslim consumers towards the advertising containing dance performances. Further, the difference in perception of general and religious consumers towards such advertisements has been investigated. Quantitative design has been adopted for this study. Data was collected from respondents using experimental and survey method. The sample size was of 200 Muslim students both male and female of university with the ages between 19 and 24. The data collected was then fed into SPSS and analyzed using cross tabulation and T-test. The study found a significant difference between the general and religious perception towards advertisement containing dance performances. It was found that advertisements containing such performances are less liked by consumer and they have little recall and purchase intention. Findings of the study suggest some practical and theoretical contribution. The findings of this study differ from earlier studies in which favorable outcomes have been presented as compared to our findings regarding the dance performance in advertising. This suggests further research in this area, as most of the respondents disliked dancing and it is possible that their responses were not based on the religious factor but on the “dance” itself as an element in advertising. The outcome of this research is specifically important for the companies and advertising bodies for attracting more viewers and converting them into customers based on advertising. And to match the product and advertising for the customer who associate the advertising with deciding about using any product.</p>

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1. INTRODUCTION

Companies are spending handsome part of their revenue on promotion of their product (Ahmed and Mehmood, 2011). Among many other new modes of promotion, television advertisement is one of the most influencing media of promotion (wells, 2006). According to Anderson and Renault (2009) television advertisement are more effective, compared to other promotional execution styles. Promoters use distinctive promoting execution styles for advancement, each execution style carries a distinctive result (O’ Guinn, 2009). Among these styles used in promotion, dance is one of the foremost favorite styles that is being used intensely. This style of dance in advertisement has been studied by many analysts. Research has shown positive impacts of promotion containing dance (Fan, 2008; Bulmer and Buchanan, 2006; Mehwish, 2012). Dance has the attributes of being beautifully synchronized and great to observe, subsequently invigorates consumer’s reaction towards the advertisement (Smyth, 1984). Fan (2008) believes that since dance is engaging, thus consumer likes it and response favorably to it. The association between religion and advertisement is much questionable (Kadir and Al-Aidaros, 2015). Rice and Al-Mossawi (2002) expressed that there’s little research available on the Islamic challenges to publicizing. Advertisements destitute of ethical values are not only misinterpreting but are also considered as the abuse of the resources forbidden in Islam (Helmi, 2004). Thought it could be a face that in many Muslim nations there’s lack of coordination between the advertisement, culture and religion (Bari and Abbas, 2011). Many other researchers have tended to the struggle between the devout esteem and advertising execution styles. But so far no research study has particularly tended to the impact of promotion containing dance. This study is hence deviant from others as it is centering on the impact of dance items in advertisements on the Muslim consumers, as Islam prohibits dance and music. Also to know the

perception of religious minded customers about such marketing techniques. The study also examined the likability of advertisement containing dance, among Muslim consumers and their purchase intention towards such brands.

1.1 Objectives

- To investigate the perception of Muslim consumers towards advertisement containing dance.
- To examine the advertising effectiveness (likability, brand attitude, and purchase intention) of advertisement containing dance on Muslim consumers.
- To find out the preference of Muslim consumers towards products with and without dance in their advertisements.

2. LITERATURE REVIEW

Advertisement is one of major promotional tools used by businesses to advance its product (Islam and Alam, 2013). Companies spend a significant sum of their promotional budget on publicizing. In current age advertisements are not just implied to transit information and make consumers mindful about the product rather they are assumed to evoke feeling, built an advertising demeanor, that further transfer to brand attitude and purchase intention of consumer for the promoted brand. Subsequently promotion plays a major part in creating the sales of a product (Wells et al. 2007). Many researchers on advertisement have shown the positive impacts of advertising on consumers and they believe promotion is one of the major components that offer help in creating revenue for the commerce (wells et al., 2005, Ahmed and Mehmood, 2011). To augment ad efficacy, advertisers apply diverse execution and advertising execution styles (Belch and Belch 2003, Koekemoer, 2004). Researchers have named these styles with different terms; Wells et al. (2006) have used the term “Message approaches” for it, Ouwersloot and Duncan (2008): “execution frame work”, Belch and Belch (2003) called it “advertising execution” and “method” was the term coined by O’Guinn et al (2009). The most commonly used “advertising execution styles” are “factual message”, “comparison”, “testimonials”, “demonstration”, “slice of life”, “celebrity”, “humor”, “scientific or technical evidence”, “music and dance” (Rossiter 1981, Stewart & Furse 1989).

