

CHAPTER 4 : FACTS AND FINDINGS

4.1 Introduction

This chapter describes the results and findings of the study. These will be discussed and compared, whenever possible, with the findings of other researchers in straight sell advertisements, especially Kathpalia(1992).

Kathpalia discovered 9 basic moves in her study. In my study, I attempt to see if these 9 moves are present, and to discuss each of these in terms of their functions.

4.2 Headlines (HL)

4.2.1 Definitions, Characteristics and Functions

Kathpalia(1992), points out that the HL move can be realised through any of the other 8 moves in her 9 move structure. For example, a HL can be realised by the beginning of the Targeting the Market move. However this does not seem to apply to home advertisements.

The HL in a home advertisement is identified as the element in the most outstanding print that occurs at the beginning of the advertisement. It is written in outstanding and bold print and tends to be brief and concise but memorable.

Visuals also play an important role in HL. The most common way of using visuals to attract attention and create interest in the reader is simply to place the name of the property alongside a picture or illustration of it as in Sample A 6 and B 4.

Some advertisements also have an overline or subheadline to extend the message of the Headline. An overline or subheadline is an elaboration of the Headline. An overline is on top of the HL and a subheadline is below the HL. These are illustrated in Sample B2,

**[Malaysia's Premier Integrated Marina Resort] - Overline*

** [Marina Beach on Admiral Cove*

A Holiday Home in Malaysia] - Headline

** [Only Marina of International Standards] - Subheadline*

Another similar method to solicit interest is the attempt to create a relationship between the property and the potential buyer. In short, it could be an appeal to the buyer's lifestyle, or 'his sense of pride in his lifestyle'.

Example :

** 'Truly Affordable and Innovative Design to*

Complement Your Lifestyle' B 3

In summarising, it can be said that the function of HL is to highlight the most crucial and salient information in an advertisement. Thus a HL would serve to immediately attract and focus the attention of the readers.

4.2.2 Occurrence

Kathpalia and Howe mentioned briefly the function of overlines and subheadlines but no frequency counts were done. They have not taken HL as the first move of the 9 move structure. On the other hand, I have taken this to be the first move in home advertisements because HL is found in the beginning of my samples except in Sample A3, A6, B2 and B6. I have also taken the frequency of overlines and subheadlines into consideration and the occurrence of these moves are summarised in the table below.

Categories	Overlines (OL)		Headlines (HL)		Subheadlines (SHL)	
	Freq. (%)	Prom. Level	Freq. (%)	Prom. Level	Freq. (%)	Prom. Level
Terrace Homes	40	SS	100 %	MS	80	MS
Country Homes	40	SS	100 %	MS	90	MS

Table 4.1 : Frequency of OL, HL and SHL in Home Advertisements

From the table above, both the categories of terrace and country homes show a Most Strong (MS) prominence level, in the HL and SHL moves meaning that they are obligatory moves.

This is not true of Overlines. Overlines only occurred with a Slightly Strong (SS) prominence level.

4.2.3 Location

In keeping with its functions of attracting the readers, the OL, HL and SHL are most of the time assigned the opening position in an advertisement. OL if it ever occurs, would be above the HL and SHL, below the HL.

Types	Overlines (OL)	Headlines (HL)	Subheadlines (SHL)
Position	above the HL	beginning of an advertisement	below the HL

Table 4.2 : Location of OL, HL and SHL in Home Advertisements

4.2.4 *Summary and Discussion*

The data reveals that HL is an obligatory move as evidenced by the 100 % occurrence in both categories. This is a very significant move because whether or not a reader is attracted to an advertisement and decides to give it a further read would depend very much on the presentation of the HL.

In short, the HL functions by immediately attracting and capturing a reader's attention. Once that objective is achieved, the reader's interest must be sustained so that he would continue to read further the finer prints and details of the advertisement.

To achieve this objective is not an easy task because the most salient information about an advertisement has to be packed into a short statement . To overcome this, some copywriters have extended the message to an overline or/and subheadline.

An OL serves as an introduction to the HL itself while the SHL acts as a bridge to provide the continuity from the HL to the advertisement details.

