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The Perception of *Hijabis* of Integrated Marketing Communication (IMC) Campaigns by dUCk Scarves & Naelofar Hijab: An Aida Model Perspective

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ABSTRACT

Halal has evolved into a way of life with numerous dimensions. The Halal economy has grown beyond the food and beverage industry and has spread out to include other sectors like healthcare, cosmetics, pharmaceuticals, tourism, fashion, and logistics. This current study aims to investigate how integrated marketing communication (IMC) campaigns are used to promote fashion specifically *hijab* by using the AIDA model. Two successful corporations were selected for this study: dUCk Scarves and Naelofar Hijab. These two businesses were selected due to their existing social standing and significant influence among Muslim women in Malaysia. Qualitative research was selected as the methodology. In-depth interviews with open-ended questions were used to answer the research objectives. Interviews were conducted with 10 *hijabis* in Malaysia from different age ranges and occupations to understand their perceptions of the *hijab* brands that used IMC campaigns, framed by the AIDA model. Findings show that IMC campaigns do influence consumer attention, interest, desire, and action. Besides, new elements of the AIDA model are discovered from this research study.

Keywords: Integrated marketing communication (IMC); AIDA Model; dUCk Scarves; Naelofar Hijab; Hijabis

INTRODUCTION

Integrated marketing communication (IMC) has taken over and influenced companies' communications and marketing strategies in recent years. It has been beneficial for businesses in terms of brand equity, brand performance, and brand appeal (Gurău, 2008; Luxton et al., 2017). Due to the effectiveness of these communication tools, integrating marketing communication technologies are now seen as top priority (Valos et al., 2016). Nonetheless, several factors are driving the expansion of IMC strategies in today's industry including mass consumer targeting, event marketing, social networking sites and direct emails, media accountability, and payment options (Brunello, 2013). Conventional IMC only uses a few well-known tactics, such as public relations, sales promotion, direct marketing, and advertising (Jones & Schee, 2008), which is insufficient to study Generation Z (Bhatt et al., 2018; Adeola et al., 2020). To make traditional IMC tools more contemporary, digital media marketing and social media must be incorporated.

Halal has evolved into a way of life with numerous dimensions. Countries with Muslim minorities predominate this trend as well as nations with Muslim majorities in terms of the acceptance of halal standards. Its acceptance is based on an understanding of sustainability and the impact of halal products and services on all facets of life. Halal has developed from a Muslim requirement to a widely embraced global trend (Haro, 2020).

Some groups of women who wear the *hijab* contribute to the trend. The *hijabi* has become a key player in the *hijab* fashion market. They have shown themselves as sophisticated, trendy women and sometimes even encourage consumptive behaviour through the way they dress and how they wear the *hijab*, which serves as a representation of Islamic principles and an entrenched religious symbol. *Hijab* fashion that is promoted on social media ultimately serves as a "tool" for women in the public sphere or a technique to aid young women on Instagram (Kavakci & Kraeplin, 2017) and other social media platforms in discovering their identities. Teenagers and other groups are now more and more exposed to consumption culture (Rohman, 2016). With appealing items and effective marketing strategies, Muslim fashion makers consistently convince consumers to buy their goods.

Past studies have shown a change in how modern Muslim clothing is worn in many nations, including Bangladesh and Turkey (Hussain, 2010). In recent years, modern halal fashion has gained popularity and is now found in many countries. The formulation of the problem in this study is how to develop the halal fashion industry in Malaysia especially the *hijab* through IMC campaigns. Several brands of *hijab* have appeared in Malaysia competing with one another other than dUCk Scarves and Nealofar Hijab like TudungPeople, Alhumaira, Carmelita, Ariani, and Sugarscarf amongst them. Competition among the brands is rife, hence it is important to examine the effectiveness of the IMC campaigns by dUCk Scarves and Nealofar Hijab that distinguish them and make them more visible. Therefore, the purpose of this research is to examine how dUCk Scarves and Nealofar Hijab have used IMC campaigns to make themselves more visible to drive purchases in developing the Malaysian halal fashion industry from the AIDA model perspective.

This study aimed to look at the perception of the target audience that is the *Hijabis* at how IMC campaigns are used by dUcK Scarves and Naelofar Hijab. The AIDA model will be used as a guideline in investigating the brands' campaigns. dUcK Scarves is one of the local brands in Malaysia with the quickest growth rate and was established by Datin Vivy Yusof in 2010. The group now runs 13 retail outlets in Malaysia and Singapore in addition to online stores and exclusive apps for their brands. Neelofa Mohd Noor, a well-known Malaysian personality and businesswoman, established the modest clothing line Naelofar Hijab in 2014. Naelofar Hijab's trendy *hijab*, clothing, bags, and accessories have won the hearts of modest fashion fans all over the world because of its commitment to offering options at affordable costs without sacrificing high quality. These two businesses were selected due to their existing social standing and significant influence among Muslim women in Malaysia.