Researchers have different opinions about the effectiveness of dance in advertising. Dance stimulates consumer response towards advertisement as it is an organized act and is beautiful to watch (Smyth, 1984), it is a non verbal communication (Francis 1996), and it is entertaining (Fans 2008). Dance can source and non-source cue in distinct cultures for generating their model and shared value (Bulmer and Buchanan-Oliver, 2006). Doris Humphrey once said, 'When you dance you stand uncovered for what you are. Whether an expert artist is performing, a choreographed bit of work or a Schoolgirl walk down the road, we learn something about them (Mehwish, 2012). According to Walter (2010), dance may enter the customer research domains as a reasonable part of TV promotions, and show consumer behavior in terms of preference or non-preference for a product for a variety of cognitive and affective reasons. Franz (1944) stated that the psychological implications of dance and the routines for using it as a broadening educative medium keeping pace with different expressions must be widely known and propagandized. Mehwish in 2012 conducted a qualitative study on advertisement containing dance from advertiser’s perspective. In her interview with different creative managers and directors of different brands, she found that nowadays consumers look for entertainment and dance in advertisement. She assessed that advertisers add dance into advertisement after a detail field research and have realized that consumers like to see dance in the advertisement campaign. The above literature shows that dance could be an effective ingredient of advertising campaigns to enhance consumer’s persuasion, to attract their attention and to increase their likability of the advertisement and purchase intention towards the advertised brand.

But in advertising research on advertisement states that connection between the religious beliefs of the consumer in Muslim countries and advertising execution styles are questionable (Kadir and Al-Aidaros 2015). According to Wilson (2002) Islamic marketing has been taken into consideration by researchers since 1992. Cader (2014) believes that researchers have shown high interest in researching the effects of religion on advertising. A study conducted in 2002 by Rice and Al-Mossawi, stated that there is little research available on the Islamic challenges to advertising in Gulf cooperative council countries. Researchers have related the behavior of individual (consumers) directly to their exposure to advertising. Ahmed and Mehmood in 2011 stated in their study on “Creative Advertising” that consumer who, like an advertisement have a favorable attitude for advertising, is transferable towards their brand attitude (Olson, 1982). Hence the positive attitude of consumers towards the advertisement lead to favorable and greater purchase intention (Ahmed and Mehmood, 2011).

Different researchers connect the religious belief of individuals to their behavior differently (Swimberghe *et al.* 2011, McDaniel and Burnett, 1990). Conroy and Emerson (2004), found a great relation between the religious belief of individuals and their behavioral pattern. Religion still plays a significant role in influencing social

and consumer behavior both directly and indirectly in the changing and competitive world market (Kadir and AL-Aidaros, 2015). Islam and Alam studied the effects of advertisements on the belief and behavior of Muslim consumers in 2013. Advertisement that lack the understanding of ethical issues is misinterpreting the information which is the misuse of the resources and this is forbidden in Islam (Helmi, 2004). Behravan et al. in 2012 stated that Islam has provided certain guidelines that should be followed by the advertisers while designing their advertising campaign. According to Islam advertisements should follow Al- Bayan concept that ask to describe all detail of the product and avoid misrepresentation (Nagata, 1994).

Emphatic dismissal of music and dance has been mentioned in Quran and Hadith. Allah (SWT) says in Quran “And those among mankind who purchases idle talks (i.e. music, singing, etc.) to deceive (men) from the Path of Allah without knowledge, and takes it (the Path of Allah, the Verses of the Qur'an) through mockery. For such there will be a humiliating torment” (Islam and Alam, 2013). Wilson and Liu (2011) also suggests that offensive music should be avoided while addressing Muslim market. Bari and Abbas (2011) found in their research that because of their materialistic focus advertisement today have created so many social and ethical problems. They further stated that the effects of these problems can be seen in countries like Pakistan and Malaysia in shape of diversion from the religious and cultural values. Advertisements today create a social dilemma as they are not based on Islamic business principal (Darwish, 2000). Saeed M. et Al. (2001) state that advertisements today comprise controversial images, videos, adventures and other tactics unethical in Islam. Prophet (PBUH) says that those who cheat is not among us (Keller, 1994). Today companies are involved in promotional activities that affect the Islamic ethical system unenthusiastically (Akhter, Abassi and Umar, 2011).

