

THE IMPACT OF TOBACCO BRANDS ADVERTISEMENTS
ON TELEVISION VIEWERS

by

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Latihan Ilmiah

Bagi Memenuhi Sebahagian

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Lastly, a special thanks to my sisters and brother, to whom I have not told, but to whom I am always grateful to, for all that they have done for me.

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SYPNOSIS

This academic exercise is an attempt to study the impact of tobacco brands advertisements on television viewers. 50 respondents are used as samples for this study.

Chapter One is an introduction to this research study. It contains the background of the tobacco brands advertisements, purposes of this study and the literature review.

Chapter Two deals with the research methods and problems encountered in this study. Basically, the research methods are observation and interview questionnaire. Library research is aslo another method.

In the third chapter, various aspects and topics concerning advertising are discussed. Firstly, a short history and introduction on advertising is given. Then, the way to make an advertisement and to create an impact is presented. Other aspects such as advertising in Malaysia and television advertising are also brought in. Lastly, included in this chapter are discussions about images and attitudes and the positive and negative effects of advertising.

The core of this study is presented in Chapter Four. In

this chapter, the data which has been collected is presented and analysed. The advertisements are first categorised based on the observations and the responses of the respondents are later analysed and discussed.

Lastly, Chapter Five rounds up this study by giving a general conclusion of the findings of this study.

SINOPSIS

Latihan akademik ini adalah satu percubaan untuk mengkaji kesan iklan-iklan jenama rokok ke atas penonton-penonton televisyen. 50 responden telah digunakan sebagai sampel untuk kajian ini.

Bab Satu adalah satu pengenalan kepada latihan ilmiah ini. Ia mengandungi latarbelakang iklan-iklan jenama rokok di televisyen, tujuan-tujuan kajian dan satu review mengenai penulisan yang sama.

Bab Dua menghuraikan kaedah-kaedah kajian dan masalah-masalah yang dihadapi semasa kajian. Pada dasarnya, kaedah kajian meliputi pemerhatian dan soal-selidik. Pengumpulan data dari perpustakaan juga merupakan salah satu kaedah.

Dalam Bab Tiga, beberapa aspek dan topik mengenai pengiklanan dibincangkan. Pertama, satu huraian sejarah dan pengenalan tentang pengiklanan diberi. Selepas ini, cara mempersembahkan sesuatu iklan dengan menghasilkan kesan dibincangkan. Lain-lain aspek seperti pengiklanan di Malaysia dan pengiklanan di televisyen juga dibawa ke dalam perbincangan. Akhir sekali, perbincangan tentang imej dan sikap responden dan kesan-kesan positif dan negatif pengiklanan juga termasuk dalam bab ini.

Inti latihan ilmiah ini dipersembahkan dalam Bab Empat. Dalam bab ini, data yang telah dikumpulkan dipersembahkan dan dianalisisakan. Iklan-iklan itu mula dikategorikan berdasarkan pemerhatian dan penganalisaan keputusan yang didapati dari responden pula dijalankan.

Akhir sekali, Bab Lima menyimpulkan kajian ini dengan memberi satu pandangan yang umum dari keputusannya.

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CHAPTER ONE

INTRODUCTION

Advertising is something we want to do without but yet cannot do without. It has become so much a part of our lives that it is almost impossible to avoid contact with it at any time. Advertisements are everywhere - open a newspaper, read a magazine, switch on the radio or television, drive along the road, or see any cinema show - the consumers will be bombarded with advertisements tempting and persuading them to buy. (Mohd. Hamdan Haji Adnan : 1987).

1.1 : Background of the Tobacco Brands television advertisements

There is a reason why such a specific topic has been chosen. Before going into the actual purposes, there is a need to understand the background and role of the Tobacco Companies in the Malaysian television advertisement industry.

As we all know, there is no subscription or other charges made to listeners or viewers for the entertainment which the stations provide. Without advertising, our present system of broadcasting could not exist.

Controversial products in relation to consumers' health that are rampantly advertised in Malaysia include cigarettes, alcohol and monosodium glutamate. In 1982, the Malaysian Government banned direct cigarette advertisements from radio and television. But this does not deter the Tobacco Companies from continuing their advertisements on television. They have done this in two ways :

- i) By using the same brand names to sponsor sports events, popular television programmes or celebrated events. This has made their advertisements a major source of contribution to the television industry.
- ii) By creating new products and advertising these new products using the same brand names.

So, whether the advertisements actually advertise the cigarettes directly or other products or sponsor programmes; the idea of smoking is believed, still prevails. However, considering that this practice has been going on for six years (i.e since 1982), the impact of creating "the idea of smoking" through such advertisements perhaps may not be so forceful anymore. Some viewers may have begun relating the Tobacco Companies to what they sponsor, for example "Kent" for "Kent Holidays".

1.2 : Purpose of Study

As mentioned earlier, there is still the belief that the advertisements still create the idea of smoking

cigarettes. One of the purposes for this research is to see if this idea actually persists. A point must be made that the intention here is not to see whether the number of smokers or the frequency of smoking have increased. It is just to see if people still associate cigarettes with these brands.

The images and impressions portrayed by these advertisements is assumed to have an impact on the audience, and hence the society's attitude towards the kind of life when one identifies oneself with the so-called tobacco brands. What then is the image and impression created from these advertisements? This study attempts to shed light on this question by analysing the responses from the television audience.

Besides showing the images and impressions created, this study also aims to see if this creation has had an impact on the lifestyles of the middle-class audience.

Consumers' Association of Penang (CAP) in a book called Selling Dreams (1986) makes this comment, "What is needed is a government ban on all forms of advertising and promotion by tobacco companies and a ban on sports sponsorship by these companies." Is this possible? Clearly, the Tobacco Companies as a whole is a major source of income to the television industry. Thereby, another purpose of this study is to determine how the television viewers feel about this and consequently, their attitudes

to the Tobacco Companies. The importance of the companies' contribution has to be tested.

Lastly, this study also helps throw light on the general influence of these kind of advertisements on television viewers.

1.3 : Literature Review

To the author's knowledge, few studies have been done on this specific topic. Much research has been carried out on advertising and its effects on consumers or television and its impact on the viewers but relatively very few specifically on the impact of television advertisements. As far as the author knows, there is none on tobacco brands' television advertisements. This is a very new issue.

To start off the literature review for this topic, the author has picked on several academic exercises done by undergraduates of University of Malaya.

Saw Leong Aun (1980/81) wrote on Television and its impact upon family life (in Chinese Families). He reported that television seems to have a bad effect on the family. Not only there arises family arguments due to television watching, household chores are also neglected. Sleep and night rest are constantly sacrificed. Children seem to form a deep attachment to the television. On a possibility that there might be a sense of closeness or togetherness amongst the family members from watching

television together, Saw Leong Sun finds that this is not altogether true. Instead, the study shows that there is little interaction during programme watching. Communication is between the television and individual rather than among the individuals watching the television. So, response is actually more individualistic than collective. Such views have been highlighted by Eleanor (1951), Macoby (1951), Himmelweit (1958) and Markowski (1960).

Another work by Engku Ibrahim Engku Hsahim (1979/80) titles Televisyen dan kesan pengaruhnya ke atas kanak-kanak. The conclusion is that there is a kind of relation between the children and their mother when it comes to the influence of the television, especially when the mothers are present at the time of watching. By this, the author presumes it means that interpretation of what the television has to show will be based on the children's mothers' views and opinions.

Another study which can be considered relevant is by Fong Seng Wah (1979\80) titled Advertising and Consumers. His study reveals that advertising in general do influence the respondents to a certain extent. The high and middle income respondents are, however, more critical than the low income respondents toward advertising in general. Children are particularly influenced by advertisements and may in turn influence their parents to buy the advertised products.

Quite a lot of studies have actually been carried out on television advertising. An observation has been made that television advertisements in US and UK are considered substantially more annoying than print advertisements. This is particularly significant since television is the dominant medium of advertising campaigns on behalf of the low unit priced, packaged goods products. In UK, twice as many people (30% vs 15%) said they "disliked" or "do not really like" television advertisements compared to print advertisements. In the US, 27% of television advertisements were considered annoying, compared to only 9% of magazine advertisements and 12% of newspaper advertisements. One of the main reasons given for the dislike of television commercials by the British public was interruptiveness. The American data offers further and stronger support for the intuitive notion that television's intrusiveness distinctively generates dislike for advertisements in the medium. (Fong Seng Wah : 1979/80).

Among the most popular studies done on television advertisements is the impact on children. One example is a study done by Gorn, et. al. (1977) concerning the impact of television advertisements on children from low income families. It is reported that a single exposure to a commercial was enough or sufficient to produce favourable attitudes toward the advertised products. The results showed too that additional exposures were necessary to

influence the low income group children to expend more effort to obtain the advertised product than a control group of high income children.

It is sometimes said of this medium i.e. television that :

"It brings the salesman and his merchandise right into the home." (Zacher : 1967).

But Haley (1971) once argues that:

"Television is essentially a medium for the mass market. Everyone watches it. People who are not interested in a particular product simply do not pay attention to the advertising."

Supporting this view is Langbourne Rust (1986) who says:

"Commercial viewing is a voluntary act, much as program viewing is. If people are not interested in a commercial, they do not look at it."

To him, what people say sometimes predicts what they do, but often it does not. His study, which uses attention and intention implies that the critical factors may be their level of involvement. When people are not interested enough to pay close attention to something, their announced intentions may not matter. This result reveals a very contrasting view of the normally accepted impact of television commercials.

However, the conclusion can be made that television still stands as an important advertising channel. Jain (1975) reported in his study that printed advertisements with subsequent screening on televisions as a back-up, significantly increases the effect of an advertisement. On the whole, it increases responses by 98% and reduces the cost of advertising in generating the same level of response by 41%.

Here, the author would like to conclude the literature review. It is hoped that this chapter has enlightened readers on what is to come.

CHAPTER TWO

RESEARCH METHODS AND PROBLEMS

The field work was carried out in the author's hometown, Malacca, during the University of Malaya's long vacations i.e. in April, May and June.

2.1 : Research Methods

The research methods employed for this particular study are:

- (i) Observation
- (ii) Interview-Questionnaire
- (iii) Secondary Data

(i) Observation

Observation has been carried out on the Tobacco Brands Television advertisements during the whole month of June by the author herself. Eight brands have been chosen specifically for this purpose:

- a) Benson & Hedges
- b) Dunhill
- c) Kent
- d) Salem
- e) Marlboro
- f) Mild Seven
- g) Gold Leaf
- h) Perilly's

These brands have been chosen on the assumption that they are varied and would stimulate effective responses from the respondents. Also, they seem to appear most frequently in that month. A certain brand could have two or three different advertisements running during the same period. Sometimes, they interchange within a few days. Thus, whatever that appears in the month of June would only be taken into consideration.

