

THE EFFECTS OF WOMEN'S IMAGES USED IN PRINT ADVERTISEMENTS FOR
BEAUTY PRODUCTS ON THAI WOMEN'S SELF-IMAGES

A MASTER'S PROJECT
BY
MISS PANJAI JIT-E-MAN

Presented in partial fulfillment of the requirements for the Master of Arts Degree in
Business English for International Communication
at Srinakharinwirot University
May 2005
Copyright 2004 Srinakharinwirot University

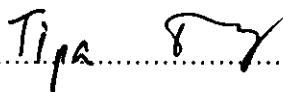
The Master's Project Advisor, Chair of Business English for International Communication Program, and Oral Defense Committee have approved this Master's Project as partial fulfillment of the requirements of the Master of Arts Degree in Business English for International Communication of Srinakarinwirot University.

Project Advisor



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

Chair of Business English for International Communication Program

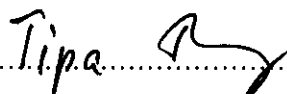


.....
(Assistant Professor Dr. Tipa Thep-Ackrapong)

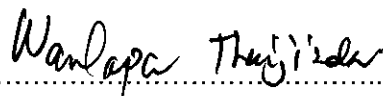
Oral Defense Committee



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



..... Committee
(Assistant Professor Dr. Tipa Thep-Ackrapong)



..... Committee
(Dr. Wanlapa Thaijinda)

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



..... Dean of the Faculty of Humanities
(Associate Professor Supha Panjaroen)

May 20, 2005

ACKNOWLEDGEMENTS

Thanks are due first to my advisor, Mr. Leory A. Quick, for his great insights, perspectives, guidance, and sense of humor. His valuable and constructive comments made this project possible. Without the support from him, I do not think I could have completed this research paper.

I would like to express my gratitude to Asst. Prof. Dr. Thipa Thep-Ackrapong and the oral defense committee for helping in various ways to improve my paper.

My sincere thanks are also given to many individuals; friends, colleagues and classmates who are not mentioned here, but made my educational experience a success.

I offer my deepest thanks to my family for their consistent love, care, and encouragement. My special thanks go especially to my parents for teaching me the importance of education. Their love, warmth and understanding are important factors that have brought me to this achievement.

Lastly, I would like to dedicate this study to my uncle who is now fighting bravely and hopefully with a serious illness. His courage has always inspired me to never give up in the face of difficulty.

Panjai Jit-e-man

TABLE OF CONTENTS

Chapter	Page
1 Introduction	1
Background	1
Statement of the Problem	5
Objectives of the Study	7
Research Questions	7
Significance of the Study	8
Scope of the Study	8
Definition of Terms	9
2 Review of Literature	10
Ideals of Beauty	10
The Beauty Industries and Advertising	13
The Mass Media	18
The Social Comparison Process Theory	20
3 Methodology	26
Sample Group	26
Data Collection	27
Research Tool	27
Data Analysis	29
4 Findings	30
Part I: Personal Information	30
Part II: Attitudes Toward Women's Images Shown in the Ads	31
Part III: Influence of Models on Product Buying	36
Part IV: Women's Attitudes Toward Themselves	38

TABLE OF CONTENTS (CONTINUED)

Chapter	Page
5 Conclusions, Discussion, Limitations and Recommendations	63
Conclusions	63
Discussion	68
Limitations of the Study	73
Recommendations for Further Study	74
Bibliography	75
Appendix	79
Appendix A	80
Appendix B	88
VITAE	102

LIST OF TABLES

Table		Page
1	Personal Information.....	30
	The women in the beauty product ads I have just seen:	
2	Are good examples of what society as a whole thinks women should look like	31
3	Are good examples of what women believe they should look like	32
4	Are good examples of what men believe women should look like	33
5	Instruct women on how they can improve their looks.....	34
6	Are real women just like me, who just happen to work as models for beauty products	35
7	Do the images of models in the ads motivate you to buy the products?	36
8	How greatly do you think these beauty product ads influence your decision to buy the products?	37
9	Do the ads convince you to believe that you can be as beautiful as the images of women in these ads?	38
	The women in the advertisements I have just seen:	
10	Make me feel satisfied with my appearance	39
11	Make me feel unsatisfied with my appearance	40
12	Make me want to look more like them	42
13	Make me want to look different than them	43
14	Motivate me look to more attractive	45
15	Depress me that I cannot be more attractive	46
16	Raise my self-esteem	48
17	Lower my self-esteem	49
18	Motivate me to preserve me beauty for the future	51
19	Do not motivate me to preserve my beauty for the future	52

LIST OF TABLES (CONTINUED)

Table	Page
20 Make me feel that I need to copy them if I want to be beautiful	54
21 Make me feel that I do not need to copy them if I want to be beautiful.....	55
22 Words found in the 'teenage women' group	57
23 Words found in the 'young women' group	58
24 Words found in the 'young adult women' group	59
25 Words found in the 'adult women' group	60
26 Words found in the 'older women' group	61
27 Summary numbers of words	62

CHAPTER 1

INTRODUCTION

Background

Women's roles are changing. In the past, women were restricted to specific positions and roles. Today, women have more opportunities for education and are able to hold the same positions as men. A world survey on "The Role of Women in Development" (1989:292-293) revealed that substantive articles on women now appear on the front pages of newspapers; stories about successful business women are becoming regular features in the mass media and, in India, women scientists, writers and artists are beginning to be recognized. Women's roles are no longer seen as just mothers or housewives who take care of their children and husbands at home. They are becoming doctors, teachers, pilots, engineers, prime ministers, or presidents. In Thailand, women were given equal voting rights with men in the first Thai constitution of 1933. Since then, socio-cultural attitudes regarding the role of Thai women in public affairs have gradually changed as the society has undergone modernization, with increased educational opportunities for women accompanying social and other forms of development (Asian Development Bank. online: 1998).

