

ADVERTISING STRATEGIES IN
TELEVISION MALAYSIA'S ADVERTISEMENTS

STRATEGY

TECHNIQUE

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INTRODUCTION

This is a study to find out about advertising strategies and in our local advertisements. Advertisements, as we know, are part and parcel of life, we are bombarded with advertisements everywhere we go, educating us about services and institutions, informing us about products and every often trying to convince consumers to buy products, use services by making consumers believe that these things are a necessity in life.

The area, in this study, that is being looked at is to see how the advertisers use psychological strategies to manipulate the minds of the viewers, who are the consumers, to buy these products. The car and the more posh it is, the owner feels that he has now

Our society being a free enterprise economy system is based on the consumption principle of the people. Consumption is very

The role of the concept of status symbol is used again and again whether consciously or sub-consciously (to the viewers) in economic system. The more people buy - the more is the demand for the advertisements. The consumers are shown, and after a continuous exposure, believe that they are showing signs of progressing in life by being owners of these consumer products. These products

With this form of economic system, keen competition among

consumer products is the main feature. Each product, though of

To do this, the advertisers use psychology to use the similar nature, claims to be unique in its own way to attract the concept of status symbol to make their products sell. The strategies that these advertisers use are based on this psychological

The advertising field is one that capitalises on this aspect of competition that is, showing how a product, service or institution is unique therefore necessary in the consumer's life.