

**HOW VIDEO CAN PERSUADE MALAYSIAN YOUNG ADULT TO MAKE
PRODUCT PURCHASE: A STUDY ON CHARACTER, SLOGANS AND
SOUND ELEMENTS**

TAN HOOI GIA

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

BORANG PENGESAHAN STATUS TESIS*

JUDUL: **HOW VIDEO CAN PERSUADE MALAYSIAN YOUNG ADULT TO MAKE PRODUCT PURCHASE: A STUDY ON CHARACTER, SLOGANS AND SOUND ELEMENTS**

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HOW VIDEO CAN PERSUADE MALAYSIAN YOUNG ADULT TO MAKE
PRODUCT PURCHASE: A STUDY ON CHARACTER, SLOGANS AND SOUND
ELEMENTS

TAN HOOI GIA

This report is submitted in partial fulfilment of the requirements for the
Bachelor of Computer Science (Interactive Media)

FACULTY OF INFORMATION AND COMMUNICATION TECHNOLOGY
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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DECLARATION

I hereby declare that this project report entitled
**HOW VIDEO CAN PERSUADE MALAYSIAN YOUNG ADULT TO MAKE
PRODUCT PURCHASE: A STUDY ON CHARACTER, SLOGANS AND
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Is written by me and is my own effort and that no part has been plagiarized
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STUDENT : _____ **DATE:** _____

(TAN HOOI GIA)

SUPERVISOR: _____ **DATE:** _____

(EN. MOHD HAFIZ ZAKARIA)

DEDICATION

To my beloved parents

You are my constant source of inspiration. Thanks for given me the drive and discipline to do any task with enthusiasm and determination. Your support full with boundless love have enriches and replenishes my soul during the whole process of the project. Without your love and support this final year project would not have been made possible or completed.

To my supervisor

Your guidance brings incredible inspiration to me.

To my lovely friends,

Thank for willingness to spend your free time to be my model and helping me much in the process of completing my product.

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I also would like to thank my parents for their constant encouragement to help and guide me in finalizing this project within the limited of time. I have furthermore to thank to my friends who giving me some strength and encouragement during investigation for this project.

Lastly, I also take this opportunity to express a deep sense of gratitude to my parents whose patient love and support enabled me to accomplish this work.

ABSTRACT

This project is about how video can persuade Malaysian young adult to make product purchase: a study on character, slogans and sound elements. It is developed for young adult who are between 18 to 25 years old. The surge of advertisements in mass media is making it harder for companies to lure customer to buy specific product and they are unable neither to grab the attention of their target users nor to stand out in comparison to others. Persuasive advertising is a technique in video product promotion that attempts to influence and convince consumers in favor of purchasing particular products as advertisers strive to make each advertisement memorable, convincing, and exciting. Three components in video promotion known as characters, slogans and sounds are all part of the persuasive technique. Each technique is chosen to appeal specifically to the product's target audience. The purpose of this paper is then to discuss the differences of techniques that advertisers can adopt to advertise in Malaysian market and to highlight which among the techniques proposed would be most impactful to convince Malaysian young adult to make a product purchase. There is only one methodology that is most appropriate to develop in this project. The product development of this project consists of three steps which are pre-production, production, and post-production. In addition, the entire scene will be captured according to the scene in storyboard. The implementation for this process include recording narration, produce the text, finding background music, video editing and integrate all the elements of multimedia. Finally, testing will be carried out to detect the weakness in the product and it will be improved before the final product reach to the end user.

ABSTRAK

Projek ini adalah tentang bagaimana video boleh memujuk dewasa muda Malaysia untuk membuat pembelian produk: kajian mengenai watak, slogan dan unsur-unsur bunyi. Ia dibangunkan untuk orang dewasa muda yang berusia antara 18 hingga 25 tahun. Lonjakan iklan di media massa yang membuat ia lebih sukar bagi syarikat-syarikat untuk menarik pelanggan untuk membeli produk tertentu kerana mereka tidak dapat untuk menarik perhatian pengguna sasaran mereka kerana produk mereka tidak mampu untuk berbanding dengan produk yang sedia ada. Pengiklanan meyakinkan adalah teknik untuk promosi produk video yang cuba untuk mempengaruhi dan meyakinkan pengguna memihak kepada membeli produk-produk mereka. Oleh itu, setiap pengiklan berusaha untuk menjadikan setiap iklan berbeza, istimewa, dan menarik. Setiap teknik dipilih untuk merayu khusus untuk sasaran produk. Tujuan kertas ini adalah untuk berbincang perbezaan teknik yang pengiklan boleh menggunakan untuk mengiklankan dalam pasaran Malaysia dan menentukan teknik-teknik yang mana satu adalah paling berkesan unnterdapat satu kaedah yang paling sesuai untuk membangunkan projek ini. Pembangunan produk projek ini terdiri daripada tiga langkah yang pra-pengeluaran, pengeluaran, dan pasca-pengeluaran. Di samping itu, kesmua gambaran akan ditangkap mengikut adegan dalam papan cerita. Pelaksanaan untuk proses ini termasuk rakaman riwayat, menghasilkan teks, mencari muzik latar belakang, editing video dan mengintegrasikan semua elemen-elemen multimedia. Akhirnya, ujian akan dijalankan untuk mengesan kelemahan dalam produk dan ia akan bertambah baik sebelum produk akhir dipaparkan kepada pengguna akhir.

