


THE EFFECTS OF INSTAGRAM BEAUTY ADVERTISEMENTS ON FEMALE UNIVERSITY STUDENTS IN MALAYSIA: A LAVIDGE AND STEINER'S HIERARCHY MODEL OF EFFECTS AND ISLAMIC PERSPECTIVE

Prepared by : Mila Armelia and Assoc. Prof. Dr. Aida Mokhtar


Research Questions

R1




What are the effects of beauty product Instagram advertisements on female university students?

R3



How do beauty product Instagram advertisements affect female university students from the Islamic Perspective?

R2



Why are female university students affected by beauty product Instagram advertisements?

The Problem Statements

| x | PROBLEM STATEMENTS |
|----|--|
| P1 | Instagram (IG) advertisements can result in some female users to be unhappy due to some of them arguing that they are disruptive |
| P2 | Beauty product IG advertisements may give negative effects on self-esteem |
| P3 | Some beauty product IG advertisements are not Syariah-compliant |

Literature Review

Instagram Ads



Since the presence of business accounts in 2016, Instagram has given advertisers the opportunity to showcase their advertisements (Pavlenko, 2018).

The goals of ads



Purchasing is the final step for users of IG.

Two types of Instagram ads

Stories Ads
Ad postings



Previous study

Beauty advertisements like cosmetic ads have significant effects on the attitude of young female customers on Instagram (Aprilana, 2019)

A LAVIDGE AND STEINER'S HIERARCHY MODEL OF EFFECTS

Conative (Conviction & Purchase)

Conative component relates to people's behaviour to something whereby they are likely to take action for various goals (Lavidge and Steiner, 1961).

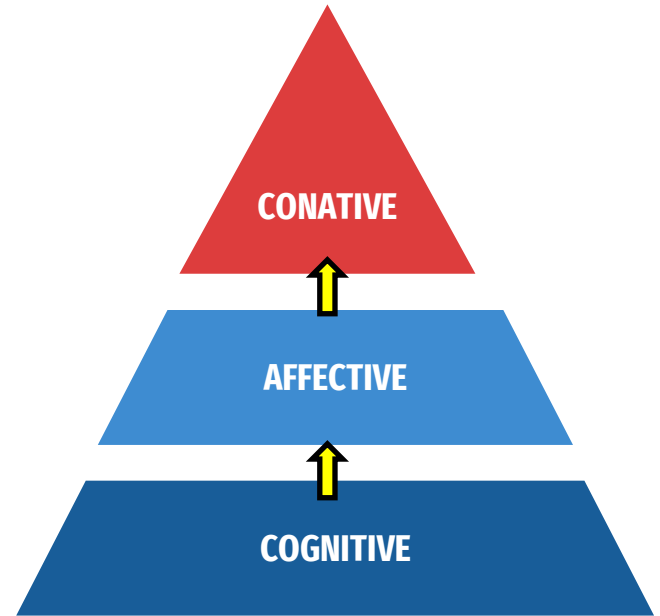
(Factors: The message of ads, brand awareness, type and price).

Affective (Liking & Preference)

Affective component relates to the emotions and feelings of the customers. The realm of emotion where altered of feelings and attitude of the customers to the object are boosted through advertising. (Factors: Colour, taste, texture and smell.)

