

## Muslim Consumers' Attitudes toward the Advertisement of Non-Certified Coffee Shops

*(Sikap Pelanggan Muslim terhadap Iklan Kedai Kopi yang tidak Disijilkan)*

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### ABSTRACT

*In Malaysia, the Halal logo and certification has a significant religious cue that might peripherally generate a favourable attitude towards advertisement among Muslims. Prior findings have stated that Islamic religious symbol influenced Muslim consumers' favourable attitude towards the advertising. Advertisements that portray value positions consistent with the intended consumers are likely to be more influential than advertisements that portray inconsistent values. This study intends to examine the relationship of consumers' attitude functions (utilitarian, value-expressive, ego-defensive, knowledge), attitude towards advertising and purchase intention toward non-certified coffee shops amongst Muslim Postgraduate students in Malaysia. This study applied the Functional Theory of Attitudes to support this framework. Data were collected through self-administered surveys and a total of 242 usable responses were accepted for the purpose of this study. The results of this study show that the value expressive and utilitarian propositions significantly influence consumers' attitudes toward the advertisement of non-certified coffee shops, whereas attitude towards advertising has a significant impact on purchase intention.*

*Keywords: Attitude functions; attitude towards advertising; purchase intention; consumer behaviour*

### ABSTRAK

*Di Malaysia, logo Halal mempunyai petanda agama yang boleh melahirkan sikap suka terhadap iklan dalam kalangan orang Islam. Kajian terdahulu telah menemukan simbol keagamaan mempengaruhi sikap suka terhadap iklan. Nilai iklan yang selari dengan nilai diri seseorang akan mudah mempengaruhi sikapnya berbanding dengan nilai yang tidak selari dengan dirinya. Kajian ini ingin mengkaji hubungan di antara perletakan nilai pengguna (utilitarian, nilai ekspresif, ego-pertahanan, pengetahuan), sikap terhadap iklan dan keinginan membeli terhadap kedai kopi yang tidak disijilkan ke atas pelajar pascasiswazah yang beragama Islam di Malaysia. Kajian ini menggunakan "Teori Fungsional Sikap" (Functional Theory of Attitudes) untuk menyokong rangka kerja. Data dikumpul menerusi tinjauan kaji selidik dan 242 respon telah diterima untuk tujuan kajian ini. Hasil kajian menunjukkan bahawa dua fungsi perletakan nilai: nilai ekspresif dan utilitarian berkadar langsung mempengaruhi sikap pengguna terhadap iklan kedai kopi yang tidak disijilkan. Manakala, sikap terhadap iklan mempunyai kesan penting terhadap keinginan membeli.*

*Kata kunci: Perletakan nilai; sikap terhadap iklan; keinginan membeli; perlakuan pengguna*

### INTRODUCTION

In Malaysia, the younger, wealthier, more educated, smaller family size, and urban residents are known to eat out more frequently compared to the older, less affluent, less educated, larger family size, and rural residents (Helen & Andrew 2007). More than 90% of the patrons in both the Klang Valley and Penang would either dine with friends or family members as opposed to dining alone. The trend of eating out is becoming quite popular for the food service industry including Kopitiam food outlets. Kopitiam means coffee shop; it is a merger of two different cultures, which is Malay culture through the word 'Kopi' (coffee) and the Chinese culture in the Hokkien dialect

through the word 'Tiam' (Shop) (Mohmad Yazam, Ishak & Abdul Hamid 2011).

According to Siti Nurbaya (2010), quite a few traditional coffee shops owned by Malaysian-Chinese were transformed into modern Kopitiams to meet the needs of today's modern society. Although, the trend of new, urban style Kopitiam started a bit late and started mushrooming after the year 2000, the sudden rise of many modern Kopitiams have emerged throughout the country. For instance, Killiney Kopitiam started this culture in year 2000, followed by others such as Uncle Lim's Kopitiam, Old Town White Coffee in 2005, and Kluang Station Kopitiam. The rapid growth of Kopitiams shows that the Malaysian society has accepted the concept of

this modern coffee shop (Rashiqah 2010). Consequently, advertisements of these Kopitiam started emerging in both print and electronic media (Mohd Sobhi, Mohamad Khadafi, Mohd Nizho & Muhammad 2011). These promotions through advertisements have influenced the society. For example, Old Town White Coffee had introduced an advertising entitled "Lat Tali Lat" on television. Other Kopitiam also used radios, websites and social networking to promote their brands (Mohamad Yazam et al. 2011).

However, off late, there is a rising concern among Muslim consumers regarding the Halal status of many Kopitiam in Malaysia. According to Suhana (2013), there is not a single Kopitiam in the state of Terengganu and Selangor that has been given Halal certification by the Department of Islamic Development Malaysia (JAKIM). On the other hand, a significant number of negative news were reported highlighting issues such as the use of the Halal logo and certificates without recognition from JAKIM, the use of pork based gelatine in coffee (Victoria & Fahd 2011), the use of chicken from a non-Muslim supplier, the serving of liquor and the distrust of the chicken slaughtering process (Zulkefli 2010). Therefore, it can be illustrated that many food operators of Kopitiam do not really understand what Halal really means. This has brought an issue of perception on Kopitiam by Muslim consumers. Therefore, this research hopes to validate the contention of this perception.

Although the Halal certification is not compulsory for Kopitiam operators in Malaysia, by having the Halal logo, it would help to promote products and services to the Muslim community. The Halal logo and certification can be defined as the procedures which refer to preparation, slaughtering, ingredients used, cleaning, processing, distribution, handling and transportation. JAKIM will certify the company as Halal with a Halal logo and certificates after they fulfil all the Halal standards, procedures and requirements, and the Halal certification may be renewed every two years (Hanzaee & Ramezani 2011). Halal can be defined as an Arabic word that is related to the Islamic faith (Wilson & Liu 2010). It can also be defined as "lawful, legal, licit, legitimate, permissible, allowable, permitted, allowed, admissible, and unprohibited" (Baalbaki 1997). In contrast, Haram is the opposite of this word in Arabic, meaning unlawful or prohibited (Wilson & Liu 2010).

