

PROVOCATIVE PROMOTION: NAELOFAR HIJAB VIOLATING CULTURAL SENSITIVITY?

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Abstract: *The implementation of a marketing strategy without cultural sensitivity in mind can result in unintentionally offending or alienating the new target market, which can lead to a drop in sales – or worse. The purpose of this paper is first to explore how promotional advertisement with cultural sensitivity can cause a misfit in marketing strategy for fashion industry’s specific market. Causing the promotion turned provocative. It could be more advantages for a marketer to be able to fully utilize intrinsic and extrinsic strengths while avoiding the market predecessor threat, simultaneously utilize available opportunities and liberalize weaknesses despite putting too much effort to eradicate. Secondly, a specific execution technique used in analyzing the case by adopting the 7 Ps marketing mixed into an inductive single-case study on Naelofar Hijab’s provocative promotion. The finding shows the core strategy in promotion fashion industry is promoting via social media consist of popularity engagement, Outfit-Of-The-Day (OOTD) approach, and utilization of personnel status as media social active user established strong consumer foundations. While execution of runway show faced five challenges, but successful event may uplift brand identity. As far as the adoption of a single-case study is concerned, this could create biases that can affect the final product in terms of reliability, validity and generalizing. However, Erikson (1986) stated, the general lies in the particular, and Flyvberg (2006) stated the strength of a single example is underestimated in its contribution to scientific progress. In a specific and growing sub industry, this single case study is reasonable to believe that it could be considered as a representative case of companies of the time and its findings sufficiently in general. Significantly, the finding could guide marketers towards understanding the market sensitivity, and if there is a need to modify the marketing strategy from offending the new target market.*

Keywords: *Promotion, Fashion Show, Cultural Sensitivity, Hijab*

Promotional Strategy Versus Social Media

“However you choose to define cultural sensitivity, what it comes down to is the awareness that cultural differences and similarities between people exist – without placing any judgment on whether the cultural disparity is positive or negative, better or worse, or right or wrong. This is a crucial challenge for marketers to take on when adapting their marketing strategy to suit a foreign country they wish to expand into. Implementing a marketing strategy without cultural sensitivity in mind can result in unintentionally offending or alienating your new target market, which can lead to a drop in sales – or worse.”

(Henderson, 2016)

Early the years 2018, the Malaysian Muslim headscarves or hijab empire and entertainment world was bombarded with a shocking videos, pictures updated in media and social media on the controversial Neelofar’s new product launching. She’s a Malaysian celebrity with millions of fans. “Every time she appears on screen, her adoring fans immediately rush to buy whatever she might have chosen to wear that day – including her headscarves” (Mayberry, 2015). The launching that took place in ZOUK, a night club in Kuala Lumpur, released Neelofa’s special line of headscarves called Be Lofa shawl and Be Lofa Turban. This was her fourth collection by Naelofar Hijab brand name.

Neelofa or Noor Neelofa Mohd Noor is a stunning 29 years old Muslim beauty queen, TV host, actress, presenter and entrepreneur with 1.4 millions followers on Twitter, 2.2 million on her Facebook account (Mayberry, 2015) and 5.5 million on her Instagram (Malaysiakini, 2018). She’s also a savvy entrepreneur and the face of fashion firm for Naelofar Hijab brand, one of her family owed company under the NH Prima International Sdn Bhd. Coming from a business oriented family, it was a matter of time that Neelofa would eventually become an entrepreneur herself.

As an actress, she had a passion in fashion industry. In the time, where most actresses involve in fashion, beauty and health products businesses, Neelofa set up her business with her own label. She was going through her own personal transformation and among those actresses decided to dress more modesty as a Muslim women within the entertainment industry. Along with it, she decided to share her natural progression in her interest with shawls. Although, her modesty attires may not be genuine requirement of Muslim attire, her fashion line was accepted well by the market when it was launched in 2014 especially among her Muslim women fans in Malaysia, Singapore, and Brunei. She was succeeded in creating a new stage of fashion lines for her young and active ladies fans crossing the nation’s borders.

Provocative Promotional Advertisement

The word provocative derived from the word provoke define an action that make people angry. Provoking may resulted into the feeling of anger, annoy, infuriate or irritate for someone who felt provoke. It may create respond of outrage and upset. However, adjectively the word provocative also define as arouse and stimulating. Particularly, if the word use in personality attire, the meaning may vary from alluring, inviting, seductive, and perhaps sexy. That later, create the tantalising feel on provoked peoples. Whereas promotional that derive from the word promote, from the context of marketing defined as a marketer-controlled communication to stimulate immediate audience response by enhancing the value of an offering for a limited time. Generally, the idea of sales promotion whether it is consumer promotion or trade promotions expected return effect than can be measured through product sales, coupon redemption, and perhaps other consumer response within a limited time

promotion. Therefore, provocative promotional can be seen as the idea of using techniques of displaying provoke material in advertisement for the purpose of promotional to create sales responses based on infuriating consumer's or tantalizing technique about the existence of product in market. However, this technique may not always successful and trigger negative responses affecting the product initial promotion ideas. The following cases have uses provocative promotional purposely or unexpected.

