

A STUDY OF TV COMMERCIALS' INFLUENCE ON THAI WOMEN'S PURCHASING
DECISION OF ANTI-AGEING CREAM PRODUCTS



Presented in Partial Fulfillment of the Requirements for the
Master of Arts Degree in Business English for International Communication
at Srinakharinwirot University

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This research aimed to determine the extent to which TV commercials and their elements, namely *Product Brands*, *Product Presenters*, and *Persuasive Messages* influence Thai women's decisions on the purchase of anti-ageing cream products. To measure the degree of the influence of TV commercials, a questionnaire was designed based on the consumer response process, or AIDA model (*Attention, Interest, Desire and Action*). To collect data, the questionnaires were randomly distributed to 80 Thai women living in the Bangkok metropolitan area.

The findings revealed that most Thai women in the sample groups admitted that TV commercials had influenced their anti-ageing cream products' purchasing decisions to a moderate degree. With regard to the AIDA model, the influence of TV commercials was found to be at the highest level in the *Attention* step ($\bar{X} = 3.65$).

The findings also revealed that the overall elements of TV commercials, i.e. *Product Brands*, *Product Presenters* and *Persuasive Messages* exerted influence on Thai women's decisions on the purchase of anti-ageing cream products to a moderate degree. The influence of *Product Brands* on the respondents' purchasing decisions was rated at the highest level ($\bar{X} = 3.43$) while the influence of *Product Presenters* and *Persuasive Messages* were rated at a moderate level with a score of 2.84 and 2.89 respectively.

การศึกษาอิทธิพลของสื่อโฆษณาทางโทรทัศน์ที่มีผลต่อผู้หญิงไทยในการตัดสินใจซื้อ
ผลิตภัณฑ์ครีมลดเลือนริ้วรอย



เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต
สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
พฤษภาคม 2554

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การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาระดับอิทธิพลของสื่อโฆษณาทางโทรทัศน์ และระดับอิทธิพลของปัจจัยและองค์ประกอบในสื่อโฆษณาทางโทรทัศน์ที่มีผลต่อผู้หญิงไทยในการตัดสินใจซื้อผลิตภัณฑ์ครีมลดเลือนริ้วรอย โดยศึกษาจากองค์ประกอบหลัก 3 ข้อ คือ ตราสินค้า ผู้นำเสนอสินค้า และข้อความชวนเชื่อ ทั้งนี้เพื่อวัดระดับอิทธิพลของสื่อโฆษณาทางโทรทัศน์ ผู้วิจัยได้ออกแบบแบบสอบถามตามขั้นตอนการตอบสนองของผู้บริโภคภายใต้ทฤษฎีไอด้า โมเดล (AIDA model) ซึ่งประกอบไปด้วย ความตั้งใจในการรับรู้ข่าวสาร (Attention) ความสนใจ (Interest) ความต้องการ (Desire) และ การตัดสินใจซื้อ (Action) ผู้วิจัยเก็บข้อมูลโดยการแจกแบบสอบถามให้กับผู้หญิงไทย จำนวน 80 คน ที่อาศัยอยู่ในกรุงเทพฯ โดยใช้วิธีการสุ่มตัวอย่าง

ผลการวิจัยพบว่า กลุ่มตัวอย่างที่เป็นผู้หญิงไทย โดยรวมยอมรับว่าสื่อโฆษณาทางโทรทัศน์มีอิทธิพลต่อการตัดสินใจซื้อผลิตภัณฑ์ครีมลดเลือนริ้วรอยในระดับปานกลาง และผลการวิจัยระดับอิทธิพลของสื่อโฆษณาทางโทรทัศน์ โดยพิจารณาในแต่ละด้านของลำดับขั้นการตอบสนองของผู้บริโภคภายใต้ทฤษฎีไอด้า โมเดล (AIDA model) ที่ผลต่อการตัดสินใจซื้อผลิตภัณฑ์ครีมลดเลือนริ้วรอยของกลุ่มตัวอย่าง พบว่า โฆษณาทางโทรทัศน์มีอิทธิพลต่อความตั้งใจในการรับรู้ข่าวสาร (Attention) ของกลุ่มตัวอย่างมากที่สุด ($\bar{X} = 3.65$) เมื่อเปรียบเทียบกับด้านอื่นๆ

ผลการวิจัยยังพบอีกว่า โดยรวมกลุ่มตัวอย่างเห็นว่าองค์ประกอบในสื่อโฆษณาทางโทรทัศน์มีอิทธิพลต่อการตัดสินใจซื้อผลิตภัณฑ์ครีมลดเลือนริ้วรอยในระดับปานกลาง เมื่อพิจารณาในแต่ละองค์ประกอบของสื่อโฆษณาทางโทรทัศน์ พบว่าตราสินค้ามีอิทธิพลต่อกลุ่มตัวอย่างในการตัดสินใจซื้อผลิตภัณฑ์มากที่สุด โดยมีค่าเฉลี่ย 3.43 ในขณะที่ผู้นำเสนอสินค้าและ ข้อความชวนเชื่อ

มีอิทธิพลต่อกลุ่มตัวอย่างในการตัดสินใจซื้อในระดับปานกลาง โดยมีค่าเฉลี่ย 2.84 และ 2.89
ตามลำดับ



The Master's Project Advisor, Chair of the Program, and the Oral Defense Committee have approved this Master's Project, A Study of TV Commercials' Influence on Thai Women's Purchasing Decision of Anti-Ageing Cream Products, by Ms. Thanatporn Khattiyanon as partial fulfillment of the requirements for the Master of Arts Degree in Business English for International Communication at Srinakharinwirot University.

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The Master's Project has been approved as partial fulfillment of the requirements for the Master of Arts Degree in Business English for International Communication at Srinakharinwirot University.

....., Dean of the Faculty of Humanities
(Dr. Wanee Aujsatid)

May....., 2011

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CHAPTER 1

INTRODUCTION

Background

To survive in today's business world, many companies have to make large sales to be profitable. To achieve such targets, they have to come up with excellent marketing strategies to persuade consumers to buy their products (Wells, Burnett, & Moriarty, 1998). Commercials, as part of the communication strategies for marketing, are used to draw consumers' attention and influence their decision to purchase the advertised products and services (Russell & Lane, 1999). Belch and Belch (2004) point out that marketers must know how to develop effective communication strategies to attract the attention of the consumers and thereby influence their responses. According to them, the most important aspect of developing effective marketing communication in commercials involves the understanding of consumers' behaviors and their response process based on a behavioral model known as the AIDA model: Attention, Interest, Desire and Action (Belch & Belch, 2004). Normally, an effective commercial message must get the consumers' attention first and then arouse their interest in the products. Next the commercials must focus on generating desire within consumers and finally prompt them into the action, i.e. buying a product or service (Arens, Weigold, & Arens, 2008).

Consumers usually encounter commercial advertisements on a daily basis and they are influenced by them. These potential customers or buyers represent a wide range of gender, age, career and income (Solomon, 2002). In today's commercial world, many

advertising campaigns are usually directed at women as they are the main patrons of the kinds of products such as clothes, cosmetics, healthcare and household goods (Schiffman & Kanuk, 2006). The 2008 Gallup Poll, based on the data on American household chores, showed that women spent 53% of their incomes on grocery shopping while men spent only 16% (Hawkin & Mothersbaugh, 2010). Since women are the biggest potential buyers, marketers need to consider several factors concerning women when designing marketing campaigns (Hawkin & Mothersbaugh, 2010). For example, many cosmetic companies use communication elements such as intriguing messages and well-known presenters in television commercials to draw the attention of the middle-aged women who have a burning desire to enhance their physical appearance (Olczyk & Twardowska, 2000).

The Impact of TV Commercials on Women

Despite the advent of the Internet, an advertising campaign through uniquely creative TV commercial is growing faster compared with other media (Arens et al., 2008). Creative television commercials tend to use well-known presenters, persuasive messages and audiovisual effects in perfect combination for a lively display of products (Clow & Baack, 2007). The TV commercial if used successfully in marketing strategies can quickly grab the attention of potential buyers that will eventually decide to purchase the products (Clow & Baack, 2007).