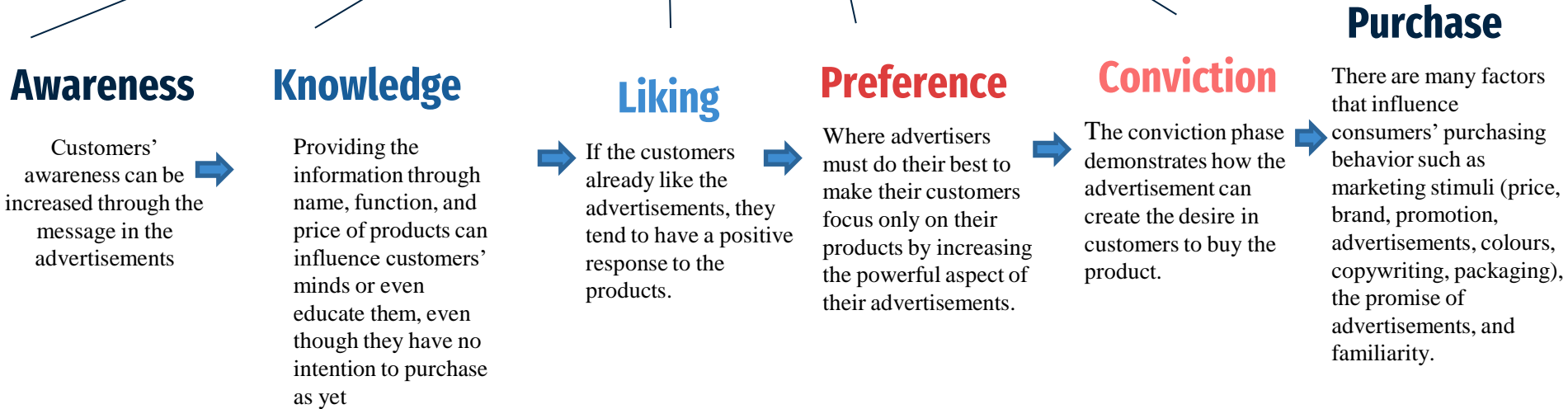
Cognitive (Awareness & Knowledge)

Cognitive component relates to rational or mental and intellectual of the customers. (Factors: Detailed appearance, colours of images, marketing stimuli, familiarity, and the promise of ads).



Hierarchy of Effects Model Theory

By Lavidge and Steiner 1961



Research Methodology

Research Design & Sampling

- Quantitative design (Online Questionnaire)
- Convenience sampling

Data Collection & Measurement

- 103 female university students,
- 5-point Likert

Data Analysis

- Cross-tabulation of two variables by Statistical Package for Social Sciences (SPSS).

FINDING & DISCUSSION

A. First Finding

The Relationship between Age and Familiarity of Beauty Brands on Instagram

Symmetric Measures^c

| | | Value | Approx. Sig. |
|--------------------|------------|-------|--------------|
| Nominal by Nominal | Phi | .280 | .426 |
| | Cramer's V | .198 | .426 |
| N of Valid Cases | | 103 | |

Based on the cross-tabulation table, 34.0% of the respondents aged 22-25 years old were very familiar of beauty product brands on IG. It can be seen that 35 respondents claimed “agree” on its factor. As illustrated on Cramer’s v test table, it indicates that the relationship between familiar of beauty brands and age is significant since ($p=0.280$), and alpha is 0.05, which means $p < 0.05$. It can be concluded that the respondents who aged 22-25 years old were very vulnerable to familiarity of beauty brands on Instagram compared to those aged under 22 years old.

Age*Familiar of Beauty Brands on Instagram Crosstabulation

| | | | 4. I am aware of familiar beauty brands on Instagram | | | | | Total |
|---------------------|--|--|--|----------|----------------|--------|----------------|--------|
| | | | Strongly Disagree | Disagree | Slightly Agree | Agree | Strongly Agree | |
| Age 18-21 years old | Count | | 3 | 2 | 7 | 16 | 7 | 35 |
| | Expected Count | | 1.0 | 2.0 | 7.8 | 17.7 | 6.5 | 35.0 |
| | % within Age | | 8.6% | 5.7% | 20.0% | 45.7% | 20.0% | 100.0% |
| | % within Familiar beauty brands on Instagram | | 100.0% | 33.3% | 30.4% | 30.8% | 36.8% | 34.0% |
| | % of Total | | 2.9% | 1.9% | 6.8% | 15.5% | 6.8% | 34.0% |
| 22-25 years old | Count | | 0 | 4 | 16 | 35 | 11 | 66 |
| | Expected Count | | 1.9 | 3.8 | 14.7 | 33.3 | 12.2 | 66.0 |
| | % within Age | | 0.0% | 6.1% | 24.2% | 53.0% | 16.7% | 100.0% |
| | % within Familiar beauty brands on Instagram | | 0.0% | 66.7% | 69.6% | 67.3% | 57.9% | 64.1% |
| | % of Total | | 0.0% | 3.9% | 15.5% | 34.0% | 10.7% | 64.1% |
| 26-above | Count | | 0 | 0 | 0 | 1 | 1 | 2 |
| | Expected Count | | .1 | .1 | .4 | 1.0 | .4 | 2.0 |
| | % within Age | | 0.0% | 0.0% | 0.0% | 50.0% | 50.0% | 100.0% |
| | % within Familiar beauty brands on Instagram | | 0.0% | 0.0% | 0.0% | 1.9% | 5.3% | 1.9% |
| | % of Total | | 0.0% | 0.0% | 0.0% | 1.0% | 1.0% | 1.9% |
| Total | Count | | 3 | 6 | 23 | 52 | 19 | 103 |
| | Expected Count | | 3.0 | 6.0 | 23.0 | 52.0 | 19.0 | 103.0 |
| | % within Age | | 2.9% | 5.8% | 22.3% | 50.5% | 18.4% | 100.0% |
| | % within Familiar beauty brands on Instagram | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| | % of Total | | 2.9% | 5.8% | 22.3% | 50.5% | 18.4% | 100.0% |