An informal kind of observation has also been done. The author has tried injecting discussions concerning these advertisements while in a conversation with friends. Substantial and interesting perceptions have been obtained from these conversations.

(ii) Interview Questionnaire

Adults at the age of 21 and above have been chosen to be respondents for the prepared questionnaire, as it is believed that they would be able to perceive these advertisements in a more rational and matured manner. What we are interested in here is what is in the mind of these respondents.

50 respondents were interviewed by the author, of which 20 are females and 30, males. Since this is a "neutral" topic, race has not been taken into consideration. Response to the advertisements tend to be a personal and individualistic one. Thus, respondents are picked using the non-random sampling method; from around

housing estates in Bandar Hilir and Ujong Pasir.

The structured questionnaire is divided into 3 parts : -

Part (a) - a set of format to get the bio-data of the respondents.

Part (b) - contains both close-ended and open-ended questions. Close-ended questions are structured to obtain the respondents' television-watching habits and their attitudes towards the advertisements. The open-ended questions leave them free to voice their personal opinions and feelings.

Part (c) - is a kind of test set to test the respondents' knowledge and memory on the advertisements and to state their views on each advertisement.

(iii) Secondary Data

A lot of information concerning topics on advertising can be found but the author has concentrated more on the readings of television advertising and the effects of it. Most of the data were obtained from the University of Malaya's main library, the Anthropology and Sociology Department library and journals from the library in the Institute Of Higher Learning in University of Malaya.

2.2 : Categories

Before proceeding further, it is necessary to clarify the categories used to categorize the various advertisements. From the observations, each advertisement

is judged using the categories listed below :-

(i) Products advertised

New products have been created to represent the same tobacco brand names. This category will list out what new products, if there are any, that each brand represents.

(ii) Captions

The most important quality of a caption is that it can be easily remembered. The category will serve to analyze the caption that accompanies each advertisement.

(iii) Illustration

A given illustration may fulfill several purposes i.e.

- to attract attention to the advertisement
- to develop interest in the advertiser's message
- to present the major point of the sales message
- to stimulate the reader's desire for the product
- to display the product or certain of its features
- to associate the product with a person or class.

(Zacker : 1967).

Thus, in illustrating the advertisements, these purposes should be taken into consideration.

(iv) Manner of presentation

An advertisement can be presented in three manners i.e. the direct manner, indirect manner or a combination of both. (Dunn : 1984). The direct manner would be

informative and straightforward while the indirect manner would indicate a curiosity appeal with no specific reference to the product. A combination of both manners would conjure a provocative thought to the specific name of the product.

This category will see which manner of presentation each advertisement falls into.

(v) Emotional responses

Each advertisement evokes some kind of emotion; some more, some less. There are two types of emotional responses to an advertisement. It can be a response to products, as seen through the advertisements or it can be a response to the advertisement itself. (Zeitlin : 1986).

The purpose of this category is to observe the kind of emotions each advertisement tries to evoke, and later to compare these responses from the audience.

(vi) Sponsored programmes

This category is necessary for understanding the contribution of the tobacco companies to the television industry. It will list out the kind of programmes that each brand sponsors.

2.3 : Hypothesis

With reference to an article written by David Stewart titled "The Moderation Role of Recall, Comprehension and Brand Differentiation on the Persuasiveness of T.V.

Advertising" (1986), the author would like to use his hypothesis for the analysis of the test in Part (c) of the questionnaire. [Refer 2.1(ii)].

According to Stewart, there are three common measures that are used to assess the persuasiveness of television advertising i.e. related recall (day-after recall), key message comprehension and persuasion. Stewart's purpose of study is to see the relationship between these three measures. Unpublished proprietary research has suggested that recall may have a significant impact on persuasion measures when the commercial messages are unique to the advertised product.

Based on this research, Stewart proposes a hypothesis that advertisements with high level of recall, high levels of key message and a brand-differentiating message would have an above-average persuasion score while advertisements with low levels of recall, low levels of key message and no brand-differentiating messages would have below-average persuasion scores.

Reports of Stewart's study provides support for the hypothesis offered earlier. The analysis surmises that higher level of recall, comprehension of key message and the use of brand differentiating message can increase the probability of a higher persuasion score can be obtained without high recall and comprehension but the probability is low. By the same token, above-average recall and

comprehension, and the use of a brand-differentiating message does not assure an above-average persuasion score, though they do considerably increase the probability of such a score. Hence, the **conclusion** is that :

(i) recall and comprehension are important influences on persuasion, despite the modest correlations between the measures.

(ii) higher levels of recall and comprehension and the use of a brand-differentiating message provide higher probability of changing brand choice that would otherwise be the case.

(iii) the importance of recall and comprehension is not dependent on the message of the commercial.

Thus far, this chapter deals with the research methods. A final point has to be made. Going by the subjectivity of the questions, the author conducted the interviews personally so that the results would be more comprehensible. All interviews were conducted in English or Bahasa Malaysia because the advertisements appear both in English and Bahasa Malaysia. Based on this, the chosen respondents are also those who understand either of these two languages.

2.4 : Research Problems

The main problem faced by the author in this research is in the analysis of the questionnaire. The difficult part arises in having to analyse the subjective questions.

However, the author overcame this problem by putting all the subjective answers together and making a reasonably objective conclusion.

A slight problem is also faced during interviews. Many respondents respond quite well but there were times when some respondents seem to fear revealing too much. As a result, the author is only able to make the best out of the responses.

Another problem concerns the categorization of the advertisement. The problem lies not so much in having to explain the advertisements under each category but rather in understanding the advertisements, especially the ambiguous ones.

Overall, not much expenditure was involved although a lot of time had to be spent on the interviews and the analysis. The other problems faced, were personal in nature and were overcome personally.

The next chapter deals with information acquired through secondary data and it is hoped that these data would help enlighten readers on various aspects of advertising.

CHAPTER THREE

SOME GENERAL DISCUSSIONS ON ADVERTISING

3.1 : A brief history on advertising

The history of advertising can roughly be divided into 4 stages :

- (i) The pre-printing period prior to about 1450
- (ii) The early printing period from 1450 to about 1850
- (iii) The modern period of expansion from 1850 to 1911
- (iv) The period of development of standards of practice and the introduction of research methods from 1911 to the present.

The pre-printing period

The earliest advertisements started with the Babylonians. The Babylonians made objects out of clay - bricks and pottery. These things, for example the bricks, would carry the name of a temple and the name of the king who built it. The kings who did this advertised themselves as such to their subjects.

The Babylonian merchants also used barkers, who advertised by shouting their wares to passersby, and signs hung over the doors of their shops displaying symbols of their trade. Since most people could not read, the sign and oral advertisements were the only effective

media for reaching the mass market of that day.

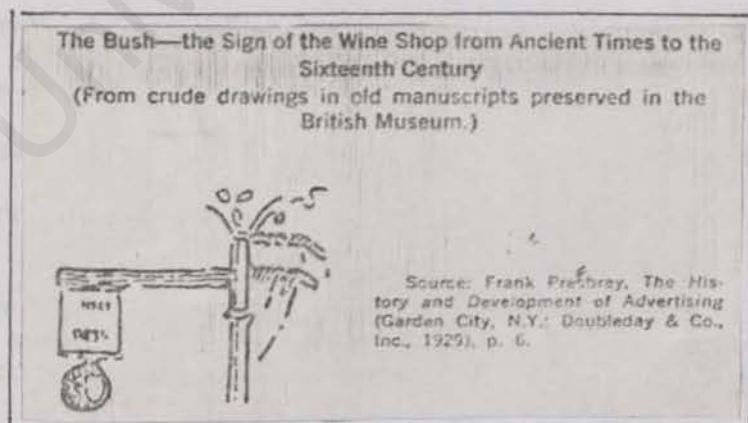
Very soon after the invention of writing in its crudest form, there were written advertisements. The earliest of these were for rewards and descriptions of runaway slaves, written on papyri more than three thousand years ago, have been exhumed from the ruins of Thebes. The earliest known of these advertisements rests in the British Museum. It was written on a sheet of papyrus found in the ruins of Thebes in Egypt, and offered a reward for a runaway slave. It is believed to have been written about 3000 B.C.

The crier followed closely after the sign over the stall or shop as a means of advertising. Criers were widely used by the ancient Greeks to advertise cattles and slaves, and plays and performances. In Carthage, which was noted as a commercial centre, the crier was widely used. The sandwich man was invented in Carthage, where the gallery owner sent into the trademen's street a man wearing a shirt lettered with the news of the arrival of the galley and the nature of its cargo.

The only form of commercial advertising known to the people of early Egypt was the crier too. The crier's announcements were used primarily to announce the arrival of ships and to offer for sale items from the cargoes, such as wines, spices, and metals. The Egyptian criers sang their stories, picturing the desirability of the

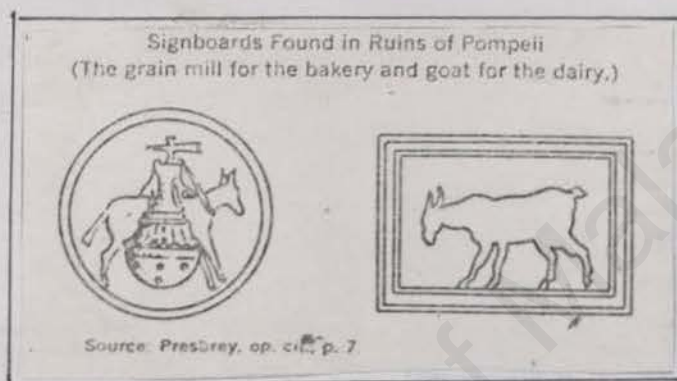
articles just arrived, and describing in florid language the strange and remote regions from which the articles came and the great difficulties encountered in obtaining them.

The Romans also used criers but there were much greater evidence in their case of the use of signs and posters also. Among Roman signboards in the time of the Caesars there was the figure of a cherub flying with a shoe in each hand; the painted cow of the dairyman; the pallus, or symbol of life, which indicated the bakery; the mule turning a mill, another sign of the bakery; the handle of a pitcher, which was a guide to where potables could be obtained. Besides the bush and pitcher handle there were other wine shop signs which came in when the bush began to be too common - a picture of slaves carrying a jar on a pole, or a depiction of Bacchus pressing the juice from a bunch of grapes.