In her study, Jait-E-man (2005) cited that female images are presented through all kinds of media, including TV commercials. Wells et al. (1998) added that TV commercials normally portray woman, intended to be a female role model, who is preoccupied with

beauty. This can be observed in many commercials for cosmetic nowadays. According to Arens et al. (2008), older women watch TV the most. This makes this medium very popular among advertisers, whose primary target is middle-aged and older women who are greatly concerned with how good they look (Arens et al., 2008). The saying "Fine feathers make fine birds" suggests that women really want to enhance their beauty and retain their youthfulness so much that they become the major target of advertising campaigns for cosmetics, especially the anti-ageing products. This also suggests that anti-ageing product manufacturers are using TV commercials to brainwash middle-aged and young women into believing that a youthful appearance is trendy and preferable in society ("Fresh-faced and 16," 2005).

Cosmetic Products: Anti-Ageing Cream

Cosmetics are the products primarily targeted at female consumers (Vang, 2010). Various kinds of cosmetics are sold in the market under special promotions through many kinds of advertising media, designed to lure consumers into making purchase decisions (Engel, Warshaw, & Kinnear, 1994). Many cosmetics companies generally perceive that intriguing advertising campaigns can quickly reach women who wish to enhance their beauty and retain their youthfulness (Manolson, 2010). Anti-ageing cream products are normally launched with the promise of wrinkle eradication for a younger look (Hussey, 2007). Normally, they are sold to middle-aged women (Bayer 2004). According to Feinmann (2007), anti-ageing creams and other age-defying products are targeted for women aged 30 and above. However, among skin nourishing cream products that are

popular nowadays, anti-ageing cream products are not only immensely popular among middle-aged women, but also among younger women ("Fresh-faced and 16," 2005).

Parinyard (2007) stated in her research entitled "Testing on Anti-Ageing Facial Cream" that although these products are relatively costly, particularly the ones with famous brand names, women are willing to pay for the "forever young skincare" products presented in the commercials. According to her research, the sales of anti-ageing cream products have grown quickly in 2008. The market value of the anti-ageing cream products had increased from 40% in the 2006 to 60% in 2008 (Parinyard, 2007). Similarly, it has been reported that the anti-ageing skincare market value in the United States had grown by 63% from 2002 to 2007 ("Anti-aging skincare," 2008).

Parinyard (2007) also reported that although consumers were highly satisfied with the anti-ageing cream products advertised by commercial media, not a single brand was recognized as most superior in quality. The consumers only feel good about the products and want to stay as young as the presenters in TV commercials (Parinyard, 2007). In addition, some women would continue to use anti-wrinkle creams only because they create the illusion of becoming more beautiful (Hussey, 2007). Because physical appearance is highly relevant in the marketing of cosmetic products, TV commercials, always feature famous celebrities, models and movie stars who look young and beautiful in an attempt to attract women's attention (Belch & Belch, 2004). Moreover, Bayer (2004) revealed the anti-ageing trend in American society that middle-aged women who were dissatisfied with their physical appearance could not shun any intriguing advertising messages; and the images of youth and beauty in the commercials influenced them to buy the products and services. However, the TV commercial elements that the consumers retain in their memory are

beautiful images, a snappy slogan, lively theme or background and some catchy music (Gluckman, 2006).

In summary, a TV commercial becomes an effective tool for influencing consumers' decisions on buying the products when its important features such as a well-known presenter, a famous brand name and persuasive messages are presented with the aid of visual effects including images, sounds and background music (Clow & Baack, 2007).

Hence, it is necessary to investigate the degree to which the anti-ageing product commercials influence the Thai women's purchasing decisions. According to Junsri (2004), consumers' decisions on skin whitening product purchases are influenced by commercial elements such as product brands, product presenters, and persuasive messages. Likewise, such important elements can very well affect Thai women's decisions on anti-ageing product purchases. Therefore, the study will investigate not only the overall impact of TV commercials but also their three elements, i.e. product brands, product presenters, and persuasive messages, on Thai women's purchasing decisions of anti-aging cream products.

Objectives of the Study

This study serves two objectives:

1. To determine the degree to which TV commercials influence Thai women's decisions on anti-ageing product purchases.
2. To determine the degree to which *Product Brands*, *Product Presenters*, and *Persuasive Messages* influence Thai women at the time of purchasing anti-ageing products.

Research Questions

1. To what extent do TV commercials influence Thai women's decisions on anti-ageing product purchases?
2. To what extent do the elements of TV commercials, namely *Product Brands*, *Product Presenters*, and *Persuasive Messages* influence Thai women's decisions on anti-ageing product purchases?

Significance of the Study

These findings will enlighten women who are obsessed with their physical appearance and help them avoid being the victims of advertising gimmicks. Female consumers are usually obsessed by anti-ageing advertising campaigns, thinking that they can effectively reduce wrinkles and make themselves look younger the way the presenters do in the commercials. Therefore, it is essential that the impact of TV commercials on Thai women's anti-ageing cream products purchasing decisions be studied.

Scope of the Study

The study aimed to investigate the degree to which TV commercials and their three important elements (*Product Brands*, *Product Presenters*, and *Persuasive Messages*) influenced Thai women's anti-ageing product purchasing decisions. The respondents were 80 Thai women, living in the Bangkok Metropolitan area.

Definitions of Terms

1. **Anti-ageing cream** is one of the cosmetic products launched with the promise of wrinkle eradication for rejuvenation or a younger look (Hussey, 2007) in the hope to influence the purchasing decisions.

2. The term “**Thai women**” refers to the females, who are living in the Bangkok Metropolitan area

3. **AIDA Model** is a consumer’s response model comprised of attention, interest, desire and action. The marketers must first attract the attention of consumers and then use the advertising media to arouse their interest in the products or services. To sell the products or services, the marketers must effectively present the commercials to intensify the consumers’ interest and desire (Belch & Belch, 2004).

4. **TV commercial elements** are customarily included product presenter, persuasive language, and visual elements for expressing motion (Clow & Baack, 2007). Besides product presenter, persuasive message and other visual elements in TV commercials, product brand has been the most important element that influences consumers’ purchasing decisions (Junsri, 2004).

CHAPTER 2

REVIEW OF RELATED LITERATURE

This chapter presents an overview of commercials, TV commercials and their important elements, namely *Product Brands*, *Product Presenters*, and *Persuasive Messages*. It also gives a background regarding women as consumers and the consumer response process: the AIDA model. Finally, studies on the influence of TV commercials on the consumer behavior have been included.

Commercials

A commercial is a type of marketing tool used in any trade and in all cultures; it both reflects and influences people's lifestyle, choices and social trends (Wilson, 1992). A commercial is considered as a communication tool used by any companies to make their products or services known to their consumers. The term 'commercial' can be defined in various ways. Bovee and Arens (1986) define 'commercial' as "a non-personal but persuasive communication" (p. 5), about the products, services, or ideas through various media that are paid for by some identified sponsors. Moreover, Wells et al. (1998) point out that "a commercial is a paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience" (p. 3). A commercial is a means to sell ideas, policies and attitudes as well as products (De Mooij, 1994). In other words, a commercial delivers a message from vendors, through a formal communication media, to potential consumers. Effective commercial advertising is considered an extension of the

basic marketing plan that successfully persuades consumers to buy a certain product after making a purchasing decision within a short time (Russel & Lane, 1999).

One purpose of a commercial is to inform people of new products and to establish a competitive edge (De Mooij, 1994). However, the ultimate goal of all commercials is to convince the consumers to use the products or services (Rein, 1982). In general, the commercial goals are set on the basis of the behavioral model known as 'Attention, Interest, Desire and Action' (AIDA). In this model, the commercial purpose is to attract the consumers' attention, arouse their interest, heighten their desire and prompt them into the action of purchasing the products (Brierley, 1998).