B. Second Finding

- **Cognitive (Awareness and Knowledge)**

(Awareness)

| Awareness (Factors) | Level of Agreement (%) | | | | | Mean |
|--|---------------------------|---------------|------------------------|------------|---------------------|--------|
| | 1 Strongly disagree | 2 Disagree | 3 Slightly agree | 4 Agree | 5 Strongly agree | |
| 1. Beauty ads on Instagram attract me by their pictures | 7.8 | 17.5 | 28.2 | 35.0 | 11.7 | 3.2524 |
| 2. Beauty ads on Instagram attract me by their messages | 14.6 | 27.2 | 32.0 | 20.4 | 5.8 | 2.7573 |
| 3. Beauty ads on Insatgram attract me by their celebrity endorsement | 11.7 | 20.4 | 24.3 | 35.0 | 8.7 | 3.0874 |
| 4. Familiar brands of Instagram ads increase my awareness of beauty products | 2.9 | 5.8 | 22.3 | 50.5 | 18.4 | 3.7573 |

| Awareness (Factors) | Level of Agreement (%) | | | | | Mean |
|--|---------------------------|---------------|------------------------|------------|---------------------|--------|
| | 1 Strongly disagree | 2 Disagree | 3 slightly agree | 4 Agree | 5 Strongly agree | |
| 5. Beauty ads on Insatgram attract me by their halal logo | 2.9 | 5.8 | 21.4 | 39.8 | 30.1 | 3.8835 |
| 6. Beauty ads on Instagram attract me by their halal ingredients | 2.9 | 3.9 | 18.4 | 38.8 | 35.9 | 4.0097 |
| 7. Beauty ads on Instagram attract me by their Muslimah picture | 7.8 | 4.9 | 24.3 | 34.0 | 29.1 | 3.7184 |

It is obviously seen that the main factor that influences the awareness attitude of young female students was familiarity with beauty product brands, which has averaged around 3.7573 with 50.5% of the respondents answered: "Agree". It is followed by a picture of the ads.

According to Islamic factors, the halal ingredients has the highest number of agreement in this study, with an average of 4.0097 with the percentage of 38.8% of the respondents were influenced by the halal ingredients of the beauty ads.

Thus, it can be concluded that familiar brands and halal ingredients in beauty ads play significant roles in affecting the awareness attitude of young female students at a university.

Cognitive

(Knowledge)

| Awareness (Factors) | Level of Agreement (%) | | | | | Mean |
|--|---------------------------|----------------|------------------------|------------|---------------------|--------|
| | 1 Strongly disagree | 2 Disadgree | 3 Slightly agree | 4 Agree | 5 Strongly agree | |
| 1. Instagram is good source for getting beauty products information | 1.9 | 13.6 | 32.0 | 29.1 | 23.3 | 3.5825 |
| 2. The names of beauty products that spread on Instagram ads makes me curious about the product advertised | 9.7 | 3.9 | 31.1 | 35.9 | 19.4 | 3.5146 |
| 3. I have knowledge about beauty products for my type of skin | 1.9 | 10.7 | 20.4 | 35.0 | 32.0 | 3.8447 |
| 4. Overall, the price of beauty product is important information | 1.0 | 3.9 | 9.7 | 27.2 | 58.3 | 4.3786 |

| Knowledge (Factors) | Level of Agreement (%) | | | | | Mean |
|---|---------------------------|---------------|------------------------|------------|---------------------|--------|
| | 1 Strongly disagree | 2 Disagree | 3 slightly agree | 4 Agree | 5 Strongly agree | |
| 5. Overall, the benefits of beauty products is important information | 0 | 1.9 | 9.7 | 35.9 | 52.4 | 4.3883 |
| 6. I believe Islamic attributes (halal logo) is important for Instagram advertisements of beauty products | 0 | 2.9 | 11.7 | 31.1 | 54.4 | 4.3689 |
| 7. Overall, I have knowledge about halal ingredients on beauty products | 1.9 | 17.5 | 29.1 | 27.2 | 24.3 | 3.5437 |