Nevertheless, there are many Muslims in this country who still visit these Kopitiam and have no doubts even though the media often show the ambiguity of the Halal food and drink status at Kopitiam (Zulkefli 2010), especially university students, and government as well as private professionals (Abdul Karim 2010). In order to overcome these issues, JAKIM has always put an effort such as updating their websites with the status of food operators, coffee shops and hotels that have been certified as to avoid any misleading amongst Muslim consumers. The website was prepared in order to help Muslim consumers to get the Halal status of food operators and provide information about the companies which are no longer certified. For

example, in 2010, only three Kopitiam were certified such as Jonker Walk Kopitiam and Pak Hailam Kopitiam (Kepong Baru and Taman Midah, Cheras branches) (Utusan Malaysia 2010).

Based on the above issue that was raised, it has attracted many researchers in Malaysia to investigate Muslim consumers' intention to visit this Kopitiam (Shaizatulaqma, Ismail & Mohammad Shah 2016; Mohd Sobhi 2011; Mohamad Yazam et al. 2011). Other studies have also reported that advertising influences are associated with the purchase intention toward Kopitiam. Mohamad Yazam et al. (2011) have investigated what are the factors that influence Muslim students to visit Kopitiam in Kedah, Malaysia. This research uses the constructs that have been adapted from Mohd Sobhi et al. (2011). The constructs used are intention, attitude, subjective norms (environmental influence), perceived behavioural control and advertising influence (the influence of mass media, symbolism to encourage users to visit the Kopitiam) under the Theory of Planned Behavior by Ajzen (1991). Ajzen (2001) illustrated the abilities of the theory to predict intentions. The findings of the study showed that the intention to visit Kopitiam has a strong positive relationship with attitude towards Kopitiam, environmental influence, perceived behavioural control and the influence of advertising. The study is in line with previous findings (Ariff Nizam 2010; Traeen & Nordlund 1993) that positive attitudes will enhance the intention of consumers to patronise a restaurant as well as the influence of peers.

While these studies are informative, the research to date is incomplete as the interplay of different psychological mechanism as determinants of consumers' attitude towards advertising and purchase intention toward Kopitiam have not been sufficiently investigated. Most of the past studies addressed the external factors that influence Muslim consumers' to visit the Kopitiam, the internal factors such as psychological needs, internal motivations and motive-determined have not been addressed in the past studies. The present study addressed this shortcoming.

This study has selected the Functional Theory of Attitudes by Daniel Katz (1960) which promises its ability to explain "why consumers hold these attitudes as they do" (Snyder & Debono 1989). Smith (1947) in his first opening statement of Functional Theory of Attitudes, posited that attitude could serve the personality; he identified that attitude expresses a value of the individual. Applying this theory in the context of the current study, it is predicted that Muslim postgraduates in Malaysia would agree with utilitarian, value-expressive, knowledge or ego-defensive, as values or motivated factors in inferring their evaluation of the advertising and purchase intention toward Kopitiam. In this study, the relationship between attitude functions (utilitarian function, value-expressive function, ego-defensive function, and knowledge function), attitude towards advertising and purchase intention are tested.

## FUNCTIONAL THEORY OF ATTITUDES

The theoretical framework for this study is based on the Functional Theory of Attitudes. It represents four functions such as, utilitarian, value expressive, ego-defensive and knowledge functions. The Functional Theory of Attitudes can explain how attitudes facilitate social behaviour (Katz 1960). The Functional Theory of Attitudes has also been termed as a "motivational approach" to attitude research mainly because this approach views attitude as "motive-determined" (Locander & Spivey 1978; Lutz 1991). Functional approach to attitudes posited that attitudes fulfil the psychological needs of the individual (Olson & Zanna 1993). According to Ajzen (2001), consumers form attitudes based on the degree to which they satisfy different psychological needs (functions), which are determined by consumer's motives (Katz 1960), such as the need to review knowledge or express value behaviour (Argyriou & Melewar 2011). O'Keefe (2002) added that the functional theory can serve various motivations depending on the purpose, and a person's behaviour is a function of a person's attitude toward that behaviour. The results revealed that each of the functional sources significantly predicted a respondent's attitude.

These attitude functions are designed to meet specific consumer needs and serve as the basis for attitude formation, ultimately influencing behaviour (O'Keefe 2002). The Functional theory of attitudes is relevant to consumer behaviour which can retrieve favourable consumer responses toward the brand, purchase intention and advertising (Shavitt 1990) during evaluation toward the attitude object. Moreover, the primary principle of this theory is that attitude is formed and changed in order to meet consumer needs (Julka & Marsh 2000).

## PROPOSED RESEARCH MODEL

In order to gauge Muslim consumers' purchase intentions toward non-certified coffee shops, the theoretical framework were formed for this study, which is based on two sources: (1) The Functional Theory of Attitudes (Katz 1960), which has four functions/internal motivations of attitude functions such as utilitarian, value-expressive, ego-defensive and knowledge functions that consumers may use to form their evaluation towards non-certified coffee shop advertisements. Second, (2) the C-A-B paradigm, namely, cognition, affect and behaviour, in which, cognition (C) determines affect (A) which, in turn, results in behaviour (B). Cognition is referred to attitude functions, while affect is referred to attitude towards advertising which in turn results in behaviour (consumer purchase intention). Models of buyer behaviour C-A-B paradigm offered an explanation of the cognitive and affective process in interpreting message contents or cues. Applying the C-A-B paradigm in the context of this study, the process of how cognition (value-proposition of consumers) determines affect (attitude toward the ad), which, in turn results in behaviour (purchase intention) can be observed. On the other hand, Argyriou and

Melewar (2011) emphasized that the Functional Theory of Attitudes sticks to the information-processing paradigm of C-A-B.

The theoretical framework is presented in Figure 1. The independent variables consist of four functions of attitude, namely, utilitarian, value-expressive, ego-defensive and knowledge. The dependent variable is purchase intention and the consumer's attitude towards advertising as an antecedent to the relationship of attitude functions of consumer and consumer purchase intention.

