

AN ANALYSIS OF THAI TEENAGERS' ATTITUDES TOWARD NONVERBAL
COMMUNICATION ASSOCIATED WITH SEX APPEAL IN TV COMMERCIALS

A MASTER'S PROJECT

BY

WANWISA NARUNAT

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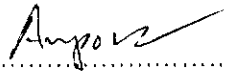
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Project Advisor



.....
(Mr. Leroy A. Quick)

Chair of Business English for International Communication Program

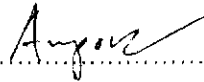


.....
(Assistant Professor Dr. Amporn Srisermbhok)

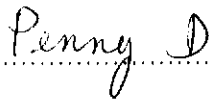
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..... Chair
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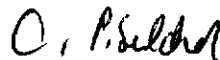


..... Committee
(Assistant Professor Dr. Amporn Srisermbhok)



..... Committee
(Assistant Professor Penny Diskaparakai)

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..... Dean of the Faculty of Humanities

(Assistant Professor Chaleosri Pibulchol)

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CHAPTER 1

INTRODUCTION

Background

There are great numbers of entrepreneurs in the world market. All of them compete with each other for market share. After they create products/services, they must introduce them to customers/clients in order to help them know and, eventually, buy their products/services. In this introduction process, the entrepreneurs can use two types of channels to communicate with customers/clients. First, personal channels of communication which are direct interpersonal (face-to-face) contacts with target individuals or groups. And second, nonpersonal channels of communication which are generally referred to as the mass media (mass communication), since the message, regarded as an advertisement, is sent to many individuals at one time. The two major types of nonpersonal channels of communication are print media (including newspapers, magazines, direct mail, and billboards), and broadcast media (including radio and television) (Belch & Belch. 1998: 142).

Customers/clients can see advertisements via various types of media. According to Hanna & Wozniak (2001: 91), "As much as 80 percent of what we receive from our environment is gained from vision." Most people think that television is the most powerful advertising medium for many reasons. For example, its combination of sight, sound, and motion can convey quality images instantly. It can activate imagination and interest in

ways no other medium can. Therefore, it is the best medium to use for new product introductions. In addition, using television as a medium, the entrepreneurs can reach millions of potential new customers/clients, all at the same time (Keding & Bivins. 1991: 66).

Advertisements on television or radio are known as commercials. TV commercials are aimed to attract attention, stimulate desire, create positive image, and guide potential buyers to a purchase intention. Further, advertising is used to create favorable attitudes toward new products/services or brands, reinforce existing favorable attitudes, and/or change negative attitudes. Mowen (1990: 269) states that, "In addition to developing attitudes toward an object, such as a brand, researchers have found that consumers form attitudes toward advertisements as well."

To gain customers/clients' attention, various methods and techniques are used, including the use of "sex appeal" (the use of male and female models as sexual objects to persuade consumers of the same sex or the opposite sex of the presenter's). Sex appeal is one form of "advertising appeal" (the approach used to attract the attention of viewers and/or to influence their feelings toward the product, service, or cause (Belch & Belch. 2001: 275).

According to Courtney and Whipple (Chalainanont. 2001: 3-4), the most popular method used in advertising to motivate and attract people's interest is "sex appeal". Sex appeal is involved in 1/3 of psychological media which motivates and persuades people to pay attention to advertisements. In addition, it can create a particular image of a product.

This notion may be based on Maslow's hierarchy of needs that postulates five basic levels of human needs. Sexual need is one of the physiological needs, the basic level of primary needs required to sustain life (Belch & Belch. 2001: 110-111).

Between 1990 and 2000, the number of US teenagers ages 12 to 19 soared to 32 million and increase of nearly 4.5 million (17 percent growth rate). With this large number of teenagers, who are waiting to learn to be adults or to act like adults, the behaviors and attitudes they exhibit now are important to marketers. Teenagers are a robust part of the economy. They have a significant income of their own to spend (MPA. 2004: Online). For example, the buying power of the teenage Korean market has significantly increased. According to Park (2002), in 2003, there were approximately 11.3 million (23.9% of total population) teens in Korea, with an estimated 10 billion dollars in buying power (The Sport Journal. 2006: Online). In addition, U.S. companies market to adolescents and children with an annual budget of over \$15 billion, or about two and a half times more than was spent in 1992. They now influence over \$600 billion worth of spending (Kersting. 2004: Online).

Statement of the Problem

According to Thai social norms, sex is a forbidden topic which should not be explicitly discussed in public. Thus, the presentation of TV commercials involving sex appeal is often communicated nonverbally (Knithichan. 2000: 1). According to Burgoon (1996), "Nonverbal communication can express what verbal communication cannot or

should not. There are many occasions when verbalizing our thoughts and feelings would be risky, rude, or inappropriate, so we use nonverbal channels instead." As a result, multiple forms of nonverbal communication associated with sex appeal are used in TV commercials; for instance, showing the human body with scanty coverings, showing particular parts of the body, actions or movements (touching, holding and kissing), and sexy eye expressions.

Thai people are gradually accepting western culture via media, namely, television, movies, magazines, music videos, and magazine advertisements. The cumulative impact of the media may make western culture one of the most influential forces in the adolescent community. Sex has become a more 'normal' topic in Thai culture.

As a result, this research paper focuses on the attitudes of Thai teenagers toward nonverbal communication.

Objectives of the Study

The objectives of the study are to know the attitudes of Thai teenagers toward nonverbal communication associated with the use of sex appeal in TV commercials and how the commercials affect the behaviors of Thai teenagers.

Research Questions

1. What are Thai teenagers' attitudes toward nonverbal communication associated with sex appeal in TV commercials?

2. What effects do TV commercials using a sex appeal strategy have on Thai teenagers?

Significance of the Study

The increased numbers of products cause entrepreneurs to compete with each other. To introduce their products/services and gain customers/clients' attention for their products/services, entrepreneurs use advertising. Television is regarded as the most powerful medium. There are various techniques and strategies used in advertising to motivate and persuade people to be interested in and eventually buy products/services, including the sex appeal strategy.

Audiences may have different attitudes toward TV commercials. Teenagers are one of the most powerful groups of buyers. Knowing the attitudes of teenagers toward commercials that use a sex appeal strategy, advertisers can produce/create appropriate commercials to attract consumer interests, create positive images, and guide purchasing intentions. Entrepreneurs can also learn that a sex appeal strategy may, or may not, be the appropriate strategy for their advertisers to use.

Scope of the Study

The study is divided into two parts. The first part is an analysis of the teenagers' attitudes toward the forms of nonverbal communication used in the five TV commercials,

including their attitudes toward each commercial. The second part is an exploration of the effect of those commercials on the respondents.

The materials used in this research paper were 5 TV commercials (BACARDI, CITRA, POND'S, SUNSILK, and VASELINE) that used sex appeal strategies. (See Appendix A.)

The 5 commercials were collected from channels 3 and 7 aired between 8.20 and 10.15 p.m., which were considered to be the most popular channels and viewing times by Thai teenagers. The final selection of the TV commercials was made based on the observation of forms of nonverbal communication used in each TV commercial; facial expression, eye communication, body movement, space communication, touch communication, physical appearance, and vocalic communication.

The population of this study included 56 Thai teenagers who were aged between 13 and 15.

Definition of Terms

The following definitions are provided for the terms used in this study.

Appeal: a method of motivating the receiver. An appeal leads the receiver to evaluate a message with a particular mindset (Blech & Blech. 2001: 275).

- Advertising appeal:** the approach used to attract the attention of viewers and/or to influence their feelings toward the product, service, or cause.
- Sex appeal:** the quality of being attractive in a sexual way. It is the use of male and female models as sexual objects to persuade consumers of the same sex as the presenter's or the opposite sex to the presenter's.
- Attitude:** a person's enduring, favorable or unfavorable, cognitive evaluations, emotional feelings, and active tendencies toward some object or idea. Generally, five groups of attitudes can be found in the market: enthusiastic, positive, indifferent, negative, and hostile (Tantayanubutr. 1998: 3).
- Early teenagers:** persons 13-15 years old.
- Late teenagers:** persons 16-19 years old.
- Nonverbal communication:** all parts of communication, except for actual words, which have a communicative function such as facial expression, eye communication, body movement, space communication, touch communication, physical appearance, and vocalic communication.

CHAPTER 2

LITERATURE REVIEW

This section consists of four major areas involved in the study of Thai teenagers' attitudes toward nonverbal communication associated with the use of sex appeal strategies on TV commercials which include (1) attitude, (2) advertising appeals, (3) hierarchy of needs, and (4) nonverbal communication. These areas are explained below.

Attitude

According to Assael (1995: 196) the definition of attitudes, formulated by Gordon Allport, is the learned predisposition to respond to an object or class of objects in a consistently favorable or unfavorable way.

To develop attitudes toward an object, such as a brand, researchers have found that consumers form attitudes toward advertisements as well (Mowen. 1990: 269). An attitude toward an ad is defined as a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular advertising exposure. Attitudes toward advertisements can result from a number of factors, including the content of an ad, the mood of the consumer, and the consumer's emotions elicited by the advertisement (Mowen. 1990: 269-270).

The researcher proceeded, as did L. Thurstone & E. Chave, in 1929 (Mankong, 1991: 22) when they stated, "We shall use opinions as the means for measuring attitudes."

In short, we can define attitude as the opinion of someone towards something which defines his/her predisposition in a favorable or unfavorable manner.

Advertising Appeals

According to Belch & Belch (2001: 275), "advertising appeal" refers to the approach used to attract the attention of viewers and/or to influence their feelings toward a product, service, or cause. It can also be viewed as "something that moves people, speaks to their wants or needs, and excites their interest." Advertising appeal is divided into two categories: informational/rational appeals and emotional appeals.