In terms of the knowledge component, the respondents generally were affected by the benefits of the product with an average of 4.3883 which is 52.4% of respondents answered “Strongly Agree” on its factor. Otherwise, according to the Islamic perspective of customers, 54.4% opined "Strongly Agree" that Islamic attributes (halal logo) were important for Instagram advertisements for beauty products. Thus, it can be concluded that the benefits, price, and halal logo of the product presented certainly have a strong impact to influence the knowledge of young female students at the university.

Affective (Liking & Preference)

(Liking)

| Liking (Factors) | Level of Agreement (%) | | | | | Mean |
|---|---------------------------|----------------|------------------------|------------|---------------------|--------|
| | 1 Strongly disagree | 2 Disadgree | 3 Slightly agree | 4 Agree | 5 Strongly agree | |
| 1. Image of beauty ads on Instagram affect my emotions | 14.6 | 23.3 | 28.2 | 22.3 | 11.7 | 2.9320 |
| 2. Glamour of beauty ads on Instagram affect my emotions | 13.6 | 20.4 | 35.0 | 19.4 | 11.7 | 2.9515 |
| 3. Colour of beauty ads on Instagram affect my emotions | 12.6 | 10.7 | 37.9 | 27.2 | 11.7 | 3.1456 |
| 4. Overall, I love Bright colour of beauty ads on Instagram | 11.7 | 15.5 | 23.3 | 28.2 | 21.4 | 3.3204 |

| Liking (Factors) | Level of Agreement (%) | | | | | Mean |
|---|------------------------------------|------------------------|---------------------------------|--------------------|-----------------------------|-------------|
| | 1 Strongly disagree | 2 Disadgree | 3 Slightly agree | 4 Agree | 5 Strongly agree | |
| 5. Overall, I intent to click on beauty ads on Instagram if the ads related to my Islamic culture | 7.8 | 20.4 | 31.1 | 25.2 | 15.5 | 3.2039 |

The table shows about the percentage of each affective component, especially in the liking aspect on young female respondents towards beauty ads on Instagram. Based on table 3.1, the factors of liking on a young female student at the university, it can be said that the main factor that influences the liking attitude on young female students was the bright color of ads with a percentage of 28.2% of the respondents answered “Agree” and this was followed by the average of 3.3204.

However, according to the Islamic perspective, the overall 25.2% of respondents answered “agree” to click on beauty ads, if the ads related to their Islamic culture. Thus, it can be concluded that the primary factor that influences the liking attitude of young female customers is the bright color of the ads.

Affective

(Preference)

| Preference (Factors) | Level of Agreement (%) | | | | | Mean |
|---|---------------------------|----------------|------------------------|------------|---------------------|--------|
| | 1 Strongly disagree | 2 Disadgree | 3 Slightly agree | 4 Agree | 5 Strongly agree | |
| 1. Eye catching images of Instagram ads makes me focus on the beauty product advertised | 3.9 | 3.9 | 18.4 | 44.7 | 29.1 | 3.9126 |
| 2. I prefer to choose colorful beauty ads on Instagram | 5.8 | 14.6 | 25.2 | 36.9 | 17.5 | 3.4563 |
| 3. I prefer to choose beautiful headline ads on Instagram | 4.9 | 11.7 | 28.2 | 33.0 | 23.3 | 3.5631 |
| 4. Reasonable ads is one of my reasons to choose the beauty product advertised | 1.0 | 9.7 | 27.2 | 44.7 | 15.5 | 3.5922 |

| Preference (Factors) | Level of Agreement (%) | | | | | Mean |
|--|---------------------------|----------------|------------------------|------------|---------------------|--------|
| | 1 Strongly disagree | 2 Disadgree | 3 Slightly agree | 4 Agree | 5 Strongly agree | |
| 5. Promotion of ads is one of my reasons to choose the beauty product advertised | 3.9 | 8.7 | 27.2 | 44.7 | 15.5 | 3.5922 |
| 6. I prefer to choose beauty ads that have a halal logo on the product's packaging | 1.9 | 3.9 | 23.3 | 37.9 | 33.0 | 3.9612 |

According to the preference component, around 44.7% of the respondents answered “agree” or influenced by eye-catching images and the promotion of ads. Hence, it can be concluded that the eye-catching image plays a significant role in affecting the preference attitude compared to the color of the ads itself.