Source : Dirksen, C.J. & Kroeger, A. Advertising Principles and Its Problems (Homewood, Illinois : Richard D. Irwin Inc., 1968) p.6

The first advertising which corresponds closely to modern advertising is that which exists in the records of Rome, Pompeii and Herculaneum. These advertisements consisted of persuasive announcements of theatrical performances, sports events, and baths, painted on walls in black and red.



Source : Dirksen, C.J. & Kroeger, A. Advertising Principles and Its Problems (Homewood, Illinois : Richard D. Irwin Inc., 1968) p.7

The Romans used an advertising psychology not unlike the modern times. The bath in a provincial town would advertise that it was patterned after the baths in Rome, and an advertiser of a play announced that his company was "fresh from Rome."

With the fall of the Roman Empire, and the following return to illiteracy, the use of painted announcements disappeared, and the only forms of advertising for a considerable period of time were the sign and the crier.

The use of the crier continued to some extent all

through the Dark Ages and on into the Middle Ages, although in many cities he may have been more a barker at the door of the individual shop than a true crier. Gradually, as civilization returned, the town crier came back into wider use. In the 12th and 13th centuries, the commercial town crier was widely used in France. In some instances they formed themselves into unions, and had exclusive rights to cry in the city.

An Early Advertising Medium: "The Belman of London"

Through the town crier early "lost and found" and other advertisements were broadcast. (Illustration is from Thomas Dekker's "Lanthorne and Candle Light; or, The Bellman's Second Night's Walke," 1608.)



Source: F. Presbrey, *The History and Development of Advertising* (Garden City, N.Y.: Doubleday & Co., Inc., 1923), p. 6.

Source : Dirksen, C.J. & Kroeger, A. Advertising Principles and Its Problems (Homewood, Illinois : Richard D. Irwin Inc., 1968) p.9

In England, public criers and signs were both used for advertising by merchants during the early centuries of the Middle Ages. The hand-written announcements, or advertising bills, first began to be used near the end of the 15th century. These were done by scribes, and were posted in spots where crowds gathered. They were called "siquis." Most "siquis" were of the personal or want-ad

type, although to some extent they were also used to advertise luxury products such as coffee and perfume.

The early printing period

The invention of the modern methods of printing made possible the mass duplication of writing in print in the form of advertising handbills, and later the resulting publication of newspapers and periodicals comparable to our present-day magazines. The first printed advertisements were printed broadsides, which were either posted in locations where crowds gathered or passed, or were distributed in the streets.

By the latter part of the 16th century printed handbills and posters were being used in France and England. A collection of these dated 1593 exists in London, but they are so elaborate in design and typography that many think plainer ones had probably preceded them. These posters were not mere announcements of the availability of merchandise but were definite attempts to stimulate demand for products and services.

There also appeared in the late 16th century, in England, another slightly different form of print media, the pamphlet or booklet. These were often published by trade associations and were usually designed to build goodwill with the public, although sometimes they were designed to sell merchandise.

It was found at that time that there were many

advertisements of notice or want-ad nature in the English papers. On the other hand, the American newspapers carried advertisements of a nature which would have been rejected by the "gutter journals" of England because the American advertisements contain a good deal of humour.

The modern period

Along with the growth of the mass print media, newspapers, and magazines, there were a number of other developments that contributed to the rapid growth and development of advertising at this time. The increase of the circulation of newspapers and magazines brought the need for advertising media of large circulation and wide distribution to match the growing wider markets.

At about this time too, advertising agencies arose, whose primary purpose was to serve as brokers of advertising space. These early agencies were specialists in the sale of space in newspapers and magazines.

Also, there were considerable improvement in the quality of advertising in certain respects, such as printing, typography, and art work. The types of advertising that were still predominant during most of this period were patent medicine-type advertising, with much of it being unreliable, objectionable, and dishonest.

There were several other developments in advertising during this period. With the change of horse-drawn vehicles to electric cars around 1890 came a corresponding

increase in their use for advertising display purposes, in the form of the streetcar cards. Another interesting development of the latter part of this period was a growth of the mail-order house and mail-order advertising. The mail-order house and other business firms began using various forms of direct-mail material, including letters, circulars, and catalogues.

The modern period of development

The modern period of development marks the year when the first formal, organized movement was undertaken to promote truth in advertising, marking a "coming of age" of advertising as a form of business activity.

At this time a number of advertising organizations were formed and became active in working for the improvement of advertising and the raising of the ethics of the field. Many organizations were organized in the advertising field, in part at least for the improvement of advertising methods, the raising of standards of quality of advertising, the raising of ethical standards of the field, and for attempting to bring to the field a professional or at least semiprofessional character.

This period also saw the continued development of the advertising agency. The agencies had broadened the scope of their activities and services during the latter years of the third period, beginning in the late 19th century, to write copy and select media for their clients.

Another significant development occurring at about the beginning of this fourth period was the increased use of research and the attempts to make advertising more scientific. Advertisers, agencies, and media began calling on their research departments to develop techniques and execute research studies for them.

This past half century has thus seen marked developments in the field. Significant changes have also taken place in the field of media. Great changes in the character of magazines took place during this period. The old type magazine disappeared, and the new mass weekly magazines came to the fore. During this time, by the thirties, the radio became a major factor. With the close of World War II television began its phenomenal growth and influence on the lives of its viewers, and has become a primary medium for advertising up till now.

3.2 : Introduction to Advertising

Advertising is a form of communication in which the communicator can control the character of his message and have it delivered to either a select or a mass audience at a very low cost. This is accomplished by the permission which such media as newspaper, magazines, radio and television stations grant advertisers to purchase space or time to carry the undiluted message created by the advertiser or his agent. (Sandage : 1960).

The freedom to create message without fear of alteration, combined with the availability of mass media to distribute or broadcast such messages, gives to purveyors of products, services, and ideas tremendous power to influence the thoughts and actions of vast numbers of people. The speed with which messages can be delivered adds to this power to influence. (Sandage : 1960).

Thus, many critics of advertisements feel that advertisers have exploited this advantage. Some even suggested that the influence of advertisements is basically immoral. For example, Vance Packard (Hidden Persuaders : 1960) has created the impression that advertisers were engaged in a great conspiracy to hoodwink and entrap the poor, defenseless consumer with some sort of psychological manipulation.

Writers like Alan Hancock claims that the influence of advertisements lay not only in their contents, but also in what they leave out, and in the attitudes which they adopt on dubious, sometimes hypocritical grounds. Advertisements may not exercise pronounced propagandist and persuasive effect, but they can applaud stereotyped opinions and prejudices.

Others argue that through securing control of the mass media, advertisers are in a position to effectively "brainwash" the entire population. But writers like Wilbur

Schramm feels that this might be an exaggerated notion. Mass communication can and does, throughout our lives, take over much of the job of filling in our pictures of the environment. Thus it enters into all that we know, believe and understand, and becomes a part of the frame of reference which determines how we interpret our experience. But when it comes to changing our opinions, our values, or our behaviour there are certain sharp restrictions on what mass communication can do.

Generally viewed, it cannot be denied that advertisements can influence and do influence, whether their final impact is a pressure to buy or a formation of new attitudes and values.

3.3 : Making an advertisement and creating an impact

In making an advertisement, advertisers would try as hard as possible to create an impact, so as to be successful.

The success rate of an advertisement can be viewed from two perspectives i.e. the marketing and advertising viewpoints. From the marketing viewpoint, if sales increase after the advertising, the advertisement is considered successful. From the advertising viewpoint, advertising is measured by the number of viewers and the advertising recall. If after seeing a commercial, the respondent buys the advertised product, the commercial is

considered highly successful. (Fong Seng Wah : 1980).

In order to make an impact, advertisers function to "seduce people, to make them dissatisfied with their standard of living, to make them want more and to make them work for it." (Bell : 1960).

Before an impact can be created, the advertiser must be able to attract attention to the advertisement. The next step, of course, is to hold the attention so that the sales message, whatever it is, can be communicated.

To achieve this, advertisements are made as attractive, entertaining, amusing, startling, unique, persuasive, inviting, tempting, etc. as possible. Whichever way it is, they are all designed to create the fullest impact.

3.4 : Advertising in Malaysia

Advertising in Malaysia, like other any other countries, is controlled to a certain extent by the government.

The Malaysian Code of Advertising Practice (MCAP) comes up with various codes that advertising agencies must follow in regard to broadcasting commercials. For example;

"All advertising should be legal, decent, honest and truthful. Every advertisement should be prepared with due sense of social responsibility....

Advertisement should be so framed as not to abuse the trust of the consumer or exploit his lack of experience of knowledge."

This is to ensure that the consumers' vulnerability is not exploited.

Aside from that, there is also a code that says:

"Advertisements must project the Malaysian culture, identity, reflect the multi-racial character of the population and advocate the philosophy of 'Rukunegara' (Belief in God, Loyalty to King and Country, Upholding the Constitution, Rule of Law, Good Behaviour and Morality)."

These regulations are aimed at protecting the national language, religion, culture and traditions of Malaysia.

In Malaysia, all television scripts and storyboards must be approved by the government's censor board before they can be produced. The government has also laid down conditions for television advertisements i.e. all television commercial must be in Bahasa Malaysia in the National and Network One of Radio and Television Malaysia (RTM). On Network Two, commercials can be in any other languages including Bahasa Malaysia. Commercials claiming medical performance must go through a Medical Board for approval.

In many ways, Malaysia already has a model system for regulating certain aspects of advertising while allowing for the growth of industry. In fact, the advertising industry in Malaysia is probably one of the healthiest in the ASEAN region, so the present regulating system has probably not hurt the advertising industry. (Katherine Frith :1987).

Several recommendations have been made to ensure the control of the advertising industry by Frith, i.e. :

(i) that the Malaysian Government must play a stonger role in enforcing its current regulations. While the advertising code for television commercials is quite good, the system to screen press advertising is still very weak.

(ii) The critics of advertising in Malaysia argue that when multinational advertisers, or their multinational advertising agencies move into a foreign setting, they bring with them a set of cultural assumption based on their consumption ethic. Rather than critizing this, experts should be made aware that they have been trained to hold Western advertisinig, Western humour and Western music as the "creative" standard. Thus, agencies should be encouraged to abide by the government regulations and at the same time, those that succeed in being creative should be awarded and recognized by the industry.

In my opinion, advertising in Malaysia seems under control. There is an attempt by certain organisations, for

example, the consumers' associations to curb the movements of the advertising agencies. This association, I believe, has been quite active and effective. Also, certain agencies seem to have abided by government regulations such as the 'Hamama' commercials. They have succeeded in being highly creative and at the same time met all the government regulation on projecting the Malaysian character, music, dress, etc. Besides, being a developing country, one should expect Malaysia to encounter certain side-effects for these developments.