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CHAPTER I

INTRODUCTION

1.0 Introduction

The surge of advertisements in mass media is making it harder for companies to lure customer to buy specific product and they are unable neither to grab the attention of their target users nor to stand out in comparison to others. Persuasive advertising is a technique in video product promotion that attempts to influence and convince consumers in favour of purchasing particular products as advertisers strive to make each advertisement memorable, convincing, and exciting. Three components in video promotion known as characters, slogans and sounds are all part of the persuasive technique. Each technique is chosen to appeal specifically to the product's target audience. The purpose of this paper is then to discuss the differences of techniques that advertisers can adopt to advertise in Malaysian market and to highlight which among the techniques proposed would be most impactful to convince Malaysian young adult to make a product purchase.

1.1 Project Background

Advertising draws attention to the product or service which can be performed through a number of mediums. It helps in spreading information about the advertising firm, the products, and the qualities, and so on. Commercial businesses use advertising to drive the consumption of their product, while non-profit organizations may place ads to raise awareness or encourage a change in behaviour or perception.

The surge of advertisements in mass media is making it harder for companies to lure customer to buy specific product and they are unable neither to grab the attention of their target users nor to stand out in comparison to others. Persuasive advertising is a technique in video product promotion that attempts to influence and convince consumers in favor of purchasing particular products as advertisers strive to make each advertisement memorable, convincing, and exciting.

Three components in video promotion known as characters, slogans and sounds are all part of the persuasive technique. Each technique is chosen to appeal specifically to the product's target audience. However, in Malaysia which has a multiracial composition of consumers as well as the disparity of product sentiment between rural and urban young adult has made it more difficult for advertisers to make an informed decision on what sort of character, slogans and sound elements that could enhance the persuading effect of the video advertisement.

The purpose of this paper is then to discuss the differences of techniques that advertisers can adopt to advertise in Malaysian market and to highlight which among the techniques proposed would be most impactful to convince Malaysian young adult to make a product purchase. A market survey will be analysis to develop a persuasive advertisement that can attract the attention of target user. At the end of the project, persuasiveness of the advertisement will be evaluated.

1.2 Problem Statements

The intention of this project is to identify there are lots of advertisements in mass media unable neither to grab the attention of their target users nor to stand out in comparison to others. Subsequently, there are too many techniques can be used in broadcast advertising and hard to highlight which among the techniques proposed would be most impactful to convince the target audience.

Sub-problem 1:

Identify lot of advertising can't stand out in comparison to others and there are lots of new product launched fail

Surge of advertisements in mass media is making it harder for companies to lure customer to buy specific product and they are unable neither to grab the attention of their target users nor to stand out in comparison to others. An advertising without a good idea and any techniques, it won't be able stand out in crowd. Besides that, consumers are not persuaded by illogical and ill-conceived ideas so this is the reason why many new products launched fail.

Sub-problem 2:

Identify some techniques use in persuasive advertising could be seen as failure.

Company will get twofold results with half the effort when the techniques adopt to the advertisement is the most impactful to convince the target audience and vice versa. As an example, the target audience of the smart phone is for the young teenager, but if the advertiser use the technique of loaded language, it hard to grab the attention of young teenager compare with using celebrity spokesperson. This is because young teenagers nowadays willing to pay more or buy something not because of the product while the celebrity spokesperson they admire. There is no fixed technique for it to succeed. Some advertisements have

right components, yet fail to create an impact, while some score over in their simplicity.

1.3 Objective

The goals of this project are as below:

- i) **To investigate the technique used in advertisement and explore which technique is the most useful to convince consumer.**

Persuasive techniques can be of many kinds. All the creative advertisers use the techniques and tricks to grab the target consumer's attention and turn it to sales. Three components in video promotion known as characters, slogans and sounds are all part of the persuasive technique. Different product use different technique to advertise their product. Advertisers might choose specific celebrities to endorse products because they want the audience to associate the celebrity with the product. For example, they might be people just like the audience (plain folk), rebellious or unique (individuality), or "one of the crowd" (bandwagon). All of the persuasive techniques will be investigate then find out whether which techniques is the most useful to convince consumer based on the product and target audience.

- ii) **To develop a persuasive advertisement that can attract the attention of target user.**

A market survey will be analysis to know the wants and need of the target audience. A persuasive advertisement will be developed based on the information that have been analysis and get.