In 1994, when Benetton changed their classic global marketing ads strategy into a provocative ad, they created continues debate over whether global ads can succeed. "Do you play safe?" ask an advertisement for Benetton Sport system, picturing Elekton eye guards on one page and a condom on the other. A different ad juxtaposes an Asolo climbing boot with a picture of Jesus *crucifixion* ("Do you play alone?"). Another ad combines Kastle skis with photos of German and American Olympic athletes giving Nazi and black power salutes in 1936 and 1968 ("Do you play race?"). These ads are undeniably provocative. Many people find them offensive. However they build on Benetton's experience. Those controversial images give the retailer worldwide recognition despite modest advertising budgets. They benefits convinced Benetton to stick with the provocative ad campaigns for the company's clothing stores as well as its sporting goods (Guardian, 2011). Today, almost every Benetton advertisement portrayed the controversial images is naturally accepted as their unique promotional strategy.

In 2002, All India Womens's Democratic Association (AIDWA) lodged a complaint with Hindustan Lever Ltd. (HLL) about their offensive ads. The advertising is blatant in their strategy by openly denigrated a majority of Indian people with the dark skinned populace. The women's association appealed to the National Human Rights Commission alleging that the ad demeaned women. AIDWA objected to three things: (1) the ads were racist, (2) they were promoting son preference, and (3) they were insulting to working women. The association stated, "The way they portrayed the young woman who, after using Fair & lovely, became attractive and therefore lands a job suggested that the main qualification for a woman to get a job is the way she looks". The Human Rights Commission passed AIDWA complaints to the Ministry of Information and Broadcasting, which said the campaign violated the Cable and Network Act of 1995, stated no advertisement shall be permitted which "derides any race, caste, colour, creed and nationality" and "Women must not be portrayed in a manner that emphasized passive, submissive qualities and encourages them to play a subordinate secondary role in the family and society". After a year-long campaign led by AIDWA, HLL discontinued two of its television advertisements for Fair & Lovely fairness cold cream in March 2003. Shortly after pulling its ads off the air, they launched Fair & Lovely Foundation, vowing to "encourage economic empowerment of women across India" by providing resources in education and business to millions of women "who, though immensely talented and capable, need a guiding hand to help them take the leap forward (Cateora, Gilly, & Graham, 2013). Although AIDWA's campaign against fairness creams seems to have modest impacts on changing the advertising message, it has not slowed the demand for fairness creams. Moreover, HLL new campaign of economic empowerment of women, add a glitter hope for women equality with male populace in India.

Dianoux and Linhart (2009) in their study to understand the reasons for advertisement to use nudity images in European advertising paint ad campaign concluded, nationality in the European context does not significantly influence attitude toward nudity in advertisements. This confirm the previous study by Hoeken, et.al (2007) findings, that people's preferences for several variables vary but not according to nationality and the value hierarchies of people

do not differ. But, their study could not deny that, gender influences attitude towards ads. Significantly, women seem to be adopt more negative attitudes towards advertisements using sexy female models than do men. On the managerial point of view, Dianoux and Linhart (2009) stated that, it is necessary to take into account local regulations with regards to advertising too. Answering their hypothesis on respondents attitudes towards the advertisement in general, spontaneous recall of brands and products advertised show, more respondents exposed to ad with naked women stated that they paid attention to the ad than did those exposed to ad with face of the women (Dianoux & Linhart, 2009). However, we should also consider that three countries they studied are within the category of free-market economies with long advertising traditions.

When Veet hair removal products introduced to Pakistan in 1999, Veet suffers from low brand awareness and market share. Despite Reckitt Benckiser (RB)'s management concerned about the brand performance, it is convinced that the product, given its superior quality, could take the company to new heights. Located between Middle East, India, China and Central Asia, Pakistan was a country of multiple cultures and ethnicities. One-third of Pakistan's population resided in urban areas, making Pakistan the most urbanized nation in South Asia. Consequently, they are the easier target, both in terms of advertising and distribution market for personal care and hygiene. Women in Pakistan were the largest segment of users of branded personal care products. Developing at a considerable pace, one could see the country opening up to new ideas and embracing new technological products. The median age of Pakistani women was 20.8 years, meaning a young females generation overall. Approximately with 16.3 per cent in labor force, defining the increasing spending capacity from female consumers in hygiene, health and personal care product care. In this case, Veet has no intention of using provocative promotion. However, the culturally prevalent methods of personal care had not long been forgotten, and hence women chose products that proclaimed use of herbal and natural ingredients. Most women base their decision to buy a personal care product on the model in the advertisement, word of mouth and early experience (Husain, Maheed, & Isa, 2016). That explains the use of model figure technique in marketing promotion.

Ethically, either Benetton's provocative visual ads or Fair and lovely unexpected provocative racist and demeaned ad had created nuisance to the target markets. The cases also explain whenever there is a cultural sensitivity, it is essential to make amendment on the marketing strategies. While Dianoux and Linhart study in 2009 in three major European countries, and Veet Pakistan personal care product, explain how humanity sensitivity essentially play its role in consumer perspective based on gender perception. When other cases provocative promotion was successfully implemented, some provoke promotion created reversing affect to promotional term in marketing.