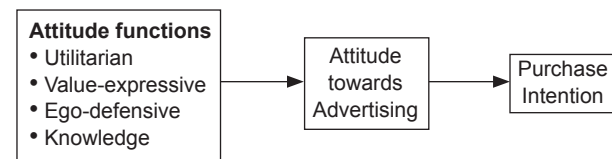


FIGURE 1. Theoretical framework

## RESEARCH HYPOTHESES

## ATTITUDE FUNCTIONS

Some researchers have noticed the importance of incorporating consumers' psychological needs into their processing of advertisements (MacInnis & Jaworski 1989; Rodgers & Thorson 2000). However, matching advertising appeal to corresponding psychological needs has been intermittently discussed among advertising researchers (e.g., Johar & Sirgy 1991; MacInnis & Jaworski 1989; Rossiter & Percy 1997). Previous studies have almost ignored the effects of advertising messages in terms of consumer's psychological needs and associated attitudes in order to understand persuasive communication effects.

In the present study, the definition of attitude functions that was used is based on the Functional Theory of Attitudes by Katz (1960). Attitude functions can be defined as consumers' basic psychological needs, motivation or justification of what ordinary people are looking for when purchasing a product or service. It represents four functions: utilitarian, value expressive, ego-defensive and knowledge functions. Consumers form attitudes based on the degree to which they satisfy different psychological needs (functions), which are determined by the consumer's motives (Katz 1960).

In the utilitarian function, consumers act to maximize utilitarian rewards while minimizing negative consequences. Positive attitudes are formed toward advertising that have been instrumental in achieving desirable goals or avoiding undesirable goals, while negative attitudes are formed toward advertising that prevent goal attainment or punish the consumers. (Murphy & Narkiewicz 2010). In relation to this study, consumers may form positive attitudes toward the advertisement of Kopitiam that have been instrumental in achieving desirable goals or avoiding undesirable goals, or form



negative attitudes toward advertising that prevent goal attainment or punish the consumers.

In the value-expressive function, they act to maintain and enhance self-identity or image (Choi & Reid 2016). It is opposite to the ego-defensive function. The value-expressive function allows consumers to achieve self-expression of their values and the type of person they perceive themselves to be. (Murphy & Narkiewicz 2010). In relation to this study, the value-expressive attitudes help consumers to express their central values and self-concept when evaluating the advertisement of Kopitiam.

The ego-defensive function, consumers protect themselves from either external threats or internal conflicts. It serves to unclear aspects of the person from themselves and others. Narayan (2010) claimed that the ego-defensive attitude (in general psychology) is a way for consumers to refuse their own disconcerting aspects. It stems from the psychoanalytic theory and view attitudes as often being subconscious and held to protect the consumer's ego (Katz 1960; Murphy & Narkiewicz 2010). Consumers are likely to have favourable attitudes toward popular brands and styles of clothes. In this current study, consumers may be able to relate themselves with a modern and urban concept of Kopitiam, which represent a rich lifestyle, image and status when evaluating the advertisement.

The knowledge function is to help consumers find meaning, organize the environment and in general serves as clarity and stability to the person's view of the world (Katz 1960). This function gives the consumers a categorization of advertisements and some indications of what their behaviour toward advertising should be (Murphy & Narkiewicz 2010).

In the context of advertising research, the Functional Theory of Attitudes study appears to assist the investigation of attitude functions in a persuasive message. Research has found that the functional matching effect occurs when there is congruence between value-expressive appeal and value expressive product or between utilitarian appeal and utilitarian product. In addition, Shavitt (1990) established that when the advertisement contained a particular attitude function that associated with certain consumer products in the advertising, consumers would have more positive responses to the brand, purchase intention and advertising appeals. Specifically, the ads containing utilitarian appeals will exhibit favourable responses toward utilitarian products like coffee or air conditioner. Whereas, the advertisement expressing social identity appeals, elicited a favourable thought toward social identity products such as greeting cards.

Sirgy et al. (1991) found a significant effects of the congruity between utilitarian and value-expressive functions with food advertisement. Under functional matching, it is predicted the value-expressive-congruity means the congruence between product user image and self-image, while utilitarian-congruity means the match between a product's utilitarian attributes and consumer expectations of those attributes. Thus, when a product has strong value-expressive functions, persuasion is

predominantly predicted by value-expressive congruity (Choi & Reid 2016). Defever, Pandelaere & Roe 2011) predicted that consumers who hold a largely positive view toward advertising are more affected by the 'advertised values' than with a largely negative view toward advertising.

Meanwhile, Johar and Sirgy's (1991) argued that utilitarian advertising appeals are effective when the product in the ad is perceived as utilitarian, whereas a value-expressive advertising appeal has favourable responses when the perceived characteristics of the product is value-expressive. Johar and Sirgy (1991) proposed a conceptual framework showing the congruence between perceived product characteristics and related advertising appeals that can develop an effective advertising message. In addition, the advertiser may be able to select the appropriate appeal (value-expressive versus utilitarian) by matching the product value-expressiveness/utilitarianism with the consumer's route to persuasion (self-congruity versus functional congruity).

In Yoon and Kim's (2001) study, the Functional Theory of Attitudes was used to assess the relationship between the usage of various media and perceived product characteristics. They were constructed in some parts of their questionnaires using the basis of the Functional theory of attitudes. Yoon and Kim's study turned out to be one of few pioneering advertising studies applying the Functional Theory of Attitudes to the Internet. The Functional Theory of Attitudes was used to examine the perceived characteristics of four product categories such as automobiles, luxury watches, shampoos and fast foods. It was reported that consumers would use the Internet for their purchase when the perception of low-involvement products which are shampoos, were associated with knowledge function and value-expressive functions.