Not only do commercials aim at persuading consumers to buy products or services, but they also raise sales profit and satisfy consumer needs. According to Russel and Lane (1999), the purpose of commercial advertising is divided into three parts: consumers, business and society. For consumers, the most important role of commercial advertising is to provide solutions to their problems by offering the information on products or services that answer their needs and worries. For a company, a commercial raises the sales figure by bringing new products to the attention of consumers, so as to turn the enormous cost of creating, developing, manufacturing and distributing the products to their competitive advantage. Additionally, commercials have a social aspect. Although commercials mainly aim to increase profits from the sale of products or services, they help raise awareness of social ethics in such a way that advertisers should only create honest commercials that are free from campaigns for unhealthy or useless products. Nowadays, consumers are better educated; they perceive commercials as a part of their daily life. It is

something that gives them information about products and services, so the advertiser should stress ethical concerns in their product commercials (Russel & Lane, 1999).

TV Commercials

TV commercials have grown faster than any other types of commercial throughout history (Arens et al., 2008). A TV commercial is a tool used in marketing strategies to grab the consumers' attention and influence their purchasing decision; its success depends on its uniquely creative design with demonstration, action, motion, the telling of touching stories and enhanced by a perfect combination of audio visual effects (Wells et al., 1998). Despite the advent of the Internet and e-commerce, creative TV commercials are still considered to be the easiest means to attract the consumers' attention. Through TV commercials, the product is demonstrated with special effects in order to create the desire to want to try the product (Arens et al., 2008). According to Arens et al. (2008), in 2006, adult viewers rated TV commercials as the most authoritative, influential and persuasive advertising medium as compared with other media such as radio, newspaper, magazine and the Internet. The research showed that over half of the viewers believe that TV is the most authoritative commercial source as compared with newspaper (23%), magazine (11.4%), radio (9.6%) and the Internet (4.5%).

Elements of TV Commercials

Through TV commercials consumers are likely to retain in their memory the images or impressions such as a memorable images or scenes (Belch & Belch, 2004). According to Clow and Baack (2007), creative television commercials tend to use well known presenters, persuasive messages and audiovisual effects (e.g. sound, background music and the color of the image) for conveying thoughts. In addition, TV commercials come in a perfect blend of sight, sound, color and motion (Wells et al., 1998). However, Junsri (2004) found that among all the elements of TV commercials, product brands, product presenters, and persuasive messages, greatly influenced consumers' decision on skin whitening product purchases. According to Junsri (2004), a product brand is one of the essential factors that influences consumers' purchasing decisions. Based on Junsri's findings, this study aims to determine the degree of influence the elements of TV commercials have upon Thai women's anti-ageing product purchasing decisions. The three elements will be discussed in the following section.

Product Brand

According to Clow and Baack (2007), visual elements in the commercials as well as the emotional images and logos of the companies help reinforce brand loyalty in the consumers' mind. For example, people remember the brand of Louis Vuitton because of the visually consistent use of the logo as a pattern in all of its luxury leather goods. According to Butterfield (1999), consumers make hundreds of decisions on a daily basis. Several questions are raised when they are besieged by countless products and messages

competing for their attention. Brand loyalty establishment is one of the strategies employed by product manufacturers to communicate with their consumers. In addition, the famous brand name helps simplify and facilitate the decision-making process of consumers who have developed the habit of purchasing the products from the brands that have proved to be satisfactory on the basis of their personal experiences in the past (Butterfield, 1999). In addition, Jones (1999) states that consumers themselves find symbolic values or brands to be convenient and helpful when making purchasing decisions as evaluating products rationally wastes time and brings about complications. According to Jones (1999), the main objectives of branding are to affirm the legal protection afforded by the inventor's patent and to guarantee the quality and homogeneity as the sellers and buyers of mass products do not meet on a face-to-face basis. Jones (1999) adds that the majority of consumer goods marketed today are dominated by a small number of manufacturers whose brands are in close competition with one another. The other purposes of branding concern large companies who need to differentiate their products by using brands to prevent other people's product from being substituted for theirs.

Product Presenter

Marketers enhance message effectiveness by hiring communicators who are experts in a particular product or service, or those who have a trustworthy image such as movie stars, sport players and models (Belch & Belch, 2004). In addition, the use of presenters to convey commercial messages has become popular among advertisers. They want to attract the consumers' attention and influence their attitudes or behavior in such a

way that they make a purchase (Belch & Belch, 2004). According to Russell and Lane (1999), the American Opinion surveys indicate that people do not believe the commercial simply because the celebrities or well-known persons present the products. However, according to them, it has been found that presenters or celebrities are particularly effective with women rather than men (Russell & Lane, 1999).

Persuasive Message

Consumers see commercials on a daily basis through radio, newspaper, magazine and television. Out of these media, the TV commercial is the most effective because it delivers persuasive messages verbally and visually (Wells et al., 1998). In all commercials, language is very important because it not only describes the products or services, it also grabs the consumers' attention. Also, it helps determine the success of the products or services (Clow & Baack, 2007). Brierley (1998) states that advertisers use models of behavior known as AIDA: '*Awareness, Interest, Desire and Action*' (p. 152), to frame their commercial messages. According to Russell and Lane (1999), simple language is the key to successful commercials. The messages such as the headline, logo and audiovisual effects should arouse the viewers' interest. A commercial stimulates people by appealing to their interest and desires. A commercial language should, in its headline, facts, quality proof and action, consist of a promise of benefits. However, effective commercial messages must be clear and concise. In addition, creative, imaginative and memorable slogan or messages must be used in describing the quality and benefits of the product in order to motivate consumers' attention and interest (Russell & Lane, 1999).

In summary, conveying commercial messages can be challenging for business people. Regardless of the amount of words or visual elements used, commercials must attract the consumers' attention, explain the benefits offered by the products or services, and motivate consumers to purchase the products accordingly. As Junsri (2004) cited that if the commercial message in the ads is unfavorable to the audience, it can lead to marketing failure.

In the following section, women as consumers will be discussed. It is necessary to understand why the marketing attempts to influence the way consumers, especially women, behave.

Women as Consumers

Hawkins and Mothersbaugh (2010) claim that at present women play many different roles and have a wide range of attitudes about their roles in society with increased participation in the workforce, different lifestyles and their purchasing power. According to them, women are likely to buy products for men. For example, American women buy 80 percent of vehicles, especially automobiles (Hawkins & Mothersbaugh, 2010). Jones (1999) states that the majority of products buyers are female, even though some of the products are used by all members of the family, and such products include beauty, fashion, healthcare and household goods that are specifically made for women. Schiffman and Kanuk (2006) reveal that despite the large number of middle-class women in the workplace, men are not doing more in terms of housework. According to them, marketers are particularly interested in the working women, especially the married working women who

must also assume responsibility for housework. Working women are the largest target group of consumers and fastest growing market segment (Schiffman & Kanuk, 2006).

Wells et al. (1998) explain that advertisements showed women as preoccupied with beauty, household duties, and motherhood. However, one of the challenges facing advertisers today is how to portray women realistically. Still, many women feel that commercials create the need for beauty that most women can never achieve. Therefore, they want to change the definition of beauty and see real women in the commercials (Schiffman & Kanuk, 2006).

Consumer Response Process: AIDA Model

According to Belch and Belch (2004), to succeed in a business, marketers must know how to deliver their communication to the consumers and to get the consumers' attention. The most important aspect of developing effective communication is to understand the response process of the consumers in order to arouse them to buy the products or services. Traditionally, the marketers need to study the response models of consumers in order to persuade them to buy the commercial products or services. The AIDA model is one of the consumer response process models developed by marketers for their sales and marketing process. This model depicts the consumer as passing through the stages of Attention, Interest, Desire and Action. Through print media, radio, TV and the Internet, the marketer must first attract the consumers' attention and then arouse their interest in the products or services. Then, the marketers should arouse the consumers'

interest so much that they make a purchase commitment and the sale can be closed (Belch & Belch, 2004). See Figure 1.