In today's world, women have more power, legal recognition and professional success than ever before. Alongside the progress of the women's movement, however, writer and journalist Naomi Wolf (1986) is troubled by a different kind of social control,

which she argues, may prove just as restrictive as the traditional image of homemaker and wife. It is the "beauty myth", the obsession with physical perfection that traps the modern woman in an endless spiral of hope, self-consciousness and self-hatred as she tries to fulfill society's impossible definition of flawless beauty.

Nancy Baker (1984) mentioned in her book, "The Beauty Trap" that the greatest obsession of women is beauty. She said that despite women's liberation, women clearly are not free. Women still entrap themselves in the beauty trap by feeling that their basic value is their physical appearance (1984:50). Society, and specifically men, can accept the need and desire for women to work outside the home, but they still expect them to be mothers who keep everything together including the home and their good looks.

Perpetuation of this myth of a woman's abilities runs rampant in advertisements (Study World.online:2004).

Women's images are portrayed through various media including radio, television, magazines, newspapers and the Internet. These media are powerful convincing mechanisms that companies use in order to reach their target customers through advertisements. Critics attack advertising for perpetuating stereotypes of women. Feminists have attacked advertising that portrays the traditional sexist roles of women dominated by men. In the USA, groups such as the National Organization for Women (NOW), protest that many of today's advertisements do not acknowledge the changing role of women in society. One feminist (Gornich.1971) says:

Advertising is an insidious propaganda machine for a male supremacist society. It spews out images of women as sex mates, housekeepers, mothers, and menial workers—images that perhaps reflect the true status of women in society, but which also make it increasingly difficult for women to break out of the sexist stereotypes that imprison them.

Baker has noted that the gorgeous women the media display are the ones with perfect noses, straight teeth, the latest hairdos, and thin bodies. These models' images become the norm against which women learn to measure themselves. She has added that once women have bought the idea that 'beauty' is best, women become vulnerable to a direct sales pitch, the one that extolls women to be beautiful and that sells them products or services to achieve that end. They range from products that relate directly to beauty such as makeup, foundation garments, diet foods, clothing, hairstyling services, and health spa memberships to virtually any product that women can be seduced into buying because women want to look, and be, like the pretty females who advertise the products and services they buy (1984:221- 222).

Since women are getting more education, having more work opportunities, and gaining more independence both socially and financially, women are interesting to many companies for their increased purchasing power. Women have become target customers that various product manufacturers aim to reach, especially beauty product firms. These firms constantly try to sell women products and services by reiterating that 'beautiful' is best and that 'beauty' can be purchased. Under this kind of pressure, it is hard for women

not to believe that physical beauty is the most important asset in a woman's life (Baker.1984: 245). Many advertisements use women as models to present beauty products, for example, Claudia Schiffer for L'Oreal, Catherine Zeta Jones for Elizabeth Arden and Halle Berry for Revlon.

Hoyer and Macinnis explain that the female models who most often appear in advertisements are young, very thin, and exceedingly beautiful. Because they represent society's concept of the "idealized woman", they exemplify traits that many women will never achieve (1997:541). According to the U.S. Department of Health and Human Services, the American society places great value on thinness: 70 percent of normal weight women want to be thinner and 23 percent of underweight women want to be even thinner than they are (*People Magazine*.1993). Moreover, a study in New Zealand also found that thinness was popular and dieting is considered normal behavior. The same study found that from the 1950s through the 1980s, women depicted in ads got increasingly thinner, and anorexic girls used the thinness of women depicted in advertisements as justification for their anorexic behavior. One outcome of this comparison process is that consumers feel inadequate if they do not exhibit the same traits as the women shown in ads (Fay and Price.1994:5-19). Some research has also found that when consumers are shown advertisements with beautiful models, is reduced the consumers' estimation of their own attractiveness (Richins.1991:71-83).

Argon and Leahy (online:2004) noted that although women are being depicted in a wider range of social and occupational roles, there has been a parallel increase in the

sexually exploitative use of women in advertisements. The underlying message is that being beautiful, and young are crucial to becoming a successful woman.

In Brief, women now have more power, recognition and professional success than the grandmothers' generations. And even now women can liberate themselves from men and their restricted positions in society, women are still not totally free because they entrap themselves in the beauty trap by feeling that their basic value is their physical appearances. Women have spent countless money on products that relate directly to beauty in order to achieve the perfect beauty image valued by society. Advertisements which have been employed by beauty products manufacturers to influence women to buy their products or services are criticized as a social factor in creating beauty standard in society.

Statement of the Problem

Everyday, advertisements bombard women with the ideal image of fashion models who are extremely thin, look passive and childlike, and possess certain kinds physical characteristics (such as youth, long legs, straight noses and pale or tanned skin) that are touted as beautiful by the beauty product advertisements. Sometimes the models are dangerously underweight. It sends women the message that they have to look the same way in order to be thought of as attractive. This creates a serious problem for countless women who feel dissatisfied with their bodies and it causes low self-esteem and low spirits, which can contribute to clinical depression, or eating disorders like anorexia (intense fear of gaining weight or becoming fat, even though underweight) and bulimia (Bierma.online:2004).

Moreover, advertising appeals also indicate the value that society places on youth. There are a wide range of products and services designed to combat or reduce signs of aging such as wrinkle creams, desert health spas, skin treatments, hair coloring and hair transplants. Sales of the acne medicine Retin-A boomed after it was discovered that it could eliminate fine lines on the face. Plastic surgery is one of the fastest-growing medical specialties for women (Hoyer and Macinnis.1997:414).

Friedan (1963) has noted that women are a new kind of oppressed group – not a poor, drug using or exploited minority, but rather an affluent middle class mainstream groups. She has also pointed out that women are the major purchasers of beauty products advertised so heavily in media, and the advertising industry consciously manipulates its portrayals of women to insure they will continue serving as good consumers of the thousands of products and services produced by the beauty industries.

Women's bodies are being exploited by many advertisements. Beautifully young and ideally thin women in the advertisements seem to be common images in society. These images tend to lead the mainstream society to believe that women are supposed to be like these images. Most people in society do not seem to notice or care that this is going on. These stereotypes and wrong perceptions about women are inherent in our daily lives.