Conative (Conviction & Purchase)

(Conviction)

| Conviction (Factors) | Level of Agreement (%) | | | | | Mean |
|---|---------------------------|---------------|------------------------|------------|---------------------|--------|
| | 1 Strongly disagree | 2 Disagree | 3 Slightly agree | 4 Agree | 5 Strongly agree | |
| 1. Detailed display (swipe up button) can convince me to buy a beauty product | 13.6 | 12.6 | 21.4 | 28.2 | 24.3 | 3.3689 |
| 2. Colourful Instagram pictorial advertising can convince me to buy beauty product advertised | 9.7 | 16.5 | 25.2 | 32.0 | 16.5 | 3.2913 |
| 3. Affordable price can convince me to buy beauty product advertised | 4.9 | 4.9 | 18.4 | 34.0 | 37.9 | 3.9515 |
| 4. I don't mind watching women from other country appearing in a sexy advertisement of beauty products | 12.6 | 21.4 | 26.2 | 21.4 | 18.4 | 3.1165 |

| Conviction (Factors) | Level of Agreement (%) | | | | | Mean |
|--|---------------------------|----------------|------------------------|------------|------------------------|--------|
| | 1 Strongly disagree | 2 Disadgree | 3 Slightly agree | 4 Agree | 5 Strongly agree | |
| 5. The Halal logo of Instagram ads can convince me to buy a beauty product at non-Muslim business premises | 3.9 | 5.8 | 42.7 | 32.0 | 15.5 | 3.4951 |

Based on the conviction table, it is obviously seen that most of the respondents basically were very affected by affordable prices on beauty IG ads, it can be seen that they answered, “Strongly Agree” compared to “Disagree”, 37.9% and 4.9% respectively. Meanwhile, the halal logo was still the main factor of each component on young female students at the university. In short, affordable prices was the most powerful factor in influencing the beliefs of young consumers' attitudes towards beauty product IG advertisements.

(Purchase)

| Purchase (Factors) | Level of Agreement (%) | | | | | Mean |
|---|------------------------------------|-----------------------|---------------------------------|--------------------|-----------------------------|-------------|
| | 1 Strongly disagree | 2 Disagree | 3 Slightly agree | 4 Agree | 5 Strongly agree | |
| 1. My purchase behavior can be affected by beautiful product packaging | 11.7 | 18.4 | 33.0 | 24.3 | 12.6 | 3.0777 |
| 2. My purchase behavior can be affected by colourful Instagram ads | 13.6 | 21.4 | 35.0 | 23.3 | 6.8 | 2.8835 |
| 3. My purchase behavior can be affected by affordable price | 3.9 | 6.8 | 24.3 | 29.1 | 35.9 | 3.8641 |
| 4. My purchase behavior can be affected by promotion of the Instagram ads | 2.9 | 12.6 | 23.3 | 32.0 | 29.1 | 3.7184 |

| Purchase (Factors) | Level of Agreement (%) | | | | | Mean |
|---|---------------------------|---------------|------------------------|------------|---------------------|---------|
| | 1 Strongly disagree | 2 Disagree | 3 Slightly agree | 4 Agree | 5 Strongly agree | |
| 5. My purchase behavior can be affected by attractive copywriting | 7.8 | 15.5 | 38.8 | 20.4 | 17.5 | 1.15016 |
| 6. My purchase behavior can be affected by my family | 5.8 | 9.7 | 24.3 | 36.9 | 23.3 | 1.12124 |
| 7. My purchase behavior can be affected by Islamic attributes | 19.4 | 28.2 | 29.1 | 13.6 | 9.7 | 1.12124 |
| 8. My purchase behavior can be affected by the religion | 5.8 | 16.5 | 40.8 | 23.3 | 13.6 | 1.06580 |

Based on the purchase factor, most of the respondents were influenced by the affordable price and promotion, with an average of 3.8641 and 3.7184 respectively. It can be seen that the percentage of the level of agreement of the respondents, with around 29.1% and 35.9% answered “Agree” and “Strongly Agree” on affordable prices. Likewise, in terms of Islamic factors, Islamic attributes and religion less affected their final step. To sum up, the affordable price was the major factor in influencing the purchasing behavior of young female students at the public university.