3.5 : Television Advertising

Television is the newest media of the major advertising media. Because of its ability to combine the visual image of printed media with the spoken voice of radio and to add the dynamic quality of motion, television is able to offer the advertiser a communications impact which is difficult to obtain through other medias. It is sometimes said of this medium, " It brings the salesman and his merchandise right into the home." (Zacker : 1967).

Television is expensive in comparison with other mass media. The advantages of the combination of sight, sound, and motion and the potential sales impact to be derived therefrom are reflected in highcost to the advertiser. This fact has discouraged some potential users of the medium from including it in their advertising budgets. (Zacker : 1967). Only companies with big advertising

budgets are able to afford this medium.

The television commercial is a type of advertising presentation distinct from all other forms. One must take into consideration that television viewers are usually at home, relaxed and free to engage in other activities at his discretion. They feel no compulsion to watch the commercial and are likely to turn away completely, or even leave the room, while it is on the screen. (Zacker : 1967). In order to hold attention, television commercials have to be more entertaining than other medias.

It is true that television is a popular advertising media despite the expenses needed for it. In my opinion, this popularity increases according to man's dependence on the television as a form of entertainment. The agencies have probably deduced that television is a good way to reach the consumers because of the amount of time that they spend watching television. A television advertisement, I believe, claims its "staying power" from its originality. That is, if a television advertisement is particularly striking, one would be able to remember it although one has only seen it once or twice.

3.6 : Images and Attitudes

The objective of advertising is to help mold a product image (personality, character, reputation). Product image is the sum total of all attitudes which people have

toward the product. A great part of the product desirability can stem from aesthetic or emotive associations. It is particularly important to understand that products have social as well as purely functional uses.

Advertising always has the short-range task of creating some immediate action. But it always has a far more important long-range goal - to create a rich, positive product image or institutional image with many desirabilities. The product must have many attributes besides its purely utilitarian meanings if it is to have real distinction in our competitive market place. Other manufacturers can match ingredients or engineering features or bargains. But they can never match the nonrational psychological overtones in the product image, the collar of subjective attitudes. (Martineau : 1957). From this, we can make an assumption that product image plays a big part on the psychology of human desires.

Some writers claim that in this way, advertising has been found capable not of converting, not of making fundamental changes, but of taking existing drives and motives and slightly redirecting them. (Schramm : 1957). For instance, certain advertisements (including cigarette brand advertisements) attribute the product to handsome men, romance, prestige, status, glamour, and it is to these that audiences respond to.

From my own observations, the term "image" seems to be

the main focus of an advertisement. It is often associated with the use of social or psychological symbols such as the cowboy chosen to represent masculinity and ruggedness in the case of Marlboro cigarettes. Another example is the "Nescafe" advertisement where class and style is associated with drinking "high-class" coffee and acquiring "the natural taste of Nescafe".

There is a fear that these images play too important a part on the attitudes of the consumers. In my opinion, these fears may be unfounded. I still believe, no matter how advertisers try to attract their consumers through a play of images, the freedom still remains a lot on the consumers to choose to listen or not; or to acquire the image or not.

3.7 : Positive and negative effects of advertising

There are many views on the effects of advertisements. Many view advertisements as having more negative effects, such as creating false needs and sometimes causing us to deviate from approved cultural norms.

A very critical view is that not only has advertising diverted economical resources away from basic needs, caused a deterioration in health, and subverted indigenous culture and products - it has also altered men's and women's perceptions of what is worthy of emulation and admiration in life and on people. Advertising, in other

words, has changed the very meaning of life and human nature itself. It has turned man away from his fellow men, and from his own self, and directed him instead towards artificial relationships with the world of advertised products - and the images and associations they create through advertisements. (CAP; Selling Dreams :1986). This radical view seems to say that all advertisements are bad and the effect is totally negative. Personally, I feel this view is a bit too far-fetched. In saying this, CAP seems to have undermined our ability to think. For example, to say that "Advertising has changed the very meaning of life and human nature itself...." is to indicate that advertising has totally and completely dominated our lives. What is true is that advertising could create a bad effect only if a consumer does not have a sense of conscience.

Earlier, I have discussed brand images; which means an advertisement can create an attachment to a brand name. Through advertising, psychological values have been built into a particular brand which is physically different from some other brand only in name and package design. This is yet another negative aspect of advertising.

From the social and political point of influence, advertisement is said to be used as a means of informing and persuading them toward a particular point of view. (Sandage : 1951). However, this is practised more clearly in the Western countries. In Malaysia, the impact of

advertising, I believe, is still largely economic in character.

Despite all the negative effects of advertisements, one should also consider the positive effects. For instance, the contribution of advertisement results in lowering product prices due to competition.

Without advertisements, consumers would not know of new products that are in the market. In this way, they will be aware and informed of new products and hence, be able to make a choice. Advertisement becomes a source of information then.

In view of a country's economy, the positive effect could be that advertising has helped in building its national economy. More and more multinational companies are looking toward developing countries as markets to expand into. On a smaller scale, the advertising industry is also a major source of income like television and radio where they do not depend on the payment of their audience.

If consumers look at advertisements as a source of entertainment, they will not be so negatively influenced. For example, the cigarette advertisements. So long as we cannot yet ban cigarette advertisements totally, we might as well try to teach consumers how to cope with it, without being driven to smoking. Recently there has been a tremendous increase of cigarette advertisements on television. Obviously it is a major source of income both

to RTM and TV3. Along with the cigarette advertisements there came a series of very good movies on television. Consumers should focus on the entertaining role of the advertisements. Simply as a result of heavy advertisements, in the case cigarettes, consumers get good entertainment. In fact, it was reported that there is a drop in video business following the months of good movies on television. (Rokiah Talib : 1987).

Personally, I feel advertisements should not be viewed as something totally negative, as done by certain associations and parties. One should always be objective and open when viewing advertisements. Viewers should learn to be aware of how advertisements can influence, yet be able to appreciate what the advertisements can offer. The claim made by Vance Packard that the consumer is "poor, defenseless" is not altogether true. They are defenseless only if they make themselves so because "being aware" is weapon enough to protect themselves from the influence of advertisements.

To sum up this chapter, two samples (Sample A and Sample B) have been chosen to give an idea on how advertisements portray product images.

SAMPLE A

THE PRECISE PASSAGE OF TIME IS MEASURED IN
THE STRENGTH OF SAPPHIRE AND STEEL BY DUNHILL



Everything that carries the Dunhill name has to be the best of its kind. It has to have a lasting beauty and be both useful and dependable. To this end the skills of the finest craftsmen are used to work the most precious metals or supple leathers. Dunhill has become a hallmark not just of inherent British values but of quality the world over.

TIME, JULY 25, 1987

Singapore MCI (P) No. 11/9/2/88, Malaysia KDN permit PPG 11/11/87
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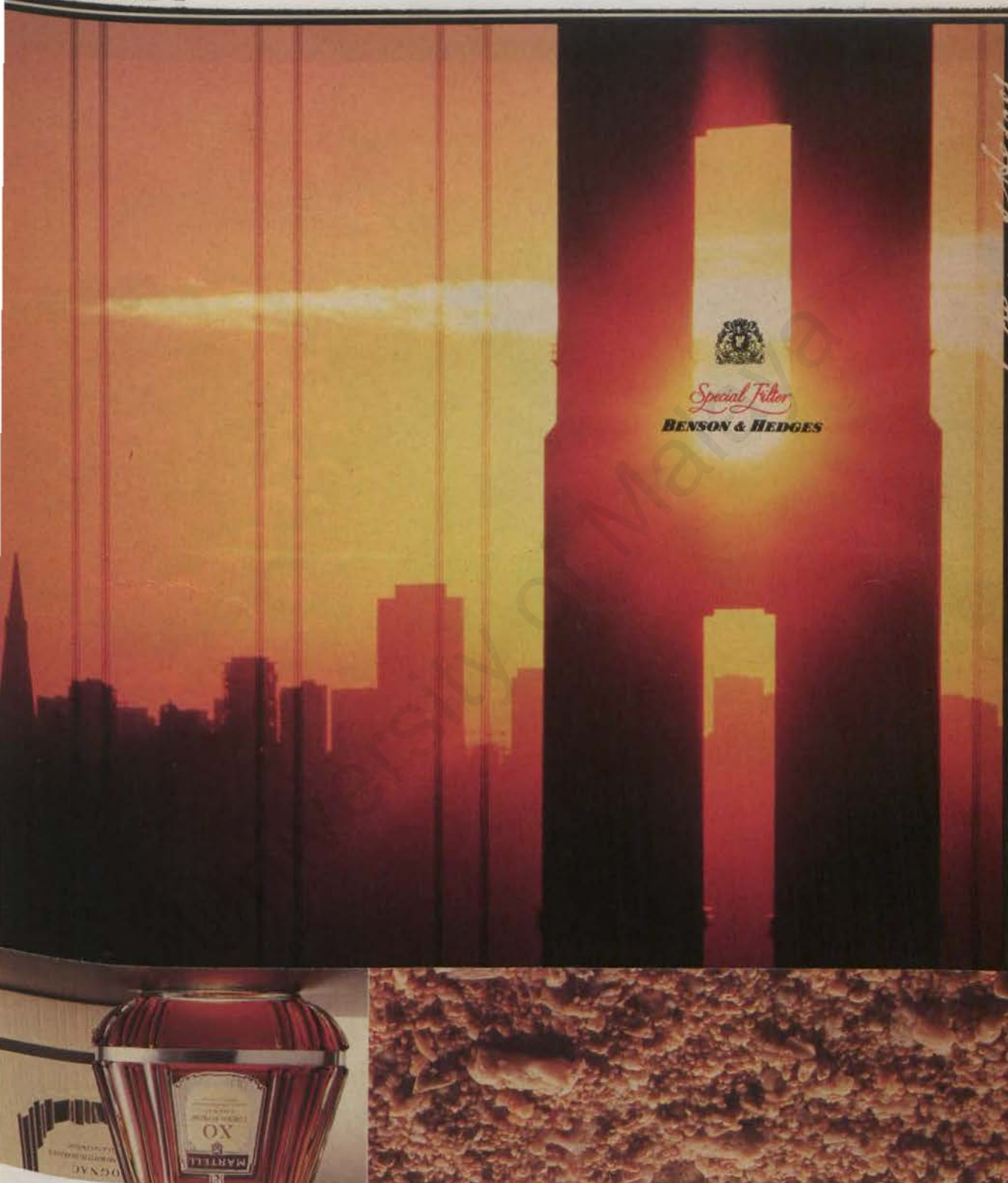
RICOH

Continuous shooting at 3 frames per second

(ASIA MAGAZINE : July, 1987)

Note : Notice the classic way in which the products are displayed and the words that carry a taste of high quality and style.