Informational/rational appeals

Informational/rational appeals tend to be informative, and advertisers using them generally attempt to convince consumers that their product or service has particular attributes or provides a specific benefit that satisfies their needs. Many rational motives can be used as the basis for advertising appeals, including comfort, convenience, economy, health, sensory benefits (touch, taste, and smell), dependability, durability, efficiency, efficacy, and performance. For example, the Quaker Oats company uses a

rational appeal in noting how fiber from oatmeal may help reduce the risk of heart disease (Belch & Belch. 2001: 275).

Emotional appeals

Emotional appeals relate to the customers' social and/or psychological needs for purchasing a product or service. Many of the consumers' motives for their purchase decisions are emotional, and their feelings about a brand can be more important than knowledge of its features or attributes. Ads using sex, humor, warmth, nostalgia, sentiment, and other appeals that are very entertaining, arousing, upbeat, and/or exciting can affect the emotions of consumers and put them in a favorable frame of mind (Belch & Belch. 2001: 276-277).

The term "sex appeal" can be defined subjectively which means it depends on individuals' points of view. Sex appeal can be presented in a multi-level fashion, ranging from the highly extreme level (nudity, body image) to the lower level like personality, physical appearance, smiling facial expressions, and messages that allure the viewers (Chalainanont. 2001: 28; citing Vittayakoonsakulchai. 1998).

According to Vittayakoonsakulchai (Chalainanont. 2001: 28; citing Vittayakoonsakulchai. 1998), Khun Manit Ruenglek, Creative Director of Chuo Senko (Thailand) states that as far as the ad focuses on the presenters more than the product features, that ad is adopting a sex appeal approach. For example, an ad of "Kool

cigarettes" uses attractive women dressed in provocative clothing and high heels next to the headline "Totally Kool."

Sex appeal, which is one kind of advertising appeal, is usually used in advertising. This approach is expected to attract the attention of viewers and influence their feelings toward a product.

Hierarchy of needs

According to Belch & Belch (1998: 106), Abraham Maslow, psychologist, introduced one of the most popular approaches to understanding consumers' motivations called the "hierarchy of needs".

His hierarchy of needs theory postulates five basic levels of human needs, arranged in a hierarchy based on their importance. First is physiological – the basic level of primary needs for things required to sustain life, such as food, shelter, clothing, and sex. Second is safety – the need for security and safety from physical harm. Third, is social/love and belonging – the desire to have satisfying relationships with others and feel a sense of love, affection, belonging, and acceptance. Fourth is esteem – the need to feel a sense of accomplishment and gain recognition, status, and respect from others. The last is self-actualization – the need for self-fulfillment and a desire to realize one's own potential. When lower level needs are satisfied, people seek the satisfaction of upper level needs. When lower level needs are not met, the motivation to satisfy the lower level needs remains.

Therefore, advertisers who study the hierarchy of needs will know which point should be used to arouse consumers' intentions. The arousal can be located in various levels.

Nonverbal Communication

According to Knapp & Hall (1992: 5), nonverbal communication refers to communication effected by means other than words (assuming words as the "verbal" element).

Nonverbal communication (facial expression, eye communication, body movements, space communication, touch communication, physical appearance, and vocalic communication) is behavior, other than words, used in a society with a shared coding system. This behavior is "typically sent with intent, typically interpreted as intentional, used with regularity among members of a speech community, and have consensually recognizable interpretations" (Knapp & Miller. 1994: 231).

Nonverbal communication plays an important role in interpersonal interaction. Therefore, in a great variety of situations, communicators can more easily achieve communicative purposes by improving the accuracy and efficiency of their nonverbal communication (Leathers. 1997: 2). As a result, this research paper is focused on analyzing nonverbal communication used in the TV commercials using a sex appeal strategy.

The forms of nonverbal communication defined in Knithichan's research (2000: 7) are outlined below.

Facial Expression

According to McCardle (1974:63), the human face can show a high degree of specialization for expressive behavior; it has been estimated that over 20,000 facial expressions are somatically possible.

Leathers (1997: 29) states, "The face is a primary source of information in interpersonal communication. The impressions a communicator makes are often strongly affected by the appearance of his/her face that defines a given facial expression."

Facial expressions can be divided into five communicative functions (Leathers, 1997: 30). First, the face communicates evaluative judgments through either pleasant or unpleasant expression functions. Second, the face communicates interest or lack of interest in other people or in the surrounding environment. Third, the face communicates the degree of involvement in a situation. Fourth, the face communicates the amount of control individuals have over their own expressions. Finally, the face communicates the degree of understanding or lack thereof.

Eye Communication

There are seven categories of eye behavior. First, "eye contact" refers to when two people are looking at each other but do not specify to what part of the body/face the eye contact is directed. Second, "face-gaze" refers to looking at another person's face. Third, "eye-gaze" refers to focusing directly upon the other person's eyes. Fourth, "gaze avoidance" refers to intentional avoidance of eye contact. Fifth, "gaze omission" refers to an unintentional failure to make eye contact with another person. Sixth, "gaze aversion" refers to the movement of the eyes away from the partner's eyes. Finally, "eye shift" refers to the movement of eyes from a position of eye contact to non-contact (Leathers. 1997: 53).

Body Movement

For dealing with movements of the body, or kinesics, Ekman and Frisen (Knithichan. 2000: 9) assert five categories of body cues.

First, "emblems" are nonverbal behaviors that translate words or phrases rather directly and are known by most members of a given culture. Emblems are use most frequently where speech communication is not possible because of noise or distance barriers. For example, waving to get someone's attention in a noisy place (Knithichan 2000: 9).

Second, "illustrators" are used to increase the clarity of verbal expressions. For example, in saying, "let's go" one may move both one's head and hands in an upward direction (Knithichan. 2000: 9).

Third, "affect displays" are used with less awareness and intention than either "emblems" or "illustrators" but convey emotional meanings. For example, one might try to look pleased when finding out that someone else has gotten a wanted promotion, but perhaps the face will give away one's true reaction of disappointment (Knithichan. 2000: 9).

Fourth, "regulators" are nonverbal behaviors that monitor or control the speech of another individual. They tell speakers what is expected or wanted of them as they are talking (Knithichan. 2000: 9). For example, when one nods one's head and makes paralinguistic sounds (the vocal, but nonverbal, dimension of speech that conveys information, especially about a speaker's attitude) like "mm-mm" to speakers. Speakers can interpret that to mean, "Keep going" (Seal. 1997: 142).

Finally, "adaptors" are the nonverbal movements made with the body. They convey an individual's attitude, anxiety level or self-confidence (Knithichan. 2000: 9). For example, people may bite their lips when anxious (Seal. 1997: 143).

Space Communication

Distance and territory, which are the two major elements of space communication, are examined below.

Distance

Edward T. Hall (Seal. 1997: 144; citing Edward. 1980) states that "intimate distance" ranges from actual touching to a distance of 6 to 18 inches (15 - 45 cm), for example, in lovemaking and wrestling, or whispering. Second, "personal distance" ranges from 1 to 4 feet (30 -120 cm), which allows people to remain protected and untouched by others, for example, crowded buses force people to stand at a close personal distance from total strangers. Third, "social distance" ranges from 4 to 12 feet (120 - 360 cm) and indicates that the further the distance, the more formal the tone of communicative interaction, for example, when doing business transactions. Finally, "public distance" ranges above 12 feet (360 cm), where individuals are able to take defensive action when threatened. For example, one might keep at least this distance from a drunkard so that, should anything happen, an easy get away can be made.

Territory

Territorial behavior is defined by attempts to mark the boundaries of territories that are "owned" by individuals or groups. Through the use of personalized markers, individuals strive either to regulate social interaction within territories perceived as theirs

or to prevent unauthorized people from entering or using the territory (Leathers. 1997: 96).

Lyman and Scott (Knithichan. 2000: 11; citing Lyman. 1996) observe that there are four kinds of territories. First, "public territory" is an area into which individuals may enter freely such as schools, hospitals and commercial enterprises. Second, "home territory" features freedom of interaction by individuals who claim such territory as reserved chairs and personalized drinking mugs. Third, "interactional territory" is the area where individuals congregate informally like at a party, a local pool hall or in informal meetings. Finally, "body territory" consists of space that is marked as reserved for use by individual bodies. For example, the space used for swinging arms when walking.

Touch Communication

John and Yarbroug (Knithichan. 2000: 11; citing John. 1985) classify four major types of communicatively significant touches. First, "positive-affect touches" refer to touches that communicate the meanings of support, appreciation, inclusion, sexual interest or attraction and affection, for example, the touches between intimates or others who have a relatively close relationship. Second, "playful touches" refer to touches that communicate the meanings of playful affection and playful aggression, for example, an older brother pokes a younger sister. Third, "control touches" refer to touches that seek compliance, gain attention or announce a response, for example, when touching

another person to communicate, "move over", "hurry" or "stay here". Finally, "ritualistic touches" refer to touches that communicate the meanings associated with greeting and departure, for example, shaking hands to say "hello" or "goodbye".

Physical Appearance

Leathers (1997: 130) states that physical appearance strongly affects personality traits and personal qualities that are attributed to each individual. As a result, physical appearance is an influential determinant not only of the first impressions we make on others, but also of the more enduring impressions as well.

"Artifact" is one of the major factors in accordance with physical attractiveness. Leathers (Knithichan. 2000: 14; citing Leathers. 1997) defines artifacts as "those things that humans can wear on their body (clothing and jewelry), do to their bodies (cosmetics and hairstyles), or use as extensions of their bodies for purposes of exercising conscious control over their personal appearance (cars and furniture)". Those things are among the artifactual means that can be used to exercise control over one's physical appearance. For example, clothing is a major determinant of not only how competent individuals are judged to be, but also how likable they are in the eyes of those with whom they interact.