In summary, women are led to believe that there is an ideal image of beauty that they should strive to emulate. Producers and advertisers of beauty products seek to exploit this belief by inducing women to purchase their products. This process has an impact on women's attitudes toward themselves. Research has revealed that the images of

unattainable beauty of women in print advertisements creates a serious problem for countless women who feel dissatisfied with their bodies and causes low self-esteem.

Objectives of the Study

The researcher wished to set as objectives to determine whether or not:

1. Modern Thai women in Bangkok, a major international city, were in some way enslaved in 'The Beauty Trap' described by Nancy Baker (1984).
2. Thai producers and advertisers of beauty products were successful in using the beauty myth to sell their products.
3. Women's images used in print advertisements for beauty products affected women's attitudes toward themselves.

Research Questions

The above objectives led directly to three research questions with regard to modern Thai women in Bangkok:

1. Do Thai women accept the idea that the images of women used in print advertisements for beauty products are representations of cultural norms of beauty against which they should measure themselves?
2. Are women vulnerable to the sales argument that leads them to buy beauty products or services because they believe they can and should be as beautiful as the images of women in the print ads?

3. How do women's images used in print advertisements for beauty products affect women's attitudes toward themselves?

Significance of the Study

Thai women may indeed be trapped by the narrow definitions of beauty offered by advertisements and the media. This study will provide information about women's attitudes toward their images used in beauty product print advertisements. This will be useful not only for women but also for men in recognizing how these advertisements affect the images of women in society and the self-image of every woman. The researcher believes that this study will raise women's awareness of how women's images are used by advertisers to affect women's self images and learn how their lives have been impacted by women's images used in advertisements and how they may have fallen into the beauty trap. Women and society may learn to measure women by intrinsic qualities that are of greater value and are more beautiful than any image portrayed on the paper of advertisements in magazines.

Scope of study

The researcher surveyed 50 women randomly selected in three department stores in the Bangkok Metropolitan area. The women were categorized into five age groups from 13 to 50 years of age and above.

Definition of Terms

The following terms used in this research paper are defined as follows:

Attitude	The disposition, opinion, or mental set of an individual or group.
Cultural norm	Standard, model or pattern of belief of a society, in particular Thai society.
Print advertisements	Commercial material (including photographs and text) appearing in the best selling women's magazines in Thailand.
Women's images	Photographs of female models.
Women's self-images	Women's conception of their own identity and worth.

CHAPTER 2

REVIEW OF LITERATURE

The review of relevant literature is presented in this chapter and proceeds in four parts: 1. Ideals of Beauty, 2. The Beauty Industries and Advertising, 3. The Mass Media, and 4. The Social Comparison Process Theory.

1. Ideals of Beauty

Ideas of beauty vary across cultures and change over time. Solomon and Rabolt (2004) stated that a women's satisfaction with her physical image is affected by how closely that image corresponds to the mainstream image valued by her culture. Ideals of beauty for women may include physical features such as big or small breasts, bulging muscles, skin tones (pale versus tan), and body types (petite, athletic, voluptuous). Ideals of beauty may also include such features as clothing styles, cosmetics and hairstyles.

Solom and Rabolt (2004) also explain that while beauty may be only skin deep, throughout history women in particular have worked very hard to attain it. They add that women have starved themselves; painfully bound their feed; inserted plates into their lips; spent countless hours under hair dryers, in front of mirrors, and beneath tanning lights; and have undergone breast reduction or enlargement operations to alter their appearance and meet their society's expectation of what a beautiful women should look like.

1.1 Ideals of Beauty over Time

“Idealized beauty has never been static” (Thomsan, et al.1999). Muzure (1986) has noted that throughout history whenever ideals of feminine beauty have varied and changed in accordance with the aesthetic standards of the particular period of time, women have attempted to alter themselves to meet these ideals.

Thomas, Heinberg and Tanfleff-Dunn (1999:88-92) offered a brief review of the ideal of beauty of westernized cultures which demonstrates the changes in socio-cultural expectations as follows:

- Between 1400-1700, a fat body shape was considered sexually appealing and fashionable. The ideal image of women was plump, big-breasted, and maternal.
- By the 19th century, this had shifted to a more voluptuous, corseted figure, idealizing a more hourglass shape. In pre-World War I American society, the 'Gibson Girl' was idealized as voluptuous but tall and slender, only to be replaced by the flat-chested flapper of the 1920s (Mazur.1986). In response to this new ideal, women began wearing binding garments and following strict diets, leading to the first concerns by physicians regarding out breaks of eating disorders (Fallon.1990).
- In the 1930s, this ideal was replaced with the emphasis on legs and bustiness, epitomized by Betty Grable (Muzur.1986).
- During the 1950s, a more curvaceous form was propagated as idealized by Marilyn Monroe and *Playboy Magazine*. This trend continued until the 1960s.
- The first part of the 1990s saw the emergence of the controversial 'waif' look, where successful models (most notably Kate Moss) were likely to have bodies

resembling those of young boys (Solomon and Rabolt.2004:162). Feminist groups charged that these overly thin models encourage starving diets and eating disorders among women who wanted to imitate the look (Elliott.1994).

It can be said that when images of beauty change, female bodies are expected to change too. Different aspects of the female body and varying images of each body part are modified to meet the constantly changing ideal of beauty valued by society in each period of time. The ideal is usually difficult to achieve. Consequently, it is inevitable for countless women to feel disappointment when they cannot emulate the ideal look of the period.

1.2 Cultural Differences

Historical factors are not the only influence on mainstream ideals of beauty. Cultural differences may also play a significant role. Nassar (1998) has found that in non-Western cultures, thinness is not excessively valued and may even be devalued. He has noted that in Chinese cultures, plumpness connotes affluence and longevity and Arab cultures associate greater body weight with female fertility. Unlike current Western ideals, thinness is viewed by society as unattractive.