Compared to the research on value-expressive function and utilitarian function, research on ego-defensive function and knowledge function related to advertising appeal is insufficiently investigated. For the ego-defensive function, it generally relates to attitudes concerning the social environment rather than purchasing behaviour (Lutz 1981), such as, attitude toward online panel participation and attitude towards user-generated content (e.g., Facebook, Youtube and Blogger) (Daugherty, Eastin & Bright 2008), while the knowledge function is always serving attitudes toward a new product or service such as shampoos (Daugherty, Lee, Gangadharbatla, Kim & Outhavong 2005). Although food products are more likely to be value-expressive (Choi, Paek & Whitehill King 2012), in this study, the relationship between utilitarian, ego-defensive and knowledge functions and attitude towards advertising will be examined as well. Previous research emphasized that the four functions of attitude indicated to be a strong influence on consumers' attitudes toward advertising (Shavitt, Lowrey & Han 1992). For these reasons, the basic assumption is that purchase intention might be affected by ad-emphasised value-expressive, utilitarian, ego-defensive and knowledge functions.

Therefore, this study posits that consumers' attitude functions affects attitude towards advertising, while both congruities predict consumers' purchase intention toward Kopitiam. Moreover, since the advertisement of Kopitiam perceived to enhance the value-expressive function, value-expressive should have a stronger predictive impact on attitude than other functions. Given the strong support by the past studies, four hypotheses are posed:

- H<sub>1</sub> There is a positive relationship between the utilitarian function of consumer and consumer attitudes toward advertising.
- H<sub>2</sub> There is a positive relationship between the value-expressive function of consumer and consumer attitudes toward advertising.
- H<sub>3</sub> There is a positive relationship between the ego-defensive function of consumer and consumer attitudes toward advertising.
- H<sub>4</sub> There is a positive relationship between the knowledge function of consumer and consumer attitudes toward advertising.

#### ATTITUDE TOWARDS ADVERTISING IMPACT ON PURCHASE INTENTION

Attitude towards advertising is an affective construct with a cognitive component and it is useful in clarifying the influences of advertising exposure on consumer brand beliefs, brand attitudes and purchase intentions (Mitchell & Olson 1981; Shimp 1981). Bauer and Greyser (1968) believe in the view of attitude towards advertising as consumer behaviour towards advertising.

Past studies showed that consumers will be more persuaded by advertisement that matches their values or needs (Julka & Marsh 2000). This type of advertising is more favourable than advertising which does not match their values. A positive response may be generated by this advertisement, which in turn, has a positive impact on purchase intention. Therefore, this advertising exposure may evoke positive attitudes in memory. In a similar vein, Defever et al. (2011) predicted that consumers who hold a largely positive view of advertising are more affected by the 'advertised values' than the largely negative view of advertising.

Purchase intention is defined as "how likely it is that the individual would purchase the product" (Phelps & Hoy 1996) or the predisposition to buy a certain brand or product (Belch & Belch 2004). It is related to beliefs and brand evaluations, and the probability of buying brands that has been shown to be influenced by attitudes toward advertising as well as attitudes toward brands. Intentions represent the person's motivation in the sense of his conscious plan to use efforts to carry out behaviour (Eagly & Chaiken 1993).

For instance, past studies have stated that consumer attitudes toward advertising are directly related to purchase intentions for both familiar and unfamiliar products (Cox & Locander 1987). Goldsmith, Lafferty and Newell (2000) also proved this relationship, which resulted in the basis

of unfamiliar products study. In relation to this study, Muslim consumers' that have a favourable attitude toward the advertising of Kopitiam may likely make a purchase at Kopitiam food outlets. Therefore, it is hypothesized that:

- H<sub>5</sub> There is a positive relationship between consumer attitudes toward advertising and consumer purchase intentions.

#### METHODOLOGY

A survey questionnaire was used in order to gather data concerning the variables of interest in this research. The survey method was used to test the hypotheses because the aim of this study is to try and gauge the relationship of attitude functions of consumers (independent variables) toward their purchase intentions (dependent variable) with consumer attitudes toward advertising as antecedent. In this article, the author decided to hide the actual name of the coffee shop. This study intends to investigate Muslim consumers' attitudes toward non-certified coffee shops but not specifically about the coffee shop. However, during the data collection period, the name of this coffee shop was revealed. A familiar print/billboard advertisement of this non-certified coffee shop was utilised as a measure to gauge consumers' attitudes as well as their purchase intentions. An outdoor advertisement of the non-certified coffee shop was presented to the respondents. After viewing the advertisement, the respondents were asked to fill out a questionnaire. The selection of this coffee shop as the product category in this study is based on the following assumptions: this non-certified coffee shop is the leading Kopitiam food and beverage industry, which is owned by a Malaysian-Chinese. It has the Halal logo and certification for only 60 percent of their outlets. Although it has so much controversy on Halal issues, the Muslim community still visit the outlets without much concern of the Halal status.

The population of this study is the Muslim consumers. The sample for this study are university students, in specific, Masters of Business and Administration (MBA) students from six universities at two selected locations, Klang Valley (comprising Selangor and Kuala Lumpur) and Penang (considered as urban areas) and Kelantan, Terengganu and Kedah (considered as less urban areas). In particular, Universiti Sains Malaysia (USM), Universiti Malaya (UM) and Universiti Kebangsaan Malaysia (UKM), considered as city campus is located in urban areas, whereas, Universiti Utara Malaysia (UUM), Universiti Malaysia Kelantan (UMK) and Universiti Malaysia Terengganu (UMT) are considered less urban campuses.

Past studies have shown that higher education students are among the most active visitors of Kopitiams (Abdul Karim 2010), thus, they are suitable enough to be used as a sample frame for this present study. On the other hand, university students have been used in research

worldwide for many years, because of their accessibility to the study and homogeneity as a group (Calder, Phillips & Tybout 1981). In addition, behavioural scientists often assume that higher education students have the same characteristics as all other human beings. According to Stangor (2007), the relationships among conceptual variables that are found for college students are expected to also be found in other groups of people. Therefore, it is expected that college students will interpret the meanings of the survey questionnaire conditions the same way as other groups of people.