News Runs Faster Via Social Media for Naeelofar Hijab

On 26th February, 2018, Naeelofa could never be more proud than receiving news about her new launched products the Be Lofa Shawl and Turban line. It was completely sold out in less than 24 hours since its release. It was a great night for a young and competitive market's entrepreneur who was recently listed among the 300 honourees of the Forbes 30, Under 30 Asia 2017 of "The Retail and E-commerce" category award. Her team and her idea in organizing the fashion show for Muslim apparel was a success. She brought Muslimah fashion to another level, which also support her idea in supporting Muslim women freedom of ideas. A day after, on February, 27th, "a video, which is currently making rounds on social media" attracted approximately 963,000 views, 10,000 reactions, and 8,300 comments

with 7,000 shares on media social channel in Facebook, Instagram and Twitters. The video “shows a few ladies donned in hijab dancing in a night club with Naelofar Hijab’s logo in a background,” claimed Karissa Lund, a blogger at juiceonline.com (2018). The backlash started after photos and videos surfaced on social media, especially came from a video at the launch showing five girls dancing to Ed Sheeran’s “Shape of You” song. In less than 16 hours, the original video and the reposted video have close to four thousand millions viewers. In addition, Nisa Kay, a Youtube personality was not exempted from the backlash as she was one of the ladies seen dancing alluringly in the event. The incident led to a question, whether; Hijab a fashion statement? A direct revelation often cited as references to hijab as in Qur’an chapter 24 (An Nur: 31):

And tell the believing women to lower their gaze and be modest, and to display of their adornment only that which is apparent, and draw their veils over their bosoms, and not to reveal their adornment save to their own husbands or fathers or husband’s fathers, or their sons or their husband’s sons, or their brothers or their brothers’ sons or sisters’ sons, or their women, or their slaves, or male attendants who lack vigour, or children who know naught of women’s nakedness. And let them not stamp their feet so as to reveal what they hide of their adornment. And turn unto Allah together O believers, in order that ye may succeed. (Surah An Nur: 31)

Literature Review

Understanding Factors Influencing Fashion Consumption Among Hijabist

The rise of Islam is generally seen as an opposition to globalization and Western consumerism (Barber 1996; Gole, 1996; Witkowski, 1999). However Islam permits the pursuit of desires as long as they are integrated with moral principles and that one is not enslaved by passionate attachment to anything but Allah (Abdelrahman Farrag & Hassan, 2015) being honest, fulfilling commitments, seeking virtue, providing for dependent generously and conscious of legitimate consumption (Sandikci and Ger, 2001; Wilsom, 2014; and Sobh *et. al*, 2013; Abdelrahman Farrag & Hassan, 2015). Some people think that religious people are not into fashion, or that someone that is into fashion is not truly religious. In fact, Islamic fashion is a mega-global business that is going out its way to forge explicit links between fashion and religiosity (Abdelrahman Farrag & Hassan, 2015). Turkey, Indonesia, Bangladesh and Pakistan, where proliferating companies produce, target and responding to a growing number of fashion-conscious women lead the field. Vietnam and China with their clothing industry advantages in producing for fabric and clothes also enjoy production in Muslim and Muslimah fashion market particularly in South East Asia (SEA). However, as Wilson (2014) stated, the current bumper issues of Fashion Theory devoted to “Muslim fashions” is linked to hip-hop has become zeitgeist for Muslim youth. Nowadays, the urban experience, social pressures and exclusion, artistic beauty, rhyme and rhythm are present in both Islamic culture and not just hip hop (Wilson, 2014). The fashion market is one of the important markets for Muslim consumers and the global Muslim population comprises one of the fastest growing consumer markets in the world. In 2012, about 224 billion dollar was spent globally on clothing by Muslim consumers. The numbers expected to reach to 322 billion dollars by 2018.

Just like other Muslim clothes and apparels, hijab is a practical dress code for Muslim women in Malaysia, Brunei and Singapore. It represents an active indicator of identity, and also seen as both matter of style and religious observance (Grine & Saeed, 2017). Furthermore, Hijab is an act of worship for Malay Muslim women and a religious choice made in pursuit of divine satisfaction. However, fashion trends have gradually affected the

Muslim perception toward hijab. Mulali (2009) argued, that the expanding global, Islamic fashion industry, hijab adopted in fashions, trends, labels, brand and style, does not limit Muslim women observe the Islamic law on dress code while enjoying hijab fashion trends. Although, hijab was never meant to be a statement of fashion, but clearly define as an act of obedience, as distinctly defined in the Qur'an and Sunnah. Supporting the ideas, according to Abdelrahman Farrag & Hassan (2015), on their study of religiosity influence on Egyptian muslim youths' attitude towards fashion, they found those who have more knowledge about Islam and Islamic teachings and who abide to teachings of Islam in their daily lives will tend to prefer more conservative and modest models of clothing. It also indicate a negative attitude towards fashionable models of Western brands. Additionally, believing in Islam is one thing and reflecting it in the performance and behaviour is another that related to the beliefs and attitude about fashion amongst youth. They study confirmed the fact that religious believes still plays an important role in shaping perceptions of Muslims and specifically youth towards fashion. However, Bachleda, Hamelin and Benachour (2013), argued that in their finding on religiosity impact towards the Moroccan Muslim women's clothing choice, stated there is weak influence of religiosity on choice of clothing. Age differences, education level and marital status are more significant in influencing the Moroccan Muslim women's clothing choice.