SAMPLE B



(ASIA MAGAZINE : August, 1987)

Note : Like their advertisement on television, Benson & Hedges advertisement here is vague but it creates a very appealing, stylistic image in its simplicity.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

Before actually touching on the findings of the interview questionnaire, it is necessary to categorize the advertisements according to various categories. (Refer 2.2). This is to ensure understanding of the advertisements and to see if a kind of similar pattern occurs.

4.1 : Categorisation

All eight types of tobacco brand names' advertisements will be categorised under each category.

(i) Products that are advertised

As we all know, new products have been produced by the various tobacco companies to replace the cigarettes, using the same brand names. Although some of the products are in tangible form, some remain vague or unknown as seen in the advertisements.

The following is a list of products produced by each brand :

Benson & Hedges

vague, unknown

Dunhill

clothes, watches, pens, ties,

cologne, briefcases, pens, etc.

| | |
|-------------------|---|
| <i>Kent</i> | <i>sea holidays</i> |
| <i>Salem</i> | <i>countryside holidays</i> |
| <i>Marlboro</i> | <i>vague, seems like the jungle life</i> |
| <i>Mild Seven</i> | <i>vague, seems to deal with the idea of sea and fishing</i> |
| <i>Gold Leaf</i> | <i>unknown</i> |
| <i>Perilly's</i> | <i>collection of black cars, spectacles, watches & pens</i> |

Out of the 8 brands, 4 of them advertise "new products" that are vague or unknown i.e. Benson & Hedges, Marlboro, Mild Seven and Gold Leaf while the other 4 advertise a wide range of products i.e. Salem and Kent (holidays) and Dunhill and Perilly's (stationeries and accessories). The author would like to conclude here that the "vague" ones seem more interested in advertising the brand names only. As for the "obvious products" group, there is an attempt to bring out these products into the advertisement. The ambiguity produced by the "vague" group will cause an easier relation to the cigarettes because there is nothing new that one can associate the brands to. As for the "obvious" group, a viewer will find it easier to associate the brand names with the new products because they are clear and can be easily comprehended.

(ii) Captions

Captions serve to summarize the advertising idea in just a few words. In short, it is a sales message. The

Bahasa Malaysia captions are used in this study for convenience's sake because besides being auditory, the Bahasa Malaysia captions are also visualized. This allows for both visual and audio effect. Below is the list of captions from the various advertisements :

| | |
|----------------------------|------------------------------------|
| <i>Benson & Hedges</i> | <i>Memang Tiada Tandingannya</i> |
| <i>Dunhill</i> | <i>Gaya, Mutu & Keunggulan</i> |
| <i>Kent</i> | <i>Suasana Riang, Gaya Kent</i> |
| <i>Salem</i> | <i>Suasana Yang Menyegarkan</i> |
| <i>Marlboro</i> | <i>(not apparent)</i> |
| <i>Mild Seven</i> | <i>(not apparent)</i> |
| <i>Gold Leaf</i> | <i>Hebat Nilainya Berganda</i> |
| <i>Perilly's</i> | <i>(not apparent)</i> |

3 out of the 8 brands do not, apparently, have an obvious caption. The other 5 that have, appropriately associate these captions with the image that they try to create. For instance, Kent and Salem chose something to represent their product i.e. holidays. Words like "suasana, riang, menyegarkan" are used to arouse the feeling of a relaxing atmosphere as befits a holiday time. Benson & Hedges claims to have no competition i.e. "memang tiada tandingannya" while Dunhill goes for style and quality for its products in "gaya, mutu & keunggulan". Gold Leaf, on the other hand, claims to have supreme quality multiplied i.e. "hebat nilainya berganda". Each advertisement claims to have a speciality. It is worth noticing that while the captions do not include the brand

names, they remain memorable because they are short and arresting.

(iii) Illustrations

Below are short illustrations of the advertisements :

Benson & Hedges

a) Lady picking up husband/boyfriend from the airport in a posh car - drives to a luxurious hotel - man carrying 2 gold-coloured wrapped-up gifts - arrives at a classy party - guests mostly of the upper-class society - man goes up to host - hands him one of the gifts - all smiles - a slight pause, then turns to wife/girlfriend - presents her with the other gift.

b) At a party where guests consist mostly of the high-class society again - instant attraction and eye-contact between a man and woman - woman then leaves the party and goes up the staircase - in the study-room - man notices and follows - she looks for a place to hide a gold-coloured wrapped-up gift - after a few attempts, hides it behind a book when she hears the man coming - quickly leaves - man enters the room - goes to the book-shelf, finds the gift - throws it up in the air and gives a triumphant smile, at the same time catches back the gift.

c) Pictures a group of businessmen in serious discussion about work - building project - high-class office with rather high-tech model of the project - men move over to the model to investigate - suddenly the man who seems to

be the supposedly "purchaser" gives a nod of approval - seriousness turn to all smiles -deal has been settled - "purchaser" gives "seller" a gold-wrapped gift - "seller" opens it, sees a clock and inserts it into the clock tower in the model - sign of agreement to start the project.

In all three versions, there is no dialogue, just some complementary music to accompany the actions. They each run for approximately 2-3 minutes. What is being advertised remains elusive. No mention or sight of Benson & Hedges is indicated except at the end where the slide comes up with the name in large prints and the caption in smaller prints. They do not display any distinct products or any of their features but rather impressions of a life-style. This, the author feels, does not evoke any wants for the products because there are not any products. What it appeals to, is just a kind of class image.

Dunhill

The Dunhill advertisement consists of slides picturing each product consequently for example, the belt, cologne, shirts, etc. or at times, it pictures a few products altogether in an "exhibition" manner. There is no dialogue in this advertisement too. A soft kind of authentic music accompanies the slides and at the end, a slide comes up with the name "Dunhill" and a caption that says "gaya, mutu dan keunggulan" on an impressive background of red.

Unlike the Benson & Hedges advertisements, this

illustration is straight and the advertised products are clearly shown. Because of this, the advertisement is able to stimulate the reader's desire for the product.

Kent

a) A group of young people on a raft-like thing at the sea - a gorgeous woman in a red swim-suit takes a dive - swims through, under the raft - a man throws a pair of sun-glasses in the sea and awaits the woman - the woman emerges gracefully wearing the sun-glasses and sits beside the man.

b) This man walks by the swimming pool - passes a look at a lady in a red swim-suit in sun-glasses, sunbathing - he dives into the pool - the water splashes on the lady - she awakes smiling - he swims to the other end of the pool - gets up, finds her missing and realises she's at the bar - he goes there and she buys him a drink.

In these advertisements, there is also no dialogue, but a lot of suggestive actions. The girl models, are of course, used as the main attractions. Generally, a very relaxing atmosphere is created.

Salem

a) A couple in white riding clothes riding on horses through mountain countryside - trees, green pine trees - he helps her down the horse and she adjusts his collar, smilingly - they enjoy the view from the top of the mountains - the area filled with tall, green pine trees.

b) A couple sitting under the tree smiling at each other - she takes off her hat and gives her hair a shake - they chase about the trees - he helps her across a tree trunk - from the peak, they enjoy the view smiling at each other.

Both these advertisements do not contain any dialogue too. They are similar in the sense that they appeal to romance in a relaxing countryside atmosphere.

Marlboro

A group of men driving horses through a desert at sun-set - exhausted, break for food - sitting around the fire - drink (coffee) brewing in the kettle - men get up - riding again - one man chasing a loose horse - brings it back on trail with the rest.

What is actually advertised here is vague. The creation of a Western way of life is foreign. No dialogue is involved.

Mild Seven

A gush of water, like a fountain, spurts up before a background of blue calm - slow movements - a fishing rod is thrown in - a slide with the words "Mild Seven" then comes up.

This advertisement is as mysterious as can be to the audience. There is no dialogue or any human actions. Aside from a cooling (from the sense of colour) effect, it is difficult to associate the advertisement with anything.

Gold Leaf

Blue staircase ascending with the word "Gold Leaf" at the end of the stairs - slide shows sponsored Chinese movies; action-packed, love stories and comedies on Sunday, 3.30 p.m.

This advertisement obviously does not hide the fact that it is not advertising anything besides its brand name. There is no indication that a new product is being advertised. It only advertises through its sponsored programmes.

Perilly's

A wide road narrowing, a black porsche car appearing followed by black sunglasses, black pens ,etc. They are called the black collection.

Like Mild Seven, this advertisement has the effect of the colour. Black is an indication that Perilly's has the intention of projecting style and "coolness".

(iv) Manner of presentation

Now that we have illustrated the advertisements, there is a need to see if they are presented in the direct, indirect or a combination of both manners. [Refer 2.2(iv)].

Benson & Hedges

Indirect

Dunhill

Combination

Kent

Combination

Salem

Combination

| | |
|-------------------|--------------------|
| <i>Marlboro</i> | <i>Indirect</i> |
| <i>Mild Seven</i> | <i>Indirect</i> |
| <i>Gold Leaf</i> | <i>Indirect</i> |
| <i>Perilly's</i> | <i>Combination</i> |

All the advertisements use the indirect or combination manner of presentation, indicating the purposes of these advertisements to evoke a curiosity appeal and to provoke thoughts to the specific names only. There is a lack of direct information on the products. This seems to show a disinterest in promoting the functional use of the new products.

(v) Emotional Responses

This category reports the kind of emotions that is evoked from the audience through these advertisements.

| | |
|----------------------------|-----------------------------|
| <i>Benson & Hedges</i> | <i>A feeling of success</i> |
| <i>Dunhill</i> | <i>A feeling of success</i> |
| <i>Kent</i> | <i>Sentimentality</i> |
| <i>Salem</i> | <i>Sentimentality</i> |
| <i>Marlboro</i> | <i>Excitement</i> |
| <i>Mild Seven</i> | <i>Calmness</i> |
| <i>Gold Leaf</i> | <i>Nil</i> |
| <i>Perilly's</i> | <i>Curiosity</i> |

Aside from Gold Leaf, all the rest of the advertisements evoke a strong feeling according to how they are presented. Most of these feelings stem from watching the advertisements rather than a desire for the

products. However, for want of these feelings, the audience might unconsciously tend to reach out for the products to acquire these feelings. The advertisements are such that they create a hidden desire but on the other hand, other factors like the audience's association with the advertisement or their awareness must be taken into consideration.