Furio (1996) also agreed that standards of beauty vary in different cultures. Some associate beauty with wearing certain items of apparel or adornment. For example, Moslem women hide their bodies and hair under veils when in public. Indian women pierced their noses with rings from which they hung jewelry long before "Generation X"

discovered the practice. Ndebele women in southern Africa wear extremely large and brightly painted beads to enhance their beauty.

Western standards favor bigness only for breasts and then only if they ride high on a woman's body, although other cultures disagree. Senegalese women pull on their breasts with ropes to achieve maximum droop, while in Papua New Guinea, mothers begin pulling and rolling their daughter's breasts as soon as they appear, knowing that no man there would marry a woman with high breasts.

In brief, beauty ideals are also created and maintained by each cultural. The ideals of beauty valued by one culture but may be rejected by other cultures. Women in every culture constantly struggle to meet the beauty ideals of their cultural expectations at a particular period.

2. The Beauty Industries and Advertising

Greer (online: 2004) says that the word that comes to the mind when one thinks of women, irrespective of nationality, culture, religion, class or social situation is beauty. He adds that today, the concept of beauty has grown into a flourishing global industry which treats beauty and the female body as a commercial entity.

Wolf (1990) noted that by reinforcing appearance concerns, the media ensured that women would freely spend money on a number of related products. For instance, data reported from the early 1990s suggests that U.S. society supports a \$20 billion cosmetic industry, a \$33 billion dieting industry, and \$300 million cosmetic surgery industry.

Baker (1994: 255) stated that since society constantly tries to sell women products and services by repeating that beautiful is best and can be purchased, it's hard not to believe that physical beauty is the most important concern in a woman's life.

2.1. The Dieting Industry

The dieting industry, including diet books, pills, and programs such as Weight Watchers and Slim Fast, makes an incredible \$33 billion a year. These programs make a great deal of profit by keeping women thinking they are too fat and fat is unacceptable (Wilson.online:2004).

A survey by Glamour magazine asked women what they would accomplish if they could achieve any possible goal. An overwhelming majority indicated that they would lose weight (Wooley and Wooley.1984). Lucas, Fallon and Kuland (1991)) found in one study that anorexia nervosa was a common chronic illness among the 15-19 year old women.

Media images play an important role in increasing women's concerns about weight and shape. For example, the average American woman is 5 feet 4 inches tall (162.5 cm.) and weighs 142 pounds (64 kgs.), while the average height and weight of a model is 5 feet 9 inches (175 cm.) and 110 pounds (50 kgs.) (Schneider.1996). A recent study done by Posavac (1998) shows that the media increase the drive toward thinness for many women. Before starting the experiment, the body dissatisfaction level of college females was measured, the participants viewed slides of slim fashion models or neutral images. Then the participants' weight concern was once again measured. The results showed a significant increase in body dissatisfaction and concern for being over weight in the females following exposure to the slides of the fashion models.

Wilson (Online:2004) points out that the media not only offer images of the desired appearance, it also offers methods to achieve this appearance in the form of diet products. She thinks that it is difficult to find any magazine targeted towards women without finding an abundance of ads promoting weight loss products. These ads target women to create a need for their products and to profit from this need. However, the products are potentially creating the foundation for devastating life long eating problems for these women.

Fraser (1999) believes that many of the weight loss remedies that are generally sold on store shelves are actually hazardous to consumers' health. Records from the American Association of Poison Control Center showed that in 1989, 47,000 people called the center to complain of reactions to diet pills that required hospital stays or medical care. Many pills contain ephedrine, a chemical similar to amphetamines which the Food and Drug Administration (FDA) in America stated caused 18 deaths and 800 complaints of its adverse effects in 1989.

In Summary, obsessive concerns about body shape and weight have become common among women of all ages that they now constitute the norm. The media images are also play a significant role in creasing women's concern over their weights. The dietary product is the product that benefit from desire to be slimness of women. The thinness images of women in media not only create the desire product but also suggest women on how to achieve it. However, many records reveal that the danger chemicals contain in the dietary product can cause the reverse negative effect on women's health and the intensity of the drive to thinness also contribute to the high rate of depression which cause the eating disorders among women.

2.2 The Cosmetic Industry

After World War II, the cosmetics industry began to take hold of American women and girls. Advertisers for cosmetics like Revlon promoted their products with illustrated ads of flawless beauty. The ads made the use of the product central to achieving the feminine ideal (Peiss.1998). Wilson (Online: 2004) supported this noting that the feminine ideal presented in the ads was perfection, something most women could not attain. Social researchers at that time found that teenage girls wanted to change their physical appearance more than anything else (Brienes.1992).

A 1942 survey of Baltimore consumers polled women over forty, i.e. those who had come of age before cosmetics industry advertising. These women reported that beauty preparations and cosmetics were inessential. However, younger women who had been exposed to cosmetics industry advertising viewed lipstick, powder, blush and cold cream as necessities (War Production Board.1942). Throughout Asia, sales of skin-whitening products have provided huge sources of revenue for Europe's cosmetic houses. The biggest users are in Japan, Korea, Hong Kong, Taiwan and Singapore (*Asiaweek*.online: 2004). According to the Thai Farmer Research Center, in 1998 whitening products represented the single biggest stake in skin care products in Asian countries -- 49 percent of the market worth around \$880 million (online: 2004).

A great deal of advertising is directed at creating a sense of urgency about retaining one's youth and fearing aging (Lee.1997:47-50). Hand cream ads talk about "young hands," skin-treatment ads state "I dreaded turning 30 ...", fragrance and

makeup ads stress looking “sexy and young” or “denying age”; detergent ads ask the reader, “Can you match their hands with their ages?” Advertising messages indicate the value women place on youth. A strong youth orientation is also evident in Latin America, where consumers spend more than \$1.6 billion a year on cosmetics (Solis.1994).

2.3 Plastic Surgery

The number of people having plastic surgery is increasing, particularly women (Morgan.1995). More than 6 percent of the U.S. adult population has had cosmetic surgery, and the number of procedures rose eightfold between 1990 and 1999 (Hass.2000). Breast implants, liposuction, and nose jobs are among the most popular procedures.