Thus, the present study sought to answer the following questions:

RQ1: How do dUcK Scarves and Naelofar Hijab use IMC campaigns to create attention (meaningful, believable, and distinctive) among *hijabis*?

RQ2: How do dUcK Scarves and Naelofar Hijab use IMC campaigns to create interest (explaining the features and benefits) among *hijabis*?

RQ3: How do dUcK Scarves and Naelofar Hijab use IMC campaigns to create desire (motivation to own the product) among *hijabis*?

RQ4: How do dUcK Scarves and Naelofar Hijab use IMC campaigns to create action (purchase the product) among *hijabis*?

LITERATURE REVIEW

This section is a review of previous studies on IMC, halal fashion trends, the *hijabi* community in Malaysia, previous studies on the marketing communication of *hijab* brands, and the AIDA model.

Integrated Marketing Communication (IMC)

IMC is not a recent idea; in fact, the idea of communication integration first appeared in the 1930s. During this time, salespeople would work with the advertising team, even though scholars had already suggested in 1966 combining the use of promotional instruments to ensure synergy (Thorson & Moore, 1996). Synergy refers to the 'principle that when all the pieces (promotional instruments or marketing communication tools) work together, the whole is greater than the sum of its parts' (Moriarty et al. 2019, p. 592).

Marketers noticed an increase in the advertising industry's integration activity between 1970 and 1980. The advertising business was influenced by this notion of offering people a one-stop shop. The integration of marketing components first appeared in the late 1980s and quickly began to dominate academic discussions of marketing over public relations (Thorson & Moore, 1996). In 1990, IMC became one of the most recent marketing issues at the time (Percy, 1997). Moreover, in the 1990s, IMC emerged as a discipline. Total communication (TC) and integrated communication (IC) were the suggested names for this discipline, but

integrated marketing communication (IMC) was ultimately chosen as the most favoured term (Kerr et al., 2008).

Before digitalization, integrated marketing communication included public relations, direct marketing, word-of-mouth, sales promotion, and advertising (Kitchen & Schultz, 2009). Businesses benefited from these key components because they raised consumer awareness of their products and increased sales. IMC is essentially a multifaceted communication approach that coordinates the many marketing mix promotional components to produce and give more value to target customers and promotional impact towards customers in the market (Duffet & Wakeham, 2016).

IMC is explicitly defined by the American Association of Advertising Agencies (AAAA) as a concept of marketing communications planning that acknowledges the additional value of a comprehensive strategy that assesses the strategic roles of several communications disciplines, such as advertising, direct response, sales promotion, and public relations, and combines these disciplines to give clarity, consistency, and optimum communication (Zwerin et al., 2020).

With the advent of the Internet and communication technology, today's brands must be observant in communicating. It is because the rule of the game in marketing and business has changed due to this development. One of its effects is that the consumer is no longer helpless and can be bombarded with unidirectional messages. They no longer favour one-way communication and tend to reject conventional forms of communication. Consumer feedback should be expected by brands. Customers will value a company that has a personal touch and two-way communication (Kitchen & Schultz, 2009). IMC is now all about having conversations with customers through an interactive model where the sender and receiver of the IMC messages are interchangeable (Moriarty et al., 2019). Interactive media is used to engage with customers who are interested in a brand and not merely to encourage repeat purchases. Interactive media is excellent for fostering connections between brands and consumers. Due to the nature of two-way communication, it is possible to exchange information and messages, which fosters trust between the company and the customers it serves (Chaffey et al., 2000).

Halal Fashion Trends

In Arabic, the word "*halal*," which means "permissible" or "allowed," refers to anything that is permitted by Islam. It is fundamentally a way of life and does not only apply to the kinds of food that Muslims are permitted to eat. Consumers are influenced to utilize things by their knowledge of fashion, which is a prominent and important factor (Teo et al., 2017). To create a competitive advantage for their business due to religious matters such as *halal*, *halal* fashion must include the dimensions of excitement, sophistication, and fairness as part of their brand development strategy (Zainudin et al., 2019). Halal certification is a marketing approach to be able to attract as many customers as possible.

According to Islamic law, a production is *halal* if it complies with the *halal* and *thoyyib* requirements for its raw materials, tools, methods, and output. To prevent production methods that contravene Islamic law, this notion must be applied comprehensively and

consistently (Rusydia, 2020). *Halal* production is typically linked to the food production and processing industries, but it is now frequently important to a variety of industries as well, including pharmaceuticals, health products, tourism, cosmetics and hygiene products, logistics, packaging, and others (Dubé et al., 2016). The achievement of the *halal* indicators established by the Department of Islamic Development Malaysia (JAKIM) as a certification authority can be used to assess a product's *halal* status.