Focus on Malaysia, Brunei and Singapore

Looking at the Malaysian, Bruneian and Singaporean perspective, responses were expected to be more liberal. Malaysia is a multi-racial country with religious and cultural diversity comprises of Malays and Natives aborigine, Chinese, Indians, and others. Although a large segment of the cultural dimensions of these three large races are similar, there are differences in terms of degree and priorities of values. Malays and Native aborigine ranked honesty as first on their list of values, the Chinese placed courtesy as number one, and the Indians value family (Fontaine, Richardson, & Yeap (2002), Lailawati (2005)). Non Malaysians who conducted research on cross-cultural management tended to overlook this phenomenon and presented their findings about Malaysians as though Malaysians were homogenous group. For instance, Fontaine, Richardson, and Yeap (2002) stated that, Malaysian Malays and Malaysian Chinese did share some similar values but, Hofstede treats all Malaysian culturally similar. Malays are individuals who make up of the population in Malaysia, Indonesia, Brunei and the Philippines, and lesser in Singapore in what was once called the Malay Archipelago. Many Malays are Muslim except for those in the Philippines who are mostly Christians. Therefore, Hall's characteristic of high-context culture as argued by Lailawati (2005). They provide illustrations of Malaysian Malays' communication cultural context. Brunei and Singapore, apart from their distinguish economic development with Malaysia, sharing the similar value with Malaysian malays Muslim. Moreover, Malaysia, Brunei and Singapore sharing the same jurisdiction of Islam that is Shafie, which lead to a similar perception when come to religiosity value. Culture plays a big role in the development of human thoughts and behaviours. Ignoring cultural differences in an interaction can potentially signal trouble.

Religiosity can be a factor which leads to different forms of cultural context. Some studies shown, that religion plays a significant role in communication especially for Muslims. Malays who generally Muslims, their communication cultural root is partly shaped by the religion they embrace (Lailawati, 2005). Malay are differentiated by their religion (Islam) from the other two major Malaysian ethnic groups (Hussein, 2012), owing to the cultural differences exist in the origins of different communities, there is a noticeable absence of homogeneity in the behaviour of consumers in Malaysia (Grine & Saeed, 2017). The nature

of its domestic market is highly characterized by the ethnically segmented consumer market (Mohd Salleh, Teo, & Pecotish, 1998).

In the workplace and educational institutions, high-context cultural practices seem more prevalent among Malaysian [Malay] managers where religion forms the basis of workplace behavior and treatment (Storz, 1999; Lailawati, 2005). In negotiation, the Malays' compromising and obliging conflict-handling styles (Wafa & Tee, 1997) are probably manifestations of their collective nature (Abdullah, 1996; Tamam, Hassan & Said, 1996) who prioritizing group over personal interest (Lailawati, 2005). However, Lailawati (2005) perceived that Malay culture is going through a cultural-context form of communication change. The high-context and collective community is gradually becoming more low-context and individualistic. For instance, in management, administrative policies and procedures have been made more explicit than it was before. Interactions seem to be more direct in order to achieve goals rather than to build relationships, while objectivity has replaced subjectivity. Rationality is preferred over emotionality. Indeed, as stated by Grine & Saeed (2017), Hijab-wearing girls with a social circle of non-Muslims, and who mingle with non-Muslim families, their behaviour of hijabs appear to be generally fashionable, excluding those who represent part of some sort of religious activity. In addition, hijab wearing women who belong to modern families also have the concept of hijab with fashion. Moreover, Malaysian environment is favorable to the hijab, as there is no banning law on hijab neither any law forcing every Muslim women to adhere the hijab requirement. This possibility may lead to businesses such Naelofar Hijab to advanced their promotional idea based on rationality. Advantaging with her well converse market segment on muslim global fashion and educated as well as good career advancement, Neelofa seeing the positive potential of her next promotional move.

Adopting 7P's Marketing Mix in Fashion Industry

What encourage Neelofa to run a fashion show? In the fashion industry, 7Ps marketing mix plays a crucial role. Fashion industry, requires 7P's marketing mix consists of original 4P's: price, product, promotion and place, and three additional three P's; people, process and physical environment. It is a technique of guiding the customers to choose your goods and service rather than electing the products of your rivals. The key is to search the right channel of marketing and disclosing the accurate message in order to influence the targeted customers. Competitive advantage consists of cost structure, products offerings, and distribution will be assisted by technology, and customer support through empowerment of employee associates (James, 2010).

Towards the exchange and progression of goods, Naelofar Hijab had to be unique to venture in one of the most competitive fashion business within the three modern Muslim majority countries namely – Malaysia, Brunei and Singapore. Marketing is highly beneficial in deportation, transaction and progression of goods and services. Especially, products and services are contrived available to consumers by numerous intermediaries like wholesalers and vendors (Scott, 2018). Neelofa's marketing strategy and her team business objectives were to revolutionize and simplify modest fashion, particularly, to make shawls more practical and easy to wear. After countless brainstorming sessions, trials and errors, they came up with a design for an instant shawl and launched Naelofar Hijab in 2014. Like others, they began selling their shawls at the bazaars and in catching up with the technology, selling their branded product online. Lazada.Com (2018) recognized Neelofar Hijab's product line offered the best price in Malaysia, Brunei, and Singapore, worth the product quality. Throughout the years, the instant shawls were a hit and more stockists were appointed to handle the increasing demand. Approximately there were 100 stockists

available throughout Malaysia, Brunei and Singapore, with more than 30 collections of hijabs, tudung and shawl produced.