Cosmetics including makeup, skin creams, and perfume are kinds of nonverbal communication. More obviously, smell communication is another important factor in a

wide variety of situations such as going on a date, cooking, and wearing perfume (Knithichan, 2000: 14).

Vocalic Communication

Vocal cues (the vocal, but nonverbal, dimension of speech that can convey information, especially about a speaker's attitude) are important media for emotional communication (Seal, 1997: 137).

According to Leathers (1997: 159), a variety of research suggests that the attributes that give vocal cues their unique characteristics are the following: 1. "loudness" – the power of the human voice, 2. "pitch" - the highness or lowness of the voice tone, 3. "rate" - the number of words spoken during a given unit of time, 4. "duration" - the length of time taken to emit a given sound, 5. "quality" - the vocal characteristics that allow people to differentiate one person's voice from another, and 6. "pronunciation" - specific vowel or consonant sounds in a word that are emphasized.

All major areas described above are applied in this research. Sex appeal can be carried through nonverbal communication in various ways. Therefore, forms of nonverbal communication were used as the criteria for selecting the TV commercials associated with sex appeal used in this study. Sex appeal strategies are used in TV commercials to motivate consumers to purchase goods or services. The approach to understanding consumer motivations is based on the hierarchy of needs theory. Finally,

teenagers' attitudes toward nonverbal communication associated with sex appeal strategies used in TV commercials and the effect of these commercials on them is the focus of this research. The method for conducting this research is details in the following chapter.

CHAPTER 3

METHODOLOGY

This research paper aims to examine the attitudes of Thai teenagers toward the forms of nonverbal communication associated with sex appeal strategies used in TV commercials. BACARDI, CITRA, POND'S, SUNSILK, and VASELINE commercials were the example TV commercials employed in this study. Further, this study aims to explore the effects of these commercials on Thai teenagers.

Subjects

The target population of this research included 56 Thai teenagers. They were divided into two groups: 28 early teenagers (13-15 years of age) and 28 late teenagers (16-19 years of age). The two groups were further divided as follows:

1. 2 subgroups of 7 early male teenagers
2. 2 subgroups of 7 early female teenagers
3. 2 subgroups of 7 late male teenagers
4. 2 subgroups of 7 late female teenagers

The participants were chosen from friends, relatives and acquaintances of the researcher. Not more than 2 persons in each subgroup came from the same school in order to avoid peer pressure. According to Sittitrai (Mankong, 1991: 43; citing Sittitrai.

1998.), a group that consists of 7-8 persons has the highest level of responding and arguing.

Materials

Five TV commercials (BACARDI, CITRA, POND'S, SUNSILK, and VASELINE) were selected for use in this study because each employed a clear sex appeal strategy. (See Appendix A.) Any product using a sex appeal strategy could have been chosen for this study. These commercials were collected from channels 3 and 7 from 8.20 to 10.15 p.m., between the 1st and the 31st of August 2004. As a preliminary step, the researcher questioned 50 randomly selected Thai teenagers who watched television regularly at the above stated hours to determine the TV viewing habits of Thai teenagers. This data collection was conducted at The Mall Bangkapi, Center Point, and Central Ladprow between the 1st and the 31st of July 2004. The researcher found that 66% of the Thai teenagers watched channels 3 and 7 rather than other channels during the evening hours.

Below, Table 1 presents the number of teenagers who indicated which TV channels they watched between 8.20 and 10.15 p.m.

TABLE 1 THE FREQUENCY OF TEENAGERS WATCHING TV ON EACH CHANNEL

Channel	3	5	7	9	11	iTV
Teenager respondents	15	4	18	4	2	7

TV advertising costs are also an indicator of audience size: the larger audience, the higher the advertising costs. Advertising costs for channels 3 and 7 (as of August 2004) were more expensive than other Thai channels, especially during the "soap opera" period (8.20 – 10.15 p.m.). This was the highest advertising cost period because people watched TV most at this time. As a result, entrepreneurs were willing to spend more money to advertise their products/services during this period of time, mostly on channels 3 and 7. (See Appendix B.) The cost for one minute of advertising was 420,000 baht on channel 3, and 450,000 baht on channel 7. Therefore, the time between 8.20 and 10.15 p.m. was considered the prime period for teenagers to watch TV. The five TV commercials employed in this study were selected from channels 3 and 7 during this prime time.

Questionnaire

A questionnaire was prepared to collect the opinions, reflecting the attitudes, of the 56 Thai teenage respondents toward the use of nonverbal communication associated with a sex appeal strategy in the selected TV commercials. (See Appendix C.) The questionnaire was divided into 2 parts:

Part I: Attitudes toward the commercials and the nonverbal communication used.

Part II: Attitudes toward nonverbal communication associated with the sex appeal strategies used in the commercials.

Finally, one interview question asked the teenage respondents, "What is the most important way that commercials with a sex appeal strategy affects you?" This question elicited the answer for research question number 2.

Data Collection

The process of data collection from each of the 8 subgroups proceeded as follows. First, the researcher presented a video recording of the BACARDI commercial to each subgroup. Then, the researcher let each subgroup complete parts 1 and 2 of the questionnaire on the BACARDI commercial. Next, the CITRA, POND'S, SUNSILK, and VASELINE commercials were presented respectively and each subgroup was asked to follow the same procedure as for the BACARDI commercial. Next, the interview question on the effects of the 5 commercials which used sex appeal strategies, was asked. The interview question was asked only once for the teenagers' reactions to all 5 commercials. The researcher let each subgroup discuss their reactions/feelings and asked one subgroup member to write a summary of what the subgroup believed about the 5 commercials. Finally, each subgroup was asked to discuss its summary and confirm the groups' consensus about the effects of the commercials with sex appeal strategies on them. This part of the data collection procedure was conducted in Thai.

Following this procedure, the researcher collected the 40 sets of questionnaires (questionnaires on 5 commercials from 8 subgroups) and 8 interview question

summaries (one summary from each of the 8 subgroups). The researcher summarized all data from the questionnaires of the 2 subgroups of early male teenagers and consolidated the data into one base for the group of early male teenagers. The same was done for early female teenagers, late male teenagers, and late female teenagers. The data were thereby compiled into 20 sets of questionnaires (on 5 commercials from 4 groups). The 8 interview question summaries remained uncompiled.

Finally, the researcher translated all data from Thai into English. The questions, interview question, discussion and written summaries were all completed in Thai to insure understanding and free/open comments from the respondents.

The data were collected at the Jindabumrung School in September 2004.

Data Analysis

The compiled data were analyzed to compare the frequency of the responses of the 4 groups of participants in the study: early male teenagers, early female teenagers, late male teenagers, and late female teenagers. One table compares the responses of each group of respondents with regard to each of the questions in parts 1 and 2 of the questionnaire. The findings are presented in tables 2 to 21 in Chapter 4. The summaries of the interview question for each of the 8 subgroups are also presented and discussed in Chapter 4.

CHAPTER 4

FINDINGS

In this chapter, the data obtained from the questionnaires and the group interview question summaries of the 56 Thai teenager respondents are presented and interpreted. The findings are divided into two sections.

In the first section, the findings from the questionnaire are presented. Part 1 of the questionnaire was composed of 15 questions and part 2 of the questionnaire was composed of 5 questions for a total of 20 questions. Each respondent in each group filled in a questionnaire for each of the 5 TV commercials presented (BACARDI, CITRA, POND'S, SUNSILK, and VASELINE). Consequently, the 2 subgroups of 7 early male teenagers completed 1 questionnaire each for each of the 5 commercials, so 14 early male teenagers times 5 questionnaires each equals 70 questionnaires for the group of early male teenagers. The same was true for the early female teenager, late male teenager and late female teenager groups. The 4 groups of 70 questionnaires equal a total of 280 questionnaires. The findings from the questionnaires are presented in Tables 2 – 21 and explained below.

In the second section, the group summaries of the interview question are presented.

Conclusions and discussion of the findings are presented in Chapter 5.

Section 1: Findings from the questionnaire

Part 1 of the questionnaire made 15 statements and asked the respondents if they greatly agreed, agreed, were indifferent, disagreed or greatly disagreed. The findings are presented in tables 2 to 16 and described below.

TABLE 2 USE OF A SEX APPEAL STRATEGY

Thai teenagers' attitudes toward the statement, "I think this commercial uses a sex appeal strategy."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	16 23%	27 39%	18 26%	9 13%	0 0%	70 100%
2	Early female teenagers	12 17%	38 54%	8 11%	12 17%	0 0%	70 100%
3	Late male teenagers	12 17%	28 40%	23 33%	4 6%	3 4%	70 100%
4	Late female teenagers	21 30%	28 40%	14 20%	5 7%	2 3%	70 100%

Table 2 shows that 43 (62%) of the early male teenager responses greatly agreed or agreed that the 5 commercials seen used sex appeal strategies, 23% and 39% respectively; 18 (26%) were indifferent. Of the early female teenager group, 50 (71%) responses greatly agreed or agreed, 17% and 54% respectively. Forty (57%) of the late male teenager responses greatly agreed or agreed, 17% and 40% respectively; but 23 (33%) were indifferent. Forty nine of the late female teenager group responses greatly agreed or agreed, 21 (30%) and 28 (40%) respectively; and 14 (20%) were indifferent.