C. Third Finding

The influence of beauty products Instagram advertisements on female university students from the Islamic perspective).

Each component generally contains Islamic factors such as halal logo, halal ingredients, and others on beauty ads on Instagram. It is clearly seen that the average of each level to the final steps was unstable. For example, on the cognitive level, people previously were aware of the halal ingredients of beauty products on Instagram with an average of 4.0097 compared to Muslimah pictures. However, at the knowledge level, the halal logo was more influential. While some of the respondents of this study claimed that they have knowledge about halal ingredients of the beauty products with an average of 3.5437.

On the other hand, overall, the respondents intended to click on beauty ads on Instagram if the ads were related to their Islamic culture made up a small average of around 3.2039. Besides that, the halal logo still was the main factor until the affective (preference) and conative (conviction) stages, which was 3.961 and 3.4951 respectively. Nevertheless, the number of Islamic attributes has the lowest average which is 2.6601. This emphasizes that Islamic attributes do not fully influence the final step of young university female students.

Discussion

The final findings of this study had met the objectives of this research. It can be seen most of the respondents argued they are aware of the existence of beauty advertisements on Instagram. This is because, based on the literature review discussed earlier, the advertisements may suddenly appear even though the users are not following the advertisements themselves.

- **Familiar brands** play a significant role in affecting the awareness attitude and this was followed by the pictures on the ads. **These results have confirmed the previous study which claimed that brand awareness is also one of the crucial factors to consider among female customers. (cite)**
- **Benefits and price** may influence their attitude in terms of knowledge of beauty advertisements on Instagram. **These results also have been agreed on in the previous study.** This is because by providing the information of the products it may encourage customers to get to know further about the product advertised.
- **Color** is the main factor to influence the affective attitude of young female customers. This is because colours were a very crucial factor to evoke the customer's emotional feelings.
- Nevertheless, the main factor that may influence customers until the final stage (purchase) is the **affordable price and promotion itself.**
- In addition, in terms of the **Islamic attributes**, young female students previously were aware of the halal logo on the beauty products, however when they were moving on to the next stage such as the affective and conative levels, they less considered the Islamic attributes of the product, they would consider another factor (marketing stimuli) on the products themselves rather than the Islamic attributes. It can be seen in the results, where the average of the Islamic attributes at each level was unstable. Thus, it can be concluded that Islamic attributes do not fully influence the final step of young female students at the university.

Conclusion

To conclude this study, the study generally approved that there is a positive relationship between Instagram advertising of beauty products on young female customers. Moreover, the relationships among them were significant.

This study stressed that there are some factors that may influence each level of the Hierarchy of Effects Model on young Muslim female customers. In terms of the cognitive level, most of the young Muslim customers had been affected by familiar brands and the benefits of the products themselves. They are also influenced by the presence of a halal logo on the products.

However, when they were moving on to the next stage, colourful products played a significant role in affecting their emotions on the product advertised. In addition, when they moved to the final step, they were likely to consider the price and promotion of the products. Unfortunately, they were less considerate of the Islamic attributes up to the final steps. This is because price and promotion were parts of the 4P marketing mix strategy and this strategy is commonly used by advertisers to attract customers in the marketplace.