Marketing has a significant role in establishing living standards of the society, through the availability of continuous supply of goods and services to customers at a nominal price. As a drama major play role in Red Velvet, the romantic 20 episode Malay drama series featuring Neelofa and Alif Satar, it was another stepping stone to promote her products. Neelofar Hijab has rolled out a collection of instant tudung, shawls and scarves that were inspired by Neelofa herself as a role played. She wore the collection that features six designs that are Sweet Helena, Sweet Helena–Swarovski, Fluffy Helena, Milky Helena, Creamy Helena and Silky Helena-with styles and colours inspired by cakes and desserts that match with the drama bakery concept. Neelofa’s promotion through her role-played able to send the message about her product availability to all three genres of people that a wealthy, middle and low income. Her idea seems to advance her competitor by expanding the living standard through her product rather than price competition.

Neelofar’s marketing concept strategized by her team need to be dynamically and progressive in creating new ideas. When address a question by reporter, “is it easy to stay at the top of the game when tudung mainly comes in standard designs and their uniqueness is vague? Does having the designs patented as intellectual property rights make a difference in the business?” Neelofa answered that “Originality matters and it can make a difference. But rather than focusing on getting our designs patented, we chose to focus and invest more in R&D as well as producing and marketing more new designs in new ways. To differentiate our products, we try to make the exclusive by adding accessories or unique embellishments such as the Swarovski crystals”. Although the drama has ended, the Helena collection is still selling like hot cakes in outlet or online. Her customers gets affected and makes their view by looking at the way the product presented, not just on the packaging; the layout and design of the product plays an important role in the sales.

Process, the sixth addition in 7P’, is an integrated buying exposure from the prime segment of contact, generally the network or website, to distribution of goods or services. The process does not block there, instead it provides post sales service, and creating decent relations with customers even after the purchasing process. Like others fashion business, Neelofa is utilizing media and communication technologies along with the trending promotional strategies around her potential markets. Will she be able to sustain her business due to her popularity as a drama actress? Taking advantages from her actress popularity, Neelofa make the most of her status as media social active user in Facebook, instagram and Youtube channel in her e-commerce strategy. She was able to promote her product efficiently throughout her fans in social media from Malaysia, Singapore and Brunei. Using her product as outfit of the day (OOTD) in her role played was a successful method in promoting her product in-person fashion. “This is not the first time Naelofar Hijab has come out with a drama tie-in product. Last Year, we produced the Warda collection, which was inspired by the character I played in Surihati Mr. Pilot. Due to overwhelming response, Neelofa decided to do something similar again in emphasizing the feeling of physical evidence, that is the seventh P’s, to induce ultimate experience via OOTD in initiating her customer confidence with her products.

Naelofar Hijab’s Advertising Objectives

Neelofa’s confidence was impetus as her own brand accepted widely and becoming international brand. She seems to know well her segment market. Segmentation is a

technique to identify and satisfy the needs of specific groups of customers with similar requirements within market (Ismail, Kanesan, & Krishnan, 2018), targeting each segment with a specific product or service lay in the heart of marketing theory (Croft, 1994). In a competitive fashion industry that change frequent, Muslimah's clothing and apparels offered opportunities as well as challenges for businesses. Not just competitions, but patent rightful ownership, need for reliable suppliers, proactive retails and sellers, and price competitive that shorten the product maturity scale. Being first in the market is an advantage. However, imitation of idea by next producers, may lead to fashion out dated event with a small changes in production detail. While late producer may lose the fashion momentum in the market, resulted a dumping of production. Owning a patent right, does not promise the market share. Worst, producer may lose the nobility of producing the product due to price violating.

Secondly, facing with aggressive competition Neelofa Hijab required unique business strategy to sustain their business. Advantage, Neelofa's product is an alternative that offering a "one size fits all" product to all markets, and different versions of product into groups on the basis of their knowledge, attitude, response and occasions. Ismail.et.al (2018) stated, Naelofar Hijab offered a wide range of product to their customers. The company product segmentation helped them to understand and influence consumer buying decision and constituted Naelofar Hijab's marketing campaign. In 4 years around, Naelofar Hijab has offered 30 collections in their portfolio, with a variety of hijab styles in order to satisfy the diversity needs and tastes of their customers (Ismail, Kanesan, & Krishnan, 2018).

Thirdly, Neelofa need to post a close gap with her customer and attract more potential customer in positioning her products in the market. She need to acquired feedback about her product development as well as collecting ideas from her business to business (B2B) and business to customer (B2C). In line with its tagline, Effortless Chic, the brand strives to be different from other home grown hijab brands by reinventing the image of the hijab to one that is chic, modern, practical and hassle-free for confident women (Badarudin, 2017). It is important for every business to maintain their loyal customers repeat buying. In behavioural segmentation, buyers can be divided into groups on the basis of their knowledge of, attitude toward, use of, or response to a product, occasions, brand loyalty, user rate, user status, and buyer-readiness stage. Distinguish customer according to occasions for hijab's fashion was quite natural in most of Muslim's fashion market. Neelofa making sure that her advertisement through social media provide information to communicate customer value, promoting her existing and new product, pricing and providing perception value about modern Muslim women, who love fashion without exemption of holistic requirement. For example, Naelofar Hijab launched their collection of tudung bawal "Soulmate" to match with the malay's traditional dress baju kurung for Eid celebration. This collection provides a quick makeover, uplifting even with the plainest and dull costume with its impressive design (Ismail, Kanesan, & Krishnan, 2018). After all, the basic objective is users adhered to the Islamic requirement of hijab.