#### MEASUREMENT OF VARIABLES

A Likert scale was used to measure the independent variables of the utilitarian, value-expressive, ego-defensive, and knowledge function. To assess the utilitarian and value-expressive functions, the items were adopted from Franc and Brkljacic (2005). For the ego-defensive function, seven items were adopted from Gastil (1992) and Daugherty et al. (2008). The five items of knowledge were adopted from Clary et al. (1998). Such direct measures of attitude functions are constructed following direct measures of function constructed by Franc and Brkljacic (2005). For the dependent variable, attitude toward advertising was measured through a seven-point semantic-differential scale adopted from Machleit and Wilson (1988); the items have been used as the global attitude toward advertising evaluation consistent with typical approaches in the attitude toward advertising research stream. Respondents were asked to indicate their attitude toward advertisement with eight bipolar adjectives at both ends. Meanwhile, purchase intention is operationalised through a seven-point semantic differential scale adopted from Machleit and Wilson (1988). Respondents were asked to indicate their intention to purchase with three bipolar adjectives at both ends.

#### DATA ANALYSIS AND FINDINGS

The data were analyzed using the Statistical Package for Social Science (SPSS). In this study, only those who indicated that they have visited Kopitiam were selected to participate. Muslim patrons of Kopitiam are selected to participate. These two questions were used as a screening process. After the screening process was carried out, 242 responses were considered complete and valid for data analysis. The results show an overall response rate of 91.02 per cent and the rate of usable response of 58.74 per cent. The 242 questionnaires were an acceptable number in accordance to the general rule set forth by Roscoe's rule of thumb (Roscoe 1975) that suggested a sample size of larger than 30 and less than 500 is appropriate for most research.

#### PROFILE OF RESPONDENT

The profile of respondents was quite equivalent with respect to the location of residence. Universiti Malaysia Terengganu made up 21.9 per cent ( $n = 53$ ) of the sample, followed by Universiti Sains Malaysia with 18.2 per cent ( $n = 44$ ), whereas 17.4 per cent were from Universiti Utara Malaysia ( $n = 42$ ), 16.5 per cent from Universiti Malaysia Kelantan ( $n = 40$ ), and others ( $n = 63$ , 26 per cent).

The sample consisted of 111 males (45.9 per cent) and 131 females (54.1 per cent). Moreover, slightly more than half of the respondents were 21 to 30 years old ( $n = 141$ , 58.3 per cent), while 28.9 per cent of the respondents were 31 to 40 years old ( $n = 70$ ), and the remainder were 41 years old and above ( $n = 31$ , 12.9 per cent). With respect to the respondents income level, 29.3 per cent of the respondents earn below RM1,500 per month ( $n = 71$ ), followed by 26.4 per cent of the respondents who earn RM3,001 to RM4,500 per month ( $n = 64$ ), 24 per cent of the respondents earn RM1,501 to RM 3,000 ( $n = 58$ ), and the remainder earns RM4,501 and above ( $n = 49$ , 20.3 per cent). In terms of visited time to Kopitiam within the last six months, the majority of the respondents ( $n = 167$ , 69 per cent) had visited Kopitiam from 1 to 10 times, while 17.4 per cent of the respondents had never been to Kopitiam within the last six months ( $n = 42$ ), and the remainder had visited Kopitiam 11 times and above within the last six months ( $n = 33$ , 13.7 per cent).

#### GOODNESS OF MEASUREMENTS

This study used measurements that were adapted from previous studies that were conducted in Western countries. This study, conducted in the Malaysian context, may therefore be different from those conducted in the Western countries. Therefore, the "goodness" of the measurements must be assessed prior to conducting any analysis. This is to ensure that the measurements do indeed measure the variables they are supposed to measure and that they measure them accurately. There are at least two important methods to assess the goodness of measure namely: factor analysis and reliability analysis (Sekaran 2009). This study performed a factor analysis using principle components and the Varimax rotation technique. Besides that, this study evaluated reliability by assessing the internal consistency of the items representing each construct using Cronbach's Alpha that has been widely used in many studies (Hair, Black, Babin, Anderson & Tatham 2006). The results of the factor and reliability analyses are described as follows.

#### FACTOR ANALYSIS

Factor analysis was conducted on the 27 items used to measure attitude functions to ensure that they fall into the four components proposed by Katz (1960). Katz (1960) identified four functions within the attitude functions that consists of value expressive, utilitarian, ego-defensive and knowledge functions. Several runs are needed because

some items had violated the six assumptions recommended by Hair et al. (2006) (See Table 1).

The fifth run of the factor analysis resulted in KMO = 0.94, Bartlett's test of sphericity = 0.00, Anti-image Correlation > 0.50, and Communalities ranged from 0.64 to 0.84 (> 0.50). After the fifth run, 23 items were

maintained to make up the four factors, while 4 items were deleted. Therefore, the claim that the result of the fifth run of factor analysis had fulfilled all the six assumptions by Hair et al. (2006) can be made. The four factors explained 74.51 per cent of the attitude functions.

TABLE 1. Factor analysis on attitude functions

Items	Factor Loading			
	F1	F2	F3	F4
<i>Value Expressive</i>				
The advertisement reflects much on me as a person	0.71			
Based on my attitude toward the ad it can be concluded how I am as a person.	0.78			
Declaring my attitude toward the ad I present some image about myself.	0.80			
My attitude toward the ad represents my general principles and values.	0.77			
With my attitude toward the ad I express own values and life principles.	0.77			
My attitude toward the ad enables behaviour in accordance with my values.	0.76			
Through my attitude toward the ad others can figure real me.	0.67			
My attitude towards the ad is in accordance with my self-image.	0.68			
<i>Ego-Defensive</i>				
I believe in the ad because it makes me feel like a valuable and important person.		0.73		
I believe in the ad because it is based on the idea that regular people like me are important and competent; that makes me feel good about myself.		0.74		
The ad increases my self-esteem.		0.83		
The ad makes me feel needed.		0.81		
The ad makes me feel important.		0.80		
<i>Utilitarian</i>				
I have personal interest related to the ad			0.76	
The ad has connected with something I want, need or should need			0.78	
The ad can be beneficial for me			0.70	
The ad has or can have significant consequences for me			0.73	
			0.68	
<i>Knowledge</i>				
I can learn more about things when I see the ad.				0.70
I am able to gain a new perspective on things when I see the ad.				0.71
The ad lets me learn things through direct, hands on experience.				0.74
I can learn how to deal with a variety of people.				0.75
I can explore my own strengths.				0.72
Variance Explained (%)	54.28	8.81	6.65	4.77
Eigenvalues	12.48	2.03	1.53	1.10
KMO		0.94		
Bartlett's Test Significant		0.00***		

Note: N = 242, \*\*\*p < 0.01, Items with factor loading less than 0.40 were deleted.