TABLE 3 APPROPRIATENESS OF A SEX APPEAL STRATEGY

Thai teenagers' attitudes toward the statement, "I think a sex appeal strategy is appropriate for this commercial."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	6 9%	35 50%	10 14%	16 23%	3 4%	70 100%
2	Early female teenagers	9 13%	29 41%	14 20%	16 23%	2 3%	70 100%
3	Late male teenagers	9 13%	24 34%	19 27%	15 21%	3 4%	70 100%
4	Late female teenagers	15 21%	20 29%	22 31%	12 17%	1 1%	70 100%

Table 3 illustrates the responses of participants with regard to the appropriateness of using sex appeal strategies in the 5 TV commercials. A majority of the early male teenager responses greatly agreed or agreed to the appropriateness of the strategy, 6 (9%) and 35 (50%) respectively; but 16 (23%) disagreed. A majority of the early female teenager responses also greatly agreed or agreed, 9 (13%) and 24 (41%) respectively; but 14 (26%) were indifferent and 16 (23%) disagreed. A large minority, 33 (47%) of the late male teenager responses greatly agreed or agreed to the appropriateness of the strategy; but 19 (27%) were indifferent and 15 (21%) disagreed. Thirty five (50%) of the late female teenager responses greatly agreed or agreed, 15 (21%) and 20 (29%) respectively; but 22 (31%) were indifferent and 12 (17%) disagreed.

TABLE 4 APPRECIATION OF COMMERCIAL

Thai teenagers' attitudes toward the statement, "I like this commercial."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	10 14%	19 27%	30 43%	9 13%	2 3%	70 100%
2	Early female teenagers	19 27%	16 23%	31 44%	3 4%	1 1%	70 100%
3	Late male teenagers	11 16%	18 26%	29 41%	10 14%	2 3%	70 100%
4	Late female teenagers	7 10%	27 39%	31 44%	5 7%	0 0%	70 100%

Table 4 demonstrates that 29 (41%) of the early male teenager responses greatly agreed or agreed that they liked the 5 TV commercials, 14% and 27% respectively; 30 (43%) were indifferent. Thirty five (50%) of the early female teenager responses greatly agreed or agreed, 19 (27%) and 16 (23%) respectively; 31 (44%) felt indifferent. Of the late male teenager group, 29 (42%) responses greatly agreed or agreed, 11 (16%) and 18 (26%) respectively; 29 (41%) were indifferent. The responses of the late female teenagers on this matter were that 34 (49%) greatly agreed or agreed, 7 (10%) and 27 (39%) respectively; 31 (44%) responses were indifferent.

TABLE 5 APPROPRIATE USE OF FACIAL EXPRESSIONS

Thai teenagers' attitudes toward the statement, "I think the use of facial expressions in this commercial is appropriate."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	12 17%	32 46%	12 17%	10 14%	4 6%	70 100%
2	Early female teenagers	26 37%	32 46%	6 9%	6 9%	0 0%	70 100%
3	Late male teenagers	14 20%	26 37%	20 29%	8 11%	2 3%	70 100%
4	Late female teenagers	8 11%	39 56%	16 23%	7 10%	0 0%	70 100%

Table 5 presents the responses of participants towards the appropriateness of using facial expressions in the 5 commercials. Forty four (65%) of the early male teenager responses greatly agreed or agreed, 12 (17%) and 32 (46%) respectively. A majority of the early female teenager group greatly agreed or agreed, 26 (37%) and 32 (46%) respectively. Of the late male teenagers group, 40 (57%) responses greatly agreed or agreed, 14 (20%) and 26 (37%) respectively; 20 (29%) were indifferent. The responses of the late female teenagers group were 47 (67%) greatly agreed or agreed, 8 (11%) and 39 (56%) respectively; 16 (23%) felt indifferent.

TABLE 6 APPROPRIATE USE OF EYE COMMUNICATION

Thai teenagers' attitudes toward the statement, "I think the use of eye communication in this commercial is appropriate."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	10 14%	31 44%	18 26%	9 13%	2 3%	70 100%
2	Early female teenagers	13 19%	45 64%	6 9%	4 6%	2 3%	70 100%
3	Late male teenagers	12 17%	28 40%	21 30%	5 7%	4 6%	70 100%
4	Late female teenagers	11 16%	28 40%	19 27%	12 17%	0 0%	70 100%

Table 6 indicates that of the early male teenagers, 41 (58%) responses greatly agreed or agreed that the 5 commercials used eye communication appropriately, 10 (14%) and 31 (44%) respectively; 18 (26%) felt indifferent. A majority (83%) of the early female teenager responses greatly agreed or agreed. Forty (57%) of the late male teenager responses greatly agreed or agreed, 12 (17%) and 28 (40%) respectively; 21 (30%) responses were indifferent. Of the late female teenager group, 30 (56%) responses greatly agreed or agreed, 11 (16%) and 28 (40%) respectively; 19 (27%) were indifferent.

TABLE 7 APPROPRIATE USE OF BODY MOVEMENT

Thai teenagers' attitudes toward the statement, "I think the use of body movement in this commercial is appropriate."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	15 21%	27 39%	18 26%	7 10%	3 4%	70 100%
2	Early female teenagers	22 31%	29 41%	13 19%	5 7%	1 1%	70 100%
3	Late male teenagers	15 21%	31 44%	13 19%	9 13%	2 3%	70 100%
4	Late female teenagers	16 23%	33 47%	11 16%	10 14%	0 0%	70 100%

Table 7 demonstrates that 42 (60%) of the early male teenagers responses greatly agreed or agreed that body movement used in the 5 commercials was appropriate, 15 (21%) and 27 (39%) respectively; 18 (26%) were indifferent. Fifty one (72%) of the early female teenager responses greatly agreed or agreed, 22 (31%) and 29 (41%) respectively; and 13 (19%) were indifferent. Of the late male teenager group, 46 (65%) responses greatly agreed or agreed; 15 (21%) and 31 (44%) respectively; 14 (19%) were indifferent. A majority of the late female teenager responses greatly agreed or agreed, 16 (23%) and 33 (47%) respectively.

TABLE 8 APPROPRIATE USE OF SPACE COMMUNICATION

Thai teenagers' attitudes toward the statement, "I think the use of space communication in this commercial is appropriate."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	9 13%	28 40%	16 23%	13 19%	4 6%	70 100%
2	Early female teenagers	10 14%	41 59%	13 19%	4 6%	2 3%	70 100%
3	Late male teenagers	9 13%	19 27%	29 41%	8 11%	5 7%	70 100%
4	Late female teenagers	10 14%	32 46%	17 24%	10 14%	1 1%	70 100%

Table 8 exhibits that 37 (53%) of the early male teenager responses greatly agreed or agreed to the appropriateness of using space communication in the 5 commercials, 9 (13%) and 28 (40%) respectively; 16 (23%) were indifferent; and 17 (25%) disagreed and greatly disagree, 13 (19%) and 4 (6%) respectively. A majority (73%) of the early female teenager responses greatly agreed or agreed, 10 (14%) and 41 (59%) respectively; and 13 (19%) were indifferent. Twenty eight (40%) of late male teenager responses greatly agreed or agreed, 9 (13%) and 19 (27%) respectively; 29 (41%) were indifferent; and 13 (18%) disagreed or greatly disagreed. Of the late female teenager responses, 42 (60%) greatly agreed or agreed, 10 (14%) and 32 (46%) respectively; and 17 (24%) were indifferent.

TABLE 9 APPROPRIATE USE OF TOUCH COMMUNICATION

Thai teenagers' attitudes toward the statement, "I think the use of touch communication in this commercial is appropriate."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	12 17%	19 27%	22 31%	17 24%	0 0%	70 100%
2	Early female teenagers	11 16%	36 51%	16 23%	6 9%	1 1%	70 100%
3	Late male teenagers	7 10%	25 36%	27 39%	7 10%	4 6%	70 100%
4	Late female teenagers	3 4%	29 41%	29 41%	9 13%	0 0%	70 100%

Table 9 expresses that 31 (44%) of the early male teenager responses greatly agreed or agreed that the 5 commercials seen used touch communication appropriately, 12 (17%) and 19 (27%) respectively; 22 (31%) were indifferent; and 17 (24%) disagreed. A majority (67%) of the early female teenager responses greatly agreed or agreed, 11 (16%) and 36 (51%) respectively, 16 (23%) were indifferent. Thirty two (46%) of the late male teenager responses greatly agreed or agreed, 7 (10%) and 25 (36%) respectively; 27 (39%) were indifferent. Of late female teenager responses, 32 (45%) responses greatly agreed or agreed, 3 (4%) and 29 (41%) respectively; 29 (41%) were indifferent.

TABLE 10 APPROPRIATE USE OF PHYSICAL APPEARANCE

Thai teenagers' attitudes toward the statement, "I think the use of physical appearance in this commercial is appropriate."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	9 13%	25 36%	15 21%	12 17%	9 13%	70 100%
2	Early female teenagers	17 24%	35 50%	13 19%	4 6%	1 1%	70 100%
3	Late male teenagers	13 19%	25 36%	23 33%	7 10%	2 3%	70 100%
4	Late female teenagers	8 11%	30 43%	22 31%	8 11%	2 3%	70 100%

Table 10 points out that of the early male teenager responses, 34 (49%) greatly agreed or agreed with the appropriateness of using physical appearance in the 5 commercials; whereas 21 (30%) disagreed or greatly disagreed; and 15 (21%) were indifferent. A majority (74%) of the early female teenager responses greatly agreed or agreed, 17 (24%) and 35 (50%) respectively; 13 (19%) were indifferent. Of the late male teenagers responses, 38 (55%) greatly agreed or agreed, 13 (19%) and 25 (36%) respectively; 23 (33%) were indifferent. Thirty eight (54%) of the late female teenager response greatly agreed or agreed, 8 (11%) and 30 (43%) respectively; 22 (31%) were indifferent.