Reference

- Ahmad, A., et.al (2013). Consumer Perception towards Halal Logo at Non-Muslims' Business Premises. *International Islamic Business Conference 2013*. Retrieved from https://www.researchgate.net/publication/317543666_Consumer_Perception_towards_Halal_Logo_at_Non-Muslims'_Business_Premises
- Ali, Q., et.al (2019). Financial Cost and Social Influence: Factors Affecting the Adoption of Halal Cosmetics in Malaysia. *Academic of Entrepreneurship Journal*, 25(2). 1-17. Retrieved from <https://www.abacademies.org/articles/Financial-cost-and-social-influence-factors-affecting-the-adoption-of-halal-cosmetics-in-malaysia-1528-2686-25-2-255.pdf>
- Anatasia, V., Sunitarya, & Adriana, V. (2016). The Effects of Advertising Strategies on Consumer Trust: A Case of Skin Care Products in Taiwan. *Binus Business Review*, 7(2), 125-130. doi: 10.21512/bbr.v7i2.1585
- Anwar, M., & Saeed, M. (1996). Promotional Tools of Marketing: An Islamic Perspective. *Intellectual Discourse*, 4 (1). 15-30. Retrieved from <https://pdfs.semanticscholar.org/5e15/c1519869e7e8f17a83c5d96efbf9e4430e53.pdf>
- Apriliana, N. S. (2019). The Influence of Cosmetics Advertisements on Instagram Towards Teenage Girl's Attitude and Consumptive Behavior in Yogyakarta. *International Conference on Communication, Culture and Media Studies*. 253-259. Retrieved from <https://journal.uin.ac.id/CCCMS/article/view/12635>
- Arbak, S., Islam, R., & Al-Rasyid, H. (2019). Influence of Islamic Advertising: Ethic Violation on Customer Purchase Intention of Halal Cosmetic Products in Malaysia. *Humanities & Social Sciences Reviews*, 7(3). 671-682. doi: 10.18510/hssr.2019.7398.
- Bafna, A., et.al (2016). Influence of Celebrity Endorsement on the Consumer Behavior for Facila Care Product. *Imperial Journal of Interdisciplinary Research*, 2(5). 219-235. Retrieved from https://www.academia.edu/23861252/Influence_of_Celebrity_Endorsements_on_the_Consumer_Behavior_for_Facial_Care_Product

- Beh, Y. Z., Jivanavary., & Yashinnie. (2018). The Effects of Online Advertisement on Young Female's Perception on Beauty. *UTAR Institutional Repository*. 1-69. Retrieved from <http://eprints.utar.edu.my/3438/>
- Belanche, D., Cenfor, I., & Perez-Reuda, A. (2019). Instagram Stories Versus Facebook Wall: An Advertising Effectiveness Analysis. *Spanish Journal of Marketing*, 23(1), 69-94. doi: 10.1108/sjme-09-2018-0042.
- Blystone, D. (2020). The Story of Instagram: The Rise of the 1 Photo- Sharing Application. *InvestoPedia*. Retrieved from <https://www.investopedia.com/articles/investing/102615/story-instagram-rise-1-photo0sharing-app.asp#:~:text=Instagram%20is%20a%20photo%20and,of%20fine%20whiskeys%20and%20bourbons>.
- Britton, A. M., (2012). The Beuty Industry's Influence on Women in Society. *Honors Theses and Capstones*. 86. 1-41 Retrieved from <https://scholars.unh.edu/cgi/viewcontent.cgi?article=1085&context=honors>
- Duffet, R. G. (2017). Influence of Social Media Marketing Communications on Young Consumer's Attitude. *Young Consumer*, 18(1), 19-39. doi: 10.1108/yc-07-2016-00622
- E-Commerce Consumers Survey: 2018. *Communication and Multimedia: Pocket Book of Statistic: Malaysian Communication and Multimedia Commission (MCMC)*. Retrieved from <http://www.mcmc.gov.my>
- Gaber, H. R., Wright, L. T., & Kooli, K. (2019). Consumer Attitude Towards Instagram Advertisement in Egypt: The Role of the Perceived Advertising Value and Personalization. *Cogent Business & Management*, 1-13. doi: 10.1080/23311975.2019.1618431
- Greenfield, G. (2018). When Beuty is The Beast: The Effects of Beauty Propaganda on Female Consumers. 1-140. Retrieved from https://digitalcommons.unomaha.edu/cgi/viewcontent.cgi?article=1028&context=university_honors_program
- Hakkarainen, T. (2018). Advertising Through Instagram Influencers: The Effect of Disclosure on Consumer Attitude. 1-105. Retrieved from <https://lutpub.lut.fi/handle/10024/158906>