Attitude towards advertising is an antecedent of this study. The result of the first run of factor analysis yielded one factor, the KMO value is 0.91, and Bartlett's test of sphericity is significant ( $p=0.00$ ), Anti-image Correlation is greater than 0.50, Eigen values above 1 (5.08). However, the item of "Insulting versus Not Insulting (AADQ8)" had low values of Communalities (0.42) (< 0.50). Therefore, this item had to be deleted. In the second run of factor analysis, the KMO value was 0.90, Bartlett's test of sphericity is significant ( $p=0.00$ ), Anti-image Correlation is greater than 0.50, and Communalities values ranged from 0.50 to 0.75 (> 0.50).

As shown in Table 2 above, all of the assumptions for factor analysis have been met, as the factor loading for each item is greater than 0.40. This indicates that conditions of factor analysis were satisfactorily met and the data matrix is appropriate for subsequent factor analysis. Besides, the factor explained 67.27 per cent (eigen value of 4.71) of Attitude towards Advertising and it was labelled as Consumer Attitude towards Advertising.



TABLE 2. Factor analysis on attitude towards advertising

Items	Factor Loading
Unfavorable/Favorable	0.82
Good/Bad	0.87
Enjoyable/Unenjoyable	0.87
Not Fond of/Fond of	0.83
Dislike very much/Like very much	0.84
Irritating/Not irritating	0.71
Well Made/Poorly Made	0.81
Variance Explained (%)	67.27
Eigenvalues	4.71
KMO	0.90
Bartlett's Test Significant	0.00***

Note: N = 242, \*\*\*p < 0.01, Items with factor loading less than 0.40 were deleted.

The dependent variable in this study is purchase intention. Factor analysis was performed to test the validity of measures used in measuring the variable. This study measured the purchase intention with 3 items adopted from Machleit and Wilson (1988). This scale has been used by Lutz, MacKenzie and Belch (1983) and MacKenzie, Lutz and Belch (1986) as well. Upon running the factor analysis the cross-loadings were checked. The cutoff point for identifying significant factor loading is 0.40 (n = 242) (Hair et al. 2006). The KMO value is 0.69, the Bartlett's test of sphericity is significant, Communalities with ranges between 0.65 and 0.80 (> 0.50), Anti-image correlation (> 0.50), eigen value (> 1) and the Total Variance explained 73.13 per cent of Purchase Intention (eigen value of 2.19). As shown in Table 3, the factor loading for each item is greater than 0.40. This indicates that the conditions of factor analysis were satisfactorily met and the data matrix is appropriate for subsequent factor analysis. Besides, this result had fulfilled all the six assumptions highlighted earlier in the section. Thus, the items were retained.

TABLE 3. Factor analysis on purchase intention

Items	Factor Loading
Probable/Impossible	0.86
Likely/Unlikely	0.90
Possible/Impossible	0.81
Variance Explained (%)	73.13
Eigenvalues	2.19
KMO	0.69
Bartlett's Test Significant	0.00***

Note: N = 242, \*\*\*p < 0.01, Items with factor loading less than 0.40 were deleted.

## RELIABILITY

This study evaluated reliability by assessing the internal consistency of the items representing each construct using Cronbach's alpha coefficient that has been widely used in many studies (Hair et al. 2006). Reliability is an indication of the stability and consistency with which the instrument measures the concept and helps to assess the goodness of measure (Sekaran 2009). The results of the reliability analysis summarized in Table 2 affirmed that all the scales displayed satisfactory levels of reliability with Cronbach's alpha values of much higher than the minimum threshold (Cronbach's alpha > 0.70). This indicates that the instrument is stable and consistent in measuring the concept of the respective variables. Besides, it is possible to say that the respondents really understood the survey questions.

TABLE 4. Reliability analysis on variables of the study

Construct	Variables	No. of Items	Cronbach's Alpha
Attitude functions	Value Expressive	8	0.94
	Ego-Defensive	5	0.93
	Utilitarian	5	0.92
	Knowledge	5	0.90
Attitude towards Advertising	Attitude towards Advertising	7	0.92
	Purchase Intention	3	0.81

## MULTIPLE REGRESSION ANALYSIS

A multiple regression analysis was carried out to analyze the direct relationship between independent variables and consumer attitudes toward advertising. In order to test hypothesis 1a ( $H_{1a}$ ), hypothesis 1b ( $H_{1b}$ ), hypothesis 1c ( $H_{1c}$ ) and hypothesis 1d ( $H_{1d}$ ), which proposed a positive and significant relationship between attitude functions and consumer attitudes toward advertising ( $H_1$ ), the regression equation would test the impact of the four dimensions of attitude functions (value expressive, ego-defensive, utilitarian and knowledge) on consumer attitudes toward advertising.

The result of the multiple regression analysis is presented in Table 3, which suggests that there are only two out of four dimensions namely, value expressive ( $\beta = 0.32$ ,  $p < 0.01$ ,  $t = 4.38$ ) and utilitarian ( $\beta = 0.26$ ,  $p < 0.01$ ,  $t = 3.23$ ) that were found to positively and significantly influence the consumers' attitudes toward advertising, whereas the influence of the ego-defensive and knowledge function on the consumers' attitudes toward advertising were found to be insignificant ( $\beta = 0.12$  and  $\beta = 0.03$ ,  $p > 0.10$ ,  $t = 1.63$  and  $t = 0.45$ ). Therefore, it can be concluded that the hypotheses of  $H_{1b}$  (a relationship between value expressive and consumer attitudes toward advertising) and  $H_{1a}$  (a relationship between utilitarian and consumer attitudes toward advertising) are supported.