Asian Week (online: 2004) revealed a recent expensive operation called the “Auto-Collagen Bank” in Japan. One hundred women have become members, at a cost of 3 million yen each year (about \$28,000). The clinic will take collagen (a fibrous protein in cartilage and other connection tissue) from these women’s bodies when they are young and then preserve it. When the women get older and wrinkled, the women can return to the clinic to re-inject the collagen whenever they want. Further, more than one million Americans annually receive injections of Botox (a substance, which is injected into the skin in order to make the skin look smooth and young) to reduce and prevent visible wrinkles at a cost of \$300 or more per treatment (Clinard and Robert.2001: 463).

Although some of these procedures have generated controversy due to possible negative side effects, such as deaths following plastic surgery, and breast implant complications following surgery, it is unclear whether potential medical problems will hinder

large numbers of women from choosing surgical options to enhance their perceived feminine beauty (Solomon and Rabolt.2004:167).

In conclusion, it can be said that women have always been beauty conscious and insecure about their appearance and advertisers of beauty product industries have exploited this by bombarding them with ways in which to improve themselves. Striving to attain the ideal of beauty costs women in the form of physical pain, health problems, time and effort, and damaging psychological effects, as well as the direct expense of the beauty products themselves.

3. The Mass Media

Harris (1994) defined mass media as forms of communication that generate messages designed for very large, very heterogeneous, and very anonymous audiences.

The mass media are playing a significant role in our society as the media influence our beliefs, tastes, behaviors, values, expectations and ways of thinking. Baigi (1994) commented that the "media both reflect and affect the society and culture in which they operate. They are social and cultural mirrors, displaying the nation's values".

Garner, Garfinkel, Schwartz and Thompson (1980) explain that there are several studies that document the media's changing ideals of women's bodies. They added that in examinations of popular magazines, research demonstrated a trend toward the increasing slenderness of models and increases in the number of articles and advertisements addressing dietary issues.

3.1 Creating the Illusion of the Media

The mass media have been strongly criticized for playing a powerful role in communicating the ideal beauty image to the average woman (Mazur.1986). Freedman (1986) believes that today's media blur the boundaries between ideal and reality beauty. Airbrushing, soft-focus cameras, editing, and filters may blur the realistic nature of media images even further.

Lakoff and Scherr (1984) asserted that television and magazines exert an especially toxic influence because models in these media are seen as realistic representatives of actual people, rather than carefully manipulated, artificially developed images. Often media representations are not even of a singular woman. Rather, they are computer-merged images in which one model may provide the hair; another, the face; and a third, the figure.

Even when exposed to a single image, women may fail to appreciate that models in print media may spend many hours with clothes designers and professional hair and make-up artistes for a single photograph and follow a rigidly controlled diet and exercise program (Heinber and Stomer.1996). Jasper (1993) adds that although the average woman can afford neither the time nor financial investment necessary to achieve this look, they regard it as a realistic representation of feminine beauty and as an appropriate comparison target for what one should look like.

In brief, advertisements, which are communication tools for beauty product manufactures, are employed to influence women to buy their products. The illusive perfect beauty images of women in the ads created by advertisers are designed to make women

desire to look as attractive as the women in the ads. These ads lead women to value themselves mainly on physical appearance. They are easily misled into buying the advertised beauty products or services, as they believe that they can attain the same beauty if they use the products or services.

3.2 Print Media

There is much evidence that suggests that the mass media, especially women's and fashion magazines, play an important role in creating physical dissatisfaction of women by emphasizing beauty and external appearance.

Girls and women have high rates of exposure to print media. Subscription figures in America for 1993 demonstrate that over 2 million women subscribed to *Glamour*, 5 million to *Ladies' Home Journal*, and 1.8 million teenage girls subscribed to *Seventeen* (Winklepleck, Restum, and Strange.1993). Overall, 83% of teenage girls reported spending an average of 4.3 hours a week reading magazines for pleasure (Levine and Smolak.1996).

In short, women spend a great deal of their time with women's magazines. This print media is criticized as a source for the creation of feelings of dissatisfaction about women's own bodies as the magazines focus mainly on promoting physical beauty.

4. The Social Comparison Process Theory

As noted above, ideals of feminine beauty change over time and are subject to cultural differences; the various beauty industries seek to adopt and offer their products and services in ways that best fit into changing trends and cultural preferences in feminine

beauty; and, the mass media are employed to influence men's and women's beliefs and tastes concerning beauty.

One of the most important ways to communicate present ideals of feminine beauty, and eventually to influence and alter the existing ideals is through the process of social comparison. According to Festinger (1954), social comparison theory is the process of evaluation of one's self compared with others in the social environment.

A theoretical model using the social comparison process can be offered to explain how exposure to the socio-cultural thin and attractive ideal leads to increased body dissatisfaction (Heinberg and Thomson.1992). This theory proposes that individual differences in the tendency to compare oneself with others can cause different levels of body image disturbance within the context of a culture that endorses thinness and attractiveness. How comparisons are made has been the subject of much research.

4.1 Comparison Target

Miller, Turnbull and McFarland (1988) differentiate between universalistic and particularistic comparison targets.

- *A universalistic comparison* is determined by comparing oneself with a global comparison target for a specific attribute such as a woman comparing her weight with other women. Someone who is dissatisfied with being flat chested may compare herself with curvaceous women.

- A *particularistic comparison* is made by comparing a particular trait with others who share a particular bond or identity such as a woman comparing her weight or skin color with women in her peer group.

4.2 Downward and Upward Comparison

Comparisons are deemed “downward” when the target of comparison is inferior in terms of the attribute of interest and are labeled “upward” when the target’s attribute of interest is superior (Krunglanski and Mayseless.1989).

4.2.1 Downward Comparison

Downward comparison is the process whereby we compare ourselves to people who are “worse” than us on a particular trait or ability (Arosen, Wilson, and Akert.1997). Wood (1989) suggested that downward comparisons may serve as a mechanism of self-enhancement. He further explained that by comparing oneself with someone who is inferior in an attribute of interest one may feel better about one’s own standing. For instance, a woman feels more satisfied with her weight when she sees and compares her body weight with another woman who is much more overweight than she.