TABLE 11 APPROPRIATE USE OF VOCALIC COMMUNICATION

Thai teenagers' attitudes toward the statement, "I think the use of vocalic communication in this commercial is appropriate."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	5 7%	19 27%	30 43%	13 19%	3 4%	70 100%
2	Early female teenagers	11 16%	32 46%	19 27%	8 11%	0 0%	70 100%
3	Late male teenagers	3 4%	21 30%	31 44%	8 11%	7 10%	70 100%
4	Late female teenagers	5 7%	18 26%	34 49%	13 19%	0 0%	70 100%

Table 11 demonstrates the responses of the participants with regard to the appropriateness of the use of vocalic communication in the 5 commercials. Of the early male teenager group, 24 (34%) responses greatly agreed or agreed; while 16 (23%) disagreed or greatly disagreed; and 30 (43%) were indifferent. Forty three (62%) of early female teenagers responses greatly agreed or agreed, 11 (15%) and 32 (46%) respectively; and 19 (27%) were indifferent. Of the late male teenager group, 24 (34%) responses greatly agreed or agreed; 15 (21%) disagreed or greatly disagreed; and a majority (44%) of them were indifferent. Twenty three (33%) of late female teenager responses greatly agreed or agreed; 13 (19%) disagree or greatly disagreed; and 34 (49%) were indifferent.

TABLE 12 INAPPROPRIATE USE OF A SEX APPEAL STRATEGY

Thai teenagers' attitudes toward the statement, "I think this commercial should not use a sex appeal strategy."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	12 17%	24 34%	14 20%	14 20%	6 9%	70 100%
2	Early female teenagers	12 17%	15 21%	29 41%	12 17%	2 3%	70 100%
3	Late male teenagers	6 9%	24 34%	23 33%	13 19%	4 6%	70 100%
4	Late female teenagers	3 4%	21 30%	33 47%	12 17%	1 1%	70 100%

Table 12 shows that 36 (51%) of the early male teenager responses greatly agreed or agreed that the 5 commercials should not use a sex appeal strategy, 12 (17%) and 24 (34%) respectively; 20 (29%) disagree or greatly disagreed, 14 (20%) and 6 (9%) respectively; and 14 (20%) were indifferent. Of the early female teenager group, 27 (38%) responses greatly agreed or agreed; 14 (20%) disagreed or greatly disagreed; and 29 (41%) were indifferent. Thirty (43%) of the late male teenagers greatly agreed or agreed; 17 (25%) disagreed or greatly disagreed; and 23 (33%) were indifferent. Of the late female teenager group, 24 (32%) responses greatly agreed or agreed; 33 (47%) were indifferent and 13 (18%) disagreed or greatly disagreed.

TABLE 13 SEX APPEAL STRATEGY GENERATES INTEREST

Thai teenagers' attitudes toward the statement, "The use of a sex appeal strategy makes me interested in this commercial."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	8 11%	15 21%	24 34%	18 26%	5 7%	70 100%
2	Early female teenagers	6 9%	21 30%	21 30%	17 24%	5 7%	70 100%
3	Late male teenagers	11 16%	17 24%	31 44%	10 14%	1 1%	70 100%
4	Late female teenagers	6 9%	17 24%	35 50%	12 17%	0 0%	70 100%

Table 13 shows that 23 (32%) of the early male teenager responses greatly agreed or agreed that the use of a sex appeal strategy makes them interested in the 5 commercials, 11% and 21% respectively; 24 (34%) were indifferent to the statement; 23 (33%) disagreed or greatly disagreed. Of the early female teenager group, 27 (39%) responses greatly agreed or agreed, 9% and 30% respectively; 21 (30%) were indifferent; 22 (31%) disagreed or greatly disagreed. Twenty eight (40%) of the late male teenager responses greatly agreed or agreed, 17% and 40% respectively; but 31 (44%) were indifferent. Twenty three of the late female teenager group responses greatly agreed or agreed, 6 (9%) and 17 (24%) respectively; and 35 (50%) were indifferent.

TABLE 14 SEX APPEAL STRATEGY NOT RELATED TO PRODUCT PURCHASE

Thai teenagers' attitudes toward the statement, "If this commercial did not use a sex appeal strategy, I would still buy the product."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	12 17%	12 17%	31 44%	12 17%	3 4%	70 100%
2	Early female teenagers	8 11%	15 21%	23 33%	19 27%	5 7%	70 100%
3	Late male teenagers	3 4%	10 14%	49 70%	7 10%	1 1%	70 100%
4	Late female teenagers	4 6%	7 10%	48 69%	7 10%	4 6%	70 100%

Table 14 presents the responses of participants with regard to the notion that if the 5 commercials did not use a sex appeal strategy, they would still buy the products. Of the early male teenager group, 24 (34%) greatly agreed or agreed, 12 (17%) and 12 (17%) respectively; 31 (44%) were indifferent; 15 (21%) disagreed or greatly disagreed. Twenty three (32%) of the early female teenager responses greatly agreed or agreed, 8 (11%) and 15 (21%) respectively; but 23 (33%) were indifferent and 24 (34%) disagreed or greatly disagreed. A large majority, 49 (70%) of the late male teenager responses were indifferent to the statement; 13 (18%) greatly agreed or agreed. Eleven (16%) of the late female teenager responses greatly agreed or agreed; but 48 (68%) were indifferent and 11 (16%) disagreed or greatly disagreed.

TABLE 15 SEX APPEAL STRATEGY RELATED TO PRODUCT PURCHASE

Thai teenagers' attitudes toward the statement, "If this commercial did not use a sex appeal strategy, I would not buy the product."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	4 6%	13 19%	39 56%	9 13%	5 7%	70 100%
2	Early female teenagers	3 4%	17 24%	22 31%	16 23%	12 17%	70 100%
3	Late male teenagers	1 1%	10 14%	45 64%	13 19%	1 1%	70 100%
4	Late female teenagers	3 4%	9 13%	50 71%	8 11%	0 0%	70 100%

Table 15 points out that of the early male teenager responses, 17 (25%) greatly agreed or agreed with the notion that if the 5 commercials did not use a sex appeal strategy, they would not buy the products; whereas 14 (20%) disagreed or greatly disagreed; and 39 (56%) were indifferent. A majority (40%) of the early female teenager responses disagreed or greatly disagreed, 16 (23%) and 12 (17%) respectively; 22 (31%) were indifferent; and 20 (28%) agreed or greatly agreed. Of the late male teenager group, 14 (20%) responses disagreed or greatly disagreed, 13 (19%) and 1 (1%) respectively; a majority (64%) were indifferent; and 11 (15%) agreed or greatly agreed. Twelve (17%) of the late female teenager response greatly agreed or agreed, 3 (17%) and 9 (13%) respectively; 50 (71%) were indifferent.

TABLE 16 SEX APPEAL STRATEGY & MEMORY ENHANCEMENT

Thai teenagers' attitudes toward the statement, "The use of a sex appeal strategy helps me remember this commercial well."

No.	Sex	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree	Total
1	Early male teenagers	6 9%	20 29%	30 43%	10 14%	4 6%	70 100%
2	Early female teenagers	8 11%	23 33%	22 31%	15 21%	2 3%	70 100%
3	Late male teenagers	8 11%	21 30%	31 44%	9 13%	1 1%	70 100%
4	Late female teenagers	7 10%	25 36%	26 37%	12 17%	0 0%	70 100%

Table 16 exhibits that 26 (38%) of the early male teenager responses greatly agreed or agreed that the use of a sex appeal strategy helped them remember the 5 commercials well, 6 (9%) and 20 (29%) respectively; 30 (43%) were indifferent; and 14 (20%) disagreed or greatly disagree, 10 (14%) and 4 (6%) respectively. Thirty one (44%) of the early female teenager responses greatly agreed or agreed, 8 (11%) and 23 (33%) respectively; 17 (24%) disagreed or greatly disagree; and 22 (31%) were indifferent. Twenty nine (41%) of late male teenager responses greatly agreed or agreed, 8 (11%) and 21 (30%) respectively; 31 (44%) were indifferent. Of the late female teenager responses, 32 (46%) greatly agreed or agreed, 7 (10%) and 25 (36%) respectively; 26 (37%) were indifferent; and 12 (17%) disagreed with the statement.

Part 2 of the questionnaire asked 5 questions about the respondents' attitudes toward the use of nonverbal communication associated with sex appeal strategies used in the 5 TV commercials. The findings are presented in tables 17 to 21 and discussed below.

TABLE 17 NONVERBAL COMMUNICATION MOST ASSOCIATED WITH SEX APPEAL STRATEGIES

Thai teenagers' attitudes toward the question, "Which type of nonverbal communication is the most associated with the sex appeal strategies in this commercial?"

No.	Sex	Facial Expression	Eye Communication	Body Movement	Space Communication	Touch Communication	Physical Appearance	Vocalic Communication	Total
1	Early male teenagers	11 16%	15 21%	33 47%	0 0%	10 14%	1 1%	0 0%	70 100%
2	Early female teenagers	20 29%	18 26%	19 27%	0 0%	9 13%	4 6%	0 0%	70 100%
3	Late male teenagers	12 17%	9 13%	30 43%	1 1%	3 4%	14 20%	1 1%	70 100%
4	Late female teenagers	15 21%	11 16%	30 43%	0 0%	6 9%	8 11%	0 0%	70 100%

Table 17 presents the responses of the participants with regard to the type of nonverbal communication which was the most associated with the sex appeal strategies in the 5 commercials. Of the early male teenager group, the responses were body movement, eye communication, and facial expression; 33 (47%), 15 (21%), and 11(16%) respectively. The responses of the early female teenager group were facial expression, body movement, and eye communication; 20 (29%), 19 (27%), and 18 (26%)

respectively. The late male teenagers responded body movement, physical appearance, and facial expression; 30 (43%), 14 (20%), and 12 (17%) respectively. The late female teenagers responded body movement, facial expression, and eye communication; 30 (43%), 15 (21%), and 11 (16%) respectively.