Halal clothing products are components of clothing that adhere to the *Sharia* requirements for wearing and support the *halal* way of living. The *halal* lifestyle can also encompass additional aspects including fashion, jewellery, luxury goods, and products for the home, car, interior, and culture (Hanzaee & Chitsaz, 2011). The use of *halal* raw materials, the avoidance of the mixture of prohibited or unclean elements during the manufacturing process and storage, and adherence to the principles of justice and the welfare of the people during distribution are all requirements for determining if fashion goods are *halal* (Muflih, 2019). Consumers will receive assurances that *halal* fashion goods adhere to Malaysian certification standards at each level of the production process, from upstream to downstream.

Hijabi Community in Malaysia

The extensive expansion of *hijab* brands has created a "*hijab* elite" atmosphere in Malaysia. For instance, Fareeda generated MYR30 million (USD6.4 million) in sales from the sales of opulent *hijab* designs in just 2013 alone (Boo, 2015). These *hijab* designs are targeted at well-known and wealthy consumers. Similarly, numerous other *hijab*-specific business empires, such as Naelofar Hijab and dUCk Scarves, founded by well-known media figures Neelofa Mohd Noor and Datin Vivvy Yusof, have created exclusive *hijab* that is tailored to the millennial middle-class Malays to dispel negative opinions concerning veiling that were typically worn by elderly, unfashionable Malay-Muslim who are known as "*makciks*" (aunties).

The *hijabi* community is made up of women who constantly wear the *hijab* while maintaining a trendy appearance to encourage other women to use the *hijab* while adhering to Islamic law. As a method of presentation and social connection in society, the *hijabi* is also engaged in a variety of charitable endeavours and the community education program. As a means of empowering women economically, some members of the *hijabi* community are also *hijab* entrepreneurs who actively contribute to the creation of *halal* fashion trends. This work is aided by the work of Islamic financial institutions that encourage the growth of the *halal* fashion industry (Martiana et al., 2018).

Previous Studies on Integrated Marketing Communication of Hijab Brands

There have been several studies conducted on the role of the Chief Executive Officer (CEO) in product promotions and the use of social media in the marketing communication of *hijab* and cosmetic brands.

Some studies found the role of the CEO as having no impact on the brand, but most studies examined found that the CEO plays an important role in the brand's promotions and reputation. The first study investigated the effects of the perceived brand image of cosmetic brands and perceived CEO's image on the purchase decisions by consumers (Abd Hafiz & Ali,

2017). Datin Vivy Yusof the CEO and Founder of duCk cosmetics is one person of focus in the study. From the 102 customers surveyed, it was found that perceived brand image matters more to the consumer when purchasing beauty and cosmetic products, and perceived CEO's image matters less to them.

A subsequent study analysed an online gossip forum of Vivy Yusof (Drus & Khalid, 2019). It is one of the most active platforms that discusses her and her business. Participants of this group freely comment on any recent issues anonymously. Based on netnography research, sentiment analysis was used to examine the data. Out of over 1,000 threads examined, more than half of the thread conversations on the product, customer, and personal categories contained negative sentiments. Negative comments of the scarves as being inferior in quality and ugly in design with her lifestyle depictions criticized.

The role of the CEO was found to be more important and positive in terms of selling products according to other studies. One such study examined Vivy Yusof as an outstanding fashion icon with more than a million followers and her use of personal branding to build her brand (Md Saad & Yaacob, 2021). The research found that Vivy's presence on social media confirms the importance of CEO personal branding as she influences the masses as proven by the interaction of her followers (through likes and comments) and engagement with her posts on diverse subjects.

Another positive finding in terms of the role of the CEO in the promotional efforts of Vivy's cosmetics brand was uncovered in another study that used a content analysis design framed by the Elaboration Likelihood Model (ELM). The study examined comments made on the photos and videos posted by Vivy Yusof on social media and the findings revealed positive opinions of her, as they were influenced by her endorsements of dUCK Cosmetics products. The messages conveyed in Vivy's posts had also established trust amongst her followers in purchasing which eventually transformed the behaviour of her followers from engagement to action.

Other studies focused on the role of social media in the promotion of *hijab* brands to Muslim target audiences. A study examined how social media impacted the choices Singaporean Muslim women make related to the *hijab* and their attire through focus group discussions of young undergraduate students and older career professionals (Jailanee et al., 2019). It was found that younger consumers are influenced by social media promotions and use these as a tool to define their sense of dress which is the opposite of older women who are definite in their definition of religious identity and are not influenced by social media, but both are focused on religious principles that go beyond social media.

Another study investigated the marketing strategy of the Naelofar Hijab brand on Instagram that engages with the target audience framed by the AIDA model (Jasman et al., 2022). The ten most successful Naelofar Hijab Brand campaigns promoted on Instagram were examined. The findings suggest that Naelofar Hijab's marketing communication uses Instagram for viral marketing to draw the audience's attention to the brand itself rather than the product itself. And, although the brand's competitors are using Instagram too, the Naelofar Hijab brand is

more prominent in inculcating loyalty, trust, inspiration, and motivation in the brand, as depicted by Noor Neelofa's Instagram account.