4.3 Targeting the Market (TM)

4.3.1 Definition, Characteristics and Functions

Kathpalia defines this move as a bridging move that relates the HL or visual to the body copy and is the first move of the body copy. The body copy is defined as any part of the advertisement that comes after the Headlines(HL) but not inclusive of the overline and subheadlines.

On the other hand, Howe (1992) defines TM as a move in the advertisement that is directed at identifying a particular group or class of readers for eg. the the middle income or low income readers. For the purpose of my study, Howe's definition seems more appropriate.

There are 4 types of statements(Methods) that reflect the TM moves. Each of these methods are explained and exemplified in Table 4.3 .

Methods	Examples
1. through appealing to the special nature of potential buyers	'designed for the lifestyles of the affluent' B2
2. through the choice of words used within the body copy- words such as "you/your" which targets not just any individual or man on the street but specific individuals as the primary audience.	'Here's a chance for you to shape your future...' B1 '...will form part of your everyday lifestyle.....' B3 '..you can own a spacious...' A 5
3. through the use of the USP(unique selling point) concept. -listing of unique and specific benefit from the purchase of the proeprty	'lush greenery' B3 'designed like a tranquil French Cottage' B4 '24 hours security' B10
4. through price listing	'From RM 400 000' B2 'Price RM 2 000 000 to RM 3 000 000' B6 'For only RM 196 900' A5

Table 4.3 : Examples of the 4 methods that reflect the TM move.

4.3.2 Occurrence

In my study, it was discovered that all the advertisements had TM moves but not all had the 4 methods of the TM move. Some had one of these while others had more than one.

Categories	Method 1		Method 2		Method 3		Method 4	
	Freq.	Prom. Level	Freq.	Prom. Level	Freq.	Prom. Level	Freq.	Prom. Level
Terraced Homes	10 %	NS	50 %	QS	50 %	QS	100%	MS
Country Homes	40 %	SS	50 %	QS	70 %	MS	100%	MS

Table 4.4 : Frequency of TM(according to the 4 methods)
in Home Advertisements

4.3.3 Location

In Howe's study, no breakdown of location was done according to the 4 methods but I have decided that it is necessary to do so. This is because only then can a relation be shown between the methods and the communicative purpose.

Method 1	Method 2	Method 3	Method 4
right after the HL	deep in the body copy	deep in the body copy	next to the visuals

Table 4.5 : Locations of the 4 methods that reflect the TM move.

4.3.4 *Summary and Discussion*

In the first type of move which appeals to the special nature of potential buyers, the expressions related to 'lifestyles of the elite' implies that the advertisement is targeted at the rich and famous. In my study, this move seems to pinpoint the social roles of the people who comprise it. It focuses on the reader's perception of his/her image as a special type of individual matching the characteristics of a home. This is especially noticeable in home advertisements of the 'country home' category. It tends to appeal to the social 'snob' by using expressions such as 'individualistic factor' and the 'affluent'.

This could explain why it is located right after the HL. After attracting attention, the TM attempts to keep it by explaining whom the homes are for. This move probably exploits the wish of people in this category to 'keep up with the Joneses'. This seems logical as the sale of country homes would give a higher profit margin, and hence it would be more lucrative for developers and advertisers to target at buyers in the Country Homes category. My results show that Method 1 occurs at a frequency of 40 % in the 'Country Homes' category compared to a 10 % in the Terrace Homes. Through Method 1 of the TM move in Country Homes, the property buyers are expected to be convinced that the advertised property has some qualities which will make it superior to others.

As for the second type of TM move, (through choice of words,) a 50 % frequency was discovered in both the categories. Using the second person 'you' and 'your', both categories target not just any individual or man on the street but individual readers as the primary audience. In this case, the individual reader is expected to be attracted to the positive connotations of the homes.

As for the third type of TM move, (through use of the USP concept), a higher 70 % frequency was found in the Country Homes category. The 'unique selling point(USP)' is defined as the need for every advertised product to propose its unique and specific benefit obtainable upon purchase of the product. The country homes being more expensive, the developers have to make more effort to convince the potential buyers that every feature of the property is worth the price that they are going to pay for if buyers have to focus on the various unique features of the home which one may not be able to find in other homes, such as '24 hours security', 'finest stretch of beach' and 'lush greenery'.