(vi) Sponsored programmes

The following is a list of the kind of programmes sponsored by the tobacco companies. The programmes are used to advertise the brand names, normally at the beginning and the end of the programmes.

| | |
|----------------------------|---|
| <i>Benson & Hedges</i> | <i>Sports, movies, live telecast entertainment programmes</i> |
| <i>Dunhill</i> | <i>Sports, movies</i> |
| <i>Kent</i> | <i>Regular entertainment programmes (L.A. Law)</i> |
| <i>Salem</i> | <i>Musical programmes</i> |
| <i>Marlboro</i> | <i>None</i> |
| <i>Mild Seven</i> | <i>None</i> |
| <i>Gold Leaf</i> | <i>Regular movies (Sunday afternoon Chinese movies)</i> |
| <i>Perilly's</i> | <i>None</i> |

From the author's observation, tobacco companies are the biggest sponsors for television programmes, compared to other types of companies. It is obvious that these

companies have moved into the television industry and dominated a big part of it.

4.2 : Respondents' biodata

The statistics will be stated in numbers rather than percentage to ensure more clarity. There are 50 respondents altogether.

All the 50 respondents are above 21 years of age; this being the official adult age. 40 out of the 50 respondents are between 21 - 30 years old while the other 10 are above 30 years. In all 3 age groups i.e. 21 - 25 years old, 26 -30 years old, above 30 years old (Table I), the males exceed the female respondents by a small number. Both male and female respondents have the greatest number in the first age group i.e. 21 -25 years old followed by the second group 26 -30 years old and lastly comes the above 30 years old age group.

Table I : Age of Respondents

| | 21 - 25 yrs old | 26 - 30 yrs old | Above 30 yrs old | Total |
|--------|--------------------|--------------------|---------------------|-------|
| Female | 11 | 6 | 3 | 20 |
| Male | 15 | 8 | 7 | 30 |
| | 26 | 14 | 10 | 50 |

More than 25 of the respondents are students. This is perhaps due to the fact that the time of research being

during the university and college holidays, most of the respondents turn out to be university and college students. Another big category of 14 respondents represent the clerical jobs group. The rest consists of teachers, businessmen, etc. (Table II). On the whole, all the respondents could be considered the middle-class group. Again, the male respondents exceed the female respondents in all three job categories.

Table II : Respondents' occupations

| | Students | Clerks & other clerical jobs | Others, eg. teachers etc. | Total |
|--------|----------|---------------------------------------|------------------------------------|-------|
| Female | 12 | 5 | 3 | 20 |
| Male | 16 | 9 | 5 | 30 |
| | 28 | 14 | 8 | 50 |

Almost half of the respondents have the highest education level in the college or are on the way to acquiring one while the second highest education level achieved is the university degree or on the way to pursuing one. The rest received up to Form 6 or Form 5 level of education. (Table III). There are more male respondents than the female respondents at the university and college levels. At the Form 6 and Form 5 levels, the female respondents exceed the male respondents by 2 persons. Since all the respondents are literate, the problem of not being able to understand the questionnaire

is very much minimised.

Table III : Respondents' education level

| | University level | College level | Form 6 or 5 level | Total |
|--------|------------------|---------------|-------------------|-------|
| Female | 8 | 6 | 6 | 20 |
| Male | 10 | 16 | 4 | 30 |
| | 18 | 22 | 10 | 50 |

Only 5 out of the 50 respondents are married i.e. 3 female respondents and 2 male respondents. All the married respondents are working. Out of the 45 single respondents, 17 are females while 28 are males. (Table IV).

On the whole, the number of non-smokers is bigger i.e. of which this number is divided between both sexes almost equally. Of the 13 smokers, there is only 1 female smoker. Although the number of non-smokers exceed the smokers by quite a large amount, the results do not show a biased view. (Table V).

Table IV : Respondents' marital status

| | Single | Married | Total |
|--------|--------|---------|-------|
| Female | 17 | 3 | 20 |
| Male | 28 | 2 | 30 |
| | 45 | 5 | 50 |

Table V : Respondents' smoking habits

| | Smokers | Non-smokers | Total |
|--------|---------|-------------|-------|
| Female | 1 | 19 | 20 |
| Male | 12 | 18 | 30 |
| | 13 | 37 | 50 |

4.3 : Respondents' television watching habits

4 groups of hours have been devised for the period a respondent watches the television a day. The most common group spent by the respondents is 2 hours i.e. 17 are reported to watch approximately that amount of television a day. Secondly comes the above 2 hours group which reports 12 respondents and next is the < 1 hour group which reports 11 respondents. Lastly, 10 respondents watch the television about an hour a day. (Table VI). There is no major contrast between the 2 sexes in the number of hours spent watching a day.

Table VI : No. of hours respondents watch t.v. a day

| | < 1 hr | 1 hr | 2 hrs | > 2 hrs | Total |
|--------|--------|------|-------|---------|-------|
| Female | 3 | 4 | 8 | 5 | 20 |
| Male | 8 | 6 | 9 | 7 | 30 |
| | 11 | 10 | 17 | 12 | 50 |

The time that is usually spent watching television is between 6.00 - 10.00 p.m.; which is also the time tobacco

companies advertisements are most frequently runned.

The results show that all the respondents watch either RTM 2 or TV3 only. This, thus ensure that the respondents would have seen the tobacco companies advertisements.

As for the respondents' favourite kind of television programme, Table VII shows that male respondents are more inclined to watching sports programmes while the female respondents incline more towards movies. For the male respondents, their second priority is movies. Next comes entertainment programmes (eg. singing programmes, etc.) followed by others (eg. news, sit-coms, etc.) and the least watched is the soap operas. The female respondents watch the most movies. This category shows a rate high up above the other shows. Entertainment shows and others take second seat while soap operas and sports take third seat simultaneously. As sports and movies seem to be the most sponsored shows by the tobacco companies, this result may affirm the dependency of the television industry on the tobacco companies to sponsor these shows.

Table VII : Respondents' favourite kind of t.v. programmes

| | Sports | Soap operas | Movies | Entertain-ment shows | Others, eg. news sit-coms |
|--------|--------|-------------|--------|----------------------|---------------------------|
| Female | 2 | 2 | 16 | 5 | 5 |
| Male | 25 | 1 | 15 | 12 | 11 |

4.4 : Respondents' attitude towards tobacco brands advertisements

The female respondents' attitudes toward advertisements in general and tobacco brands advertisements is more consistent than the male respondents'. (Table VIII). Those that like the advertisements in general like the tobacco brands advertisements too and vice-versa. The male respondents, however show a different pattern. 23 out of the 30 male respondents dislike the advertisements in general but when asked about the tobacco brands advertisements, 18 show that they enjoy these advertisements. Their response to the tobacco brands advertisements is seemingly more favourable. The author feels this result may show that the tobacco brands advertisements are aimed more at the male audience i.e. an appeal to their ego, machoism and self-esteem. These advertisements, however, show less feminine appeals such as beauty and looks.

Table VIII : Respondents' attitudes toward advertisements in general and tobacco brands advertisements

| | Advertisements in general | | | Tobacco brands advertisement | | |
|--------|---------------------------|---------|-------|------------------------------|---------|-------|
| | Like | Dislike | Total | Like | Dislike | Total |
| Female | 11 | 9 | 20 | 11 | 9 | 20 |
| Male | 7 | 23 | 30 | 18 | 12 | 30 |
| | 18 | 32 | 50 | 29 | 21 | 50 |

All the respondents report that they are sometimes or hardly ever influenced by television advertisements. None admit that they are influenced by the advertisements. This only goes to show that the lives of the respondents are not totally ruled or controlled by advertisements.

However, while those that like the tobacco brands advertisements sometimes do not find them "entertaining" during the breaks. It may then be assumed that they find these advertisements an irritation because of the interruption of a show. What they perhaps are attracted to is the way the advertisements are produced because when questioned if they find the advertisements different from other advertisements, many answer positively. One of the most obvious reason given is that these tobacco brands advertisements have style, standard and the professional touch. Another not so popular but interesting opinion brought up by the respondents is that these advertisements are different because they actually advertise cigarette names and not the "real" products! This shows the respondents' awareness of the company's camouflage of the cigarettes.

The favourite of the tobacco brands advertisements is the Benson & Hedges advertisement, as both male and female respondents claim. The reason given is that it has creativity, class, high technology, style and unique quality. This general opinion stems out from exactly what the advertisers wish to appeal to i.e. the respondents'

sense of class image. For the female respondents, the second favourite advertisement is the Salem advertisement. The author feels this is so because it appeals to the female respondents' romantic sense. This advertisement appeals only to a small number of male respondents. It is interesting to note that this small number give different reasons from their female counterparts. The female respondents are more attracted to the "cool environment and the romantic couple" but the male respondents are found to like the girl models in the advertisement more!

A large number of the male respondents report that they have no favourite advertisement. All in all, what appeals to the respondents seem to be the classy image portrayed by such advertisements. None report any other favourite advertisement (eg. Gold Leaf, Marlboro, etc.), except for a scattered one or two who show a preference for Mild Seven and Marlboro because these advertisements do not carry such an image as Benson & Hedges, Dunhill, Salem and Kent.

4.5 : Idea of smoking

One of the purposes of this research is to see if the idea of smoking still prevails even though the cigarettes have actually been replaced by "new products". For this purpose, the results between the smokers and non-smokers have to be distinguished because smokers are believed to be more inclined to associate the brand names with

cigarettes rather than the new products.

Out of the 13 smokers (refer Table V), only 2 male smokers admit that they think of cigarettes while watching the advertisements. On the other hand, cigarettes come into the mind of 13 non-smokers while watching the advertisements.

On the whole, only 15 out of the 50 respondents i.e. 30% have cigarettes crossing their minds while watching the advertisements.

However, it must be taken into consideration that the smokers may not want to admit that they think of cigarettes for fear of admitting the cigarettes are actually having an influence on them. As for the non-smokers who still think of cigarettes, the idea of smoking may still prevail but there is no inclination to start smoking.

Since the statistic for this is relatively low (i.e. 30%), it may suggest that the idea of smoking is not so apparent anymore. What is more dominant is the images that are being created by these advertisements.

