

Muslim Academicians' Attitudes toward Offensive Television Advertisements on Health and Beauty Products

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ABSTRACT

The awareness of offensive television advertisements among Muslim consumers especially in Malaysia is still uncommon. Thus, this paper aims to identify the Muslim academicians' attitudes towards offensive television advertisements on health and beauty products based on marital status. Furthermore, the researchers would like to investigate the difference of perception towards television advertisement on health and beauty products based on five (5) different television advertisements in Malaysia. Self-administered questionnaires were distributed to academic staff from various faculties in UiTM Pahang using convenience sampling technique. Six (6) reasons selected for offensive including: concern for children, health and safety issues, language, sexist images, stereotyping of people and subject too personal were used to indicate each of the advertisements. The findings show Muslim academicians from different marital status feel offended on different reasons and gave their own positive and negative perception toward the selected television advertisements.

Keywords: *offensive television advertisement, Muslim academicians, sexist images, marital status, health and beauty products*

Introduction

Nowadays, television advertisements became more creative to gain consumer awareness. Sometimes, it leads to inconvenient feeling among the viewers and because of that in this study, the researchers decided to scrutinize the feeling of Muslim consumers on television advertisement related to health and beauty products in Malaysia. Few television advertisements were chosen by the researchers because it was believed that those advertisements bring offensive elements to Muslim consumers when they watch them. According to Prendergast et al. (2002), consumers do feel offensive on certain advertisement because they think that some of the products are not proper to be displayed publicly or for open discussion and the execution of the advertisement could be considered as annoying or not appropriate. In addition, this paper would also emphasize on identifying the Muslim academicians' attitudes towards offensive television advertisements on health and beauty products based on marital status. Those who are married might have different perception and view on the health and beauty products advertisements compared to those who are unmarried.

Besides that, the researchers would also like to investigate different perception of the Muslim academicians whether positive or negative towards selected television advertisement on health and beauty products. The television advertisements sometimes carry some double meaning words and actions especially related to health and beauty products. In that way, it is not proper to advertise to public especially for children viewing because some parents might feel offended if unnecessary message or action was portrayed via television advertisements. Chan et al. (2007) revealed "a survey found that advertising perceptions had significant impact on consumer's intentions to reject the products and the brands". The offensive reasons are important to business in order to realign their advertisement strategy so that sales will be generated through acceptable advertisements.

Literature Review

Businesses used to position their products or services in the market via interesting advertisements on television that change from time to time especially regarding health and beauty products in order to attract new customers and to retain existing customers. According to Makaty et al. (1996) television advertisements do not always

deliver positive message to audiences and it is one of the cultural threats which give adverse impact to the nation's development. Some television advertisements are not only able to affect the culture, but also religion and language in certain country. Among different religion, Muslim consumers tend to be more sensitive towards television advertisement. Basically, the Muslims viewed that advertisements related to gender or sex related products were found to be more offensive than Buddhists and Christians (Fam et al., 2004).

Globalization and the advancement of media technologies have also encouraged the advertising agencies to use various kinds of advertising techniques in promoting their products. However, some of them started to use immoral ways in order to capture the interest of their potential customers and this action has made some customers feel offended. These include the exploitation of female sexuality, indecent language used, subject too personal, stereotyping of people, less concern for children and health and safety issue (Waller, 1999; Waller et al., 2005; Alim & Shah, 2008; Gibbs, 2008; Ernest, 2010 and Akhter, 2011).

Akhter et al. (2011) revealed that consumers in Pakistan are really concern on offensive advertisement conducted by advertising agencies in promoting their products. Moreover, they mentioned that from the Islamic perspective, it is not permissible to use emotional appeals, sex appeals, use of romantic language and use of half skirt women to attract consumers in maximizing profit of the company. They also stated that Pakistani consumers have strong offensiveness towards indecent language and nudity which give opportunity to advertisers and media managers to understand about their preferences for better acceptance. Thus, there is no room for these types of advertisements to survive in a society with strong religious intentions. On top of that, the *Quran* keeps reiterating the dress code for Muslim women;

O children of Adam, We have bestowed upon you clothing to conceal your private parts as an adornment. But the clothing of righteousness - that is best. That is from the signs of Allah that perhaps they will remember.

