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ADVERTISING STRATEGIES IN MALAYSIAN
ADVERTISEMENTS

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I. INTRODUCTION

This research involves the study of strategies used by advertisers in their advertisements on television, newspapers, magazines in our country. Advertisements, as we know are part and parcel of our lives. We are exposed to advertisements everywhere we go, educating us about services and institutions, informing us about products and the benefits one can derive by using them. Advertising not only inform the public, but very often they also try to convince the viewers to consume these products and use the services, by making these consumers believe that these products or service are important, unique and a necessity in life. '

The strategies which are being studied in this research paper are psychological techniques to manipulate the minds of the viewers, to consume these products and services.

The role of advertising in our society is very prominent as it is very important in our economic system. Our free enterprise economic system is based on the consumption principle. The more people buy the more is the demand for goods. With the increase in demand, there is an increase in supply.

With an increase in supply, the manufacture are forced to produce more products. Production cannot be done just to meet the demand but there would be surplus production. With more being produced, there is a need to create more demand to consume the surplus. This is where the role of advertising is used.

With this form of economic system, keen competition among consumer products is a main and important feature. Each

product, though of the similar nature, claims to be unique in it's own way to attract potential consumers.

The advertising field is one that capitalises on this aspect of the marketing system, by showing how a product, service or institution is unique and necessary for the consumer.

Malaysia is a developing nation, with a capitalistic economy and with increasing prosperity, the people have more money to spend and therefore the people are becoming more and more consumption orientated.

Due to this factor, development has taken a very materialistic trend. The people can be said to believe that signs of progress and development are when they attain a certain standard of living that is shown by their material possessions. This, for example would be, the type of houses they live in, the type of cars they drive, the type of clothes they wear and even the type of food they eat.

A car used to be a luxury item is now become a necessity. But though it may be a necessity, people are becoming very conscious of the brand of car they drive. The idea of a car being a necessity could be said to be caused by mass production of cars which has been that cheaper to buy but the idea of owning particular brand of cars can be said to be a desire to project status and wealth. The more expensive the car and the more posh it is and new the owner feels that now he has "come up in life" and therefore has a certain status. So, the car has become a status symbol.

The concept of status symbols is used again and again whether consciously or sub-consciously (to the viewers) in the advertisement strategies. 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 food they eat.

Advertisers use various advertising techniques to make the consumer purchase the product. The advertising techniques are based on a psychological drive which means to say that the techniques work on the sub-conscious level of the consumer. For example, the technique or strategy of appealing to the basic needs of the consumer and showing how the product can be the answer to satisfy the need.

The field of advertising techniques is quite new but slowly and surely it is becoming a part of our lives. It is important that the advertising techniques are studied to find out how a consumer can be "manipulated into buying the products advertised".

With this study, a consumer can realize how an advertisement can sub-consciously make him consume a product. The consumer can then be more aware of the "manipulative" way of advertising and therefore be more on guard with his purchases of products.