In another study of four brand advertisement images that were created based on the *hijab* brands W, X, Y, and Z, respondents revealed that the most important aspect of the advertisement to them was the product that attracted attention the most, followed by price, the model's face, product description, and finally, brand (Musa et al., 2020).

A subsequent study was to find out the factors that influence Muslim women to purchase modest apparel and whether social media has any influence on their purchase decisions (Shaari et al., 2021). The survey research study found fashion innovativeness did not have a significant effect on modest apparel purchase intention and social media did not moderate Malaysian Muslim women's purchase intention.

A final study examined the association between consumers' knowledge, perception, and buying behaviour of dUCk products through Vivy Yusof's social media marketing strategies using social marketing theory. Using online surveys, the findings conveyed that respondents have a high level of knowledge, high level of perception, and high level of buying behaviour on dUCk products and it also established a positive and strong association between consumers' knowledge of dUCk's product and buying behaviour. Finally, those with a positive perception of dUCk products were also more likely to purchase the product. There were no studies to the best of the researchers' knowledge that compared the IMC campaigns of dUCk Scarves and Naelofar Hijab from the AIDA model perspective.

AIDA Model

AIDA (Attention, Interest, Desire, Action) is a formula that is frequently used to assist in the overall planning of advertisements (Kotler & Keller, 2009). According to Strong (1925), this model represents a consumer's cognitive journey through four key stages. By encouraging the purchase of a certain good or service, this model acts as a tool to promote action. AIDA utilizes four psychological stages, from unawareness to concrete acquisition, and advertisers could effectively build advertising programs. Mackey (2015) stated that the AIDA model comprises Awareness (paying attention to the customer), Interest (increasing the customer's interest by focusing on profits, benefits, and features), Desire (persuading the customer that interest in a product or service can satisfy their wants), and Action (customer acts and or purchases products and services).

AIDA is a factor that is frequently utilized in the design of an advertisement when several conditions are defined, including the media, the size of the space, and the location within each option of media to be employed. There are four indicators: attention, interest, desire, and action. To spread a message using social media, attention must first be raised. Interest is a signal that piques people's interest and draws them in for more investigation and observation. The driving force behind purchasing is desire. Ultimately, action is a strong desire to choose to purchase the offered item (Kotler, et al., 2017).

Nowadays, businesses are adopting IMC campaigns as a regular communication channel for customer services, promotional updates, and tracking customer orders. Numerous

multinational corporations, including Estee Lauder, a company of personal care products, use SMS coupons to market its goods; McDonald's uses SMS competitions and quizzes to increase sales and brand recognition; and Nike, a major manufacturer of athletic equipment, uses mobile marketing to help customers make decisions (Shankar & Balasubramanian, 2009). Additionally, email is a commonly used marketing channel globally. According to Gardner (2012), email marketing is the practice of sending emails to people on a list to persuade them to buy a good or service. It is an important medium of marketing communication especially for companies seeking to build and maintain closer relationships with customers (Fiona & Neil, 2011).

Attention

To get the attention of customers, a marketer needs to be able to turn information into media. A marketer can develop a claim that indicates the public's interest as well as powerful verbal or visual clues that can compel viewers to pay attention to and understand the message. Strong (1925) pointed out that the advertiser must market the product in such a way that the buyer is aware that a particular service is available. Kotler & Armstrong (2001) added that the following three components should be given attention to in the attention stage: (1) Meaningful, emphasizing the product's benefits or appealing to consumers; (2) Believable, leading customers to believe the product will have the benefits claimed in the product description. (3) Distinctively, the commercial conveys a more powerful message than its competitor.

Interest

A marketer must consider media that delivers the meaning of the product to entice customers after establishing information that appeals to customers. When a customer is apprehensive of the existence of a product or service, the marketer must try to stimulate the potential customer's interest. One way to draw customers is to stimulate their curiosity by providing a solution or a sign of hope for a specific problem. Outlining the features and advantages in clear, concise and detail is the best way to draw customers' attention and raise their awareness. According to Assael (2001), the appearance of customers' buying interest in a product that a marketer has offered is what constitutes interest.

Desire

Strong (1925) noted that desire is the actual aspiration towards a specific good, service, or brand. Desire is when marketers try to connect their product or service through an 'emotional connection', that shows their brand personality. Move the customer from 'liking' it to 'wanting it'. Marketers can utilize integrated marketing communication campaigns to generate interest in a specific product. Besides, a marketer must be smart and observant in determining their target demographic to persuade customers to try and buy a product. Marketers need to provide their customers with the best options and assist them in making the best selections as this stage is essential. When the customer's demands have been successfully identified and met, it will give people reasons to purchase a product.

Action

This is the crucial stage where a marketer must take the lead and act to persuade customers to purchase a product. The last step of the purchasing process is action (Strong (1925). Purchasing the chosen good or service is the act of taking action. In this step, marketers focus on identifying the customer to complete the entire cognitive process with a purchase, with the tangible action of purchasing the good or service. The term "action" refers to the actions a marketer must perform to persuade customers to read their content or to become their target market for a product purchase. The marketer must tell readers and customers about the steps involved and the price of a particular good or service to guide them. Action serves as the final effort to convince the customers to buy as soon as possible or as part of the process by choosing the right words so that customers will respond accordingly (this is the most difficult step).