(*Surah Al-A'raf* [The Heights], verse 26)

Basir et al. (2009) claimed that using indecent language and sexist image in promoting the products is contravened with Islamic moral and principles. This is supported by Waller (1999) and Akhter et al. (2011) that stated the use of indecent language is one of the reasons for offensive advertisement. Besides, a study done by Waller (1999) in Australia has presented six reasons for offensive advertisement; racist, anti-social behavior, sexist, subject too personal, indecent language and nudity. Another study done by Waller et al. (2005) has supported this finding where all reasons appear to be the reasons for offensive advertisement in cross cultural country; Malaysia, Turkey, New Zealand and United Kingdom. The findings showed that the countries located in the same regions do not have similar views regarding what offends them but the countries that did have similar views; New Zealand and UK, and Malaysia and Turkey did show similar view on which factor of offensive advertising. Further research conducted in 2008 by Gibbs also revealed that the sexist image, indecent language, stereotyping of people and subject too personal were found to be the reasons for offensive advertisement for both Muslim and Christian students in Cyprus Island.

On the other hand, some studies have been carried out to measure the positive and negative perceptions on television advertisements. Young and Crane (1992) have investigated the perception of Canadian women towards offensive advertising which uses women in their advertising. They concluded that these advertising are uncomfortable, offensive and impolite. They agreed that, this negative perception will influence their purchasing pattern. According to Chan et al. (2007), due to cultural insensitivity, some of global advertising campaigns launched in China and Germany were found offensive. They mentioned that both Chinese and German consumers' perception on advertisement are negative, which are classified as offensive, uncomfortable, disgusting, impolite, irritating and ridiculous. These perceptions indicate that the more offensive the advertisement perceived the higher tendency of rejecting the products and the brands. It was also supported by Dianoux et al. (2007) where they found that the female nudity in advertising was found to be unusual as compared to advertising using women face only for Czech Republic, Spain and France. Women face advertising was found to be more convincing and give information which can satisfy consumers. Furthermore, Phau and Prendergast (2001) investigated that consumers perceive some advertisements are offensive and not suitable for open discussion or public display, the advertising execution is considered to be irritating or the type of advertisement is not appropriate for a particular medium.

Methodology

The objectives of this small scale survey are to identify the Muslim academicians' attitudes towards offensive television advertisements on health and beauty products based on marital status, and to investigate both positive and negative perceptions among Muslim academicians towards television advertisements on health and beauty products.

A self-structured questionnaire was designed based on previous studies (Waller et al., 2005) and was distributed to the respondents. In this study, 86 Muslim academicians from different faculties at UiTM Pahang branch campus were selected as sample by using convenience sampling method, generally because of the accessibility to the researcher and homogeneity as a group. They were chosen as respondents because more than 90 percent of academicians working at UiTM Pahang consist of Muslim. As mentioned by Calder et al. (1981) in their study on the rationale of using university students as respondents has been a research method practiced in many countries in the world because it is easier for the researcher to get in touch with their respondents and have similar characteristics as a group. Hence, the researchers decided to choose academicians as the respondents instead of using university students as suggested by Calder et al. (1981).

In the beginning, five selected video clips of television advertisement on health and beauty products were downloaded from www.youtube.com website and were kept in pen drives in order to facilitate the process of conducting the survey later on. The five selected advertisement on health and beauty products that used to appear on Malaysian television commercial break included:

- Coffee Mix Super Power from Super Company
- D'Folia Coffee from SendayuTinggi Company
- Huggies Baby Dry Diaper from Kimberly Clark Cooperation
- 101 Hair Care from 101 Hair Care Centre
- Enchanteur Hand and Body Lotion from Wipro Ltd

Before the respondents could answer the questionnaire, they must watch the selected video clips shown to them either from the tablets or from their personal computer at the office. The respondents took approximately ten minutes to complete the questionnaire. The questionnaire comprises four sections; demographic profile in Section A, reasons for offensive television advertisement in Section B, negative and positive perception on the advertisements in Section C and their interest to purchase the product after watching the advertisement. The academicians were asked to indicate the extent to which they perceived the television advertisement that could be seen as offensive when advertised. Based on past literature done by Waller (1999) and Run et al. (2010), the respondents were asked to indicate their level of personal "offence" on a five-point scale, 1 = "not offensive at all" and 5 = "extremely offensive" in Section B. The list of reasons included:

- Concern for children
- Health and safety issues
- Language
- Sexist images
- Stereotyping of people
- Subject too personal

On the other hand, the respondents were allowed to choose more than one answer to state their negative and positive perception on the selected television advertisements in Section C. The list of negative perception included uncomfortable, offensive, ridiculous, irritating, impolite and disgusting. Meanwhile, the list of positive perception included creative, interesting, lively, clever, informative and convincing. The data obtained in this study were analyzed using descriptive analysis and independent sample t-test. Statistical Package for Social Sciences, version 20.0 was used to generate the findings in this study.