TABLE 18 NONVERBAL COMMUNICATION MOST ASSOCIATED WITH SEX APPEAL STRATEGIES

Thai teenagers' attitudes toward the question, "Which type of nonverbal communication is the least associated commercial?"

No.	Sex	Facial Expression	Eye Communication	Body Movement	Space Communication	Touch Communication	Physical Appearance	Vocalic Communication	Total
1	Early male teenagers	8 11%	9 13%	6 9%	12 17%	9 13%	8 11%	18 26%	70 100%
2	Early female teenagers	3 4%	22 31%	8 11%	9 13%	2 3%	7 10%	19 27%	70 100%
3	Late male teenagers	10 14%	15 21%	5 7%	16 23%	2 3%	7 10%	15 21%	70 100%
4	Late female teenagers	5 7%	10 14%	8 11%	12 17%	7 10%	11 16%	17 24%	70 100%

Table 18 shows the responses of the participants with regard to the type of nonverbal communication which is the least associated with the sex appeal strategies in the 5 commercials. Of the early male teenager group, vocalic communication, space communication, and eye and touch communication were the least; 18 (26%), 12 (17%), and 9 (13%), 9 (13%) respectively. The early female teenager responses were eye communication, vocalic communication, and space communication; 22 (31%), 19 (27%), and 9 (13%) respectively. The late male teenager group chose space communication,

vocalic and eye communication, and facial expression; 16 (23%), 15 (21%) and 15 (21%), 10 (14%) respectively. The late female teenagers responded vocalic communication, space communication, and physical appearance; 17 (24%), 12 (17%), and 11 (16%) respectively.

TABLE 19 STIMULATING NONVERBAL COMMUNICATION

Thai teenagers' attitudes toward the question, "Which type of nonverbal communication stimulates you to watch this commercial?"

No.	Sex	Facial Expression	Eye Communication	Body Movement	Space Communication	Touch Communication	Physical Appearance	Vocalic Communication	Total
1	Early male teenagers	8 11%	17 24%	22 31%	5 7%	9 13%	9 13%	0 0%	70 100%
2	Early female teenagers	15 21%	4 6%	28 40%	1 1%	14 20%	8 11%	0 0%	70 100%
3	Late male teenagers	12 17%	8 11%	30 43%	1 1%	5 7%	12 17%	2 3%	70 100%
4	Late female teenagers	15 21%	13 19%	21 30%	3 4%	7 10%	11 16%	0 0%	70 100%

Table 19 indicates the type of nonverbal communication which stimulates the participants to watch the 5 commercials. Of the early male teenager group, the responses were body movement, eye communication, and touch communication and physical appearance; 22 (31%), 17 (24%), and 9 (13%), 9 (13%) respectively. The early female teenager responses were body movement, facial expression, and touch communication; 28(40%), 15 (21%) and 14 (20%) respectively. The group of late male teenagers responded body movement, facial expression and physical appearance, and eye communication; 30 (43%), 12 (17%) and 12 (17%), and 8 (11%) respectively. The

responses of the late female teenagers were body movement, facial expression, and eye communication; 21 (30%), 15 (21%), and 13 (19%) respectively.

TABLE 20 MOST INTEREST NONVERBAL COMMUNICATION

Thai teenagers' attitudes toward the question, "Which type of nonverbal communication is the most interesting to observe?"

No.	Sex	Facial Expression	Eye Communication	Body Movement	Space Communication	Touch Communication	Physical Appearance	Vocalic Communication	Total
1	Early male teenagers	7 10%	11 16%	29 41%	5 7%	7 10%	11 16%	0 0%	70 100%
2	Early female teenagers	20 29%	7 10%	22 31%	5 7%	9 13%	7 10%	0 0%	70 100%
3	Late male teenagers	12 17%	9 13%	27 39%	2 3%	4 6%	15 21%	1 1%	70 100%
4	Late female teenagers	14 20%	12 17%	22 31%	4 6%	7 10%	11 16%	0 0%	70 100%

Table 20 shows the type of nonverbal communication which the participants were most interested to observe. The early male teenager responses were body movement, eye communication and physical appearance, and facial expression and touch communication; 29 (41%), 11 (16%) and 11 (16%), and 7 (10%) and 7 (10%) respectively. The early female teenager group responded body movement, facial expression, and touch communication; 22 (31%), 20 (29%), and 9 (13%) respectively. The responses of the late male teenagers were body movement, physical appearance, and facial expression; 27 (39%), 15 (21%), and 12 (17%) respectively. Of the late female teenager group, the responses were body movement, facial expression, and eye communication; 22 (31%), 14 (20%), and 12 (17%) respectively.

TABLE 21 LEAST INTERESTING NONVERBAL COMMUNICATION

Thai teenagers' attitudes toward the question, "Which type of nonverbal communication is the least interesting to observe?"

No.	Sex	Facial Expression	Eye Communication	Body Movement	Space Communication	Touch Communication	Physical Appearance	Vocalic Communication	Total
1	Early male teenagers	15 21%	5 7%	4 6%	17 24%	20 29%	4 6%	5 7%	70 100%
2	Early female teenagers	6 9%	7 10%	8 11%	20 29%	16 23%	9 13%	4 6%	70 100%
3	Late male teenagers	6 9%	12 17%	12 17%	20 29%	1 1%	6 9%	13 19%	70 100%
4	Late female teenagers	4 6%	5 7%	12 17%	18 26%	7 10%	8 11%	16 23%	70 100%

Table 21 presents the responses of the participants with regard to the type of nonverbal communication which were the least interesting to observe. The early male teenager group responded touch communication, space communication, and facial expression; 20 (29%), 17 (24%), and 15 (21%) respectively. The responses of the early female teenagers were space communication, touch communication, and physical communication; 20 (29%), 16 (23%), and 9 (13%) respectively. The late male teenager group responded space communication, vocalic communication, and eye communication and body movement; 20 (29%), 13 (19%), and 12 (17%), 12 (17%) respectively. The late female teenager group responded space communication, vocalic communication, and body movement; 18 (26%), 16 (23%), and 12 (17%) respectively.

In short, Section 1 indicates that most teenagers have quite similar attitudes towards the use of nonverbal communication associated with sex appeal in TV

commercials. Moreover, the use of a sex appeal strategy does not affect most teenagers' intention to buy, except the early female teenagers. They disagreed or greatly disagreed with the statement that if this commercial did not use a sex appeal strategy, they would not buy the product. Finally, the use of a sex appeal strategy helped the female teenagers remember the commercials well, while the male teenagers were indifferent.

Section 2: Findings from interview question summaries

The interview question asked the respondents for the most important way that commercials with a sex appeal strategy affected them. Their responses will lead to the answer to researcher question number 2. The responses of each of the subgroups were translated from Thai to English and are presented below.

Early male teenagers

Group 1

They felt a few sexual urges because the sexy pictures made them imagine the next scenes. However, they did not want to have sex. They realized that they were still young. Moreover, they were afraid of being infected by AIDS. For some commercials, they wanted to try the products. They thought the products might make them look better though they were women's products.

Group 2

They wanted to have girlfriends as beautiful as the presenters. They liked watching sexy commercials and wanted to try the products. The styles of clothes of the presenters (both men and women) looked good. When they saw the sexy commercials, they had some sexual urges.

Early female teenagers

Group 1

Some commercial images with a sex appeal strategy made them have a few sexual urges. When they saw the female presenters, they thought that they were really perfect. They wanted to have beautiful and smooth hair; pale and smooth skin, slim bodies, and nice lips like the presenters and wanted to dress up like them as well. They thought it looked fashionable, sexy and cute. Sometimes, they wanted to try the products. They hoped the products could make them look better.

Group 2

After watching the commercials, they wanted to try the products. They wanted to have beautiful bodies like the presenters. They were very attractive. They also liked the dress styles of the presenters. However, they did not dare to wear some of the clothes because they saw lots of news about rapes. They did not have sexual urges when they saw the sexy commercials.

Late male teenagers

Group 1

They really loved to see the commercials that used a sex appeal strategy. They made them feel "horny". However, they were just commercials. They thought that looking at real girls was better. They wanted to touch and test whether the girl's skin was smooth. Also, they wanted to try BACARDI. It seemed that men who drank BACARDI were charming and could catch the eyes of women. They wanted girls who dressed up like in the commercials. The style of clothing was sexy and pretty. They liked it. Finally, they wanted to have girlfriends as beautiful as the female presenters.

Group 2

They were a little bit "horny". They thought that sexy commercials attracted their attention. However, they did not think the products could make them look better. Therefore, they did not want to try the products. They did not like some commercials for example, SUNSILK. It was a hair care product but the picture in the commercial showed the girl's underwear. They did not see any connection between hair and underwear.

Late female teenagers

Group 1

Some commercials caused them to feel slight sexual urges. They wanted to dress like the presenters. They thought sexy clothes could attract others' attentions, boys would look at them and girls would think that they were fashionable. However, they were sometimes scared of crime. They wanted to try the products. They thought the products might make them look better. Eventually, they wanted to have a boyfriend as "cool" as the male presenters.

Group 2

They did not have any sexual urges because of the commercials. They did not like the SUNSILK commercial. They wondered what the product producer wanted to sell, shampoo or underwear. It was really inappropriate. For other commercials, they were acceptable. They were interested in buying some products, though they were not sure that the products would make them look better. They liked the presenters and wanted to have good figures like them. They were very attractive. However, they did not want to wear clothes like them. It was too risky. They feared it could cause a crime. They did not want other girls to wear clothes like them either.