As for price listing, it was found in all the advertisements of both categories. This is necessary, as the price will be one of the main factors that would help readers choose the property they can reasonably aim for. In this way, the pricing helps to target the market and helps the readers go straight to the property that they can afford to look at.

It is also interesting to note that in the Terrace Homes advertisements, price listing was fixed and very clearly printed in bold letters next to the visuals. On the other hand, in the Country Homes category, there was some difficulty in locating the price as they were in small prints next to the visuals. Moreover, the price was not fixed, rather a price range was given, for example 'from RM 400 000' or 'minimum RM 169 310 to a maximum RM 296 770' or given in the form of 'RM 5 per sq. ft.'.

It is possible that developers or advertisers intend to arouse the reader's curiosity and attract the readers to the other details of the home before being put off by the expensive price of the home. No fixed price was given as it is hoped that the readers would view the showhouse or at least call at the site office for further details.

Method 1 and Method 3 of the TM move are found to occur more in Country Homes because it is in this type of homes that developers expect to make the greatest profit margin. There is a need to flatter and to convince potential home buyers about the uniqueness worth paying for.

The fact that the TM move is present in all advertisements makes it an obligatory move like the HL. It is important to note that not all the methods are obligatory. Only Method 4 is obligatory as it serves as a 'sieve' to help target property at the appropriate audience and helps readers to narrow down their choices in deciding what they are really interested in.

4.4 Justifying the Product (JP)

4.4.1 *Definition, Characteristics and Functions*

Kathpalia has defined it as a move to persuade the prospects that a particular product/service is important, through these two ways:

- i) establishing a need for buying the property .
- ii) indicating the advantages and importance of buying the property that is advertised.

In my study, I have used Kathpalia's definition of the JP move. Kathpalia believes that there is a frequent use of expressions relating to the specific qualities of the product to justify the reasons for buying the advertised property. In my samples, I found this to be true, too.

Examples of such expressions:

* 'a holiday home in Malaysia's only marina of international standards' B 2

* 'If space is what you've always dreamt of in a home, then Villa Fantasia is a real dream come true.' B 7

* ‘... a real investment potential..’ B 10

* ‘Finally you can own a spacious double storey link house
within the Klang Valley at an unimaginable price. A 5

* ‘Freehold land attractive and ideal for
property investment’ A 8

* ‘At Lavender, you’ll get Central Business district location
without CBD price. A 9

The main function of the JP move is to give the potential buyers a reason/reasons for purchasing the advertised property. This also forms part of the strategy to persuade readers to buy the advertised product.

4.4.2 Occurrence

This move was discovered to occur with equal frequency in both types of homes.

Categories	Frequency	Strength Level
Terraced Homes	30 %	SS
Country Homes	30 %	SS

Table 4.6 : Frequency of JP in Home Advertisements

4.4.3 *Location*

The JP move usually follows the brief description of the property advertised, that is next to the TM move.

4.4.4 *Summary and Discussion*

The JP move seems to highlight the specific benefits accruing to the consumer upon purchase of the property and in this way persuades him/her to buy it. Kathpalia's (1992) study of print advertisements suggest that the JP move is non-obligatory for straight sell advertisements. In her study the JP move occurred with a frequency of only 16 %.

As for my study, there is an equal occurrence of 30 % in both categories. The occurrence of this move is relatively low(compared to the other moves) is probably because the price paid for the property must be justified by the features of the home. The buyer must be convinced that there are indeed advantages like conveniences of location, exclusivity etc. for buying the said property.

It is also discovered that the JP move occurs with less frequency compared to the previous moves which were obligatory. It is possible that this is because its function is performed by some other moves and may be redundant if performed here, eg. Appraising ProductMove. However, this will be discussed later in page 65.

The fact that the JP move in my study is double that of Kathpalia's is most probably explained by the cost of the products involved. Kathpalia's products were much cheaper and less essential than real estate.