Meanwhile, for  $H_{1d}$  (a relationship between ego-defensive and attitude towards advertising) and  $H_{1c}$  (a relationship between knowledge and attitude towards advertising) are not supported. The coefficient of determinant ( $R^2$ ) of attitude functions is 0.41, indicating that 41 per cent of the variance in consumer attitudes toward advertising has been significantly represented by the attitude functions (value expressive and utilitarian).

In addition, the results also suggested that among the two dimensions of attitude functions, value expressive ( $\beta =$

0.32,  $p < 0.01$ ,  $t = 4.38$ ) is statistically the most important in explaining the variance in consumers' attitudes toward advertising. Thus, it can be concluded that attitude functions do exist, determined by the combination of the value expressive and utilitarian functions. Therefore, it is possible to say, there is a positive and significant relationship between attitude functions and consumers' attitudes toward advertising.

TABLE 5. Multiple regression analysis of attitude functions and attitude towards advertising

Dependent Variable	Independent Variable	Unstandardised Coefficient			Standard Coefficient Beta ( $\beta$ )
		B	Std. Error	t	
Attitude towards Advertising	Value Expressive	0.27	0.06	4.38	0.32***
	Ego-Defensive	0.13	0.08	1.63	0.12
	Utilitarian	0.30	0.09	3.23	0.26***
	Knowledge	0.04	0.09	0.45	0.03
R2					0.41
Adjust R2					0.40
Significant F					41.92***

Note: Significant levels: \*\*\* $p < 0.01$ , \*\* $p < 0.05$ , \* $p < 0.10$

## SIMPLE REGRESSION ANALYSIS

In order to test a direct relationship between attitude towards advertising (antecedent) and purchase intention (dependent variable), a simple regression analysis was carried out. The result of the relationship is presented in Table 4, which indicates that the consumer attitudes toward advertising significantly influenced the purchase intention of the respondents ( $\beta = 0.17$ ,  $p < 0.01$ ,  $t = 2.71$ ). It implies that a consumer's attitude towards advertising does help to explain the variance in the respondent's score on purchase intention. However, the coefficient determinant ( $R^2$ ) was 0.03, indicating that only 3 per cent of the variance in purchase intention can be significantly represented by the consumers' attitudes toward advertising. It is possible to say that consumers' attitudes toward advertising have a significant effect on consumers' purchase intention toward non-certified coffee shops. However, the intention to purchase is compounded by the ability to purchase and the

willingness to spend, which lead to these findings. Thus, it shows that hypothesis 2 ( $H_2$ ) is supported.

## DISCUSSION

The main goal of this study is to examine the relationship between the attitude functions (utilitarian, value-expressive, ego-defensive, and knowledge) of consumers, consumers' attitudes toward advertising and consumer purchase intentions toward non-certified coffee shops. In addition, this study has investigated Muslim consumers' internal motivations that drive their purchase intention toward non-certified coffee shops.

The attitude functions of consumers has been hypothesized to have a significant and positive impact on the consumers' attitudes toward advertising of non-certified coffee shops ( $H_1$ ,  $H_2$ ,  $H_3$  and  $H_4$ ). The result

TABLE 6. Simple regression: Attitude towards advertising and purchase intention

Dependent Variable	Independent Variable	Unstandardised Coefficient			Standard Coefficient Beta ( $\beta$ )
		B	Std. Error	t	
Purchase Intention	Attitude towards Advertising	0.08	0.03	2.71	0.17***
R2					0.03
Adjust R2					0.03
Significant F					7.32

Note: Significant levels: \*\*\* $p < 0.01$ , \*\* $p < 0.05$ , \* $p < 0.10$

of this study indicates that only two functions have a significant and positive impact on consumers' attitudes toward advertising, which are the value expressive and utilitarian functions. Specifically, the value expressive and utilitarian functions significantly influence consumers' attitudes toward the advertisement of non-certified coffee shops. Meanwhile, for the ego-defensive and knowledge functions, the influence is insignificant. It is possible to say, the internal motivations of the Muslim consumers are influenced by the value expressive and utilitarian functions toward the non-certified coffee shop's advertisement. The effect of the relationship between attitude functions and consumers' attitudes toward advertising is consistent with previous studies including Johar and Sirgy (1991), Park, Jaworski and MacInnis (1986), and Snyder and DeBono (1985). In which, they found that the most common approaches used in advertising are the value expressive and utilitarian functions.

The value expressive function registers the highest effect on consumers' attitudes toward advertising. This is followed by the utilitarian function. Thus, it can be interpreted that the value expressive function statistically has the strongest effect on Muslim consumers' attitudes toward advertising of non-certified coffee shops. Therefore, an advertisement of this coffee shop which uses the value expressive approach will greatly influence the consumers. In other words, an advertisement high in value expressiveness will have a more favourable effect on attitude towards the advertising of the non-certified coffee shop in this study. On the other hand, this finding is in line with previous studies including Snyder and DeBono (1985), which states that value expressive (image) or symbolic appeal is one of the common approaches used in advertising to influence consumer behaviour. Ogilvy (1963) also added that image strategy could create a "personality" for the product or the product user. Value-expressive may impact advertising through self-congruity, which is defined as "the match between the product's value expressive attributes (product-user image) and the audience's self-concept" (Sirgy 1982). Therefore, it is possible to say, this finding indicates that Muslim consumers form an attitude not because of the product benefits, but because of what the product tells about him as a person.

With regards to utilitarian, the result of this study reveals that the utilitarian function positively and significantly influences consumer attitudes toward advertising. This implies that the higher the utilitarian function used in the advertisement of the present non-certified coffee shop, the more favourable the attitude toward the advertisement will be. This is understandable because the utilitarian function is attempted by the consumers to maximize rewards and minimize punishment from the environment. Marketers would promise rewards in advertisements and stress straightforward product benefits (e.g., 'food, drinks and environment') that suit this function. The utilitarian function is one of the most common approaches used in advertising appeals besides

the value-expressive function. Rossiter and Percy (1987) have claimed that utilitarian appeals informing consumers of one or more benefits that are highly important or functional are used to target consumers. Specifically, it is referred to as "informational advertising."