Finding and Discussion

Respondent profiles

Out of 86 respondents, only 72 lecturers from different faculties in UiTM Pahang answered the questionnaire completely. Female lecturers were representing 65.3 percent. More than half of our respondents were aged between 25 to 29 years old which is 52.8 percent and then followed by aged of 35 to 39 years old (16.7%). There are 12.5 percent of the respondents who have more than 9 years of experience working at UiTM Pahang. While, in terms of working experience, most of the respondents have less than 3 year experience which is 52.8 percent and 26.4 percent of them have experience between 3 to 6 years. Altogether, there are eleven (11) faculties at UiTM Pahang which the total number of respondents from each faculty was not equal to each other. Faculty of Business Management has the highest number of lecturers; 16 respondents (22.2%). While for marital status, it is quite balance whereby 45.8 percent from them are single and 54.2 percent are married. And all of the respondents are Muslims.

Table 1: Demographic Profile

<i>Demographic variable</i>	<i>No.</i>	<i>%</i>	<i>Demographic variable</i>	<i>No.</i>	<i>%</i>
Gender			Marital status		
Male	25	34.7	Single	33	45.8
Female	47	65.3	Married	39	54.2
Age			Programme		
Less than 25	3	4.2	CITU	4	5.6
25 - 29 years old	38	52.8	APB	8	11.1
30 - 34 years old	11	15.3	AS	5	6.9
35 - 39 years old	12	16.7	WOOD TECH	4	5.6
40 - 44 years old	5	6.9	BM	16	22.2
45 - 49 years old	2	2.8	AGROTECH	5	6.9
50 and above	1	1.4	ENGINE	5	6.9
			CS	5	6.9
			MATH&STAT	7	9.7
			ACC&LAW	10	13.9
			SR	3	4.2
Working experience			Religion		
Less than 3 years	38	52.8	Muslim	72	100
3 - 6 years	19	26.4	Non- Muslim	0	0
6 - 9 years	6	8.3			
9 years and above	9	12.5			

Reasons for offensiveness

All the selected television advertisements were broadcasted in Malaysia within five years ago until now. The advertisements were categorized under health and beauty product as a focus in this study. Both Coffee Mix Super Power and D’Folia Coffee are categorized as health drink products. Coffee Mix Super Power is consumed to assist the consumers to have better sexual energy both for men and women, while D’Folia Coffee is targeted for women to help them to get a slim and beautiful body shape. Huggies Baby Dry Diaper is a disposable diaper that offers the distinctive quality and softness on baby’s skin. Knowing that hair is a symbol of the younger age for men and women, 101 hair care product promotes the solution for hair loss. The advertisement is using the

male model in desperate condition to gain attention from his wife. Meanwhile, Echanteur Hand and Body Lotion advertisement is targeted to women who want to have soft and moisturizing skin.

Section B in the questionnaire measured reason for offensive television advertisement among Muslim academicians. This is to determine the Muslim academicians' attitudes towards offensive television advertisement. Respondents were asked to rate six reasons of offensiveness for each of the advertisement according to the scale 1 for not offensive at all and 5 for extremely offensive.

Table 2: Overall mean and S.D for reason of offensiveness

Advertisement/ Reason for Offensive	Super power coffee mix	D'Folia coffee	Huggies baby dry diaper	101 hair care	Hand and body lotion enchanteur
Concern for children	3.1528 (1.64154)	3.3472 (1.59365)	2.8472 (1.54427)	2.6250 (1.45774)	2.7917 (1.56491)
Health and safety issues	3.0278 (1.10022)	3.1389 (1.17851)	2.5556 (1.46209)	2.8194 (1.38733)	2.5694 (1.27629)
Indecent language	3.9306 (1.02540)	2.8750 (1.37316)	1.8056 (1.05669)	2.8056 (1.24061)	2.7500 (1.34007)
Sexist image	2.2917 (1.30479)	4.3194 (0.85294)	2.0139 (1.28362)	2.2917 (1.23833)	3.9722 (1.07431)
Stereotyping	2.9583 (1.26087)	3.5278 (1.11295)	2.1667 (1.18678)	2.5833 (1.12275)	3.3611 (1.12970)
Subject too personal	3.4722 (1.29975)	3.1944 (1.27422)	2.0556 (1.22059)	2.8194 (1.27076)	2.9167 (1.32951)

1 = not offensive at all, 5 = extremely offensive, Standard Deviation (S.D.) is in parenthesis.