4.5 Appraising the Product (AP)

4.5.1 *Definition and Characteristics*

According to Kathpalia, the AP move is defined as an attempt to assess the value or quality of the homes through the use of adjectives with positive connotations.

As Kathpalia (1992) has done, I have also divided the Appraising the Product (AP) move into 2 further submoves which are

- i) *Product Detailing (PD)* which describes the features offered by the property, the location, tenure of the property and the size of the built-up area.
- ii) *Product Evaluation(PE)* which is evidenced by the presence of adjectives describing the various aspects of the house.

Submoves	i) Product Detailing (PD)	ii) Product Evaluation (PE)
Examples	<p><u>Bigger on Features</u> * bigger land-22' x 75' * bigger building - grd floor- 22' x 42' -first floor- 22' x 45'</p> <p>Sample A 3</p> <p><u>Better on Finishing</u> *better ceramic tiles for all internal floors *imported Australian skylight *special laundry bay *Plasterglass ceiling with cornices</p> <p>Sample A 3</p> <p>Individual plan of both the floors given Detail description of the specifications of the home.</p> <p>Sample A 8</p>	<p>Neo classical Façade</p> <p>Sample A 4</p> <p>Comprehensive amenities and amidst established housing estates</p> <p>Sample A 7</p>

Table 4.7 : Examples of PD and PE submoves in the AP move

In all the home advertisements of both categories, the strategic location, the size of the built-up area, the land tenure and a map to show the location of the property were used to describe the features of the home. For the purpose of this study, features used in the realisation of the PD sub-move are detailed measurements of each room or the finishing on each floor/wall as in Sample A 3 or in Sample A8. (as shown in Table 4.7)

The main function is of course to promote the house. Thus advertised properties are always portrayed as desirable and good in order to help achieve the ultimate purpose of an advertisement which is the sale of the property.

4.5.2 Occurrence

The frequency of these 2 submoves in both categories are tabulated below.

Submoves	Product	Detailing	Product	Evaluation
Categories	Freq.	Prom. Level	Freq.	Prom. Level
Terrace Homes	40 %	SS	100 %	MS
Country Homes	0 %	NS	100 %	MS

Table 4.8 : Frequency of PD(Product Detailing) and PE(Product Evaluation) Submoves of Appraising the Product in Home Advertisements

4.5.3 Location

This move is found within the body copy just above the EC move of the advertisement.

4.5.4 Summary and Discussion

From Table 4.8, PE (Product Evaluation) had a frequency of 100 % in both the categories. This could be explained by the fact that, the ultimate purpose of the advertisement is promotion of the property. With this in mind, it would seem natural that greater importance be placed on extolling the benefits of the advertised property rather than on simply listing the various features of the house as is done in the PD(product Detailing) submove.

This is especially obvious in the Country Homes category where PD occurs with a frequency of 0 %. This is probably because the features are not standard in the Country Homes category. Each and every country home would have its own unique custom made design. Hence it is not at all possible to list out its features.

As for the Terrace Homes, PD occurs with a frequency of 40 % as there are more of such homes and the competition is more intense, so there is a need to compare and highlight common features in a terrace home (where individualistic design is rare). Through this the developer intends to show superior design and hopefully ensuring the sale.

4.6 Establishing Credentials (EC)

4.6.1 *Definition, Characteristics and Functions*

Kathpalia defines this move as an in-house assessment of the company's accomplishment. The EC move is defined as any aspects that are found to be:

- (i) stating commitment to service
- (ii) stating commitment to quality
- (iii) stating commitment to security of the company
- (iv) details of developer's license, validity period, advertising permit number and end financing details etc.

Examples of such moves (adopting Kathpalia's definition) in my study are:

* Reputable Developer

Backed by 2 public listed companies, IOI Corpn. Bhd., and IOI Properties Bhd., developers of Palm Garden Golf Resort, Putrajaya and the popular Bandar Puchong Jaya worth RM 2 billion.

Sample A 6

- * Another quality development by the Land & General Group of Cos., in joint venture with KL-Kepong Berhad.

Sample A 9

A cursory preliminary investigation conducted found that all the home advertisements collected states the following:
developer's license no., validity period, approval authority, advertising and sale permit no., and expected date of completion.