From previous literature, there is the lack of studies that have been conducted on IMC campaigns and the AIDA model, especially among the *hijabi* community. Previous literature on IMC has discussed more on IMC campaigns on social media and digital media (Kushwaha et al., 2020; Ul Rehman, 2022; Yamin, 2018). As for the study on the AIDA model, previous literature has examined the model with mobile and email marketing (Ur Rehman et al., 2014), online advergames (Ghirvu, 2013), tourism advertising effects (Lishenget al., 2021), and the marketing mix with regards to the purchase of online products (Kusumawati et al., 2021). Regarding studies on corporations, many studies have been conducted on dUCk Scarves in other countries such as Indonesia and Brunei (Mohamad & Hassim, 2019; Susilawati et al., 2021). Hence, this research study will provide an answer as there is a lack of studies on these two brands, especially on the Naelofar Hijab in Malaysia. Furthermore, there is also a lack of studies on IMC campaigns used in the halal fashion industry in Malaysia thus, this research study will serve as a platform to help the halal fashion brands especially *hijab* brands in Malaysia identify the best IMC campaigns for their businesses. Due to these reasons, this study will fill the research gap.

METHODOLOGY

The qualitative case study was conducted to examine the research problems and objectives whereby, in-depth interviews and open-ended questions were used to answer the research questions. According to Sturman (1997), a case study is a general term for the exploration of an individual, group, or phenomenon. In this research, the *hijabi* community who are also the customers of dUCk Scarves and Naelofar Hijab were the informants. In-depth interviews were conducted with 10 Malaysian informants from different age ranges, who were selected through purposive and snowballing sampling techniques to get information and clarification on how the brands used IMC campaigns in creating attention, interest, desire, and action among them. Interview questions were adapted from Chakrabarty (2023) and framed by using the AIDA model. Burns and Grove (1993) stated that content validity is obtained from three sources: literature, representatives of the relevant populations and experts. In this study, content validity used was an expert in integrated marketing communication whereby, the research topic was checked and verified before the interview collection process began.

The informants selected were based on the criteria that they must be female, customers of dUCk Scarves and Naelofar Hijab (which means they must have experienced purchasing *hijab* from the brands) and aged 20 years old and above. The interview sessions were conducted either face-to-face or through WhatsApp. Interviews conducted face-to-face were recorded and transcribed. The data was analysed using thematic analysis to discover themes and codes that answered the research questions (Clarke et al., 2016). The analysis that followed serves as the foundation for concluding (or making inferences).

RESULTS

The findings and discussion of this study are divided into sections encompassing the demographics of informants and the themes and codes that answered the research questions.

Demographics of Informants

The demographic characteristics of the informants are presented in Table 1. 10 informants participated in this study, all females, and consisted of different age ranges from 20 to 48 years old. All informants were working adults except for P1 (a student) and P2 (an intern at an audit firm). The present study collected data on the perception of *hijabis* to IMC campaigns by dUCk Scarves and Naelofar hijab by using the AIDA model.

Table 1: Demographic of Informants

Participant's ID	Age	Occupation
P1	20	Student
P2	24	Intern
P3	35	Marketing Executive
P4	36	Deputy Manager
P5	38	Lecturer
P6	43	Assistant Head
P7	45	Lecturer
P8	47	Lecturer
P9	47	Lecturer
P10	48	Lecturer

AIDA Model used in Integrated Marketing Communication Campaigns (IMC)

Tables 2 to 5 will discuss the findings of how the AIDA Model is used by dUCk Scarves and Naelofar Hijab in the IMC campaigns.

ATTENTION

Table 2 presents the themes and codes of first research question of the study. This table shows how IMC campaigns are used by the brands to create attention among *hijabis*. Two themes were developed based on the answers received from the informants: awareness of the brand and meaningful elements.

Table 2: Attention used in IMC campaigns by dUcK Scarves and Naelofar Hijab

Research Questions	Themes	Codes
RQ1: How integrated marketing communication campaigns are used by the brands to create attention (meaningful, believable, and distinctive) among <i>hijabis</i> ?	Awareness of the brand	<ul style="list-style-type: none"> Instagram
	Meaningful elements	<ul style="list-style-type: none"> Products The owner's personality Marketing strategies

Awareness of the brand

All informants mentioned that they knew about the brands from Instagram. However, there was an informant who mentioned that she was aware of dUcK Scarves from a television show.

I started to know about dUcK Scarves and Naelofar Hijab through social media. It went viral seven years ago when dUcK launched their Malaysia collection. Besides that, I also know dUcK Scarves through a reality TV show called Love, Vivy where Vivy shared most of her life and journey of her business. As for Naelofar Hijab, I followed Neelofa's Instagram and saw she promoted it on her Instagram. The most popular collections are instant scarves which they have created for new *hijabis* to learn how to wear scarves (P2, May 2023).