Figure 1. Consumer Response Process of AIDA Model

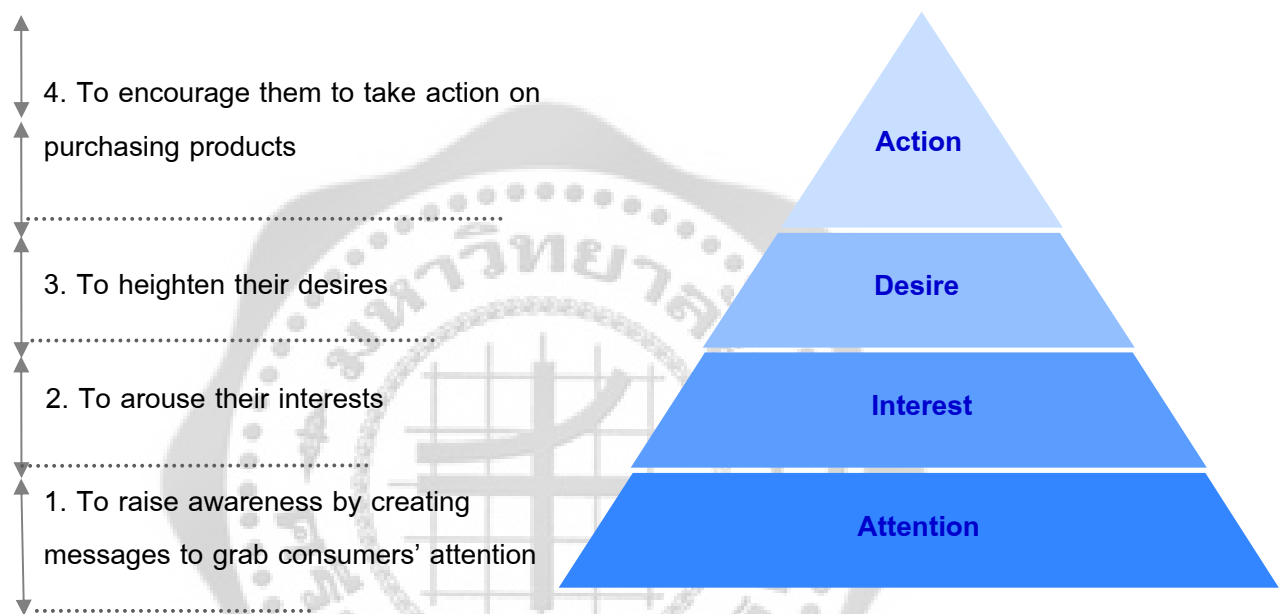


Figure 1. Processing consumer response developed by marketers for increasing their sales.

Adapted from "Consumer Response Process," by G. E. Belch and M. A. Belch, 2004,

Advertising and promotion: An integrated marketing communications perspective.

Previous Studies

Sontimuang (2008) studied how cosmetic products advertised on TV commercials affect purchasing behaviors of women in Bangkok by using questionnaires. The subjects were 400 women from the ages of 15 to 30. She concluded that TV commercials have become a part of people's lives, and through well-known presenters, prices and product brands, various aspects of consumer behavior has changed. Based on Sontimuang's findings, TV commercials have an overall influence on consumers' skin care products purchasing decisions. The differences of respondents' demographics, such as occupation and salary, could affect the respondents' skin care products purchasing decisions at the statistically significant level of 0.05. Moreover, the presence of different presenters on TV commercials' skin care products and prices did not affect consumers' choices of skin care products. Nonetheless, the different styles of TV commercials and qualities of the products could affect consumers' choices with a statistically significant level of 0.05 (Sontimuang, 2008). In 2008, Sopila studied the impact of TV commercials on Thai teenagers' cosmetics purchasing decision. Questionnaires were randomly distributed to 381 teenagers, aged between 15-24, living in Ubon Ratchathani municipal area. Sopila (2008) indicated that most of Thai teenagers accepted that they always considered the quality of the products because they wanted to get a good product. In addition, the elements of TV commercials on cosmetics that had a significant impact on Thai teenagers' purchasing decisions included product image, personal endorsement by famous product presenters, and story-based presentations. Junsri (2004) studied the influences of TV commercials on Thai adolescents' whitening products purchasing decisions. The questionnaires were randomly distributed to

100 undergraduate students aged between 18 and 22 years old in the Bangkok Metropolitan area. The finding revealed that TV commercials influenced the decision of Thai adolescents to buy whitening product; over 92% of them thought TV commercials had some influence on their purchasing decision. In addition, the most important element in TV commercials that influenced the consumers' purchasing decisions was brand names followed by well-known presenters and persuasive messages respectively (Junsri, 2004). Sangsureewachara (1998) studied the effects of unexpected visuals on the recall of television commercials. The visuals included scenes in TV commercials, product brands, and advertising messages. The subjects were 40 eighth graders and 28 undergraduate students. It was found that unexpected visuals in TV commercials, such as scenes, product brands, and advertising messages, could draw the consumers' attention to the advertised products only at the beginning of the commercial exposure.

In summary, we can see that TV commercials have an influence on consumers' decision making process. The consumers are bombarded with several factors such as famous product presenters, product images, prices and qualities of the products, brand reputation, and persuasive messages at the time of making a purchasing decision.

CHAPTER 3

METHODOLOGY

This chapter covers the research methodology, which are divided into four sections: research respondents, research instrument, data collection and data analysis.

Research Respondents

The research was conducted mainly in Bangkok Metropolitan area. The respondents were 80 Thai women, who lived in Bangkok. They were randomly selected. The sample size was based on the study of Junsri (2004) as stated in Chapter 2.

Research Instrument

The research instrument used to collect the data was a questionnaire. After it was developed, the questionnaire was examined for its validity by an expert in the educational field. The questionnaire consisted of three parts. The first part covered the respondent's personal background included age and vocation. The second part consisted of 12 statements in a Likert scale format where the respondents had to check a box that best described their opinions. The statements were designed based on the consumer response process, or the AIDA model: Attention, Interest, Desire and Action (Brierley, 1998) (See Appendix A). This part of the questionnaire was used to elicit an answer to the first research question. Finally, the third part of the questionnaire included nine statements in a Likert scale format. They were based on the three elements of TV commercials: *Product*

Brands, Product Presenters, and Persuasive Messages (See Appendix A). To ensure the respondents' understanding of the questionnaire, the questionnaire was translated into Thai (See Appendix B). According to Trochim (2006), the five levels of Likert scale were interpreted as follows:

- (1) = "Not true at all"
- (2) = "True to a minimal degree"
- (3) = "True to a moderate degree"
- (4) = "True to a high degree"
- (5) = "Absolutely true"

Data Collection

The questionnaires were randomly distributed by the researcher and her assistants to 80 Thai women, living in Bangkok. The data collection took place at Srinakharinwirot University (Prasarnmit Campus), Siam Commercial Bank Headquarter (SCB), and the Stock Exchange of Thailand (SET). The researcher selected those three areas because the University represented Thai female teenagers, while the Siam Commercial Bank Headquarter and the Stock Exchange of Thailand represented working women and middle-aged women respectively. The data collection was conducted from 8th to 10th of March 2011.

Data Analysis

The data were collected and analyzed for frequencies, percentages and means, using Statistical Package for the Social Sciences (SPSS) program. To answer the research questions, the respondents were asked to rate as to what degree they think TV commercials can influence their purchasing decisions. The first part of the questionnaires were used to identify the respondents' demographic characteristics. It was analyzed in terms of frequencies and percentages. The data in the second part of the questionnaires were used to determine the degree of TV commercials' influence on the respondents' anti-ageing product purchasing decisions. It was analyzed in term of mean scores. Finally, the data obtained from part three of the questionnaires were used to calculate for mean scores. The results were used to determine the respondents' attitude towards the degrees of three TV commercials elements' influence on their purchasing decisions of anti-ageing products. According to Subong (2005), the interpretation of mean scores for the second and third parts of the questionnaire are described as follows:

1. $\bar{X} = 1.00 - 1.80$ means **not true at all**
2. $\bar{X} = 1.81 - 2.60$ means **true to a minimal degree**
3. $\bar{X} = 2.61 - 3.40$ means **true to a moderate degree**
4. $\bar{X} = 3.41 - 4.20$ means **true to a high degree**
5. $\bar{X} = 4.21 - 5.00$ means **absolutely true**

The findings are presented in correspondence to the research questions in Chapter 4.

The conclusion and discussion are presented in Chapter 5.

CHAPTER 4

FINDINGS

The study aims to determine the degree to which TV commercials and their elements (i.e. *Product Brands*, *Product Presenters*, and *Persuasive Messages*) influence Thai women's decisions on the purchase of anti-ageing cream products. The findings are presented in this chapter.

