



**USING RATIONAL AND EMOTIONAL APPEAL IN ONLINE
ADVERTISEMENT FOR MUSLIM CUSTOMERS**

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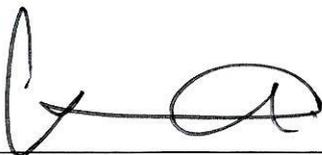
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ABSTRACTS

This study is about using rational and emotional appeals in online advertisement for Muslim customers. Also, this research is to identify key factors that influence Muslim customers in selecting online advertising appeals, to examine the relationship between the factors that influence Muslim customers and their choice of online advertising appeals, to determine the factors that has the most influence on Muslim customers in selecting online advertisement appeals and to determine which online advertisement appeal that is mostly selected by Muslim customers.

The data set is collected through self-administered questionnaire and convenient non-probability random sampling method. A sample of 100 was collected from Muslim customers at area Kota Samarahan, Sarawak, Malaysia. The finding revealed that there is a significant relationship between various factors toward selecting online advertising appeals. Based on the results, it can be said that Muslim customers are generally influent by emotional appeals in online advertisement rather than rational appeals.

The findings of this study are limited by the number of respondents, area and location, and the absence of other methods to obtain the result other than secondary research and questionnaire. This study is more important for companies or marketers or internet advertising to understand Muslim customer's preference on online advertisement appeals to be more attraction in online advertising.

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CHAPTER 1

INTRODUCTION

1.1 Background of Study

In chapter 1, background of study, research questions, research objectives, research scope, research significance, research limitations and definition of term are highlighted in order to provide an overall overview of research.

Marketers today utilize that the effectiveness of employing advertising appeals is well-recognized for transferring information to their customers. An advertising appeal is used to capture their thoughts and feeling about a product or service and also to attract consumers. According to Kotler (1997), advertising appeal is the theme of an advertisement. To make target message receive by the audience, advertisers need to put some driving forces into the message. Driving forces in this context is the appeal. Every advertising appeal will be an attraction and arouses consumer's desires.

Advertising appeals as a mean by advertisers for buying and selling their product. To present a positive image of the product or service, advertising appeals are designed to the customers. From the message drive by advertising appeals, it will give influent on purchasing decisions. People will purchase when they feel confident and satisfy with their shopping and rationalize their purchasing decisions based on facts while making the decision based on feelings (Mehdi B., Hossein N., Kobra N. and Mina N., 2014). However, in Muslim countries, there are different behaviours with respect to buying products which may change the appeals used to motivate consumers to buy. Undoubtedly, religious commitment and belief influence people's attitudes towards consumption (Jamal and Goode 2003). According to Fam, K.S., Waller, D.S. and Edogona, B.Z. (2004), religious commitment plays an important role in people's lives by shaping their beliefs, knowledge, and attitudes. Different religious groups such as Muslims, Christians and Buddhists have differing beliefs.