4.6 : Respondents' views on the effects of these advertisements on children and youths

Almost all the respondents think that these advertisements would hardly have any effect on children

because they have yet to understand the implications of these advertisements. Besides, the advertisements would not appeal to the children at all because they project a style that the children are not inclined towards yet, at their age. The only effect is that these advertisements could perhaps arouse the curiosity of the children and then question the elders about it. The respondents feel that as far as that goes, it is entirely up to the elders present to give a reasonably rational explanation to satisfy their curiosity. Other than that, these advertisements do not pose any harm to the children as some other advertisements for eg. junkfood advertisements.

About half the respondents think that these advertisements will create a bad effect on the youths. Those that hold this view do not think that the youths would directly be encouraged to smoke, except those who are already on the verge of starting to smoke. Many feel that smoking is due more to peer pressure rather than the influence of the advertisements.

However, a large number of the respondents think that the high class, extravagant, materialistic, luxurious, exciting, adventurous lifestyle that is portrayed will have a worse effect on the youths. They will often associate these brand names to that kind of lifestyle, and thus, this will create unnecessary wants and provoke them to be unrealistic.

The other half of the respondents feel that the advertisements will not have a bad effect on the youths because it is hardly encouraging, in the sense of smoking. They also feel that the impact of the advertisements is not great enough. It is too indirect and "distant", meaning that the advertisement does not have a personal touch that the middle-class group can feel a link to. The youths will not fall for this because of the lack of intimacy. Besides, many will go for the sponsored shows and probably treat these advertisements as pure entertainment.

4.7 : Respondents' views on the contribution of the tobacco brands advertisements

Out of the 50 respondents, only 2 feel that the television would be able to bring its viewers sponsored shows, events, sports, etc. without these advertisements. The impression of these advertisements sponsoring programmes, on the respondents is so great that they are almost totally sure of the dependency of the television on these advertisements to bring in the sponsored shows.

The respondents do not judge the tobacco companies very harshly for bringing in these advertisements and camouflaging the cigarettes because they feel that it is entirely up to the individual to interpret the advertisement and to allow it to influence him or her. In fact, the respondents feel that their contribution is a necessity as far as the television industry's economy is

concerned. The respondents are happy as long as good programmes are coming in. However, there are a few respondents who feel very strongly against the tobacco companies for being irresponsible in their disregard to the danger of society and causing overindulgence and addiction by continuing in their cigarette brand names advertisements.

A majority of the respondents feel that these advertisements should not be banned totally from appearing on television. The main reason given is that there will not be sponsored shows anymore. This reason implies that the respondents tend to think of what the tobacco companies can offer rather than desiring the products they advertise. Hence, it is a good sign that the advertisements do not actually have an impact on the lifestyles of this group of people except to provide them entertainment.

4.8 : Recall test

The author would like to refer to the hypothesis explained in Chapter 2, Part 2.3. Based on this hypothesis, the author would like to form a method to analyse the results of test given in the questionnaire (Part c).

The purpose is to see how effective the advertisement has been. What the author is doing here is to test how

much the respondents have recalled and comprehended the advertisements thus testing them on their memory as to what products are being advertised, the shows that are sponsored and the captions. As pointed out in the hypothesis in 2.3, recall and comprehension are important influences on persuasion and higher levels of these 2 factors plus a brand differentiating message provide a higher probability of persuasion, although the importance of recall and comprehension is not dependent on the message of the commercial. (Please refer to the conclusion in 2.3).

Table IX shows how much the respondents can recall according to :

(i) Products that are advertised - some do not advertise any products visibly, thus respondents find them vague and difficult to comprehend. Results will show the percentage of how many respondents can recall this. The percentage is taken from the number of respondents who can recall or guess correctly the new products that are being advertised.

(ii) Shows that are sponsored - Results will also show how many respondents can recall this. It will be compared to (i) which will prove the greater impression of either the products or the shows. The percentage is also taken from the number of respondents. For eg., 88% or 44 of the respondents can recall correctly what shows the Benson &

Hedges advertisement sponsors.

(iii) Immediate reaction when the brand names are said - This shows whether their response is a reaction from the cigarette brand names or from the advertisements. According to Zeitlin, there are 2 types of responses i.e. a) response to product as seen through the advertisement. b) response to the advertisement itself.

The result is deduced from reactions such as if a respondent's first reaction is "holidays" or "cigarettes", then it is product response. For eg., for Benson & Hedges advertisement, 80% or 40 of the respondents respond by saying "classy society" or something to that effect, then it is a advertisement response. The other 20% or 10 respondents reacted by saying "cigarette" which is a product response.

(iv) Captions - It is equivalent to a brand differentiating message. This is to see the difference between the advertisements that has an obvious caption and those that do not.

More than 50% will be considered high levels of recall; 50% will be an average score and less than 50% will be considered a low level score.

While analysing Table IX, the author shall also bring in personal views of the respondents on each advertisement [from Questionnaire Part C(3)].

Each brand shows different results. Because of this, they shall be analysed individually. The popularity or recognition of a brand seem to depend on the quality of the advertisement as well as how much sponsored shows they offer.

Table IX : Results of Recall Test

| | Products that are being adv. | Kind of shows sponsored | Immediate reaction to: | Captions |
|-----------------|------------------------------|-------------------------|-------------------------|----------|
| Benson & Hedges | 30% | 88% | Adv - 80% Prod - 20% | Yes |
| Dunhill | 74% | 92% | Adv - 54% Prod - 46% | Yes |
| Kent | 82% | 50% | Adv - 90% Prod - 10% | Yes |
| Salem | 80% | 72% | Adv - 88% Prod - 12% | Yes |
| Marlboro | 44% | - | Adv - 50% Prod - 50% | No |
| Mild Seven | 26% | - | Adv - 26% Prod - -% | No |
| Gold Leaf | - | 34% | Adv - -% Prod - 40% | Yes |
| Perilly's | 50% | - | Adv - 66% Prod - 14% | No |

Benson & Hedges

Only 30% of the respondents recall or recognize what products are being advertised i.e. gold. 88% recall the

programmes Benson & Hedges sponsor. This high score reflects the respondents' more keen interest in the programmes than the products advertised. Thus, the persuasion score on the product is relatively lower than the programmes that are offered. This is further proved by the score of the immediate reactions. 80% respond to the advertisement and only 20% respond to the product. This indicates the respondents' lack of interest in the product. So, although the Benson & Hedges has an obvious caption, it is only effective as an advertisement but not as a product-persuader.

The respondents' personal views on this advertisement is that it projects a high-class society. Though impressive, it sets the middle-class society apart. Many of them are also awed by the high technology of this advertisement. Relatively, very few feel that they can relate to the advertisement.

Dunhill

74% of the respondents recall the products that they are being advertised in the Dunhill advertisement. This, the author, feels is due to the nature of the advertisement i.e. the products are clearly shown. It also has a relatively high score of 92% for recalling the kind of shows that are sponsored. The high recall scores reflect Dunhill advertisement as effective persuaders as proven in the immediate reaction scores. Immediate reaction to both advertisement and product is almost equal

i.e. the former scores 54%, the latter 46%. It also has an obvious, capturing caption. This result suggests that the respondents are persuaded to the products as well as responding to the advertisement. Hence, the author feels that Dunhill advertisement is both successful as a product persuader and advertisement.

Like the Benson & Hedges advertisement, respondents feel that the Dunhill advertisement expresses high-class society's wants. It creates expensive taste and respondents feel that it is all done in good taste. Some feel that this advertisement does not try and influence or create "false impressions" like other advertisements, because it actually values the quality of the products and presents them obviously.

Kent

Products score is 82% while sponsored shows scores 50%. It shows that many of the respondents are able to comprehend and recall what Kent is trying to advertise, hence the high score of 82%. The advertisement is clear and appeal successfully as a "holiday" advertisement. However, half of the respondents cannot recall or do not know the programmes that are sponsored. This is probably because Kent sponsors only regular programmes which might not have been the respondents' kind of programmes. Kent advertisement invites a response more to the advertisement (i.e. 90%) rather than the product (i.e.10%). With an obvious caption, the advertisement, however cannot be said

to be effective as a successful product persuader. It is more a success where the advertisement is concerned.

Respondents' views on this advertisement is that it only projects a life of holidays in a relaxing sea atmosphere. Many of them feel this is obtainable although it tends to reflect too easy a life. They also feel that the girl models have been exploited in these advertisements.

Salem

A product score of 80% and a sponsored shows score of 72% reflect Salem advertisement as quite successful. Salem, comparatively sponsors more shows than Kent thus provides easier recall. It also has an obvious caption. Immediate reaction to the advertisement is 88% while to the product it is only 12%. The author would say that it is appealing as an advertisement but as a product, the effect is not that great. The lack of the product effect lies in the fact that the advertisement contains an unrealistic feature i.e. the horses and too many green pine trees which does not reflect a typical Malaysian life.

Respondents' views prove this point. Many feel that Salem advertisement tend to be too unrealistic and Westernized, with the horses and all the greenery. However they feel, provides a soothing effect. Some feel that the advertisement is actually trying to connect the "high country" feeling to the menthol taste of the Salem cigarettes.

Marlboro

Marlboro advertisement has a product score of 44%. It does not sponsor any television programme, thus there is no score for that. Without any caption it is relatively not a very successful advertisement. In fact, the immediate reaction score shows an average score of 50% for the advertisement and 50% for the product i.e. the adventurous rugged way of life or the cigarettes. Although unrealistic, it appeals to the majority of the male respondents.

From the respondents' point of view, this advertisement is a poor imitation of the rugged cowboy life. Not only is it unrealistic, it portrays the men's need to look macho and rugged. Respondents feel that it would only be popular among people who look for Western adventure life and who probably acquired this feeling from watching Western cowboy movies. It is hardly Malaysian at all.

Mild Seven

Mild Seven advertisement has relatively poor response i.e. product score of 26% only. And this is reflected in the immediate reaction to the advertisement i.e. 26% too. The rest of the respondents claim that they have not come across this advertisement and since it does not sponsor any programmes nor have any obvious caption, respondents fail to recall anything. Those that have seen the advertisement recognise vaguely that it is a kind of "holiday" advertisement and reaction is only to the

advertisement. Because it is difficult to comprehend what kind of holiday it actually is (due to its vagueness), the respondents are unable to respond to the product.

Most respondents feel that this advertisement is too new for them to have noticed or recalled. Those who are familiar with it think it is too "mild" both as an advertisement and a product persuader.

Gold Leaf

There is no product score recall for Gold Leaf advertisement because after all, it is not advertising any visible product on television. Recall score for the sponsored programmes is 34%. This comes from those who often watch the sponsored Sunday afternoon movies which is what Gold Leaf is sponsoring. There is hardly any immediate reaction score; none for the advertisement while 40% react by saying "cigarettes". They recognize Gold Leaf as a cigarette brand and since there is nothing else (eg. new products advertised or images created from the advertisements) to dominate this thought, their natural reaction is to say "cigarettes".