Rice and Al- Mossawi (2002) provided a frame work for marketing managers in the light of Islamic teaching to develop their advertising campaign. That frame work comprises four dimensions that are human nature orientation, relationship with people in cultural dimension, time orientation and activity orientation. In many Muslim countries there is a lack between the advertisement, culture and religion (Bari and Abbas, 2011). Bad effects of advertising campaigns that are diverting people from religious and cultural obligation could be better seen in the Muslim countries (Chachula, G. et al., 2009). Rogers et al., (1995) stated that advertisement that lack Islamic perspective will not just lead to conflicts with local consumers but also face a greater risk of conflict with their target audience.

In line with many other factors; Music and dance are also a factor that scholars and researcher believe are ethically bad for advertisement in Islam. Though in a sum of traditions the Prophet (PBUH) cautioned us against music. He reckoned rise of dance and musical instruments, among many things, a sign of Qiyamah (Doomsday). Persuasion is illegal and is harmful for the society; hence persuasive advertisement is forbidden in Islam (Al. Bukhari: 3:300). Advertisements today contain factors that are persuasive, such as dance and music (Hossain, 2014). For better results of advertisement, marketers should design their advertising campaign according to the religious, cultural and social norms and values of their target market (Haque et al., 2010). Peripheral cue in advertisement can mislead consumer being persuasive, and are not related to the attributes of the product, such as music, dance, which are forbidden in Islam (Naseri and Tamam, 2015). Recently, songs and dance used in advertising like in movies are absolutely prohibited by Islam (Akhter et al., 2011). So far very limited research studies have been carried out about the advertisement execution styles that contain dance and music. Almost no literature is available on the effects of advertisement execution style (dance) on Muslim consumer perception and effectiveness.

This study attempts to find out the effectiveness of advertisement's execution style comprising the item of dance. The study attempts to examine the perception of Muslim consumers towards such type advertisement. The main aim of the study is to examine whether or not advertisement containing dance are effective in Islamic countries such as Pakistan. Literature on dance in advertisement and its effects on religious and the point of view of religion about the dance in advertisement seems to be a conflicting. Since there is limited or almost no research available, that addresses the effect of dance in advertising on Muslim consumers. Nowadays a lot of television and online advertisements uses the dance as a factor to influence consumer in Pakistan. While dance and music are against the laws of Islam and so far, no study has addressed and investigated this issue from consumer perspective. Hence this study will attempt to investigate the effects of dancing advertisement on consumer likability, attitude towards the advertisement and subsequently their attitude towards the advertised brand.

3. METHODOLOGY

To investigate the effects of advertisement that contains dance on Muslim consumer a quantitative study was conducted. Mixed approach was used to investigate the effects of dance in advertisement on Muslim consumer. First survey was conducted, then to find more accurate results an experimental design was adopted for the study. The

research was based on interpretive methods (ethno semantic, content/lexical, reader-response) and experimental design survey designs (Francis 1996; McQuarrie and Mick 1999; Hung 2000; Bulmer and Buchanan-Oliver 2006, Gao 2009). In the survey design, respondents were given a questionnaire containing information about their education, gender, and age followed by general question about their attitude towards advertisement that contain dance. Final part of the questionnaire consisted of respondent's attitude towards advertisement that contains dance in light of their religious belief and background. In the second stage a group of respondents were exposed to advertisement that contained dance which was embedded in a television program. After their exposure to advertisement their responses were noted on questionnaire regarding their responses towards advertisement likability and attitude in the light of their religious believes. Five point Likert scale was used in questionnaire to tape subject's responses on the likability and their attitude towards the advertisement that contains dance (Till & Baack, 2005). Sample advertisements were taken from television advertisement that contained dance, of different products. 206 subjects were selected for the study 100 of those in each phase of survey and experimental method. SPSS, cross tabulation and independent sample T-test were used to investigate the effectiveness of advertisement containing dance and the perception of Muslim consumers towards such advertisement. Data was collected from consumers, who have watched advertisement, in Abbottabad (City of Pakistan).