Personal Background

The information in this part illustrates the demographic data of the 80 respondents, according to the respondents' age groups and vocations. The data is shown in Table 1.

Table 1 Personal Background

Item	Frequency	Percentage
1. Age Range		
17-24	23	28.75
25-32	25	31.25
33-40	19	23.75
41-48	6	7.50
49-56	7	8.75
Total	80	100.00

Table 1 Personal Background (Continued)

Item	Frequency	Percentage
2. Vocation		
Undergraduate Student	20	25.00
Employee	38	47.50
Government employee	16	20.00
Business owner	2	2.50
Housewife	4	5.00
Total	80	100.00

As seen in Table 1, the women aged 25-32 formed the largest age group (31.25%) and the ones aged 41-48 the smallest age group (7.50%). The majority (47.50%) of the respondents were employees.

The Degree of Influence of TV Commercials

This part describes the degree to which TV commercials influence women's anti-ageing product purchasing decisions. The data were analyzed for mean scores ($\bar{X}$) based on the four stages of the AIDA Model: *Attention*, *Interest*, *Desire* and *Action*. The findings are presented in Table 2.

Table 2 The Influence of TV Commercials on Thai Women's Anti- Ageing Cream**Product Purchasing Decisions**

Influence of TV Commercials Based on AIDA Model	$\bar{X}$	S.D.	Degree of influence
Attention	3.65	0.74	High
Interest	2.75	0.76	Moderate
Desire	2.76	0.85	Moderate
Action	2.53	0.79	Minimal
Total	2.92	0.63	Moderate

Table 2 reveals that TV commercials on anti-ageing cream products had a moderate influence on Thai women's purchasing decisions ($\bar{X} = 2.92$). With regard to TV commercials' influence based on the AIDA model, it was found that the commercials affected the Thai women the most in the *Attention* stage ($\bar{X} = 3.65$).

The Degree of Influence of TV Commercial Elements

The findings in this part revealed the degree to which TV commercial elements influence Thai women's anti-ageing cream product purchasing decisions. The data were analyzed for mean scores. The data were illustrated in Table 3.

Table 3 The Influence of the Three TV Commercials Elements on Thai Women's Anti-Ageing Cream Product Purchasing Decisions

TV Commercial Elements	$\bar{X}$	S.D.	Degree of Influence
Product Brands	3.43	0.82	High
Product Presenters	2.84	0.81	Moderate
Persuasive Messages	2.89	0.78	Moderate
Total	3.05	0.67	Moderate

As seen in Table 3, overall, the elements of TV commercials namely Product Brands, Product Presenters, and Persuasive Messages had a moderate influence on Thai women's anti-ageing cream product purchasing decisions ($\bar{X} = 3.05$). Based on the three elements of TV commercials, it was found that *Product Brands* influenced Thai women's purchasing decisions the most ($\bar{X} = 3.43$).

In summary, the 80 Thai women admitted that TV commercials could, to a moderate degree, influence them to buy anti-ageing cream products. Based on the AIDA model, the findings revealed that the commercials affected the respondents at the *Attention* stage the most. The *Action* stage affected them only to a minimal degree. It suggests that TV commercials could successfully catch the respondents' attention. Nevertheless, the TV commercials could barely influence the respondents to buy the anti-ageing cream products. It was also found that they considered purchasing the anti-ageing cream products mostly because of the *Product Brands*. Based on these findings, it implies that intriguing or

Persuasive Messages and *Product Presenters* alone were not enough to motivate Thai women to buy anti-ageing cream products. Plausible explanations regarding the findings of this study are presented in the next chapter.



CHAPTER 5

CONCLUSIONS AND DISCUSSION

This chapter presents conclusions and discussion of the major findings of the study.

Also, recommendations for further study have been presented.

Conclusions and Discussion

This study aims to determine the degree to which TV commercial and their elements (*Product Brands, Product Presenters, and Persuasive Messages*) influence Thai women's purchasing decisions of anti-ageing cream products. To achieve the objectives of this study, 80 Thai women were randomly selected to complete a questionnaire regarding the influence of TV commercials on their purchasing decisions of anti-ageing cream products. The respondents were between 17 to 56 years old. They were categorized into five age groups: 17-24, 25-32, 33-40, 41-48 and 49-56 years old. The respondents aged 25 to 32 formed the largest age group (31.25%) followed by 17 to 24 (28.75%), 33 to 40 (23.75%), 49 to 56 (8.75%) and 41 to 48 (7.50%) respectively. With regard to their vocation, the respondents were undergraduate students, employees, government employees, business owners and housewives. Most of the respondents were employees (47.50%).

Conclusions and discussion of the major findings are drawn based on the two research questions.

Research Question 1: To what extent do TV commercials influence the Thai women's decisions on anti-ageing product purchases?

The study revealed that TV commercials' overall influence on Thai women's purchasing decision of anti-ageing cream products was at a moderate degree.

According to the findings, it can be concluded that TV commercials could only draw the respondents' *Attention* to the advertised anti-ageing cream products, but they could not successfully take the respondents to the *Action* stage, i.e. to buy the products. Even though TV commercials could raise the respondents' *Interest* and *Desire* to a moderate degree; they were not sufficient to lead or motivate the respondents to purchase the products.

In the same vein, Sopila (2008) found that most of Thai teenagers between the ages of 15-24 accepted that they watched cosmetics commercials in order to obtain information, to find out about new products, and to satisfy their need for entertainment in TV commercials respectively. Similarly, TV commercials can successfully help to raise consumers' awareness of the advertised products.

The fact that TV commercials on anti-ageing cream products had an impact on the respondents only at the *Attention* stage could be explained. According to Schiffman & Kanuk (2006), today's female consumers are more educated. They tend to make careful judgments before making any purchases. This could be a plausible reason why women in this study did not take action, i.e. purchasing the products that were advertised on TV. Moreover, Sontimuang (2008) also adds that Bangkok females consider price, product quality and brands as important factors when they make any cosmetic purchases.

Research Question 2: To what extent do the elements of TV commercials, namely product brands, product presenters and persuasive messages influence Thai women's decisions on anti-ageing product purchases?

It was found that these three elements of TV commercials (*Product Brands*, *Product Presenters*, and *Persuasive Messages*) posted a moderate degree of influence on the respondents' anti-ageing product purchasing decisions. However, the influence of *Product Brands* on their purchasing decisions was rated at the highest level. Such finding was in accordance with Junsri's (2004) and Sopila's (2008), which stated that the product brand was the most important element that influenced consumers' cosmetics purchasing decisions.

It was also found that the influence of *Product Presenters* and *Persuasive Messages* could moderately influence the respondents' decisions on anti-ageing cream product purchase. The findings can, therefore, be interpreted that Thai women made a decision to purchase anti-ageing cream products mostly because of the product brands. Factors such as *Product Presenters* and *Persuasive Messages* somehow had an influence on their interest in the advertised product, but they might be unable motivate them to make a purchase.

In conclusion, a TV commercial is one of the most powerful marketing tools that can be used to influence female consumers' purchasing decisions (Wells et al., 1998). Based on the overall findings, TV commercials and the three elements of TV commercials could, to a moderate degree, influence Thai women to buy anti-ageing cream products. TV

commercials could effectively draw the respondents' attention to the advertised products, and could moderately trigger their interest, and arouse their desire to try the products. Nevertheless, the respondents' attention to the anti-ageing cream products did not guarantee that the respondents would purchase those advertised products. With regard to several factors involved in the decision making process to purchase products or services (e.g. price, product quality, and product reputation), Thai women may need to carefully consider whether the money they spend on the product was worth it. Furthermore, it was found that the *Product Brand* was a factor that highly influenced the respondents' decision on anti-ageing cream purchases when compared to other elements, i.e. *Product Presenters* and *Persuasive Messages*.

