

**ATTITUDE AND AD RESPONSE TOWARD FEAR APPEALS  
IN PRINT ADVERTISING**



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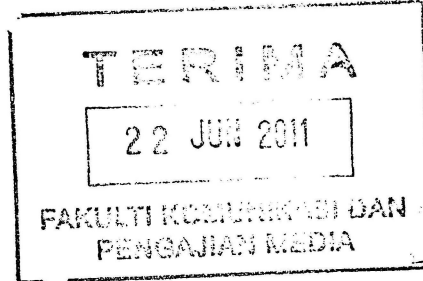
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Tarikh : 16 Jun 2011



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Dengan hormatnya perkara di atas adalah dirujuk.

2. Sukacita dimaklumkan pihak Universiti telah meluluskan cadangan penyelidikan Y. Brs Profesor/tuan/puan untuk membiayai projek penyelidikan di bawah Dana Kecemerlangan UiTM.

3. Bagi pihak Universiti kami mengucapkan tahniah kepada Y. Brs. Profesor/tuan/puan kerana kejayaan ini dan seterusnya diharapkan berjaya menyiapkan projek ini dengan cemerlang.

4. Peruntukan kewangan akan disalurkan melalui tiga (3) peringkat berdasarkan kepada laporan kemajuan serta kewangan yang mencapai perbezaan lebih kurang 50% dari peruntukan yang diterima.

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5. Untuk tujuan mengemaskini, pihak Y. Brs. Profesor/tuan/puan adalah diminta untuk melengkapkan semula kertas cadangan penyelidikan sekiranya perlu, mengisi borang setuju terima projek penyelidikan dan menyusun perancangan semula bajet yang baru seperti yang diuluskan. Sila lihat lampiran bagi tatacara tambahan untuk pengurusan projek.

Sekian, harap maklum.

**"SELAMAT MENJALANKAN PENYELIDIKAN DENGAN JAYANYA"**

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## ABSTRACT

Fear appeals have been used extensively in marketing communications especially in advertising as a creative strategy format over the course of this century. They are used to threaten or arouse fear in an audience in order to stimulate attitude change. An example of fear appeal advertising that still running now is on how the government addressing some critical issues such as the Anti-Smoking campaign, where represented the damaging effects of smoker's lung, heart and throat. Nevertheless, the increase in various social problems such as drugs, vandalism, crime, healthcare, hygiene has raises the question on the appropriate severity of threat because other types appeals like rational are seen as unable to chance intended behaviour effect. With the increase of technology and power of the media through advertising become more and more instance in which fear appeals are used. Not only fear appeals used to sell products, but they are used to promote health, hygiene and other things. Due to the increase in social issue-related communication, the use of fear as an advertising appeal has raises the question in terms of the fear appeals efficacy in social advertising. Does it work effectively to give an impact towards individual attitude and behavioural change instead of using rational informational appeals which are not having the intended behavioural effect? Does it work towards different group members in our society especially the young generation and how they response to the advertisement? The primarily objectives of the study is to investigate does fear appeals advertising increases the likelihood of adopting appropriate behaviour and the same time to evaluate the attitude towards the elements of fear appeals in advertisement. This research utilized both the quantitative and qualitative methodology. The instruments used to collect the data are using survey method where questionnaire and interview will be distributed and conducted among university students in Kuala Lumpur and Selangor area. The outcome of this research enable for the government bodies and related agencies to plan and employ and effective way to implement an advertising campaign to a specific group of people, create a creative message copy, effective visual images and to make an indigenious media selection targeted to specific audiences for future fear appeals advertisement in print media.

# CHAPTER 1

## 1. INTRODUCTION

Advertising is, first of all, a form of communication. It conveys a message about a product, services or idea to a consumer. It tries to get someone's attention, provide information, sometimes mixed with a little bit of entertainment, to create some kind of response, such as a sale.

Great advertising is advertising that creates the desired effect on the audience and generates the intended response. Sometimes these effects are tangible and at other times, the effects and their benefits are intangible.

Advertising isn't a science, neither its history that can be mugged up and also as an art of persuading people. It is about making them realize that there are missing some great product or services that they should grab at any cost.

Nowdays, many studies related to advertising have been achieved in a various way. Advertising can reach huge audiences with simple messages that present opportunities to allow receivers to understand what a product is, what it's primary functions and benefits and how it relates to all other similar products. This is a main function of advertising: to communicate with specific audiences.

Advertising it is a medium and work as an applied form of an persuasion that attempt to persuade people that something is true, inform, differentiate, reinforce and in the end, sells services are product.

Advertisers employ a variety of techniques to enhance consumer's information-processing motivation, opportunity or ability. In some cases, advertising also used by the advertisers not only to create awareness and