4.6.2 Occurrence

All the samples reveal that there was commitment to the security of the company by listing the details of the developer's license as stated above. Based on this aspect, both categories of homes was observed to occur with a frequency of 100 %.

Categories	Frequency	Prominence Levels
Terrace Homes	100 %	MS
Country Homes	100 %	MS

Table 4.9 : Frequency of EC in Home Advertisements

4.6.3 Location

This realisation is found in small print at the bottom of all advertisements.

4.6.4 Summary and Conclusion

Kathpalia(1992) discovered a figure of 22% for this move in general straight-sell advertisements and in Howe (1995) a figure of 15 % in her study on car advertisements.

In contrast, a frequency of 100 % for both categories of Terrace Homes and Country Homes was discovered in my study. I can then conclude that EC is an obligatory move in Home Advertisements. This is probably because of the need to gain the buyer's confidence as to the legitimacy of the developer by listing out the developer's license number and its validity period. This is to make sure that the potential buyers know that developer does not belong to the 'fly-by night' variety.

Reference to the name of the developer or company is also made to gain the buyer's confidence. This is a clever strategy exploited by advertising agencies because good advertisements would always associate an advertised item with the biggest name available such as Sime U.E.P. Such an advertising strategy may help potential buyers to relate better to the developer of the developing company is likely to be more established and reputable

4.7 Endorsements/Testimonials (E/T)

4.7.1 *Definition, Characteristics and Functions*

Kathpalia defines the E/T move as any uninitiated evaluation from outside sources such as the consumers themselves. In my study, the E/T move is defined as any move that involves comments from a third party or previous buyers.

The E/T move is similar to the EC move in that it uses the supposedly unsolicited comments of researchers, experts, contented buyers or any third party etc. to help engender confidence in the developer. The difference is that the EC move is an in-house assessment of the company whereas the E/T move is an uninitiated evaluation from outside sources.

The function of E/T is to lend added credibility to the advertisement.

4.7.2 Occurrence

In the home advertisements, there was no evidence at all of any quotes from a purchaser or any third party.

Categories	Frequency	Prominence Levels
Terrace Homes	0 %	NS
Country Homes	0 %	NS

Table 4.10: Frequency of E/T in Home Advertisements

4.7.3 *Summary and Discussion*

This move was altogether absent in both the categories of Terrace Homes and Country Homes. This lack of the E/T move may be due to the fact that a single person's testimonial is not at all possible because a piece of landed property which is purchased is always unique. It would not be possible to get a property of exactly the same features and on a similar location unlike the purchase of a watch or a car.

The choice of a home is highly subjective and depends on a host of factors. While spaciousness may be a delight to one house owner but to another, the design might appeal more. Some buyers may go for the external facade or the strategic location rather than spaciousness. Such subjectivity in opinion about a home seems to reduce the usefulness of the E/T move in home advertisements. Rather than giving ineffective endorsements or testimonies, home advertisers seem to prefer urging potential buyers to come to the showhouse or office to view the home or plan.

4.8 Offering Incentives (OI)

4.8.1 Definition, Characteristics and Functions

Kathpalia believes that the OI move makes purchases tempting by offering monetary benefits making it very difficult for consumers to buy other competing brands which are equally good. I would define OI as any move that offers incentives for the purchase of the homes.

In the samples selected, there is a frequent use of lexical items like 'Free' and 'Discount'.

Examples are:

- | | |
|---------------------------------------|------------|
| * 'Free SPA legal fees' | Sample A 1 |
| * '15 % discount for Bumiputeras' | Sample A 4 |
| * '7 % discount for Bumiputeras' | Sample A 5 |
| * '95 % loan, free legal fees on SPA' | Sample A 6 |

* '50 % for all room rates of Berjaya Hotel

and Resorts, 10 % off for Tropicana

Golf Resort membership'

Sample A 10

* 'Free 7 nights stay at the 5-star Avillion

Village Resort Club'

Sample B 2

* 'Free redeemable voucher worth RM 2 000

of MEC electrical appliances'

Sample B 3

The function of the OI move is it gives the reader additional reasons for purchasing the home for example in the form of offering free gifts, free services, discounts, automatic club membership and attractive loans repayment schemes. This move also encourages the reader to take some form of prompt action in response to reading the advertisement.

