

UNIVERSITI TEKNOLOGI MARA

**THE EFFECTIVENESS OF
INSTAGRAM AS A MARKETING
TOOL FOR NAELOFAR HIJAB
BRAND**

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ABSTRACT

Hijab fashion will reach US 5.9 billion in 2024 based on Malaysian e-commerce. Based on the population of 61.3% Muslims in Malaysia, a factor of high demand in the hijab fashion market. The mid-market category in the hijab fashion industry, Naelofar Hijab, is one of the most successful in interacting with customers and target audiences. The Naelofar Hijab brand uses the Instagram platform as a marketing strategy for interacting with users and audiences. Instagram is a popular social media platform among hijab fashion competitors. According to preliminary findings, Naelofar Hijab uses viral marketing as a promotional tool to attract the audience's attention and cause controversy on social media. Therefore, this research examines the effectiveness of the Naelofar Hijab brand's marketing communication approach, which includes creative content and visual attractiveness. This research uses the AIDA model approach to identify the effectiveness of Naelofar Hijab Instagram marketing communication strategy. This study is beneficial to help marketers and advertisers. It seeks to develop general knowledge and entrepreneurial abilities in marketing SMEs' brands or products. This research also helps new entrepreneurs and marketers comprehend Instagram's marketing communication approach, which incorporates millions of audience interactions or targetable consumers. SMEs, brands, or products must focus on creative visual effectiveness and engaging content when promoting on Instagram, as this essential tool is a connecting element.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter will focus on a case study that will be conducted to examine the effective marketing strategy that the Naelofar Hijab brand has implemented through the Instagram platform. The revolution is leading the growth of the worldwide fashion industry. A case study on the industry of hijab fashion industry is a topic that is rarely and lacks research discussed. However, it is a fascinating topic based on the development of the marketing revolution that has been taking place in the fashion industry today. This case study can help small and medium-sized businesses (SMEs), marketers, and advertisers determine the effectiveness of marketing communication strategies that use the Instagram platform. Therefore, this chapter will discuss the problem's implications, which is the objective of this case study.

1.1 Research Background

In today's hijab fashion industry, several leading brands in Malaysia compete with each. Based on preliminary acquisition data, the Muslim population in Malaysia is 61.3% which is one reason for the high demand for hijab fashion and others in marketing (Amanda, 2020). Hijab fashion marketing consists of various brands, which were divided into several segmentations: Premium Market, Mid-Market, and Value brand based on the needs in terms of price, quality, design, material, colour, and from other perspectives. As stated in the report obtained, the hijab fashion market in Malaysia has a profit of at least RM 1 billion, which is 245 million USD in 2018. In economic terms, the hijab fashion world is growing based on the demand and needs of Muslim women who wear hijabs (Atiqah, 2019). Naelofar Hijab, a segment in Mid-Market, is one of the most successful leading brands in marketing campaign strategy in interacting with customers and the target audience. The Naelofar Hijab brand has managed to bring audience traffic towards the brand through the Instagram platform compared to other hijab brands in Malaysia. Naelofar Hijab's marketing strategy is most robust in attracting the attention of Instagram users. This study determines how the Instagram