There is another informant who mentioned she was aware of dUcK Scarves when one of the ranges went on the news.

I knew about dUcK Scarves when there was news that dUcK scarves (KL Tower design) priced around RM800 (USD170) sold out in a few minutes. That is when I knew this brand (P10, May 2023).

Meaningful elements

Based on the informant's answers, elements can be described in terms of the products or scarves, owner's personality, and marketing strategies. As for the scarves, P1 stated

As for dUcK Scarves, the luxury feel from the packaging and the details from each of the scarves. Each scarf came in a beautiful hardcover box including a thank you card. The designs of the scarves are unique, and every scarf has dUcK charms that show the identity of the brand. They also made the colour variety from vibrant to pastel. For the Naelofar Hijab, the price point for the *hijab* is way more affordable on par with the quality produced. The fabric that they use is high quality (P2, May 2023).

As for the owner's personality, half of the informants were more attracted to Vivy Yusof. They stated that they are attracted to the brands based on this factor.

The owner's personality, designs, and quality (P1, June 2023).

The owner's personality & ways of marketing the product (P4, May 2023).

The brand personality and concepts. They have specific themes for most of the series they release. It has, however, become so common now among *hijab* brands- but dUcK Scarves was the one to start it first, with Naelofar Hijab following soon after (especially after their re-branding) (P5, May 2023)

The personality and reputation of the brand's owner can play a significant role in attracting customers. Consumers often appreciate authentic and relatable brand stories, and the owner's personality may come through in their interactions, public appearances, or personal involvement in the brand. For example, Vivy Yusof, the founder of dUCk Scarves, and Neelofa, the founder of Naelofar Hijab, have built a following through their personal brand and public presence, which can contribute to the attractiveness of their respective brands (P7, May 2023).

As for Neelofar, it is due to its super popular celebrity behind the brand and the image of the *hijab* that is modern and practical. Whereas the signature of dUCk Scarves such as limited edition and exclusive designs and prints are the most attractive. (P9, May 2023).

The third element which is marketing strategies is mentioned by two informants. By looking at the answers, dUCk Scarves uses teasers in their marketing strategies while Naelofar Hijab uses collaboration and video in their marketing strategies.

dUCk's marketing strategies are usually working very well, especially among dUCk's enthusiasts. I praise the strategy of dUCk for coming up with teasers every time they are about to release something new. I think it works in grabbing their target market's attention (P5, May 2023).

Naelofar Hijab collaborated with Maybelline, a renowned cosmetics brand, for a campaign that aimed to highlight the compatibility of *hijabs* and makeup. The campaign featured makeup tutorials and styling tips to complement *hijab* looks, showcasing the versatility of Naelofar Hijab products. Other than that, Naelofar Hijab often releases promotional videos during the festive season of Raya in Malaysia. These videos typically portray heartwarming stories, family values, and the spirit of togetherness, while showcasing their latest *hijab* designs and fashion trends for the festive season (P7, May 2023).

INTEREST

Table 3 presents the second research question of the study. Two themes have been developed based on the answers received from the informants: live sessions and features and benefits of products.

Table 3: Interest used in IMC campaigns by dUCk Scarves and Naelofar Hijab

RQ2: How integrated marketing communication campaigns are used by the brands to create interest (explaining the features and benefits) among <i>hijabis</i> ?	Live-stream session	<ul style="list-style-type: none"> ● To see new product releases ● Interactive ● Inspiration on styling & trends ● Discounts and giveaways
	Features and benefits of products	<ul style="list-style-type: none"> ● Good quality scarves

Live-stream session

A live-stream session is a hosting live event that is conducted by companies to interact in real-time with their audiences. As for this study, there are various reasons for the informants to join live-stream sessions.

To see new product releases

Just to see their new releases before going to the store or purchasing online. Because in live sessions usually, they will show the products clearer and up close (P5, May 2023).

I want to see their new collection (P6, May 2023).

Interactive

I am interested in seeing the collection as the live host for the session. Besides that, the live session is where the audience can interact and ask questions regarding the collection released. As for Naelofar Hijabs, I did not have a chance to join their live session. (P2, May 2023).

Inspiration on styling & trends

I would like to see the product live worn by an influencer before purchasing it (P4, May 2023).

The campaigns by dUCK Scarves and Naelofar Hijab may offer ideas on how to wear scarves and *hijabs*, showcasing different styles, color combinations, and ways to accessorize (P7, May 2023).

Discounts and giveaways

Always excited for their giveaways and sometimes vouchers (P3, May 2023)

Yes...because sometimes they will offer more discounts during their live sessions (P9, 2023).

Features and benefits of products

Good quality scarves

One informant stated that both brands offered good quality and a variety of types of scarves.

Both of the brands offer a variety range of *hijabs* from shawl to *bawal* (square scarves) which is a necessity for women especially *hijabis* (P2, May 2023).