Fourth, geographically Neelofa and her Naelofar Hijab positioning the business within the facilitated business area and trade via e-commerce the nation's neighbours with potential similar market taste. The flagship store of Naelofar Hijab is located in Taman Tun Dr. Ismail (TTDI). TTDI is one of the facilitated business areas with accessible public transportation, good telecommunication service and utilities. And with the boutique close location to the main road, it enhanced the possibility for not only the existence customer to come, but as well as the first time customer who did not familiar with the area. Facilitate with improved

logistic services and distant closeness, Naelofar Hijab gained advantages of similar market segmentation from neighbouring countries like Singapore and Brunei.

Next, she even planned to take her hijab fashion business abroad by making her first foray into New York. Her shawl design, meets the criterion of youth and young woman who seek for active lifestyle, which fit the customers within age range 18-60. Her shawl design, intended to energize her Gen X and Baby Boomers customers with a modern and free style sensation when fashioning the apparel at their maturity age. Simultaneously, Neelofar Hijab focussed on career woman with promising income that willing to spend for great look and appearance and able to meet her Muslimah customer different personality and needs.

To sustain brand loyalty, it is essential to clearly understand the user status and their buyer-readiness. Every product has its nonusers, ex-users, potential users, first time users, and regular users (Kotler & Armstrong, 2015). The key to be successful is carrying out different marketing strategies in order to maintain the regular customers and attract new or potential customers (Ismail, Kanesan, & Krishnan, 2018). Neelofa maintain her reminder advertising in strengthening her customer relationships. Remind them where to buy her product even though it was off-seasons by reminding them the product may be needed in near future. Her constant tie-ins and aggressive marketing strategies via social media in Instagram, Facebook and Twitter up dated is a way for her to gain her user status. Neelofa used persuasive advertisement, to ignite her buyer-readiness stage into action. Her technique of providing styling tutorials and OOTD presentations by her increased the buying action for repeat buying and new buying from customers. Her marketing promotion and advertisement consists three primary purposes of advertising objective that is to inform, persuade and to remind, and help move customer through the buying process and she had an advantage as a role model in modern Muslim followed fashion icon.

Organizing Fashion Show. Does She Go Beyond Cultural Sensitivity?

When is the right time to have a fashion show? Neelofa launched her new line of Naelofar Hijab's headscarves at Zouk Malaysia Club, a well known nightclub in Kuala Lumpur. She wanted to create a new perspective of modern Muslim women, by introducing her product lines to the market with organizing and hosted the event in a well known venue. They took all necessary precautions to ensure attendees did not come into contact with alcohol, serving halal foods. Zouk's management allowed outside caterer in serving for the event, and prohibited smoking. Neelofa's team chose a popular entertainment spot for the launching and hoping the precautions will avoid religious sensitivity. It took less than a day after the launched, that her new collection sold out in the market. The response was beyond expectation.

However, when her fans watch and found out they launched was in a nightclub, slashing perspectives from netizen come in. "You're mocking your own religion for the sake of your business and marketing...such an act is very disrespectful to other Muslim women who actually wear hijab! We demand an apology" said @hanansha.twitter (2018). Most of the comment was negatively response to her and some said, she was a publicity seeker for the sake of her popularity and business. Some of her business celebrity colleague's gave positive but with critical response, "Neelofa's launch is a big surprise marketing stunt BUT extremely in-classy and unethical at the same time" (Tan J. , 2018). Why exactly Neelofa decided to launch her Naelofar Hijab's fashion show at Zouk, a nightclub? One of her disappointed fan stated, "It's her birthday and her brand. Meaning that her choice to be at Zouk. She can say no in the first place. There's a lot of other places she can launch or celebrate her birthday...she's in charge of everything", (@farahriot.twitter (2018) accusing

her on her selection of venue. However, according to PR Couture.com (2016) fashion show organizing guidelines, Neelofa and her Naelofar Hijab's team acted constructive explicitly toward their business expansion.

There are five factors to be considered when to do your fashion shows. First, there's an existing demand for your line. Fashion shows are too pricey to be pure experimentation or a way getting on a collection. It only made sense to invest in one if you have already garnered a strong demand for your brand. At the minimum, a loyal customer base, a certain amount of editors interest, and a business strategy that is bringing in consistent sales. Without the foundation, it will be harder to convince press, buyers and influencers to attend. Considering her three successful product lines introduced since 2014, Neelofa's fans and customers followed her brand fashion closely through her media social page. Her innovative design in hijab fashion was supporting by creative ecommerce promotion ads, build up her potential businesses and strengthen her business and customer relationship. Demand for her product sustained and expanding to more than hundred outlets throughout the countries. She is after all, a face among fashion celebrities.

Secondly, the cost to produce the fashion show won't affect your ability to run your business. Running a fashion shows does not promise a return to your investment right away. That means, it could take days, weeks, and even months before you start seeing money come back. With her attractive and creative ads for the previous products launched, Neelofa's line was receiving positive response continuously. Business was hit and demand increasing. This should be the right time to get feedback through one-to-one contact with customers. In this case, initially Neelofa's intended for close and direct responses on her product lines.

Customers wanted to get her product as soon as possible. She made it possible for customers to access her business outlets booking through online to secure customer order and buying. With an improved logistic and secure online payment across Malaysia, Brunei and Singapore, her product was made available to her customer in shortest time. Whether it was couriered or outlets collected. Therefore, it is important to make your production is already in place and working.