4.2.2 Upward Comparison

Upward comparison is the process whereby we compare ourselves to people who are better than us in terms of a particular trait or ability, in order to determine the standard of excellence (Arosen, Wilson, and Akert.1997). Wood (1989) suggested that individuals often make upward comparisons to improve themselves. For example, a female athlete may compare herself with someone who is more accomplished as a source of inspiration or motivation.

However, the risk of upward comparison is that it may remind her of her own inferiority, a fact that can be threatening to her self-esteem. A recent research indicates that comparisons with others who are superior to oneself on the attribute of interest are often associated with increases in emotional distress and decreases in self-esteem (Major, Testa, and Bylsma.1991). The table below shows women's reactions to idealized body images in ads. It suggests that an upward comparison with models in ads can create a negative feeling and reduce satisfaction of women's own beauty.

GENERAL COMPARISONS:	<p>God! I wish I looked like that."</p> <p>"There's certain (ads) that I look at and say, 'Wow! I'd sure like to look like that."</p> <p>"In high school, you want to think that you could look like that if you try. Then in college, you realize, 'Oh, forget it!"</p>
ADS GENERATING SPECIFIC BODY COMPARISONS:	<p>"When I see ads, I always look at the chest. I like it when she has no chest. Because, you know, I don't either."</p> <p>"I have wide hips; I always look at the hips. I guess I am just jealous."</p> <p>"When I look at a model I look at the arms, because my arms are awful."</p>
NEGATIVE SELF-FEELINGS FROM VIEWING ADS:	<p>"You look at these ads and you feel inadequate, like you can't measure up."</p> <p>"It's frustrating when you start to realize you should look that way-I mean- I can't."</p> <p>"I used to go through these magazines every day and look at (models in the ads) and wish I looked like them. I used to go running every day, and I really thought maybe I could look like them. I remember, I even picked one model in particular and cut out ads with her in them. I was pretty obsessed. And I finally realized this wasn't realistic. But I sometimes still look and think, 'Well, maybe."</p> <p>"Sometimes (ads with models) can make you feel a little depressed."</p> <p>"They make me feel self-critical." (participant viewing models in swimsuit ads)</p>

Source: Marsha L. Richins, "Social Comparison and the Idealized Images of Advertising, *Journal of Consumer Research*, June 1991, pp.71-83., 1991 University of Chicago.

4.3 Self-esteem Advertising

Self-esteem is a feeling of self-worth: the positivity or negativity of 'self'. Often with social comparison, we evaluate ourselves; we evaluate the self as we would any object. Those with high self-esteem think highly of themselves. Sometimes one's self-assessment does, but other times it does not correspond to reality.

Nevertheless, it is fairly clear that marketing communications can influence a consumer's level of self-esteem. Exposure to ads can trigger a process of *social comparison*, where a person tries to evaluate his or her self by comparing it to the people depicted in the advertising images. This form of comparison appeals to a basic human motive and many marketers have tapped into this by supplying idealized images of happy, attractive people who just happen to be using their products (Solom and Robolt.2004:143-144).

A study that illustrates the social comparison process showed that female college students indeed did tend to compare their physical appearance with models who appear in advertising. Study participants who were exposed to beautiful women in advertisements afterward expressed lowered satisfaction with their own appearance, as compared to other participants who did not view ads with attractive models (Richins.1991).

Another study demonstrated that young women's perceptions of their own body shapes and sizes can be altered after being exposed to as little as thirty minutes of television programming (Mayers, Jr., and Biocca.1992). Solomon and Raobolt (2004) note that these studies appear to reinforce what media critics lament, that there is a one

dimensional portrayal of women in advertising, characterized by extreme thinness and sensuality.

With this emphasis on perfection, such ads can create body dissatisfaction and fuel addictions. "The ideal is unattainable, and today even more so," says Kibourne, "with the ability to alter photographs with computers such as elongating the body. The ideal is no longer a real woman" (Quoted in Gardner.1999:18).

Salomon and Rabolt suggest (2004) that *Self-esteem advertising* attempts to change product attitudes by stimulating positive feelings about the self. One strategy is to challenge the consumer's self-esteem and then show a linkage to a product that will provide a remedy, for example, "You're not getting older, you're getting better" by Clairol.

In conclusion, the ideals of femine beauty of different cultures have changed over time. Marketing and advertising strategies of beauty industries have developed in order to convince women to purchase their products. The social comparison theory can be employed to explain how providing women with idealized images of fashion models can lead women to buy beauty products as women try to emulate these ideal images. A huge number of ads feature attractive models and reflect the long-held belief that 'beauty sells'.

CHAPTER 3

METHODOLOGY

This chapter presents the method to be employed to conduct the research with the aim to answer the research questions. A questionnaire was the research tool employed.

Sample Group

The sample group in this study was 50 Thai women in five different age groups:

- 10 teenage women (aged between 13 - 19 years)
- 10 young women (aged between 20 - 29 years)
- 10 young adult women (aged between 30 - 39 years)
- 10 adult women (aged between 40 – 49 years)
- 10 older women (aged above 50 years)

The sample group was composed of Thai women who lived in the Bangkok metropolitan area. These women were random selected at three department stores; Siam Center, Central Chidlom, and The Mall (Bangkapi) during the weekends of 18 and 25 December 2004. The random selection process continued until 10 respondents who fit into each of the 5 age groups were found. The department store locations were convenient for the researcher and weekend data collection was convenient for both the researcher and respondents.

Data Collection

Each respondent was shown 12 beauty product print advertisements featuring female models. The ads were full page, color ads featuring female models who exemplify some aspect(s) of feminine beauty- -especially those aspects related to the products which they were modeling. The ads were selected to be as representative as possible of the beauty industry advertisements discussed in Chapter 2 above. (See Appendix B.)