The respondents' view (those who recall) towards this advertisement is that it is low class and it cheats because it is obviously advertising its name only.

Perilly's

Perilly's advertisement has a 50% product recall score. It does not sponsor any programme hence there is not any

score for that. While 86% react to the advertisement, the other 14% react to the product. The 86% that react to the advertisement says "Black Collection" but cannot recall what exactly are the products. Only 14% can recall exactly what the black collection is. The other 20% respondents either cannot remember or have not come across this advertisement at all.

The respondents feel that since this advertisement is relatively very new and is a failure because it is just a poor imitation of "class and style". It comes off as cheap, poor and bad quality, and does not create an impact at all.

On the whole, Kent, Salem and Dunhill advertisements have an above 50% score for the product that are being advertised. This shows that as products recalls, these three advertisements have succeeded. Also, the reason why they score so high may be that the products are obvious and can be easily comprehended.

As for the kind of shows that are sponsored, Dunhill advertisement obtained the highest score above the 50% mark, followed by Benson & Hedges and Salem. From my own observations, these scores are justified as Dunhill, Benson & Hedges and Salem sponsor the most t.v. programmes.


Kent, Salem and Benson & Hedges advertisements succeed in producing a satisfying response to their advertisement,

where they all score above 50%. However, the only brand that is successful in response to its product is the Marlboro advertisement. But even that, the score is pretty low i.e. 50% only. This shows in general, all the advertisements do not succeed in evoking a reaction to their products.

As a conclusion to this chapter, three samples of cigarette advertisements taken from a magazine (See Sample C, D, E) will be presented as a comparison to the same brand advertisements on television. Basically, they all create the same impressions. The only difference is that the samples from the magazine have pictures of cigarettes and the models smoking very obviously. On the other hand, the advertisements do not, in any way, show any of these acts simply because it is not allowed. It would be good if respondents could be tested on their response to the advertisements in the magazine compared to their response to the television advertisements. Unfortunately, this cannot be done because it would be going outside the limitations of this study. Nevertheless, it is interesting to note similar impressions.

SAMPLE C



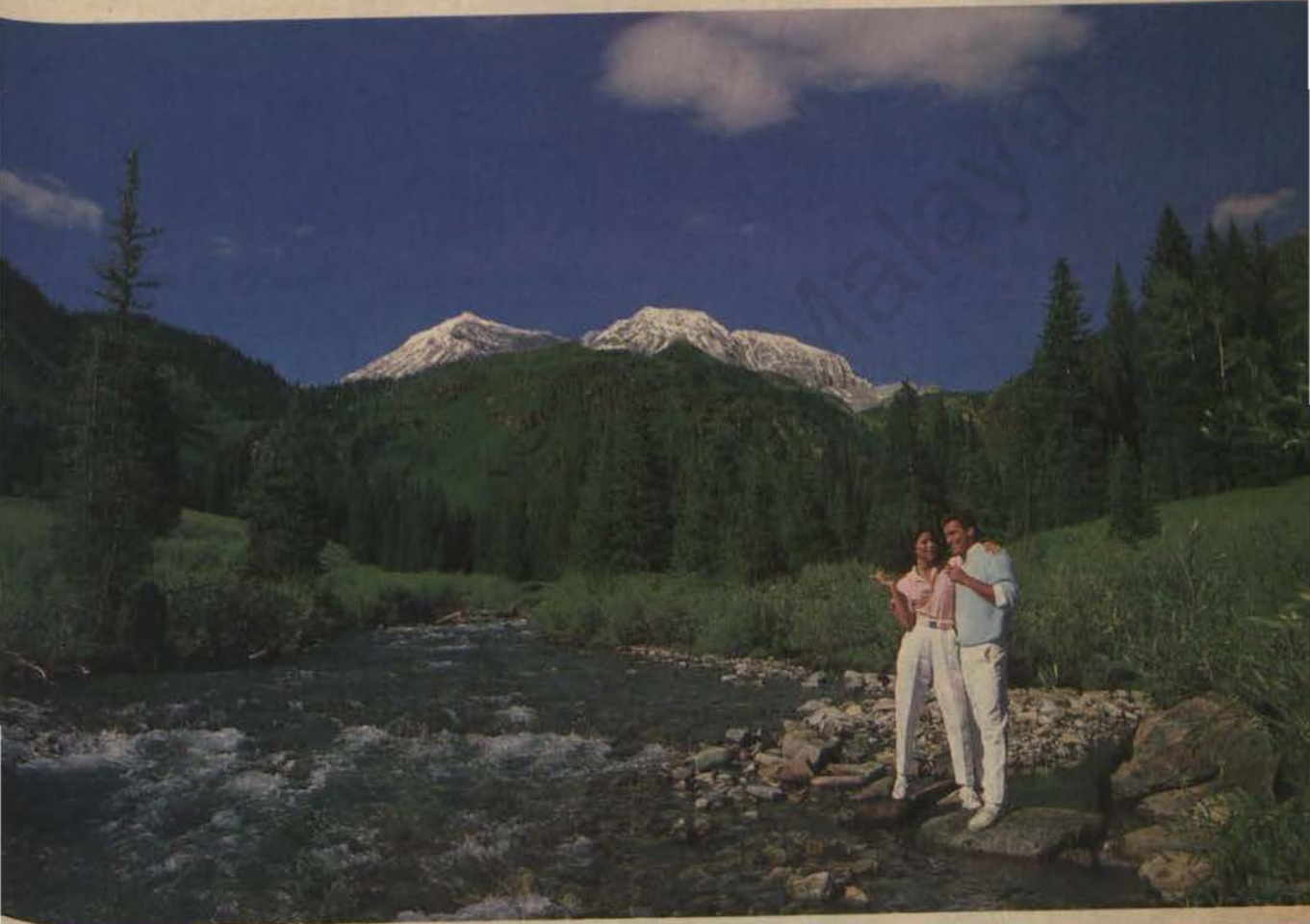
 Fidelity
 Personal Financial Consultants Ltd.
 1301 World Trade Centre,
 Causeway Bay, Hong Kong.
 Tel: 5-8908448
 Phone (Office): _____
 (Residence): _____

(ASIA MAGAZINE : August, 1987)

Note : Kent advertisement - the "sea holiday atmosphere" impression.

SAMPLE D

**ABOVE
ALL IN
REFRESHMENT**



Salem

The No.1 Selling Menthol in America and the World.

(ASIA MAGAZINE : August, 1987)

Note : Salem advertisement - the "cool, refreshing mountain" impression.

(ASIA MAGAZINE : July, 1987)
 Note : Marlboro advertisement - the "rugged cowboy life" impression.

worldwide card that will be accepted at the 1988 Olympic Games — as you might expect from the world's most widely accepted name.



So take your VISA Card and VISA Travellers Cheques to the Fifteenth Winter Olympics.

You'll be guaranteed a very warm welcome.



SAMPLE E

CHAPTER FIVE.

CONCLUSION

This chapter deals with the general findings of this study. Suggestions and implications for further research will also be presented.

The overall results (as seen from the questionnaire) appear not to give full support to the view that the idea of smoking still persists in the cigarette brands television advertisements. As far as some of the respondents are concerned, this idea has ceased to become a primary thought when they watch the advertisement. The statistics shows that only 30% still hold on to this idea.

The images and impressions of the advertisements seem more dominant as an impact on the respondents. They have shown a keener response to the kind of image the tobacco brands try to create. Almost all the tobacco brands under study have a certain kind of image and impression to portray. And the more popular the brand it is, the more significant the image is. For instance, the image created by the Benson & Hedges advertisement seems more felt by the respondents than the Perilly's advertisement. Ultimately, the impact on the

respondents seems greater.

Each advertisement emphasizes on a certain kind of image. Benson & Hedges and Dunhill advertisements give a high-class society image while Kent and Salem advertisements touch on a holiday atmosphere image. Marlboro advertisement portrays a rugged cowboy life image. The Mild Seven advertisement, on a milder scale than Kent or Salem, too projects a holiday atmosphere image. Gold Leaf does not project any image at all because it is not a proper product advertisement in the true sense. Perilly's advertisement tries to create a classy image too although it is a rather poor imitation. These images do create an impact on the respondents because the respondents tend to associate a certain brand with that certain kind of class. For eg., many claim Benson & Hedges as a classy brand while Perilly's is considered an inferior brand.

All the advertisements actually have a single similar purpose - to advertise their names. Since they were banned from being allowed to advertise cigarette directly, these tobacco companies have used other ways to advertise their names. However, some of them have found this a good way to introduce new products. Unconsciously, the government by banning them from advertising have given them a chance to widen their scope of products.

Whichever way it is, it seems like the tobacco

companies are persuading the consumers to buy their products. However, from this study, it is noticed that the products that are advertised on television do not create a drastic change to lifestyles of the respondents. This being because the respondents from this research come from the middle-class society. And to them, the products are not something very "realistic" in their lives. And the advertisements do not seem to create unnecessary desires in them. However, this is very much an individualistic response. A respondent who is gullible will be influenced and vice-versa.

To this middle-class group, the contribution of the sponsored programmes seem more important. Most of them are in agreement that the television industry has to depend on these tobacco companies to bring in the sponsored shows. They also agree that in the economic sense, the tobacco companies have contributed a lot i.e. they create jobs and bring in money. It is all a matter of being aware of what these tobacco companies are doing and hence, do not get influenced by them. Instead, viewers if they are aware would benefit more because they are getting good entertainment from these people after all.

No real harm or damage seems to have been done by these tobacco companies advertisements. But this is something that cannot be proved solely from this study because it does not concentrate on the increase of smokers or the frequency of smoking. This, the author would consider as

one of the limitations of this study. To prove if smoking has increased amongst the viewers resulting from these advertisements, further research has to be done. Personally, the author feels that cigarette advertisements in other medias eg. magazines, posters, etc., play a bigger role in the increase of smoking among people.

Another limitation of this study is the nature and number of respondents. The number of respondents are not only too small, they are also from the same income group. Hence, the findings are not substantial enough to make a generalisation on behalf of the society. It would be interesting if other income groups are also interviewed and perhaps, more smokers should be taken in as respondents to see the effects of these advertisements.

A more complete understanding of the impact of these advertisements can be achieved if a research is done on the sales of these brands' products (whether cigarettes or the new products) in the market. Also, further research should include these brand advertisements in other advertising medias.

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