


ADVERTISING STRATEGIES IN  
TELEVISION MALAYSIA'S ADVERTISEMENTS

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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 buy.

life by being owners of these consumer products. These products range 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 this the similar nature, claims to be unique in its own way to attract concept of status symbol to make their products sell. The str-

potential consumers. tegies that these advertisers use are based on this psychological

drive. 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. use how



Malaysia, is a developing nation, that is becoming more and more consumption orientated. Development has become materialistic in nature. The people can be said to believe that signs of development in their lives is shown in the houses they live, cars they drive, clothes they wear and even in the food they eat. Such being the case, it is found that people try very hard to get jobs with high salaries to enable them to be owners of these products. For example, a car which used to be a luxury item has now become a necessity. But though it maybe a necessity, people are becoming very conscious of the brand of car they drive. The more expensive the car and the more posh it is, the owner feels that he has now come up in life. So the car has become a status symbol.

The role of the concept of status symbol is used again and again whether consciously or sub-consciously (to the viewers) in 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 range from the car they drive to the brand of cigarettes they smoke.

To do this, the advertisers use psychology to use this concept of status symbol to make their products sell. The strategies that these advertisers use are based on this psychological drive. This area, that is the field of advertising on the whole, being quite new but slowly and surely being a part of our lives, requires some amount of research to make the consumer realise how

AREA OF RESEARCH

Advertising being a very large field, this research is limited to one particular aspect. This aspect is the aspect of advertising strategies used in advertisements.

There are many channels through which advertisements are exposed to the consumers. These channels vary from direct mail to advertisements written in the sky. One major and popular channel of advertising is through the mass media. The three very broad categories of mass media include the printed form (billboards, newspapers, magazines, pamphlets), the radio and the television.

The television has advantage over the other two categories in the sense that it has both visual and audio effects while the other two only have either.

In this project, the research has been to look at advertisements on television and study the strategies they use in these advertisements to "sell" their products.

The hypothesis that is being researched on in this project are:-

- (a) Advertisers try to sell their product as well as a way of life. This means that they advertise a product by showing the product being used in an environment either of wealth, success, happiness, unity and other similar ways.