Section 2 shows that all teenagers except some female teenagers, both early and late, felt sexual urges. Except for some of the late male teenagers, most teenagers wanted to try the products. Early teenagers believed that the products would help them look better than the late teenagers. Only late male teenagers did not want to dress like the presenters. Most of the teenagers wanted to have boyfriends/girlfriends as good looking as the presenters. Early male teenagers were worried about AIDS infection. Some teenagers were concerned about crime.

A discussion on the findings and conclusions are presented in Chapter 5.

CHAPTER 5

CONCLUSIONS AND DISCUSSION

In this chapter, conclusions and a discussion of the findings are presented.

Finally, recommendations for further study are offered.

Conclusions

Below, conclusions and discussion are focused on each of the two research questions.

Research Question 1: What are Thai teenagers' attitudes toward nonverbal communication associated with sex appeal in TV commercials?

The findings of this research show that most of the teenagers included in this study realized that the TV commercials used a sex appeal strategy. The attitudes of the early teenagers of both sexes were that using a sex appeal strategy in these commercials was appropriate, while the late teenagers were indifferent. It appeared that the female teenagers liked these commercials more than the males. The male teenagers thought that these commercials should not use a sex appeal strategy. However, a sex appeal strategy seemed to generate male teenagers' interest, especially the late male teenagers, more than the late female teenagers.

The early teenagers, both male and female, thought that facial expression, eye communication, and space communication in these commercials were used appropriately. While the late teenagers thought that body movements were appropriate.

It seemed that the use of a sex appeal strategy was not related to the intention to buy a product in the late teenagers' and early male teenagers. Only early female teenagers believed that even if the commercials did not use a sex appeal strategy, they would still buy the products.

It appeared that the sex appeal strategy made the female teenagers remember the commercials better than the male teenagers. The late teenagers remembered the commercials better than the early teenagers.

The teenagers, except the early female teenagers, felt that body movement was obviously used most in a sex appeal strategy. The early female teenagers thought that facial expressions were too. All of the teenagers agreed that a sex appeal strategy used in these commercials did not focus on vocalic communication. This maybe because the advertisers avoided using a sexy voice which would be looked at in 2 ways: it could be seen as either embarrassing or interesting. If the audience believed the sexy voice was embarrassing, there would be a negative impact on the image of the product.

The teenagers also agreed that body movement stimulated them the most to watch the commercials. Second in importance were facial expressions and eye communication. Moreover, there was a consensus that body movement was the most interesting type of nonverbal communication to observe. The type of nonverbal

communication that was the least interesting for the teenagers to observe was space communication. Therefore, if the target group of the advertisers was teenagers, they should focus on using body movement most.

From the interview question, the late teenagers of both sexes seemed to have negative comments about the hair care product commercials that showed the presenter's underwear. Advertiser should be aware of using an inappropriate sex appeal because it may cause a negative attitude toward the product.

Research Question 2: What effects do TV commercials using a sex appeal strategy have on Thai teenagers?

The interviews showed that the male teenagers were much more influenced by physical aspects of the sexy commercials than were the females. They had sexual urges. However, the early male teenagers did not want to have real sex, while the late teenagers seemed to be more aroused. They wanted to touch and feel the girl's skin, which is the initial level of sexual feelings. The early male teenagers were more concerned about health than the late male teenagers. They worried about AIDS infection.

The presenter was assumed by all teenage groups to be an idol. The male teenagers wanted their girlfriends to imitate the presenter's styles of dressing and look as good as them. Though, the female teenagers liked the clothes styles of the

presenters, they did not want to wear the clothes. They were afraid of rape or other crime because sometimes the clothes were too sexy.

The female teenagers wanted to have figures like the presenters'. This maybe because they were convinced that good figures should be like the presenters'. The pictures of the girls in the commercials were always attractive. Therefore, the body and appearance of the presenters were automatically seen by the teenagers to be standards for judging who or what was attractive.

The early teenagers wanted to try the products. They thought the products might help them look better. The late teenagers did not want to try the products. They did not believe everything in the commercials.

In short, with the large number of teenagers on the cusp of becoming young adults, their beliefs, attitudes, and behaviors will affect the marketplace. In this research, it was found that using a sex appeal strategy in the commercials attracted the teenagers' attention. The strategy received a positive response from the early teenagers, especially the early female teenagers. Overall the attitudes of the teenagers toward the use of a sex appeal strategy in TV commercials was positive, not offended or embarrassed, the teenagers were aware of the inappropriate use of the strategy as was the case where underwear was shown in a hair care commercial. Advertisers should be careful not to over use or misuse a sex appeal strategy. Teenagers are open to the use of a sex appeal strategy, but advertisers should consider using nonverbal

communication associated only with an appropriate sex appeal strategy in order to connect with teenagers effectively.

Recommendations for Further Study

The researcher would like to recommend further study in the following related areas:

1. The attitudes of other target consumer groups, for example, working persons or retired persons, toward TV commercials using a sex appeal strategy as well as other kinds of advertising strategies, such as humor, nostalgia, warmth, or sentimental appeal.
2. The attitudes mentioned in No.1 above, but applied in other media, such as, radio, magazines, and brochures.

The above recommended studies could help advertisers and product owners better understand the purchasing attitudes and styles of different groups of consumers in various ways. These studies would also contribute to the awareness of different target consumer groups with regard to how they may be manipulated by advertisers using different strategies.

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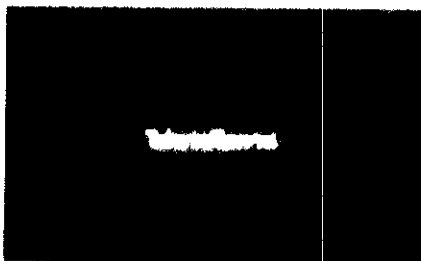
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APPENDIX A

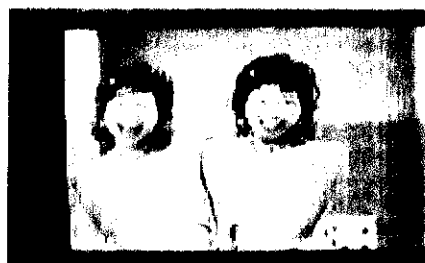
The 5 TV Commercials Collected from Channels 3 and 7 between 8.20 p.m. and 10.15

p.m. from 1st to 31st August 2004.

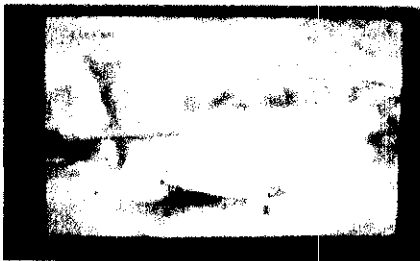
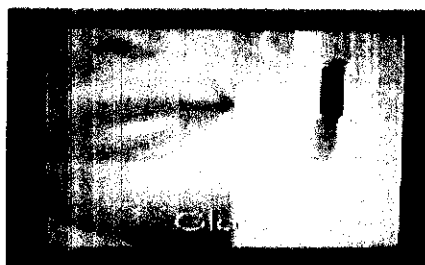
BACARDI



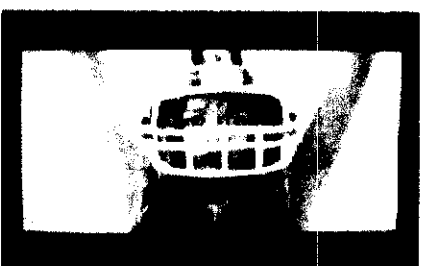
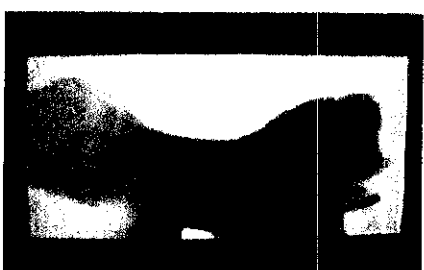
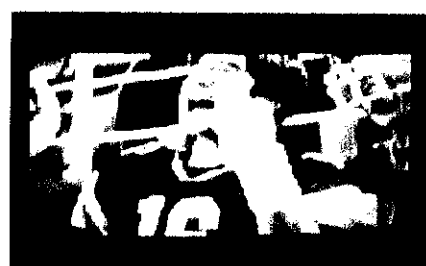
CITRA



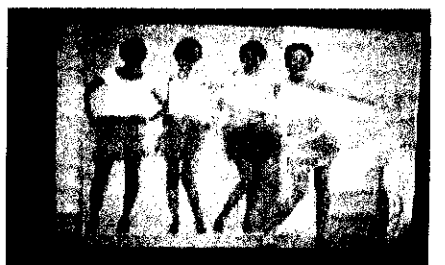
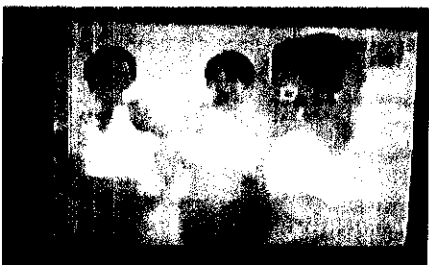
POND'S



SUNSILK



VASELINE



APPENDIX B

Advertising Costs on Channels 3 and 7 in August 2004.