In sum, a TV commercial is an effective tool in drawing the consumers' attention to the advertised product. This study revealed that TV commercials could prompt Thai women to buy anti-ageing cream products only to a minimal degree, but they could successfully raise the women's awareness to the *Attention* stage in the AIDA model. Yomjinda (1987) claims that a TV commercial not only helps raise competition in the market, but it also helps consumers recognize the brand existence and introduce new products to the consumers. It can be argued that TV commercials are successful tools when it comes to drawing consumers' attention. However, the consumers are likely to consider several factors before making a decision to purchase products or services (Butterfield, 1999).

In this study, the *Product Brand* had a huge impact on Thai women's purchasing decisions of anti-ageing cream products when compared to other TV commercial elements, i.e. *Product Presenters* and *Persuasive Messages* ($\bar{X} = 2.84$ and $\bar{X} = 2.89$).

The *Product Presenters* and *Persuasive Messages* could only make the respondents interested in the products and motivate their desire to try the advertised products to a moderate degree. Based on the findings, it can be argued that the *Product Presenters* and the *Persuasive Messages* are the factors that only attract the respondents' attention and arouse their interests to the advertised products. According to Junsri (2004), consumers actually realize that the messages conveyed by the product presenters were exaggerated. At present, female consumers are more educated (Schiffman & Kanuk, 2006) and they have to make decisions regarding buying products or services on a daily basis. Grounded on such facts, marketers cannot simply give exaggerating messages to their consumers. Instead, they should be aware that the consumers are smart and if they want to boost up their sales, they should focus on the utilities and the qualities of their products.

Recommendations for Further Studies

1. This research focused mainly on the influence of TV commercials, so the switch from TV commercials to commercials on the Internet should also be studied. It should be noted that the researcher selected TV commercials because they are the most influential format of commercials and still popular among women, especially older women (Arens et al., 2008). However, the advent of the Internet makes it possible to make direct sales via emails and websites, which make it even more convenient and cost-effective for both consumers and marketers. Moreover, in today's business world, E-commerce has been growing faster than any other forms of media (Arens et al., 2008). Hence, it will be

interesting if further studies compare the differences between TV commercials and Internet advertising in terms of its impact on consumers' purchasing decisions.

2. This research focused on women's purchasing decisions of anti-ageing cream products. However, not only women that use anti-ageing product, but so do men.

According to Schiffman & Kanuk (2006), although women have customarily been the major market for cosmetic and healthcare products, men are increasingly being targeted for those kinds of products. It has been reported that men in Delhi, Mumbai and Bangalore have increased their use of anti-ageing cream products (Bhushan, 2010). As men, especially the "metrosexual", use anti-ageing cream products, further study should also include men in the sample groups.

3. In this study, only 80 Thai women, who all lived in Bangkok Metropolitan area, participated. As a result, these findings may not represent the overall decisions of women throughout the country. Hence, residents in other regions of Thailand should be included in the sample groups to help widen the scope of the research.

4. This study was conducted by using a questionnaire in a Likert scale format only. For a further study, the questionnaire should include open-ended questions or face-to-face interviews to obtain more information on the respondents' attitudes toward their purchasing decisions of anti-ageing cream products.

5. The findings revealed that the most influential element of TV commercials was the *Product Brand*. Hence, future studies could possibly focus on the competition between domestic and international brands. In addition, the study was based on only three elements of TV commercials: *Product Brands*, *Product Presenters*, and *Persuasive Messages*.

However, it has been also found that prices, quality of products and styles which are

presented on TV commercials could as well influence the consumer's behavior on buying skin care products (Sontimuang, 2008). Hence, further studies should also include such elements of TV commercials in their studies.





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APPENDIX A

English Questionnaire

QUESTIONNAIRE

This questionnaire is a part of the research project for a Master's Degree in Business English for International Communication at Srinakharinwirot University, Bangkok. Your cooperation in completing this questionnaire will be highly appreciated. All your personal information will be treated as strictly confidential.

Definitions of the Degree of Influence are as follows:

- (1) = "Not true at all" means participant does not act according to the statement at all.
- (2) = "True to a minimal degree" means participant seldom acts according to the statement.
- (3) = "True to a moderate degree" means participant acts or does not act according to the statement with the same frequency.
- (4) = "True to a high degree" means participant mostly or sometimes acts according to the statement.
- (5) = "Absolutely true" means participant usually or almost every time acts according to the statement.

Source: Rating scale interpretation adopted from Trochim (2006)

Part 1: Personal Background

Direction: Please fill your personal information in the space provided.

1. Age
2. Vocation

Part 2: The Influence of TV Commercials on Thai Women's Anti-Ageing Cream Product

Purchasing Decisions

Direction: Please check (✓) a box that truly reflects your opinion.

Items	Degree of Influence				
	Not true at all (1)	True to a minimal degree (2)	True to a moderate degree (3)	True to a high degree (4)	Absolutely true (5)
ATTENTION					
1. TV commercials make me recognize the brand existence of anti-ageing cream products.					
2. TV commercials give me sufficient information on anti-ageing cream products.					
3. TV commercials introduce new anti-ageing cream products to me.					
INTEREST					
4. TV commercials for anti-aging cream products always attract my attention.					
5. TV commercials of anti-ageing cream arouse my interest to follow up on the advertised products.					
6. I cannot take my eyes off the TV commercials for anti-aging cream products.					
DESIRE					
7. TV commercials prompt me to try anti-ageing cream products.					
8. I want to buy anti-ageing cream products after seeing the TV commercials.					
9. TV commercials motivate me to buy anti-aging cream products again.					

Items	Degree of Influence				
	Not true at all (1)	True to a minimal degree (2)	True to a moderate degree (3)	True to a high degree (4)	Absolutely true (5)
ACTION					
10. I buy anti-ageing cream products after watching TV commercials.					
11. After having seen TV commercials, I will test anti-ageing cream products at a cosmetic counter before deciding whether or not to buy them.					
12. I purchase anti-ageing cream products again after seeing the same TV commercials.					

Part 3: The Influence of the Three TV Commercials Elements on Thai Women's Anti-Ageing

Cream Product Purchasing Decisions

Direction: Please check (✓) a box that truly reflects your opinion.

Items	Degree of Influence				
	Not true at all (1)	True to a minimal degree (2)	True to a moderate degree (3)	True to a high degree (4)	Absolutely true (5)
PRODUCT BRAND					
1. The famous brand names prompt me to buy anti-ageing products.					
2. I buy anti-aging products in the TV commercials because of their famous brand names					
3. The brand names of anti-ageing cream products influence my purchasing decision					
PRODUCT PRESENTER					
4. The presenters of anti-ageing cream products in TV commercials attract my attention					
5. The presenters of anti-ageing cream products in TV commercials influence my purchasing decision.					
6. I buy anti-ageing cream products in the TV commercials because I want to look as young as the presenters.					
PERSUASIVE MESSAGE					
7. I buy anti-ageing cream products because of persuasive messages in TV commercials.					
8. Anti-ageing cream products in TV commercials offer useful information to me.					
9. TV commercials persuasive messages prompt me to try anti-ageing products.					



APPENDIX B

Thai Questionnaire

**แบบสอบถามอิทธิพลของสื่อโฆษณาทางโทรทัศน์ที่มีผลต่อการตัดสินใจของผู้หญิงไทยในการ
ตัดสินใจซื้อผลิตภัณฑ์ครีมลดเลือนริ้วรอย**

คำชี้แจง: แบบสอบถามนี้ เป็นส่วนหนึ่งของการทำวิจัยเรื่องการศึกษาอิทธิพลของสื่อโฆษณาทางโทรทัศน์ที่มีผลต่อผู้หญิงไทยในการตัดสินใจซื้อผลิตภัณฑ์ครีมลดเลือนริ้วรอย ซึ่งอยู่ในหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ มหาวิทยาลัยศรีนครินทรวิโรฒ ผู้วิจัยขอขอบคุณทุกท่านที่สละเวลาในการตอบแบบสอบถามฉบับนี้ คำตอบจากแบบสอบถามจะถูกเก็บไว้เป็นความลับและใช้เฉพาะกรณีนี้เท่านั้น