4. EMPIRICAL FINDINGS

As mentioned earlier Independent Sample T-test is used for analyzing the difference between general perception of consumer about advertisement containing dance and their religious perception about advertisement containing the item of dance. Besides that, cross tabulation is run for analyzing the impact of gender on each individual factor and construct of questionnaire. Data was collected from 206 respondents from the city of Abbottabad. The descriptive statistic of the data presents that 55% of the sample comprised male respondents while the remaining 45% respondents were female. The tables below represent the frequencies of gender, age and education of the respondents.

Table 1. Gender of the respondent

	Frequency	Percent	Valid Percent	Cumulative Percent
Male	112	55	54.4	54.4
Female	94	45	45.6	100.0
Total	206	100.0	100.0	

Based on the aim of the study, consumers were asked some questions about their preferred advertising execution style, daily time spent on watching television, their perception about advertisement containing dance, and their attitude and purchase intention towards the brand presented in the advertisement containing dance. In response to a question about watching television daily, the highest 28.6% of the male respondent said they spent 30 minutes while the lowest percentage of 4.8% respondents said they spend 3 hours daily in watching television. While the highest 20.5% of the female respondent's state that they spend half an hour and the lowest 7% said, they spend 3 hours in watching television. 64% consumed two hours or fewer watching television every day; 26% of the respondent, however, were those who spent 2 to 3 hours of watching it.

Table 2. Time spent on watching Television

Gender	Time spent in Minutes							
	30	45	60	90	120	150	180	Total
Male	28.6%	9.5%	23.8%	14.3%	14.3%	4.8%	4.8%	100.0%
Female	20.5%	14.6%	17.8%	20.5%	11.4%	8.1%	7.0%	100.0%
Total	21.4%	14.1%	18.4%	19.9%	11.7%	7.8%	6.8%	100.0%

Further, the respondents were asked whether or not they watch advertisement. Almost 100% of the respondent's response was affirmative. When respondents were asked about their preferred advertising execution style, humor received the most percentage of 18.4 among the male and 16% among the female respondents. It was followed by a story line with 14.1% in males and 10.2% among females. The dance category was ranked the 2nd last preferred execution style in advertisement by both the males and female respondents. In total of 206 respondents 34.3% respondents said that their most preferred advertisement execution style is humor, 24.3% said that prefer watching advertisement comprising a story line, while just 15% of the respondents said that dance is their most preferred advertisement execution style while animation received the least total preference of 6.8.

Table 3. Preferred advertising Executional Style

Gender	Music	Humor	Dance	animation	story line	Total
Male	9.2%	18.4%	8.3%	4.4%	14.1%	54.4%
Female	10.2%	16.0%	6.8%	2.4%	10.2%	45.6%
Total	19.4%	34.5%	15.0%	6.8%	24.3%	100.0%

The questions regarding the effectiveness of advertisement containing dance from the respondents included recalling ability, brand attitude and purchase intention of respondents. The mean value of the recall ability of advertisement containing dance is 2.81, which shows that such advertisement are not strongly recallable. The next question confirmed the results of the recall ability of such advertisement in which respondents were asked to list three advertisement containing dance that they can recall. The mean value of their response is 2.04 which show that recall ability of such advertisement is though not much weak, but it's not much strong and it presents a neutral value. The table 1.4 and 1.5 give details of the level of recall ability of advertisement containing dance.

Table 4. Descriptive Statistics 5 point Likert Scale

	N	Minimum	Maximum	Mean	Std. Deviation
Recall ability of Ads containing dance	206	1	5	2.81	1.130
	206				

Table 5. Descriptive Statistics: Mean Value out of total 3 Ads recalled

	N	Minimum	Maximum	Mean	Std. Deviation
Name any three advertisement that contain dance	205	1	3	2.04	.769
	205				

The findings establish that male, 26% and 28% of the female respondents found commercials with dance as stimulating. 22% and 36% of males and the females respectively found them to be humorous too. In total 13% of the respondents believe that advertisement containing dance is boring 28% believe it is humorous, just 11% believes that it is informative, 27% of them said that it is interesting while 18% tick the other option.