From the result in table 2, the highest score for concern for children reason is D'Folia Coffee advertisement (mean = 3.3472) which determines the high level of offence. According to Fam and Waller (2003), if the mean score is more than 3.00 (mean > 3.00), it is considered as high level of offensive, moderate level is between mean score 2.00 to 3.00 and low level is mean score below than 2.00. This advertisement shows Rozita Che Wan, a beautiful actress who is wearing the tightoutfit; black trousers, purple shirt and belt as accessories. The clothing is obviously showing her beautiful body shape that can attract the customers to purchase the product. This scene is not suitable for children who are watching television since it gives negative effect to their development process. This reason also shows high level of offensiveness for Coffee Mix Super Power advertisement (mean = 3.1528). This is because the advertisement is promoting the product which is only suitable for married customers. Meanwhile, for health and safety issues reason, the result shows that both advertisement are at the high level with mean score for D' Folia Coffee is 3.1389 and Coffee Mix Super Power is 3.0278. The result for other advertisement shows at the moderate level for this reason of offensiveness.

Next, for indecent language reason, the respondent perceived that Coffee Mix Super Power advertisement is the most offensive with the mean score 3.9306. This result is consistent with the findings of Akhter et al. (2011). This advertisement shows male and female models that use the word "power" that could bring double meaning and misunderstood by the viewers. Besides that, for this advertisement, the result shows that subject too personal is the highest reason of offensiveness with high level of mean score = 3.4722. The advertisement should not show intimate action to public.

Besides that, for sexist image and stereotyping reason, D'Folia Coffee advertisement shows the highest level of offensiveness with mean score 4.3194 and 3.5278. The respondents perceived this advertisement as stereotyping of people by using a model with beautiful and sexy body shape to tell the customers about the effectiveness of the products. It means that the customers will have beautiful body shape if they drink D'Folia Coffee.

Marital status differences

This study also investigates different perception between single and married respondents using the T-test as shown in Table 3 below. The result shows that there are significant differences between single and married

respondents for health and safety issue reasons for Coffee Mix Super Power advertisements. Married respondents were perceived to be more offended than single respondents in Coffee Mix Super Power advertisement for health and safety issues reason with mean score for married = 3.2564, mean for single = 2.7576. Based on the findings, married respondents felt high level of offensiveness compared to single respondents which is at the moderate level. Meanwhile, Huggies Baby Dry Diaper advertisement shows significant differences between single and married respondents for sexist images and stereotyping reasons. Married respondents felt more offensive for both reasons with mean score for sexist image (married = 2.2564, single = 1.7273) and stereotyping (married = 2.4103, single = 1.8788). The same result was also found for 101 Hair Care advertisement which showed married respondents felt more offended than single respondents for subject too personal with mean score (married = 2.8462, single = 2.7879). Other reasons for each advertisement show no significant difference between married and single respondents.

Based on the findings, there were no significant differences between single and married respondents for concern for children and indecent language reasons. It means, all respondents, (married and single) perceived that the advertiser must concern on children as their viewers and language used in their television advertisement due to promote their product.