การแปลความหมายระดับความจริง มี 5 ระดับ ดังนี้

- (1) “ไม่จริงเลย” หมายถึง ผู้ตอบแบบสอบถามไม่ปฏิบัติตามข้อความนั้น
- (2) “น้อย” หมายถึง ผู้ตอบแบบสอบถามปฏิบัติตามข้อความนั้นนานๆ ครั้ง
- (3) “ปานกลาง” หมายถึง ผู้ตอบแบบสอบถามปฏิบัติหรือไม่ปฏิบัติตามข้อความนั้นพอๆ กัน
- (4) “มาก” หมายถึง ผู้ตอบแบบสอบถามปฏิบัติตามข้อความนั้นเป็นส่วนใหญ่หรือบางครั้ง
- (5) “มากที่สุด” หมายถึง ผู้ตอบแบบสอบถามปฏิบัติตามข้อความนั้นเป็นประจำหรือเกือบทุกครั้ง

ส่วนที่ 1: ข้อมูลทั่วไปของผู้ตอบแบบสอบถาม

คำชี้แจง: โปรดกรอกข้อมูลที่ตรงกับตัวท่านลงในช่องว่าง

1. อายุ

2. อาชีพ

ส่วนที่ 2: อิทธิพลของสื่อโฆษณาทางโทรทัศน์ที่ผลต่อการตัดสินใจซื้อครีมลดเลือนริ้วรอย

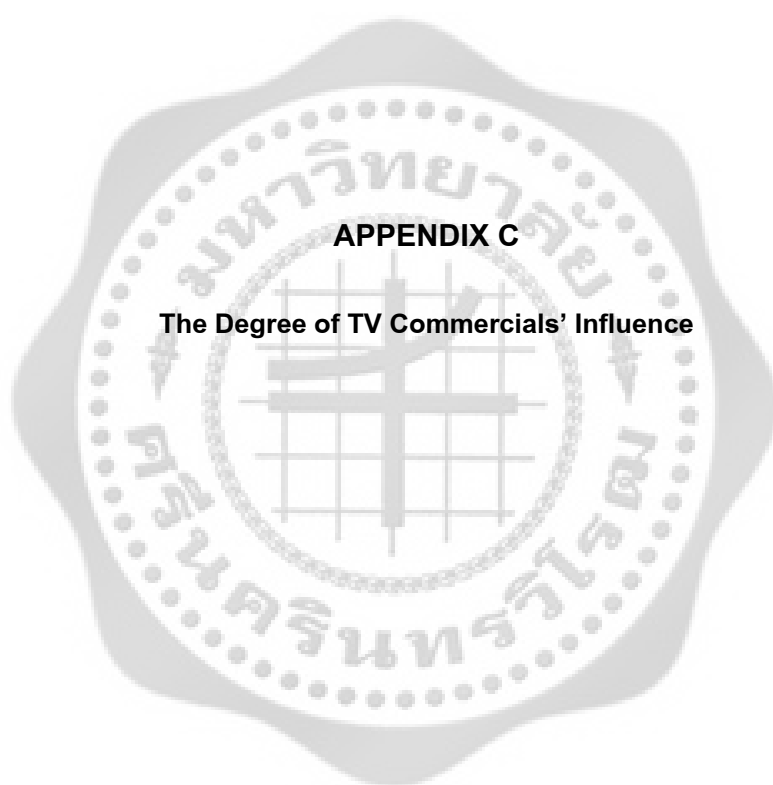
คำชี้แจง: โปรดทำเครื่องหมาย (✓) ตรงกับความคิดเห็นของท่าน

	ข้อความ	ระดับความจริง				
		ไม่จริงเลย	(1) น้อย	(2) ปานกลาง	(3) มาก	(4) มากที่สุด
1	โฆษณาทางโทรทัศน์ทำให้ฉันสามารถจดจำยี่ห้อของครีมลดเลือนริ้วรอยที่มีอยู่ในปัจจุบัน					
2	โฆษณาทางโทรทัศน์ทำให้ฉันทราบข้อมูลเกี่ยวกับผลิตภัณฑ์ครีมลดเลือนริ้วรอย					
3	ฉันรู้จักผลิตภัณฑ์ใหม่ ของครีมลดเลือนริ้วรอยจากโฆษณาทางโทรทัศน์					
4	โฆษณาครีมลดเลือนริ้วรอยทางโทรทัศน์สร้างความสนใจให้ฉันเสมอ					
5	โฆษณาครีมลดเลือนริ้วรอยทางโทรทัศน์กระตุ้นให้ฉันสนใจติดตามข่าวสารของผลิตภัณฑ์อยู่เสมอ					
6	ฉันไม่อาจจะสายตาจากสื่อโฆษณาครีมลดเลือนริ้วรอยทางโทรทัศน์ได้					
7	โฆษณาครีมลดเลือนริ้วรอยทางโทรทัศน์กระตุ้นให้ฉันอยากทดลองผลิตภัณฑ์					
8	หลังจากที่ได้เห็นโฆษณาครีมลดเลือนริ้วรอยทางโทรทัศน์ ฉันรู้สึกอยากซื้อผลิตภัณฑ์เหล่านั้นมาใช้					
9	โฆษณาครีมลดเลือนริ้วรอยทางโทรทัศน์ทำให้ฉันอยากซื้อผลิตภัณฑ์มาใช้					
10	ฉันตัดสินใจซื้อครีมลดเลือนริ้วรอยหลังจากที่ได้เห็นโฆษณาของผลิตภัณฑ์ทางโทรทัศน์					
11	หลังจากได้เห็นโฆษณาผลิตภัณฑ์ใหม่ๆ ของครีมลดเลือนริ้วรอยผ่านทางโทรทัศน์ ฉันมักจะทดลองสินค้าที่เคาน์เตอร์เครื่องสำอางก่อนตัดสินใจซื้อ					
12	ฉันซื้อครีมลดเลือนริ้วรอยมาใช้หลังจากที่ได้เห็นโฆษณาของผลิตภัณฑ์ทางโทรทัศน์					

ส่วนที่ 3: ปัจจัยและองค์ประกอบของสื่อโฆษณาทางโทรทัศน์ที่ผลต่อการตัดสินใจซื้อครีมลดเลือนริ้วรอย

คำชี้แจง: โปรดทำเครื่องหมาย (✓) ตรงกับความคิดเห็นของท่าน

	ข้อความ	ระดับความจริง				
		ไม่จริงเลย (1)	น้อย (2)	ปานกลาง (3)	มาก (4)	มากที่สุด (5)
1	ชื่อเสียงและยี่ห้อของครีมลดเลือนริ้วรอยที่พบเห็นในโฆษณาทางโทรทัศน์กระตุ้นให้ฉันเกิดความรู้สึกอยากซื้อผลิตภัณฑ์					
2	ฟรีเซนเตอร์ของโฆษณาครีมลดเลือนริ้วรอยทางโทรทัศน์สามารถดึงดูดความสนใจของฉัน					
3	ฉันตัดสินใจซื้อผลิตภัณฑ์ของครีมลดเลือนริ้วรอยเพราะข้อความในโฆษณาทางโทรทัศน์					
4	ฟรีเซนเตอร์มีอิทธิพลต่อฉันในการตัดสินใจซื้อผลิตภัณฑ์					
5	ฉันซื้อผลิตภัณฑ์ที่พบเห็นในโฆษณาครีมลดเลือนริ้วรอยทางโทรทัศน์ โดยพิจารณาจากชื่อเสียงของสินค้าและยี่ห้อ					
6	ข้อความในโฆษณาทางโทรทัศน์ของครีมลดเลือนริ้วรอยให้ข้อมูลที่ประโยชน์ต่อฉัน					
7	ยี่ห้อของครีมลดเลือนริ้วรอยที่พบเห็นในโฆษณาทางโทรทัศน์มีอิทธิพลในการตัดสินใจซื้อผลิตภัณฑ์ของฉัน					
8	ฉันซื้อผลิตภัณฑ์ที่พบเห็นในโฆษณาครีมลดเลือนริ้วรอยทางโทรทัศน์ เพราะต้องการแลดูอ่อนเยาว์เช่นเดียวกับฟรีเซนเตอร์					
9	ข้อความในโฆษณาทางโทรทัศน์กระตุ้นให้ฉันอยากทดลองใช้ผลิตภัณฑ์ของครีมลดเลือนริ้วรอย					