She was creating an image of modern and stylish women that wear hijab. The fourth factor in presenting your fashion show is you are willing to invest to create a memorable, press worthy experience. In the same way that you won't compromise on the fabric, you should not settle for a mediocre fashion week or runway show opportunity, just so that you can say you had a show (prcouture.com, 2016). Fashion shows are not a small investment, nor are they mandatory. You and your customers deserve the best show. Neelofa decided to choose Zouk despite it was a nightclub, as it was fit with her fashion show idea. Her product inspired innovative, simple, freedom and modern attire for women who wore hijab. Colours and good lighting express the idea perfectly. Zouk provided facilities that Neelofa felt complete a requirement for her runway show. Available with an attractive neon effects, sound system, LED displays, light boxes and supported with good technical personnel, and it was a package of opportunity for a tight budget. Moreover, Zouk offered her eight times cheaper the cost than other venues she has chosen in her lists. Simultaneously, Zouk intend to extend their business strategy from nightclub to event venue as other entertainment outlets. It's a win-win situation.

As Neelofa herself is a well-known drama celebrity with thousands of fans, it was not a difficult task for her to attract press and even members of celebrities to join her fashion

show. To produce a show even for a small design house or new designer, has all the same elements and needs just as much attention and expertise (George, 2018). The fifth factor in show business, is to have reliable public relation (PR), marketing and sales strategy in place (Henderson, 2016) (George, 2018). Make sure that you have a robust communication plan that includes social media, email marketing, content marketing and more to keep brand recognition, reach and sales. Neelofa’s business was established on this business ground, giving her the advantages to enhance quick response from potential buyers. Her idea in organized the fashion show is a great way to stimulate buzz for her growing businesses and heightened Naelofa Hijab’s brand sales. Although, this strategy more suitable for established brands that possess a higher degree of capital and infrastructure, Neelofa’s celebrity fame brought advantage on her strategy.

Table 1.0: Factors in Planning a Fashion Show (George, 2018)

Five Factors to be consider before Organizing a Fashion Show (PR Couture, 2016)
1. There is an existing demand for your line.
2. The cost to produce the fashion show won’t affect your ability to run your business.
3. It is important to make production already in place and working.
4. In presenting your fashion show is you are willing to invest to create a memorable, press worthy experience. In the same way that you won’t compromise on the fabric, you should not settle for a mediocre fashion week or runway show opportunity, just so that you can say you had a show.
5. You and your customers deserve the best show. Venue, facilities is suitable with fashion show idea. Colours and good lighting express the idea perfectly, and a package of opportunity for a tight budget

Implication to Marketing Strategy

Religious Sensitivity Led to Cultural Sensitivity

As Boddewyn (1991) argued, offensive advertisements involve products, services, concepts, claims and/or imaginaries that elicit reaction of distaste, disgust or outrage. Quite often, ads accused of offense are legal and truthful. The word offensive is highly associated with the relational and situational context (Ma, 1996). Whether a word or an image is perceived to be offensive depends on the relationship between the parties involved and the occasion or situation where is exposed (Chan, Li, Diehl, & Terlutter, 2007). Culturally, Malaysia, Singapore and Brunei Islamic value has become a stronghold in the society culture. Although it may not be as radical as the middle east, the Malay and native cultures absorbing the religious value- if not permanent but strong. The perception of nightclub and night clubbing was clearly against the religious value. Although she claimed that, it was her way of approaching to “dakwah”, the provocative sense was towards the value of hijab and Muslim women who wear hijab according to Islamic obligation. Furthermore, her hijab design was not adhered to the requirement of Islamic value in total.

Persuasion Leads to Negative Influence

A main reason in marketing, that market competitor found it very easy to erode any functional or value advantage attached in product. Companies are trying to reactive wide neglected manners of reaching to customers. Persuasion is to change someone’s attitude, perception or behaviour as a communication goal (Sharma, Bhosle, & Chaudhary, 2017). Having millions of fans and followers in her social media, what was becoming the alarming issue is the persuasion she may portray to the Muslim community, particularly the young

women. Persuasion is a symbolic process in which communicators try to convince other to change people to change their attitudes or behaviour regarding an issue through the transmission of a message, in an atmosphere of free choice (Perloff, 2003). From tie-ins and aggressive marketing strategies via social media, providing styling tutorials and OOTD presentations by herself, Neelofa's company move to introduce new and exclusive collections more frequently within a year and able to boost sales. She was looking further, to see Naelofar Hijab become a household name internationally, with the brand having its own warehouse in Malaysia and all major cities in the world. "Ultimately, I hope to do more to portray the tudung or hijab as part of a holistic lifestyle and not merely a fashion piece." She hoped that perception about hijab to be change that hijab wearing women are not restricted and can be themselves. Her idea was well accepted among her modern and young hijab-wearing fans positively. However her show was negatively anticipated as to encourage young Muslim women, who seek for freedom of idea and energetic life to the level of approving religious proscribe. That is, Muslim women in hijab is free to clubbing and enjoying open entertainment, which is against the Islamic value. Although, there was no alcohol drink to be offered, the place itself was defined as a wrong place for Muslim. Secondly, hijab in Islam is very dignified, and Muslim women requires to wear hijab to cover their dignity. The launched in the nightclub was considered an act of Neelofa's disrespect to the religion and Muslim women. In worsen the scenario, videos taken in the event show the "Lip Sync" activities and guests dancing while wearing hijab. This improper visual was define by netizen as intention to righteous the wrong doing as women in hijab was supposed to behave according to the dress conduct. A strong comment from religious parties, Neelofa and her guests who attended the Be Lofa product lines could be charged with insulting Islam for bringing disrepute to a symbol of the religion" as warned by Musa Awang, the president of Malaysia Syarie Lawyers Association.