Table 3: Differences in Reason of Offensiveness Based on Marital Status

Products	Status	Concern for children	Health and safety issues	Indecent language	Sexist image	Stereotyping	Subject too personal
Super power coffee mix	S	2.9697 (1.62951)	2.7576* (0.83030)	3.8485 (1.12142)	2.0606 (1.19738)	2.9394 (1.27327)	3.3333 (1.40683)
	M	3.3077 (1.65679)	3.2564* (1.25064)	4.0000 (0.94591)	2.4872 (1.37404)	2.9744 (1.26672)	3.5897 (1.20782)
D'Folia coffee	S	3.3939 (1.65717)	2.9091 (1.10010)	2.6667 (1.36168)	4.4545 (0.71111)	3.6667 (1.02062)	3.4242 (1.25076)
	M	3.3077 (1.55857)	3.3333 (1.22116)	3.0513 (1.37551)	4.2051 (0.95089)	3.4103 (1.18584)	3.0000 (1.27733)
Huggies baby dry diaper	S	2.7273 (1.56670)	2.5455 (1.45969)	1.6364 (0.92932)	1.7273* (0.97701)	1.8788* (0.99240)	1.8182 (1.07397)
	M	2.9487 (1.53809)	2.5641 (1.48315)	1.9487 (1.14590)	2.2564* (1.46392)	2.4103* (1.29204)	2.2564 (1.31225)
101 hair care	S	2.5152 (1.41689)	2.6061 (1.32144)	2.7273 (1.20605)	2.0606 (1.11634)	2.3030 (1.04537)	2.7879* (1.05349)
	M	2.7179 (1.50348)	3.0000 (1.43270)	2.8718 (1.28103)	2.4872 (1.31533)	2.8205 (1.14413)	2.8462* (1.44256)
Hand and body lotion Enchanteur	S	2.8788 (1.61550)	2.4848 (1.20211)	2.8485 (1.34910)	4.1212 (1.13901)	3.2424 (1.17341)	2.7576 (1.29977)
	M	2.7179 (1.53809)	2.6410 (1.34726)	2.6667 (1.34425)	3.8462 (1.01407)	3.4615 (1.09655)	3.0513 (1.35625)

*Significant at P value = 0.05, S = Single & M = Married

1 = not offensive at all, 5 = extremely offensive, Standard Deviation (S.D.) is in parenthesis.

Negative Perception of the Advertisements

This study identified the negative perception for each advertisement by the respondents. Every respondent need to mark the advertisement as uncomfortable, ridiculous, irritating, impolite and disgusting when they watched each of the advertisements. The result shows that Coffeemix Super Power and D'Folia Coffee dominated most of the negative perceptions. D'Folia Coffee received the highest percentage of uncomfortable by 62.5 percent. The respondents also perceived this advertisement as irritating by 37.5 percent. In this advertisement, the model Rozita Che Wan wore tight dress to show her perfect figure. One of the scenes showed that the model is passing by the crowd and trying to attract the attention of a man till he turns his head and keep starring on her body. This might bring uncomfortable feeling to the audience if they watch the advertisement with their family

members especially with their children. This is because Muslim is obliged to cover their *aurah* with appropriate cloth as ruled by strict guideline outlined in Al-Quran.

On the other hand, Coffeemix Super Power advertisement has been perceived for three different reasons. Respondents perceived this advertisement as impolite (68.1%), ridiculous (40.3%) and disgusting (34.7%). In this advertisement, it showed that both husband and wife asked a kind of power from a male genie. The word “power” used in this advertisement refers to sexual energy. Eventually, the genie gives them different premix coffee drink sachets particularly for male and female in order to help the couple to boost their sexual energy. In Malaysian culture, it is impolite to discuss about sexual intercourse activity in public even if it involved legal partner like husband and wife. The appearance of male genie is seen as ridiculous as people nowadays live in modern life, but why should the husband and wife ask the genie to solve their problem. This advertisement is seen to be obviously disgusting when the husband and wife are in a hurry to enter their house right after they drink the coffee. The appearance of the male genie with half naked costume might also distort the viewers to perceive it as disgusting. Furthermore, the line “*kami nak power*” or “*we want power*” in the advertisement became popular and often used by many people including kids.

Table 4: Negative perception for each advertisement

Negative perception	Coffemix Super Power	D’Folia Coffee	Huggies Baby Dry Diapers	101 Hair Care	Enchanteur Hand & Body Lotion
Uncomfortable	58.3%	62.5%	13.9%	34.7%	45.8%
Ridiculous	40.3%	23.6%	2.8%	31.9%	22.2%
Irritating	36.1%	37.5%	9.7%	26.4%	25%
Impolite	68.1%	62.5%	30.6%	44.4%	56.9%
Disgusting	34.7%	27.8%	8.3%	15.3%	20.8%

Positive perception of the Advertisements

Next, this study also identified the positive perception of the advertisement. The respondents were asked to do the same like the response for negative perception. There are 6 positive perceptions including creative, interesting, lively, clever, informative and convincing and they need to mark the advertisement when they watched each of the advertisements. Huggies baby dry diapers dominated all positive perceptions with informative (61.1%), convincing (52.8%), creative (50%), interesting (50%), lively (41.7%), and clever (18.1%). For the diaper advertisement, it seems that there is no problem for the viewers to watch it either with the family or alone. Even though there is one scene that has exposed the private part of the baby, the viewers think that it brings no harm as the scene only involved a small child. Besides that, the respondents also perceived some advertisements do contain positive elements but in low percentage. Interestingly, the element of clever scored very low percentage for positive perception. Combining all five advertisements, the percentage of clever is rated to be below than 20 percent. The complete percentage of positive perception for every advertisement is presented in table 4.