4.8.2 Occurrence

OI occurs at Quite Strong (QS) prominence levels meaning it is not an obligatory move.

Categories	Frequency	Prominence Levels
Terraced Homes	50 %	QS
Country Homes	60 %	QS

Table 4.11 : Frequency of OI in Home Advertisements

4.8.3 Location

No fixed location but it is within the body copy of the advertisement.

4.8.4 *Summary and Conclusion*

Kathpalia (1992) found this move to be non- obligatory for straight sell advertisements with a frequency of occurrence of only 12 %.

In my study, the move was also found to be non-obligatory, but of quite strong prominence. Hence, in home advertisements, it is quite important to have an OI move.

A property being an expensive investment, would require more time and more consideration before a decision is made for the purchase. It is the aim of the developer that these incentives would hasten or 'help' the buyer into making a quick decision within a reasonable time frame. This motive would probably explain the prominence level of this move in both types of homes.

The OI move of Country Home advertisements is observed to be slightly higher than that of Terrace Home advertisements. This is consistent with the fact that prices of Country Homes are more than that of Terrace Homes and thus there is a greater need to push the sales of the former homes.

4.9 Pressure Tactics (PT)

4.9.1 Definition, Characteristics and Functions

In Kathpalia's definition, PT is defined as the imposition of constraints in the form of time constraint, quantity constraint a combination of both time and quantity constraint as well as emotional blackmail on a particular market.

Example of emotional blackmail from Kathpalia's samples:

'when you're shopping for the most important person in your life, you can afford to risk second best'

The constraint on emotional blackmail on a particular market does not apply to car advertisements. Howe therefore modifies Kathpalia's definition by omitting this constraint. As Howe has done, I have also left out this particular constraint as it also did not apply to home advertisements.

I define PT as an attempt to hasten the buying process by imposing a combination of both time and quantity constraints on the sale of homes.

Examples of PT move from my samples:

* Hurry! 80 % sold. Last chance to own your dream home

Sample B10

4.9.2 Occurrence

Categories	Time and Quantity Constraint	
	Freq. Level	Prom. Level
Terrace Homes	30 %	SS
Country Homes	70 %	QS

Table 4.12 : Frequency of PT in Home Advertisements

4.9.3 Location

No fixed location but within the body copy.

4.9.4 Summary and Discussion

The PT move is realised in a combination of time and quantity constraint as these 2 factors are related. The time constraint pressure the buyer to purchase the home, otherwise the limited number of units would be sold out.

On the whole, PT move is more evident in the Country Homes category. A possible explanation for this pattern is that the homes advertised in the Country Homes category belong to the more expensive range which not many can afford. Only a limited number of units are built probably because there is a greater need to urge or pressure the potential buyers.

Like any consumer household appliances such as fridge, washing machines which are essential to everyday life in the modern world, every family desires to own a home. As terrace homes are in a price range where most can afford, more units would be available. These are also in greater demand. Hence they get sold out first and thus does not require much of PT to push the sales.

4.10 Urging Action (UA)

4.10.1 Definition, Characteristics and Functions

For this study I have used Kathpalia's definition of UA as actions that urge prospective buyers into quick and specific action in purchasing the advertised product. Howe refines it by distinguishing between *direct* or *indirect* realisations of this move. (refer to Table 3.2 in Page 41)

In my study, I use Howe's definition of the UA move.

Direct realisations(through use of imperatives)

of it are exemplified below:

- * 'For more information, please call
- * 'For enquiries and bookings, please contact..' Sample A7

Examples of *indirect* realisations(through element of persuasion) are as below:

- * 'Plant the seeds of your future' Sample B1
- * 'Haven't you chosen perfectly well' Sample B3
- * 'Your fantasies begin here' Sample B7

4.10.2 Occurrence

My study has revealed the following frequency of occurrence.