Table 6. Perception towards Ads containing dance

Gender	Boring	Humorous	informative	interesting	Others	Total
Male	20.5%	22.3%	14.3%	26.8%	16.1%	100.0%
Female	4.3%	36.2%	8.5%	28.7%	22.3%	100.0%
Total	13.1%	28.6%	11.7%	27.7%	18.9%	100.0%

Table 7: Intention to try the brand presented in ads containing dance

Gender	strongly disagree	Disagree	Neutral	agree	strongly agree	Total
Male	14.3%	48.2%	25.9%	11.6%	0.0%	100.0%
Female	11.7%	35.1%	24.5%	23.4%	5.3%	100.0%
Total	13.1%	42.2%	25.2%	17.0%	2.4%	100.0%

To measure the advertising attitude, respondents were asked whether or not they ignore the advertisement containing dance. In response to which 47% of the male respondents' state that they ignore such advertisement and 23% responded neutrally to it. Furthermore, 64% of the respondents' state that they do not trust s brands presented in advertisement containing dance, while just 35% said that they believe such brand are trustworthy. While in female respondents 45% said they ignore advertisement containing dance while 27% of them were neutral to it. 31% of the female respondents said that such brands are trust worthy for them. In total 46% of the respondents said that they will not try such products that are advertised with the element of dance, while 25% of them were of neutral view and just 28% of the respondents said that they will try such products. Furthermore, 32% of the respondent's state that such brands are trustworthy for them, 30% said that they do not trust such brand at all, while 36% were of no opinion. Hence by looking into results we can say that advertisement containing dance leads to low or negative brand attitude in Muslim countries. Tables 7 and 8 give detail of brand attitude of advertisement containing dance in Muslim country.

Table 8. Trust towards Brand presented in Ads containing dance

Gender	strongly disagree	disagree	neutral	agree	strongly agree	Total
Male	0.9%	28.6%	34.8%	28.6%	7.1%	100.0%
Female	4.3%	28.7%	39.4%	23.4%	4.3%	100.0%
Total	2.4%	28.6%	36.9%	26.2%	5.8%	100.0%

Finally, the paper investigated the purchase intention of respondents towards advertisement containing dance. 63% of the male and 71% of the female respondents' state that such advertisement does not influence their purchase intention. In total 68% of the respondents said that advertisement containing dance does not influence their purchase intention. While just 12% of the respondents said that such advertisement influences their purchase intention. Hence it can be said that advertisement containing dance does not influence the purchase intention of consumers.

Table 9. Purchase intention towards ads containing dance

Gender of the respondent	strongly disagree	disagree	Neutral	Agree	strongly agree	Total
Male	0.0%	10.7%	16.1%	48.2%	25.0%	100.0%
Female	1.1%	12.8%	14.9%	54.3%	17.0%	100.0%
Total	0.5%	11.7%	15.5%	51.0%	21.4%	100.0%

The main objective of the study was to analyze the difference between the general perception of consumers towards the advertisement containing dance and their religious perception in a Muslim state. Hence general perception of the respondent was measured on 5 factors through 5 point Likert scale and their religious perception was measured on 4 factors using 5 point Likert scale. Independent sample T- test was used to check this difference. The table of descriptive statistics and independent sample t-test below shows the results.

Table 10. Descriptive statistics of religious and general perception

Perception of Respondents	Mean	Std. Deviation	Std. Error Mean
Religious Perception	3.8941	.60049	.14564
General Perception	2.56	.72197	.17510

The mean of general perception of respondents towards the advertisement containing dance is 2.56 while the mean of the religious perception is 3.89 showing a difference of 1.33 between the two means. However, to check whether or not this difference is significance we look in to the table of independent sample test below.

Table 11. Independent Samples Test

	F	Sig.	T	Df	Sig. (2-tailed)	Mean Difference
Equal variances assumed	1.576	.210	-12.411	410	.000	-1.124
Equal variances not assumed			-12.411	395.329	.000	-1.124

The independent sample t-test confirms the significant difference between the general perception of respondent and their religious perception towards the advertisement containing the element of dance performance, as the value of sig. 2 tailed is less than .05 that is .00 with F= 1.567.

5. CONCLUSION AND DISCUSSION

Companies spend substantial amount of its revenue on advertisement of the product (Wells et al., 2000). The effectiveness of advertisement plays a vital role in the brand establishment and sales (Ahmed and Mehmood, 2011). Success of advertisement mostly depends on the advertising execution styles used in advertisement (Judith, 2013). Researchers have addressed advertisement containing dance as an effective advertisement (Mehwish, 2012; Francis, 1996). Since advertisement containing dance is perceived entertaining, hence such advertisement leads to greater advertisement effectiveness (Walter and Altamimi 2011). Mehwish in 2012 conducted a qualitative study on the effectiveness of advertisement containing dance in industry perspective and states that since advertisement containing dance are entertaining hence consumers prefer to watch such type of advertisement.