Table 5: Positive perception for each advertisement

Positive perception	Coffemix Super Power	D’Folia Coffee	Huggies Baby Dry Diapers	101 Hair Care	Enchanteur Hand & Body Lotion
Creative	30.6%	11.1%	50.0%	36.1%	20.8%
Interesting	26.4%	12.5%	50.0%	19.4%	36.1%
Lively	16.7%	18.1%	41.7%	15.3%	26.4%
Clever	8.3%	11.1%	18.1%	5.6%	5.6%
Informative	13.9%	29.2%	61.1%	38.9%	18.1%
Convincing	12.5%	20.8%	52.8%	27.8%	26.4%

Interest to Buy the Product

Finally, the respondents were asked, “do you still have interest to buy the product after watching the advertisement?” The respondents may say “yes” if they are still interested to buy and “no” if they are not. Interestingly, the findings show mixed results as presented in table 5. There are 76.4 percent of respondents

showed their interest to buy Huggies baby dry diaper. It is not surprising as the diapers advertisement scored low for most of the reasons of offensiveness. The advertisement also received good and positive perceptions by the viewers. It indicates that the positive perception of the advertisement may influence the interest of the potential customer to purchase the product.

On the other hand, the respondents also showed no interest to buy the product which has high mean score of offensiveness. 86 percent of the respondents indicate that they were not interested to buy D'Folia Coffee after they watched the advertisement and followed by Coffeemix Super Power for 77.8 percent, and Enchanteur hand and body lotion for 61.1 percent. This result could be related to the negative perception of the respondents. For example, there is high percentage of negative perception for both advertisements of Coffemix Super Power and D'Folia Coffee as these two advertisements were perceived to be impolite, irritating, uncomfortable, and ridiculous. However, the respondents showed quite high percentage of having no interest to buy 101 hair care product even though the mean score of offensiveness level for this hair care product is low. In the advertisement, it obviously shows that a male model is having a problem with his hair and he is trying very hard to attract his wife's attention. Hence, because of most of our respondents are female so they think that the 101 hair care product is not suitable for them.

Table 6: Interest to buy the product

Coffemix Super Power		D'Folia Coffee		Huggies Baby Dry Diapers		101 Hair Care		Enchanteur Hand & Body Lotion	
Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
22.2	77.8	13.9	86.1	76.4	23.6	27.8	72.2	38.9	61.1

Conclusion and Recommendations

Basically, Muslim consumers have their own degree of offensiveness toward television advertisements. Most of them may state their offensiveness feeling toward certain advertisements just via verbal discussion. Previously, the reasons revealed were undocumented but in this study, the researchers try to make it as a proper discussion. The main objective of this study is to identify the reasons for offensiveness on television advertisements and the differences between married and single respondents' perceptions toward the advertisements.

There are five (5) selected television advertisements that used to promote five (5) different types of health and beauty products including instant coffee drinks, baby diaper, hair loss treatment, and hand and body lotion. The products advertised were targeted to different market segment like women, men, husband and wife and parents which offer varies offensive perceptions. Sexist images shown in D'Folia Coffee advertisement are perceived to have the highest level of offensiveness, followed by sexist image which perceived as the second highest offensive for Enchanteur Hand and Body Lotion. The result reveals that there is significant difference perception between married and single respondents for health and safety issues for Coffee Mix Super Power, sexist image and stereotyping for Huggies Baby Dry Diaper and subject too personal for 101 Hair Care.

A few limitations of this study are identified. First, the number of sample is small so it does not represent for the whole population because this study only covers lecturers or academicians as sample. Larger population should be considered in other research in the future. It is also suggested to involve varies demographic factors such as age, salary, profession and education level. Second, some respondents never view the advertisements, it could be bias as they did not really understand and pay full attention when they view the advertisements for the first time. The researchers also believe that it would be more effective to conduct the survey in a classroom environment in order to make it easier for respondents to view the selected advertisements.

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