Ads were selected from the five best selling women's magazines in Thailand in the year 2003. According to data released by SE-Education Plc., the largest bookstore operator in Thailand, these magazines are *Cleo*, *Elle*, *Lisa*, *Cosmopolitan*, and *Praew*.

The researcher presented each beauty product print ad slowly to each respondent, and then the questionnaire was shown and read to each respondent by the researcher. The researcher marked each questionnaire for each respondent. Each questionnaire took 5-7 minutes to complete. The English version of the questionnaire was translated into Thai (See Appendix A for both English and Thai versions.) in order to be clearly understood by the selected respondents.

Research Tool

A questionnaire was the research tool and was divided into four main parts:

Part I: Personal Information

The female respondents were categorized into the five age groups noted above.

The attitudes of the different age group were used in the data analysis.

Part II: Attitudes toward women's images in print advertisements.

This part was designed to analyze the attitudes of the sample group toward the female model images used in print ads for beauty products in order to answer research question 1:

"Do Thai women accept the idea that the images of women used in print advertisements for beauty products are representations of cultural norms of beauty against which they should measure themselves?"

Part III: Influence of Models on Product Buying

This part was designed to analyze the attitudes of the selected respondents towards their own susceptibility to the sales messages contained in the advertisements in order to answer research question 2:

"Are women vulnerable to the sales argument that leads them to buy beauty products or services because they believe they can/should be as beautiful as the images of women in the print ads?"

Part IV: Women's Attitudes Toward Themselves

This part was designed to find out how the images of the models influence women's attitude toward themselves in order to answer research question 3:

"How do women's images used in print advertisements for beauty products affect women's attitudes toward themselves?"

Finally, an open-ended question was posed in order to allow women to express themselves freely and with their own words on their attitudes toward themselves when they saw women's images in print ads for beauty products.

Data Analysis

The data gathered from the questionnaires were analyzed and calculated in percentages in order to compare how respondents of each age group responded to each research question.

CHAPTER 4

FINDINGS

The findings of the study are presented in this chapter. Details of the data obtained from the completed questionnaires are divided into the four parts of the questionnaire:

PART I: PERSONAL INFORMATION

PART II: ATTITUDES TOWARD WOMEN'S IMAGES SHOWN IN THE ADS

PART III: INFLUENCE OF MODELS ON PRODUCT BUYING

PART IV: WOMEN'S ATTITUDES TOWARD THEMSELVES

Summaries and interpretations are presented and discussed in the order of the questions in the questionnaire. Tables are drawn to display the findings in percentages and a brief discussion is presented below each table.

PART I: PERSONAL INFORMATION

TABLE1 PERSONAL INFORMATION

Age	Number
13 – 19 (teenage women)	10
20 – 29 (young women)	10
30 – 39 (young adult women)	10
40 – 49 (adult women)	10
50 and Above (older women)	10
Total	50

TABLE 1 shows the age distribution of the 50 Thai women living in Bangkok who participated in the study. They were randomly selected as the sample group and are categorized into the five age groups of the study in equal numbers. The sample group was shown the 12 beauty product print advertisements featuring female models (see Appendix B.) and answered the questions in each part of the questionnaire.

PART II: ATTITUDES TOWARD WOMEN'S IMAGES SHOWN IN THE ADS.

The findings presented below report the sample group's attitudes toward the women's images presented in the beauty product ads. Their attitudes toward the five statements in Part II of the questionnaire are expressed in five levels: 'Strongly Agree', 'Agree', 'No Opinion', 'Disagree' and 'Strongly Disagree'. The results of this part are presented in TABLES 2-6.

TABLE 2 THE WOMEN IN THE BEAUTY PRODUCT ADVERTISEMENTS I HAVE JUST SEEN ARE GOOD EXAMPLES OF WHAT SOCIETY AS A WHOLE THINKS WOMEN SHOULD LOOK LIKE.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 – 19 Teenage Women	1	10%	3	30%	4	40%	2	20%	0	0%	10	100%
20 – 29 Young Women	0	0%	8	80%	1	10%	1	10%	0	0%	10	100%
30 – 39 Young Adult Women	1	10%	8	80%	1	10%	0	0%	0	0%	10	100%
40 – 49 Adult Women	0	0%	6	60%	2	20%	2	20%	0	0%	10	100%
50 and Above Older Women	3	30%	4	40%	1	10%	1	10%	1	10%	10	100%
Total	5	10%	29	58%	9	18%	6	12%	1	2%	50	100%

TABLE 2 shows that 58% of the sample group agreed that the women presented in the ads are good examples of what society as a whole thinks women should look like. The figures reveal that 80% of the 'young' and 'young adult' groups, 60% of the 'adult' group, 40% of 'older women' and 30% of 'teenage women' agreed with the statement. Thirty percent of 'older women', 10% of the 'teenage' and 'young adult' groups strongly agreed. Only 12% of the sample group disagreed and 2% strongly disagreed. Eighteen percent of the sample group had no opinion, of which the largest numbers were in the 'teenage' group, which represented 40% of their responses.

TABLE 3 THE WOMEN IN THE BEAUTY PRODUCT ADVERTISEMENTS I HAVE JUST SEEN ARE GOOD EXAMPLES OF WHAT *WOMEN BELIEVE* THEY SHOULD LOOK LIKE.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 – 19 Teenage Women	2	20%	7	70%	0	0%	1	10%	0	0%	10	100%
20 – 29 Young Women	0	0%	7	70%	2	20%	1	10%	0	0%	10	100%
30 – 39 Young Adult Women	2	20%	8	80%	0	0%	0	0%	0	0%	10	100%
40 – 49 Adult Women	0	0%	6	60%	3	30%	1	10%	0	0%	10	100%
50 and Above Older Women	1	10%	7	70%	0	0%	2	20%	0	0%	10	100%
Total	5	10%	35	70%	5	10%	5	10%	0	0%	50	100%

TABLE 3 demonstrates that 70% of the respondents agreed that the women in the ads are good examples of what women believe they should look like. The percentage of those agreeing are relatively close among all the age groups; 80% of the 'young adult' group, 70% of 'teenage', 'young', and the 'older women', and 60% of the 'adult' group.