DESIRE

Table 4 presents the theme and code for the third research question of the study. One theme has emerged based on the answers received from the informants: motivation to purchase.

Table 4: Desire used in IMC campaigns by dUCK Scarves and Naelofar Hijab

RQ3: How integrated marketing communication campaigns is used by the brands to create desire (motivation to own the product) among <i>hijabis</i> ?	Motivation to purchase	<ul style="list-style-type: none">• Identity and quality of the fabric
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Desire is when the companies trying to connect 'emotionally' with the customers. Based on the answers given by the informants, motivation to purchase theme is coded into one: identity and quality of the fabrics.

Identity and quality of the fabric

Two informants mentioned that they would have the desire to purchase scarves from both brands due to the brand identity and scarves design.

As for dUCk Scarves, I would say the identity of the dUCk itself and the quality of the fabric. It is very fashionable to be worn and feeling comfortable at the same time (P2, May 2023).

The campaigns don't exactly motivate me apart from showing what's new, instead I will purchase if there's any design that I like. I am not one to scurry and purchase everything they release (like their loyal brand enthusiasts). I usually choose based on the designs individually. If the design appeals to me, I will purchase it (P5, May 2023).

ACTION

Table 5 shows the fourth research question of the study. Five themes have emerged based on the answers received from the informants: method of purchase, purchasing decision time, repeat purchase, tagging on social media, and reading email.

Table 5: Action used in IMC campaigns by dUCk Scarves and Naelofar Hijab

RQ4: How integrated marketing communication campaigns are used by the brands to create action (purchase the product) among <i>hijabis</i> ?	Method of purchase	<ul style="list-style-type: none"> In-store, online and personal shopper
	Purchasing decision time	<ul style="list-style-type: none"> Varies (immediately to two weeks)
	Repeat purchase	<ul style="list-style-type: none"> Depends on need and budget
	Tagging on social media	<ul style="list-style-type: none"> Limited edition Feeling after wearing the scarves Only dUCk Scarves
	Read email	<ul style="list-style-type: none"> To get updates on promotion

Method of purchase

In-store, online and personal shopper

Out of 10 informants, six informants preferred to buy scarves for both brands at the store as they can touch and look at the scarves before purchasing them.

When visiting the store, I prefer to feel the products before purchasing them (P1, June 2023).

I visit the store because I can touch, and see the color of the scarves. (P8, May 2023).

Three informants prefer to buy the scarves online as they find it more convenient and time-saving. One informant stated that she needs to purchase online as the stores are not available where she is staying.

Mostly I would purchase the *hijab* through an online platform as the stores are located in Selangor and Kuala Lumpur area only which is far from where I am staying. Buying products online is more convenient and can save lots of time (P2, May 2023).

Mostly online as it is convenient (P4, May 2023).

However, there is one informant who mentioned she would use personal shoppers as well to buy the scarves, especially dUCk Scarves.

For Naelofar I would prefer to go to the store and purchase it there. But for dUCk Scarves usually, there is a potential of it being sold out in the first 10 minutes of release, so I will go

for online purchasing. If this fails, then I will go to the store the next day. But most of the time if the app is sold out, I'll get a personal shopper to purchase it for me (P5, May 2023).

Purchasing decision time

For this theme, the answers received from informants varied between immediate purchase to two weeks. There was one informant who stated that she would purchase the shawls depending on the need.

Will buy it instantly if I like the *hijab* (P10, May 2023).

As a student, I would say I see both dUCk Scarves and Naelofar Hijabs as local luxury brands. Therefore, purchasing *hijabs* from these brands takes a longer time considering my financial status at that time. Usually, I will think for a day or more as I will ensure that I spend my money on the collection that I want the most (P2, May 2023).

Maximum two weeks (P3, May 2023).

Repeat purchase

All informants stated that they would repeat purchasing scarves from both brands. The feeling of satisfaction in wearing the scarves and the quality of the material make the informants want to purchase the scarves again even though the scarves are quite pricey.

The quality has not failed me even years after I started buying their products and their designs remain some of the best in the industry even with many competitive brands out there (P1, June 2023).

Even though the price is quite high, the feelings after wearing dUCk Scarves are very satisfying due to the quality of the fabric. Besides that, their design and prints never failed to amaze me. As for the Naelofar Hijab, I will repeat my purchase too as the *hijab* is very convenient and comfortable to wear daily (P2, May 2023).

Yes, definitely. I believe dUCk and Naelofar are two of the top *hijab* brands in the market that suit my needs/personality/budget (P5, May 2023).

Tagging on social media

There are various answers received from informants. Some informants do not prefer to tag themselves wearing scarves but love to see people doing it.

Nope, I don't want to ever be on their social media platforms (P1, June 2023).

Never do that and never think of doing that (P9, May 2023).

No. This is because I rarely posted my pictures wearing the *hijab*. However, I do love seeing other people who posted their pictures wearing the *hijab* and tagged dUCk Scarves and Naelofar Hijab (P2, May 2023).