- Homa, D., & Shadi, R. S. (2018). The Customer's Desire and Online Effective Advertisement in Social Media (Case Study: Instagram Users). *British Journal of Marketing Studies*, 6 (6), 27-39. Retrieved from <https://www.eajournals.org/journals/british-journal-of-marketing-studies-bjms/vol-6-issue-6-december-2018/the-customers-desire-and-online-effective-advertisements-in-social-media-case-study-instagram-users/>
- Huang, Yi-Ting., & Su, Sheng-Fang. (2018). Motives for Instagram Use and Topics of Interest among Young Adults. *Future Internet*. 1-12. doi: 10.3390/fi10080077
- Huey, Lim. S., & Yazdanifard, R. (2015). How Instagram Can Be Used as a Tool in Social Network Marketing. Retrieved from https://www.researchgate.net/publication/265377226_How_Instagram_can_be_used_as_a_tool_in_social_networking_marketing
- In, J. (2017). Introduction of a Pilot Study. *Korean Journal of Anesthesiology*, 70 (6), 601-605. Retrieved from https://www.researchgate.net/publication/321503093_Introduction_of_a_pilot_study
- Jan, M. T., & Wan, H. L (2018). Will Islamic Marketing Survive in Today's World?. *Journal of New Business Ideas & Trends*, 16(2). 9-17. Retrieved from https://www.researchgate.net/publication/329933725_Will_Islamic_Marketing_Survive_in_Today's_World
- Jong, L. D. (2018). The Effects of Instagram Advertising on Brand Awareness, Ad Intrusiveness, Brand Attitude and Purchase Intentions. Retrieved from <https://scripties.uba.uva.nl/download?fid=656654>
- Joshi, A et.al (2015). Likert Scale: Explored and Explained. *British Journal of Applied Science & Technology*, 7(4). 396-403. Retrieved from https://www.researchgate.net/publication/276394797_Likert_Scale_Explored_and_Explained
- Kadir, A. Y. A., & Al-Aidaros, Al-Hasan. (2015). Factors Influencing Advertising in Malaysia from an Islamic Perspective: Case of Kedah State. *International Review of Management and Business Research*, 4(1). 189-202. Retrieved from https://www.researchgate.net/publication/305777193_Factors_Influencing_Advertising_in_Malaysia_from_an_Islamic_Perspective_Case_of_Kedah_State

- Kokoi, I. (2011). Female Buying Behaviour Related to Facial Skin Care Products. Retrieved from <https://core.ac.uk/download/pdf/38026078.pdf>
- Kwan, Vam. L., Ahmad, R., & Ahmad, R. (2019). Cosmetic Advertisement: A Study on Self-Esteem and Buying Behaviour of Young Women in Kuala Lumpur, Malaysia. *International Journal of Recent Technology and Engineering*, 7(5S), 261-267. Retrieved from <https://www.ijrte.org/wp-content/uploads/papers/v7i5s/ES2154017519.pdf>
- Lavidge, R. J., & Steiner, G. A. (1961). A Model For Predictive Measurements of Advertising Effectiveness. *The Journal of Marketing*, 25(6), 59-62. doi: 10.1177/002224296102500611.
- Lixandru, Mara.-G. (2017). Advertising For Natural Beauty Products: The Shift in Cosmetic Industry. *European Scientific Journal*, 13(12), 6-13. doi: 10.19044/esj.2017.v13n12p%p.
- McCabe et.al. (2017). Women, Makeup, and Authenticity: Negotiating Embodiment and Discourses of Beauty. 1-22. doi: 10.1177/1469540517736558
- McLeod. (2019). What's Difference Between Qualitative and Quantitative Research. Retrieved from <https://www.simplypsychology.org/qualitative-quantitative.html>
- Mohanapriya, A., Padmavathi, M., & Prasathkumar, A. (2019). A Comparative Study on the Impact of Skin Care Products on the Self-Esteem of Women Users and Non-Users in Coimbatore City. *International Journal of Recent Technology and Engineering*, 7(5S), 421-424. Retrieved from <https://www.ijrte.org/wp-content/uploads/papers/v7i5s/ES2175017519.pdf>
- Mokhtar, A. (2016). A Framework for Islamic Advertising: Using Lavidge and Steiner's Hierarchy of Effects Model. *Intellectual Discourse*, 24 (2). 273-294. Retrieved from https://www.researchgate.net/publication/319494621_A_framework_for_Islamic_advertising_Using_Lavidge_and_Steiner's_hierarchy_of_effects_model
- Moriarty, S., Mitchell, N., & Wells, W. (2012). *Advertising & IMC: Principle and Practice*. Pearson Education: England.