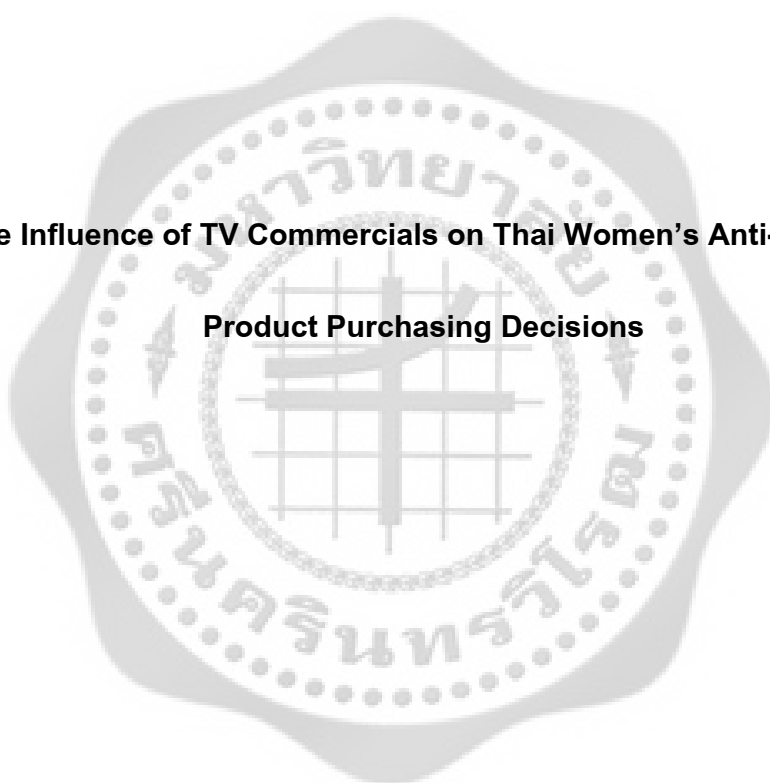


APPENDIX C

The Degree of TV Commercials' Influence

Part II: The Influence of TV Commercials on Thai Women's Anti- Ageing Cream

Product Purchasing Decisions



Influence of TV Commercials Based on AIDA Model	Degree of influence					$\bar{X}$	S.D.
	Not true at all	True to a minimal degree	True to a moderate degree	True to a high degree	Absolutely true		
1. TV commercials make me recognize the brand existence of anti-ageing cream products.	1 (1.2%)	8 (10.0%)	15 (18.8%)	42 (52.5%)	14 (17.5%)	3.75	0.91
2. TV commercials give me sufficient information on anti-ageing cream products.	3 (3.8%)	8 (10.0%)	24 (30.0%)	40 (50.0%)	5 (6.2%)	3.45	0.90
3. TV commercials introduce new anti-ageing cream products to me.		8 (10.0%)	18 (22.5%)	39 (48.8%)	15 (18.8%)	3.76	0.88
ATTENTION: High Degree						3.65	0.74
4. TV commercials for anti- aging cream products always attract my attention.	3 (3.8%)	12 (15.0%)	38 (47.5%)	20 (25.0%)	7 (8.8%)	3.20	0.93
5. TV commercials of anti- ageing cream arouse my interest to follow up on the advertised products.	6 (7.5%)	27 (33.8%)	29 (36.2%)	18 (22.5%)		2.74	0.90
6. I cannot take my eyes off the TV commercials for anti-aging cream products.	16 (20.0%)	28 (35.0%)	32 (40.0%)	4 (5.0%)		2.30	0.85
INTEREST: Moderate Degree						2.75	0.76

Influence of TV Commercials Based on AIDA Model	Degree of influence					$\bar{X}$	S.D.
	Not true at all	True to a minimal degree	True to a moderate degree	True to a high degree	Absolutely true		
7. TV commercials prompt me to try anti-ageing cream products.	4 (5.0%)	25 (31.2%)	30 (<u>37.5%</u>)	18 (22.5%)	3 (3.8%)	2.89	0.94
8. I want to buy anti-ageing cream products after seeing the TV commercials.	6 (7.5%)	22 (27.5%)	34 (<u>42.5%</u>)	15 (18.8%)	3 (3.8%)	2.84	0.95
9. TV commercials motivate me to buy anti- ageing cream products again.	10 (12.5%)	26 (32.5%)	35 (<u>43.8%</u>)	8 (10.0%)	1 (1.2%)	2.55	0.88
DESIRE: Moderate Degree						2.76	0.85
10. I buy anti-ageing cream products after watching TV commercials.	14 (17.5%)	24 (30.0%)	31 (<u>38.8%</u>)	9 (11.2%)	2 (2.5%)	2.51	0.99
11. After having seen TV commercials, I will test anti-ageing cream products at a cosmetic counter before deciding whether or not to buy them.	12 (15.0%)	25 (<u>31.2%</u>)	20 (25.0%)	23 (28.8%)		2.68	1.05
12. I purchase anti-ageing cream products again after seeing the same TV commercials.	13 (16.2%)	33 (<u>41.2%</u>)	24 (30.0%)	9 (11.2%)	1 (1.2%)	2.40	0.94
ACTION: Minimal Degree						2.53	0.79
The TV commercials' overall influence on consumers' anti-ageing cream product purchasing decision: Moderate Degree						2.92	0.63

**Part III: The Influence of the Three TV Commercials Elements on Thai Women's
Anti-Ageing Cream Product Purchasing Decisions**



TV Commercials' Elements	Degree of influence					$\bar{X}$	S.D.
	Not true at all	True to a minimal degree	True to a moderate degree	True to a high degree	Absolutely true		
1. The famous brand names prompt me to buy anti-ageing products.	3 (3.8%)	12 (15.0%)	21 (26.2%)	39 (48.8%)	5 (6.2%)	3.39	0.95
2. I buy anti-aging products in the TV commercials because of their famous brand names	1 (1.2%)	7 (8.8%)	22 (27.5%)	40 (50.0%)	10 (12.5%)	3.64	0.86
3. The brand names of anti-ageing cream products influence my purchasing decision	4 (5.0%)	13 (16.2%)	27 (33.8%)	30 (37.5%)	6 (7.5%)	3.26	0.99
PRODUCT BRAND: High Degree						3.43	0.82
4. The presenters of anti-ageing cream products in TV commercials attract my attention	5 (6.2%)	9 (11.2%)	40 (50.0%)	23 (28.8%)	3 (3.8%)	3.13	0.89
5. The presenters of anti-ageing cream products in TV commercials influence my purchasing decision.	10 (12.5%)	20 (25.0%)	30 (37.5%)	19 (23.8%)	1 (1.2%)	2.76	1.00
6. I buy anti-ageing cream products in the TV commercials because I want to look as young as the presenters.	12 (15.0%)	22 (27.5%)	31 (38.8%)	13 (16.2%)	2 (2.5%)	2.64	1.01
PRODUCT PRESENTER: Moderate Degree						2.84	0.81

TV Commercials' Elements	Degree of influence					$\bar{X}$	S.D.
	Not true at all	True to a minimal degree	True to a moderate degree	True to a high degree	Absolutely true		
7. I buy anti-ageing cream products because of persuasive messages in TV commercials.	6 (7.5%)	29 (36.2%)	30 (<u>37.5%</u>)	14 (17.5%)	1 (1.2%)	2.69	0.89
8. Anti-ageing cream products in TV commercials offer useful information to me.	2 (2.5%)	14 (17.5%)	39 (<u>48.8%</u>)	22 (27.5%)	3 (3.8%)	3.13	0.83
9. TV commercials persuasive messages prompt me to try anti-ageing products.	6 (7.5%)	24 (30.0%)	29 (<u>36.2%</u>)	18 (22.5%)	3 (3.8%)	2.85	0.98
PERSUASIVE MESSAGE: Moderate Degree						2.89	0.78
The TV commercial Elements' overall influence on consumers' anti-ageing cream product purchasing decision: Moderate Degree						3.05	0.67



APPENDIX D

Examples of TV Commercials on Anti-Ageing Cream Products

OLAY



L'OREAL



GARNIER



VITAE

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- 
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