Categories	Direct		Indirect	
	Freq.	Prom Levels	Freq.	Prom Levels
Terrace Homes	50 %	QS	20 %	NS
Country Homes	60 %	QS	20 %	NS

Table 4.13 : Frequency of UA in Home Advertisements

4.10.3 Location

No fixed location but within the body copy.

4.10.4 Summary and Conclusion

In this study, a direct realisation of this move seems to occur more than indirect realisation. Direct realisations are equally important in both the categories but indirect realisations do not seem important in the Terrace Homes. This is probably because the process of buying a house requires the house to be viewed before it is purchased. The features of the home are subject to each individual's needs. Viewing the showhouse or plan or model of the house is thus a prerequisite to purchase, ensuring the buyer's expectations of the home are met. For a home advertisement to be effective, potential home buyers must be persuaded directly to take steps towards arranging for a visit to the site.

Kathpalia(1992) found a 78 % of frequency of occurrence for the UA move, which makes the move more 'important' for straight sell advertisements. As for Howe's study on car advertisements, there was an occurrence of 55 % which makes it of Quite Strong prominence.

In my study, this move seems to be slightly more important in the country homes category whereas not significant in the terrace homes category. This could again be due to the fact that terrace homes are more affordable and are thus in greater demand. Hence, there is no urgency in pushing them as compared to country homes which are more expensive and exclusive, and are therefore in reduced demand. There is a need to urge the potential buyers.

4.11 Essential Information(EI)

4.11.1 Definition, Characteristics and Functions

In the course of my investigation, all the home advertisements listed the showhouse addresses, the sales launch date and the developer's address as well as location map of the properties. I have decided to place these as an additional move named under *Essential Information(EI)* move.

EI move would be defined as an action to inform buyers the place and date of launching the sales. It seems to highlight and inform readers the specific locations at which the advertised showhouse can be reviewed and the required property purchased.

Examples of this move in my study are:

- * Showhouse open for viewing.

Venue :

Date :

Time :

Tel : Sample A/

*** Launch of Terrace Units**

Shah Alam Stadium

Sunday 27th July 97

11 a.m- 6 p.m.

Sample B1

4.11.2 Occurrence

Categories	Freq. Level	Prom. Level
Terrace Homes	90 %	MS
Country Homes	100 %	MS

Table 4.14 :Frequency of EI in Home Advertisements

4.11.3 Location

It is found within the body copy.

4.11.4 Summary and Discussion

El move can be considered as an obligatory move because it occurs with Most Strong prominence in both the categories.

All the home advertisements listed the showhouse addresses, sales launch dates and the developer's address as well as a location map of the properties. The listing of these addresses highlights to newspaper readers the specific locations the advertised showhouse can be viewed and purchased.

The process of buying a home, unlike other goods, requires a look at its geographical location. The actual location plan must be viewed before it is purchased, ensuring that the potential buyer's expectation of the home is met. Thus potential home buyers must be persuaded to view the actual plan or showhouse if available.

The listing of developer's or showhouse addresses serves to inform interested readers the location that interested buyers can view. It can be interpreted as a suggestion to visit the showhouse for a look at the advertised home.

4.12 Conclusion

The table below shows the overall results and the prominence level classification for each move classified in the 2 categories.

Moves	Terrace Homes		Country Homes	
	Frequency (%)	Prominence Level (MS, QS, SS, NS)	Frequency (%)	Prominence Level (MS, QS, SS, NS)
1.Headlines (HL)	100 %	MS	100 %	MS
2. Targeting the Market (TM)	100 %	MS	100 %	QS
3. Justifying the Product (JP)	30 %	SS	30 %	SS
4. Appraising the Product (AP)	100 %	MS	100 %	MS
5. Establishing Credential (EC)	100 %	MS	100 %	MS
6.Endorsement/ Testimonial (E/T)	0 %	NS	0 %	NS
7. Offering Incentives (OI)	50 %	QS	60 %	QS
8. Pressure Tactics (PT)	30 %	SS	60 %	QS
9. Urging Action (UA)	50 %	NS	80 %	MS
10. Essential Information (EI)	90 %	MS	100 %	MS

Table 4.15 : Frequency of the 10 moves in both the categories.