พยุรายการเดือนสิงหาคม 2547



สามปีโครงการพัฒนาศูนย์ 7

	2, 9, 16, 23, 30	3, 10, 17, 24, 31	4, 11, 18, 25	5, 12, 19, 26	6, 13, 20, 27	7, 14, 21, 28	1, 8, 15, 22, 29		
04.25	รวมศูนย์ / งบกลาง							04.25	
05.15	7 อาคารใหม่ (55,000)							อาคารเก่า (55,000)	05.15
05.45	โอนมาของ (55,000)							โอนมาของ	06.00
06.15	อาคารเก่า (120,000)							อาคารเก่า (120,000)	06.30
07.30	โครงการ พัฒนาอาคารใหม่ (TOTALLY SPENT 77.1-10) (22,000)							โครงการพัฒนาอาคารใหม่ (TOTALLY SPENT 77.1-10) (22,000)	07.05
08.00	รวมศูนย์							รวมศูนย์	07.40
08.45	รวมศูนย์							รวมศูนย์	08.15
09.15	ปรับปรุงอาคาร (บ. 100)	ปรับปรุงอาคาร (บ. 100)	ปรับปรุงอาคาร (บ. 100)	ปรับปรุงอาคาร (บ. 100)	ปรับปรุงอาคาร (บ. 100)	ปรับปรุงอาคาร (บ. 100)	ปรับปรุงอาคาร (บ. 100)	09.15	
10.45	รวมศูนย์							รวมศูนย์	10.15
11.00	อาคารเก่า (120,000)							อาคารเก่า (120,000)	11.00
11.40	รวมศูนย์							รวมศูนย์	11.15
11.55	รวมศูนย์ (33,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	11.55	
12.55	อาคารใหม่ (บ. 100)	อาคารใหม่ (บ. 100)	อาคารใหม่ (บ. 100)	อาคารใหม่ (บ. 100)	อาคารใหม่ (บ. 100)	อาคารใหม่ (บ. 100)	อาคารใหม่ (บ. 100)	12.00	
13.25	รวมศูนย์							รวมศูนย์	13.00
13.50	รวมศูนย์							รวมศูนย์	13.50
15.25	รวมศูนย์							รวมศูนย์	15.15
16.25	รวมศูนย์ (33,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	15.5	
16.45	รวมศูนย์ (33,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	16.1	
17.25	รวมศูนย์ (33,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	17.1	
17.45	รวมศูนย์							รวมศูนย์	17.1
18.00	รวมศูนย์							รวมศูนย์	17.1
18.30	รวมศูนย์							รวมศูนย์	17.1
19.40	รวมศูนย์							รวมศูนย์	17.1
20.25	รวมศูนย์							รวมศูนย์	17.1
22.25	รวมศูนย์ (33,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	รวมศูนย์ (300,000)	17.1	
23.25	รวมศูนย์							รวมศูนย์	17.1
23.55	รวมศูนย์							รวมศูนย์	17.1
00.25	รวมศูนย์							รวมศูนย์	17.1
00.50	รวมศูนย์							รวมศูนย์	17.1
01.30	รวมศูนย์							รวมศูนย์	17.1
01.35	รวมศูนย์							รวมศูนย์	17.1
02.00	รวมศูนย์							รวมศูนย์	17.1

APPENDIX C

Questionnaire and Interview Question

Appendix C

Questionnaire and Interview Question

Questionnaire

Group: _____ Commercial: _____

Part 1

No.	Statements	Greatly Agree	Agree	Indifferent	Disagree	Greatly Disagree
1	I think this commercial uses a sex appeal strategy.					
2	I think a sex appeal strategy is appropriate for this commercial.					
3	I like this commercial.					
4	I think the use of facial expression in this commercial is appropriate.					
5	I think the use of eye communication in this commercial is appropriate.					
6	I think the use of body movement in this commercial is appropriate.					
7	I think the use of space communication in this commercial is appropriate.					
8	I think the use of touch communication in this commercial is appropriate.					
9	I think the use of physical appearance in this commercial is appropriate.					
10	I think the use of vocalic communication in this commercial is appropriate.					
11	I think this commercial should <u>not</u> use a sex appeal strategy.					
12	The use of a sex appeal strategy makes me interested in this commercial.					
13	If this commercial did <u>not</u> use a sex appeal strategy, I would still buy the product.					
14	If this commercial did <u>not</u> use a sex appeal strategy, I would <u>not</u> buy the product.					
15	The use of a sex appeal strategy helps me remember this commercial well.					

After the respondents in each subgroup finished one questionnaire for each of the 5 commercials, the interview question below was asked with regard to all 5 TV commercials using a sex appeal strategy.

Interview Question

- What is the most important way that commercials with a sex appeal strategy affects you?

VITAE

VITAE

Name: Ms. Wanwisa Narunat
Date of Birth: May 10, 1979
Place of Birth: Bangkok
Address: 5/7 Soi Samakhompatt, Klongkum, Bungkum, Bangkok 10230

Educational Background:

2000: Bachelor of Arts (Business English)
Rajabhat Institute Pranakorn

2004: Master of Arts (Language and Communication)
The National Institute of Development Administration

2006: Master of Arts (Business English for International Communication)
Srinakarinwirot University

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AN ANALYSIS OF THAI TEENAGERS' ATTITUDES TOWARD NONVERBAL COMMUNICATION
ASSOCIATED WITH SEX APPEAL IN TV COMMERCIALS

AN ABSTRACT

BY

WANWISA NARUNAT

24 N.A. 2549

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

May 2006

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Wanwisa Narunat. (2006). *An Analysis of Thai Teenagers' Attitudes Toward Nonverbal Communication Associated with Sex Appeal in TV Commercials*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor: Mr. Leroy A. Quick.

This study attempts to discover the attitudes of Thai teenagers toward nonverbal communication associated with the use of sex appeal in TV commercials and how the commercials affect the behaviors of Thai teenagers.

Five prime time television commercials using a sex appeal strategy were video taped and shown to 56 Thai teenage respondents between 13 and 19 years of age. This was then followed by a questionnaire and an interview question.

The results of the study revealed that the teenage respondents had open and positive attitudes toward the use of a sex appeal strategy, but the use of such an advertising strategy does not affect the purchasing decisions of most teenagers. The teenagers felt that the nonverbal communication associated with a sex appeal strategy used in the sample commercials was appropriate and acceptable. However, they reacted negatively when they felt a sex appeal strategy was being used inappropriately. The older male respondents were somewhat aroused by the commercials and all male respondents wanted their girlfriends to look like the ad presenters. The female

respondents wanted to look like the ad presenters, but were concerned that some of the clothes were too sexy and wearing them could heighten the risk of rape or other crime.

ทัศนคติของวัยรุ่นไทยที่มีต่ออวัจนภาษาซึ่งแสดงจุดดึงดูดใจทางเพศในภาพยนตร์โฆษณา
ทางโทรทัศน์

บทคัดย่อ

ของ

นางสาววรรณวิสาข์ นฤนาท

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

พฤษภาคม 2549

วรรณวิสารักษ์ นฤนาท. (2549). *ทัศนคติของวัยรุ่นไทยที่มีต่ออวัจนภาษาซึ่งแสดงจุดดึงดูดใจทาง*

เพศในภาพยนตร์โฆษณาทางโทรทัศน์. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการ

สื่อสารนานาชาติ). กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์

ที่ปรึกษาสารนิพนธ์: อาจารย์ ลีรอย เอ ควิก

การศึกษาคั้งนี้มีวัตถุประสงค์เพื่อศึกษาทัศนคติของวัยรุ่นไทยที่มีต่ออวัจนภาษาซึ่งแสดงจุดดึงดูดในทางเพศในโฆษณาทางโทรทัศน์ รวมทั้งศึกษาว่า โฆษณาลักษณะนี้ส่งผลกระทบต่อพฤติกรรมของวัยรุ่นไทยอย่างไร

ผู้วิจัยได้บันทึกวิดีโอเทปโฆษณาทางโทรทัศน์ที่แพร่ภาพในช่วงเวลาที่มีผู้ชมสูงเป็นจำนวน 5 ชิ้น โดยโฆษณาเหล่านี้มีการใช้กลยุทธ์จุดดึงดูดใจทางเพศ หลังจากนั้นได้แสดงวิดีโอเทปให้กลุ่มตัวอย่างซึ่งมีอายุระหว่าง 13-19 ปี จำนวน 56 คนดู จากนั้นได้มีการใช้แบบสอบถามและคำถามสัมภาษณ์

ผลการวิจัยพบว่า กลุ่มตัวอย่างวัยรุ่นมีทัศนคติเปิดกว้างและมองในเชิงบวกต่อการใช้กลยุทธ์จุดดึงดูดใจทางเพศ แต่การใช้กลยุทธ์ดังกล่าวไม่ได้มีผลในการตัดสินใจซื้อสินค้าของวัยรุ่นส่วนใหญ่ กลุ่มวัยรุ่นรู้สึกอวัจนภาษาซึ่งแสดงจุดดึงดูดใจทางเพศที่ใช้ในตัวอย่างโฆษณาเหมาะสมและยอมรับได้ อย่างไรก็ตามก็มีการแสดงออกในเชิงลบต่อการใช้กลยุทธ์จุดดึงดูดใจทางเพศแบบไม่เหมาะสม

กลุ่มตัวอย่างวัยรุ่นชายตอนปลายค่อนข้างจะได้รับการกระตุ้นเมื่อชมโฆษณาเหล่านี้ นอกจากนี้กลุ่มนี้ยังต้องการให้แฟนของตนดูเหมือนกับผู้แสดงแบบโฆษณาด้วย (ด้านการแต่งกายและรูปร่าง) ส่วนกลุ่มวัยรุ่นหญิงก็มีความต้องการอยากเหมือนผู้แสดงแบบโฆษณา (ด้านการแต่ง

กายและรูปร่าง) แต่ยังคงวลกับเสื้อผ้าบางชุดซึ่งดูยัวยวนเกินไป ซึ่งการใส่เสื้อผ้าลักษณะนี้อาจ
ก่อให้เกิดความเสี่ยงสูงในเรื่องการข่มขืน และอาชญากรรมอื่นๆ