Some informants do tagging on the brand's social media account due to some reasons such as to show support or response given by the brand.

Sometimes. To show support for the brands (P6, May 2023).

I only tagged dUCk Scarves usually because they responded more to their consumers on Instagram compared to Naelofar. Response in the sense of re-posting, liking the story, etc (P5, May 2023).

Two informants like to tag their photos wearing the scarves on the brand's social media account.

Yes, all the time (P3, May 2023).

Yes, indirectly I'm promoting what I'm wearing, and may it be an example for others (P4, May 2023).

Read emails

Most of the informants stated that they will only read emails sent by the brands if the content is on promotion or getting updates on new product releases.

Yes. To get updates (P5, May 2023).

Yes, if the email is on promotion. If not, I won't open it. (P8, May 2023).

DISCUSSION AND CONCLUSION

This study sought to answer the perception of *hijabis* to IMC campaigns used by dUCK Scarves and Naelofar Hijab. In finding the answers, the AIDA model was used to guide the study. The informants of this study consisted of 10 women in Malaysia who purchased scarves from both brands. The informants were aged from 20 to 48 years old with different working backgrounds.

There are four objectives of the study. The first is to look at how IMC campaigns are used by the brands to create attention among *hijabis*. Based on the literature, three elements of attention have been identified: meaningful, believable, and distinctive. In this current study, two themes emerged: awareness of the brand and meaningful elements. All informants mentioned that they are aware of the brands through Instagram, as P2 said it is the most popular social media platform and supported by P3 as she claimed Instagram has more visuals, is catalogue-like, easy to browse with complete information. Thus, marketers should pay more attention to marketing their products on Instagram because that is the main social media used by customers. The theme meaningful generated from this study supported Armstrong's (2001) research whereby he noted that 'meaningful' means emphasizing the product's benefits or appealing to consumers. However, in this study, meaningful can be divided into three: products, owner's personality, and marketing strategies. This has contributed to the development of the model as the definition of attention has been elaborated further with integrated marketing communication. As for the owner's personality, most informants favour Vivy Yusof as she has a more appealing personality. Self-branding of an individual by the consistency in revealing his or her private life on social media is a requirement to attain micro-celebrity status (Marshall, 2006). Vivy Yusof has successfully self-branded herself as a micro-celebrity as people are constantly viewing her updates on social media compared to Neelofa. This identification (kids going to the same school) and emotional attention (attachment audience have with Vivy) were not only achieved via Vivy's continuous performance on her Instagram but her daily narrative on Instagram is also supported by her husband's content (Mohamad & Hassim, 2019).

Research question two is on how IMC campaigns are used by the brands to create interest (by explaining features and benefits) among *hijabis*. Two themes have surfaced: live-stream sessions and features and benefits of products. According to informants, they joined live-

stream sessions by the marketers to see new product releases, more interactive, inspiration on styling and trends and to get discounts and giveaways. Forbes (2022) noted that 53 percent of companies broadcast or stream live videos at least once per week and 80 percent of consumers prefer to watch live brand videos instead of reading a blog post. On the features and benefits, informants stated that they bought scarves from both brands due to the high quality and variety range of *hijab*.

The third research question is on how IMC campaigns are used by the brands to create desire (motivation to own the product) among *hijabis*. The theme that emerged from this study is like the previous literature. Marketers managed to connect their products through an emotional connection with their consumers. An IMC campaign has helped to generate interest in purchasing the product. Informants mentioned that they bought scarves from both brands due to the brand identity and design. dUCk Scarves are famous for their dUCk charm and Neelofar Hijab is known for its N letter on their scarves.

The last research question is on how IMC campaigns are used by the brands to create action (purchase the product) among *hijabis*. Based on the findings, five themes have appeared: method of purchase, purchasing decision time, repeat purchase, tagging on social media, and reading email. These themes have added to the evolution of the AIDA model for the action element. The previous literature mentioned action as a purchasing process (Strong, 1925). In these current findings, action is also related not only to the purchasing process but also to the method of purchase, the time that they spend in deciding to buy the scarves, and whether or not the customers tag themselves after wearing the scarves on the social media account of the brands and reading email by the customers. These themes have added to the development of the AIDA model in using social media through IMC campaigns.

CONCLUSION

The study assessed comparatively the effectiveness of IMC campaigns on dUCk Scarves and Naelofar Hijab by using the AIDA model. Through semi-structured interviews with customers of both companies, the study used a qualitative approach to gather data. The information supplied by informants supports the finding that IMC campaigns do influence consumer attention, interest, desire, and purchase action. The study adds to the body of knowledge that the AIDA model may be used in qualitative research to analyse IMC efforts, which has significant marketing ramifications. The data was only gathered from a small number of informants and only two brands, this must be kept in mind when interpreting the results. The authors' suggestion is to include more *hijab* brands and other marketing tools, such as public relations and advertising, in future studies to gathering more findings.

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