On the other hand, the result of this study reveals that the ego-defensive and knowledge functions do not influence consumer attitudes toward advertising. The result of the multiple regression analysis shows that the relationships between the ego-defensive and knowledge functions on the consumer attitudes toward advertising variable are not significant. One possible explanation for this could be that the consumer attitude towards the advertisement of the non-certified coffee shop was not influenced by the ego-defensive and knowledge functions. The non-certified coffee shop does not serve the Muslim consumers in Malaysia, the ego-defensive and knowledge functions.

With regards to the insignificant result of the relationship between the ego-defensive function and consumer attitude towards advertising, it is possible to say that the respondents of the current study found the non-certified coffee shop as a normal product. It does not touch the respondents' ego, therefore, did not bring any external threat and any internal conflict. Some of the past studies had stated that the ego-defensive function generally relates to attitudes considering the social environment rather than purchasing behaviour (Lutz 1981), such as the attitude towards online panel participation and attitude towards user-generated content (e.g., Facebook, Youtube and Blogger) (Daugherty 2008).

With regards to the insignificant result of the relationship between the knowledge function and consumer attitudes toward advertising, it is possible to say that the respondents of the current study found this non-certified coffee shop is a known product. Therefore, the attitude was already established. The advertisement did not influence their decision making process because the product is a well-known product. As aforementioned, it is stated that the Malaysian society has accepted the concept of this modern coffee shop (Rashiqah 2010). Past studies have stated that the knowledge function is always serving attitude towards a new product or service and not much else. For example, consumer attitude towards new products such as shampoos (Lutz 1981).

This finding is in line with previous studies including Johar and Sirgy (1991), Lutz (1981) and Spivey, Munson and Locander (1983). For instance, Lutz (1981) emphasized that the knowledge and ego-defensive functions will be less influential in determining consumer attitudes. Meanwhile, Spivey et al. (1983) emphasized that theoretical and measurement problems exist with both functions of ego-defensive and knowledge.

The finding proves that hypothesis 5 ( $H_5$ ) is supported, in which, consumer attitudes toward advertising positively and significantly influences consumers' purchase intentions toward non-certified coffee shops. The result of the relationship between consumer attitudes toward

advertising and purchase intentions of respondents is shown as  $\beta = 0.17$  ( $p < 0.01$ ). It implies that consumer attitudes toward advertising do help to explain the variance in respondents' scores on the purchase intention.

#### MANAGERIAL IMPLICATIONS

These results also have managerial implications. First, the value expressive function registers the highest effect on consumer attitude towards advertising of the non-certified coffee shop. An advertisement of the non-certified coffee shop which uses the value expressive approach will greatly persuade the Muslim consumers'. For that reasons, Muslim consumers are more likely to purchase the products and services without much concern with the Halal status. Second, the result of this study reveals that the utilitarian function positively and significantly influences consumer attitude towards advertising. This implies that the higher utilitarian function is used in the advertisement, the more the favourable the attitude toward the advertisement will be.

The finding of this study should educate managers on the fact that value expressive and utilitarian functions influence Muslim consumers' attitude towards the advertising, which could help managers and advertisers in Malaysia to design effective advertising strategies. Julka and Marsh (2000) stated that consumers will be more persuaded by advertisements that match their values, needs or attitudes. Advertising which matches consumers' value is more favourable than advertising that does not match their values. Malaysian managers should be encouraged to devote their efforts to advertisers to consider the use of attitude functions (utilitarian, value expressive) in advertising strategies that can enhance consumer evaluations toward advertisement as well as consumer purchase intentions.

#### THEORETICAL CONTRIBUTIONS

As previous explained, little attention has been given to the research on the relationship between psychological needs (functions) and attitudes, and also the attitude functions that relate to consumers' psychological needs when exposed to advertisements. We have rarely seen studies of attitude toward advertising using Functional Theory of Attitudes as a recently re-highlighted research approach to persuasive communications. Thus, these results indicate several theoretical contribution.

First, the result of this study display that attitude functions (value expressive and utilitarian) is an important determinant of consumer attitude towards advertising whereby it positively and significantly influences consumer attitude towards advertising. Second, the value expressive function registers the highest effect on consumer attitude towards advertising of the non-certified coffee shop. This finding is in line with previous researches including Snyder and DeBono (1985) and Choi et al. (2012), which states that value expressive (image) or symbolic appeal is one of the common approaches used in advertising to

influence consumer behaviour, and the food products are more likely to be value-expressive

Another theoretical implication is the finding in this study also is in line with previous studies which postulated that the most common functions which are used in advertising campaigns that appeal to consumer behaviours are the value-expressive and utilitarian functions (Park et al. 1986; Snyder & DeBono 1985). However, an advertisement which has all functions of benefits that are working together is extremely valuable. But it is hard to create one single advertisement to reflect all aspects of the attitude functions (O'Guinn, Allen & Semenik 2006). Furthermore, researchers who may be interested in conducting similar studies would find this paper useful as it would serve as a frame of reference on the market trends, and market conditions in Malaysia with respect to Muslim consumers.

#### LIMITATIONS OF THE STUDY AND SUGGESTION FOR FUTURE RESEARCH

One of the limitations of this study is the nature of data collection. It is a cross-sectional study whereby the data is collected in one point of time. However, consumers' attitude functions, attitude towards advertising, purchase intention toward non-certified coffee shops are long-term marketing concepts that need a relatively long-term to be created. Thus, it is perhaps more appropriate to undertake a longitudinal study in order to solve the long-term nature of the phenomenon that has been investigated in this study.

In addition, future research is recommended to replicate this study with a greater sample size to increase the power of statistics or with a non-student sample to increase the external validity of the study. Future research could use other categories of consumers with varied levels of purchase decision-making. The results may be different if researchers use a non-student sample because university students have more negative and less positive attitudes toward advertising compared to other people (e.g., Brackett & Carr 2001; Haller 1974).

A future study could examine consumer attitudes toward advertising as a mediator variable. This will enable the understanding of how attitudes toward advertising would have an impact in the relationship between independent variables and dependent variables. In conclusion, it is a hope that the work in this study can serve as an initial foundation for future theoretical and managerial development.

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