But since some researchers also state that conflict between cultural, religious beliefs and advertising execution styles results in negative response to the advertisement and hence leads to defamation of the brand (Kadir and Al-Aidaros 2015). Emerson (2004) also states that there is greater relationship of between the religious and belief of the individual and their behavior pattern. Kadir and Al-Aidaros (2015) stated that religion plays a significant role in influencing social and consumer behavior directly or indirectly. According to Helmi (2004) advertisements that

lacks ethical issues and comprises execution style is forbidden in Islam as it's misinterpreting and misusing the resources forbidden in Islam. Beharvanet al., (2012) stated that advertisers need to follow the guidelines of Islam while they are addressing Muslim Consumers otherwise they may face negative effects of advertisement towards the brand.

Beside this Mehwish (2012) has also investigated the effectiveness of advertisement containing dance from industrial perspective by interviewing different creative and advertising manager. So far no such study has been done to in Muslim countries with focus on consumer perspectives. This study has attempted to examine the effectiveness of advertisement containing dance in Muslim state. The study investigated the difference between consumer's general perception and their religious perception towards advertisement containing dance. The first objective of the study was to investigate the preference of consumers towards advertisement containing dance. While the results of the study present that dance is not among the most preferred advertising execution style of consumer, as 15% of total 206 respondents preferred such type of advertising. Second objective of the study was to investigate the effectiveness of advertisement containing dance. According to researcher advertisement effectiveness consists the recall ability, brand attitude and purchase intention of consumers (Ahmed and Mahmood 2011). The recall ability of advertisement containing dance was slightly better because most of the respondents stated that advertisement containing dance are humorous and interesting and research has revealed that advertisement considered as humorous and interesting has a greater recall ratio compare to other execution styles of advertisement (wells, 2006). But even than results of respondents did not shows the recall ability of such advertisement as much greater. Further results of the study also interpret that Muslim consumer has little or almost no trust in the brand presented in the advertisement containing dance and they were least interested to try such product after watching advertisement containing dance. Analyzing the purchase intention of Muslim consumer towards advertisement containing dance, this study find the respondent (Muslim Consumers) believe that such advertisements does not influence their purchase intention. The results of the study present that such advertisement are not effective in Islamic state since such advertisement has not led to greater recall, positive brand attitude and enhanced purchase intention

The third objective of the study was to examine the difference between general and religious perception of consumers towards advertisement containing dance. For this purpose, independent sample T-test was run of the gained data. The results of independent sample t-test also presents that there is significant difference between the general perception of advertisement containing dance and their religious perception towards such advertisement among Muslim consumers. Hence by looking into the findings of the study the paper concluded that advertisement containing dance may have positive effects on consumers in other than Muslim society or perception of Muslim consumer, but since the results of the study interprets that the religious perception of Muslim consumer towards advertisement containing dance was negative, as they do not trust such brand, they do not want to try to also believe that such product does not influence their purchase intention. Since Muslim consumers believe that dance in advertisement is not aligned with their religious beliefs and their culture values, hence they mostly ignore such advertisement. As already mentioned that conflict between cultural and religious beliefs to the advertisement generate negative responses and feelings in consumers' mind, hence such advertisement leads to less advertisement effectiveness. Hence this study suggests that, while addressing consumer in Muslim society advertisers should avoid using dance as execution style as Muslim consumer do not have a positive response towards it. Beside that this study also suggests that advertisers should take care of the cultural and religious values of a customer before addressing them and selecting advertising execution styles.

5.1 Limitation and future research

Although for the specific experimental study requirement, but, also was a limitation: selection of student as sample; barring a more diversified inclusion which is indeed to come up with more comprehensive and multidimensional approach. To have a multi-layered and more broad and collective analysis it would be suggested using an increased amount of advertisement and of multiple-brand in multiple industries as stimuli rather than three as in current. The lack of interest from the subjects was also a hindrance to getting more comprehensive results and may influence findings of the study.

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