Budget and Cost Management

As fashion's production merry-go-round whirls ever faster, the role of the runway is changing in the digital age (Sarah Harris, British Vogue, 2014). It's a spectacle, and a social media push, (Raymond, The Future Laboratory, 2014). "The catwalk show has moved into the arena of culture and awe. We are no longer in the business fashion; we are in the business of entertainment. The notion of spending a million on a fashion show is relative (Angela Ahrendts, former CEO at Burberry, Apple 2014). It was never a problem for a house like Channel where sales figures are estimated to linger around the billion-pound mark, or a Louis Vuitton. But where does it leave younger, emerging designer? In London several designers rely heavily on sponsorship from big beauty brands and drinks companies. The similar situation is taken place everywhere around the globe. Cost for fashion runway is increasing in Malaysia, that hindered young and new entrepreneurial from spending much on it. However, fashion shows are great at garnering attention and creating buzz. But they're usually not the best way to stimulate sales for start-up brands or emerging designers due to the lack of capital. Without a significant budget, the show itself is likely to suffer. There are five signs where fashion show is right for brand recognition. The right venue, experienced models, great publicists, smart and creative producers, talented hair and make-up artists, dressers and backstage assistants, and extra promotional dollars to pay celebrities to attend and drum up further media coverage.

In short, if you want a fashion show attended by top-tier, notable press outlets, influencers, buyers and target customers, the show itself needs to be top-notch; which often requires a sizeable budget. Many shows from new and small designers end up looking lack-luster and simply aren't much to write up. For a tiny budget, it would be a mistake for independent

designers if making the fashion shows the only marketing activity to promote a collection. It required continues outreach planned or budget ear marked for additional strategies. It will be risky in case the fashion show doesn't meet expectations, there is no additional budget to invest in other tactics, and sometimes, that extends to dollars to actually produce inventory to sell. Therefore, after taking all this consideration seriously, Naelofa's Hijab Prima Sdn Bhd needs to choose plan and choose wisely on their spending.

Uplifting Brand Identity

Brands are now choosing the runway as a forum to build their identity for the season and show something outstanding and inspiring, although some may be difficult to produce and sellable (Mytheresa.com, 2014). The show has become a hub that serves as an opportunity for all facets of the industry to meet and swap ideas and gather collective on the season. That is extremely valuable when buyers and sellers mix. The collection is a great forum to watch fashion insiders to see what they're wearing and how. The gathering generates theatre and drama, and via street-style photography it engages and inspires customers too. (Harris, 2014)

According to Lars Voedisch, founder of Precious Communication, being criticised creates awareness for her brand as Neelofa's personality and brand does not target a conservative audience. From a brand perspective, this incident could strengthen her brand among younger consumers. This was a similar to the ads that United Colours of Benetton launched their provocative ads in 1994 that led to continues debate, when addressing controversial issues such as racism or children as soldiers in civil wars. The brand was confident about being a little more edgy as it was consciously connecting with its target audience. Voedisch added, "In this instance, it didn't seem like Neelofa went all out to provoke. She merely took on a slightly more liberal approach and you could argue it brings a traditional headscarf into a modern lifestyle (Tan J. , 2018). David Lian, the managing Director of Zeno Group Malaysia, supported by confirming Neelofa controversial products launched has putting her more in the spotlight. He stated, while Neelofa has taken careful steps to construct an image for her, the controversy she's attracting has been putting her in the spotlight frequently and showing the public that she is a person with an independent streak. It was part of her brand to be seen as independent and maybe a little unconventional. She did go against some conservative fans, but as Lian said; "She is carving her own space with those are more independent thinkers."

Conclusion

In conclusion, in defining provocative promotional, several cases were discussed from varies market backgrounds. The study identified several marketing values while doing promotional activity that may influence the perception of consumer at the sales promotion stage. Despite adhering one country advertisement policy, cultural and religious sensitivity, education level and gender have different interaction when come to provocative promotion. Secondly, on the case analysis, we discussed the significant of 7Ps' marketing mixed applied in Naelofar Hijab and NH Prima International Sdn Bhd's marketing strategy. The strategy formulated that lead to her continuous improvement in her innovative and progressive businesses. The core strategy in promotion fashion industry via social media required popularity engagement, whether the person was an immediate celebrity or creating a celebrity personality to attract potential customer. Despite the hassle faced on the case, organizing fashion show runway has several challenges. However it did assist in uplifting the brand to another level in the fashion industry itself for Naelofar Hijab. Neelofa and her Naelofar Hijab has the advantages of all, it is concluded that the courage to put on the show brought an excellent return on her investment. However, the eagerness to have her own brand runway show, lead her in neglecting the insensitivity of cultural sensitivity within her

business environment. Finally, adaptation of media technologies in fashion businesses is crucial, as being sensitive to cultural sensitivity has become part of the important factors contributing to the market and the good practices in business. As an inductive single case study, this paper may create biased in defining the similar business within the industry. Given the inductive case limitation, empirical study is proposing to be done and extended among the business player within the same industry.

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