Twenty percent of the teenage and 'young adult' group, and 10% of the 'older' group strongly agreed with the statement. Only 10% of the sample group disagreed and none strongly disagreed.

TABLE 4 THE WOMEN IN THE BEAUTY PRODUCT ADVERTISEMENTS I HAVE JUST SEEN ARE GOOD EXAMPLES OF WHAT *MEN BELIEVE* WOMEN SHOULD LOOK LIKE.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
13 – 19 Teenage Women	1	10%	3	30%	4	40%	2	20%	0	0%	10	100%
20 – 29 Young Women	2	20%	3	30%	5	50%	0	0%	0	0%	10	100%
30 – 39 Young Adult Women	3	30%	5	50%	2	20%	0	0%	0	0%	10	100%
40 – 49 Adult Women	3	30%	1	10%	2	20%	4	40%	0	0%	10	100%
50 and Above Older Women	1	10%	3	30%	3	30%	2	20%	1	10%	10	100%
Total	10	20%	15	30%	16	32%	8	16%	1	2%	50	100%

TABLE 4 displays the result that 50% of all respondents agreed that the models in the ads are good examples of what men believe women should look like, of which 30% agreed and 20% strongly agreed. Though, the number of women with no opinion is almost the same as those agreeing (32%), most were in the 'teenage' and 'young' groups. Sixteen percent of the sample group disagreed with the statement with the highest percentage in the 'adult' group, 40%. Only 2% of the whole sample group strongly disagreed with the statement.

TABLE 5 THE WOMEN IN THE BEAUTY PRODUCT ADVERTISEMENTS I HAVE JUST SEEN INSTRUCT WOMEN ON HOW THEY CAN IMPROVE THEIR LOOKS.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 – 19 Teenage Women	1	10%	7	70%	2	20%	0	0%	0	0%	10	100%
20 – 29 Young Women	2	20%	7	70%	1	10%	0	0%	0	0%	10	100%
30 – 39 Young Adult Women	5	50%	5	50%	0	0%	0	0%	0	0%	10	100%
40 – 49 Adult Women	2	20%	6	60%	0	0%	2	20%	0	0%	10	100%
50 and Above Older Women	3	30%	6	60%	0	0%	1	10%	0	0%	10	100%
Total	13	26%	31	62%	3	6%	3	6%	0	0%	50	100%

TABLE 5 exhibits that the majority of the sample group agreed or strongly agreed that women in the ads instruct women on how they can improve their looks (88%). The figures show that 62% of them agreed and 26% strongly agreed with the statement. The 'agree' groups were 'teenage' and 'young' women agreeing at the level of 70%, followed by 'adult' and 'older' women at 60%. The 'young adult' group was equally divided between agreement and strong agreement. It can be said that the 'young adult group' totally agreed with the statement. Six percent of the women had no opinion and 6% disagreed. No one strongly disagreed with the statement.

TABLE 6 THE WOMEN IN THE BEAUTY PRODUCT ADVERTISEMENTS I HAVE JUST SEEN ARE REAL WOMEN JUST LIKE ME, WHO JUST HAPPEN TO WORK AS MODELS FOR BEAUTY PRODUCTS.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 – 19 Teenage Women	1	10%	1	10%	3	30%	4	40%	1	10%	10	100%
20 – 29 Young Women	1	10%	5	50%	4	40%	0	0%	0	0%	10	100%
30 – 39 Young Adult Women	5	50%	2	20%	1	10%	2	20%	0	0%	10	100%
40 – 49 Adult Women	2	20%	4	40%	3	30%	1	10%	0	0%	10	100%
50 and Above Older Women	2	20%	7	70%	0	0%	1	10%	0	0%	10	100%
Total	11	22%	19	38%	11	22%	8	16%	1	2%	50	100%

TABLE 6 reveals that the majority of all respondents (60%) agreed or strongly agreed with the statement. Thirty eight percent of them agreed and 22% strongly agreed. 'Older women' responded with the highest percentage in the 'agree' category with 70%. Sixteen percent of the sample group disagreed with the statement, of which these were mostly in the 'teenage' group (40%). Twenty-two percent (22%) of women in all age groups had no opinion about the statement, of which 40% were in the 'young' age group and 30% in the 'teenage' group. The 'teenage women' expressed the highest level of disagreement with the statement, 40% disagreed and 10% strongly disagreed.

PART III: INFLUENCE OF MODELS ON PRODUCT BUYING

The 3 questions in this section asked the respondents to indicate the influence of the models in the ads on their decisions to buy the advertised beauty products. The results of the findings are presented in TABLES 7-9.

TABLE 7 DO THE IMAGES OF THE MODELS IN THE ADS MOTIVATE YOU TO BUY THE PRODUCTS?

Age	Yes	Percentage	No	Percentage	Total (N/P)	
13 – 19 Teenage Women	8	80%	2	20%	10	100%
20 – 29 Young Women	10	100%	0	0%	10	100%
30 – 39 Young Adult Women	9	90%	1	10%	10	100%
40 – 49 Adult Women	8	80%	2	20%	10	100%
50 and Above Older Women	9	90%	1	10%	10	100%
Total	44	88%	6	12%	50	100%

When women were asked whether the models in the ads motivated them to buy the products, 44 out of 50 women respondents, or 88% of the sample group, thought that the images of the models in the ads motivated them to buy beauty products. One hundred percent of 'young women', 90% of 'older' and 'young adult' women and 80% of the 'teenage' and 'adult' groups agreed that they were influenced by the models to buy the advertised beauty products. Only six women, or 12%, believed that they were not motivated by the models in the ads, of which 20% were found in each of the 'teenage', and

young' women' groups and 10 percent were found in each of the 'young adult' and 'older' groups.

TABLE 8 HOW GREATLY DO YOU THINK THESE BEAUTY PRODUCT ADS INFLUENCE YOUR DECISION TO BUY THE PRODUCTS?

Age	Not at all		A little bit		Somewhat		Very much		Extremely		Total (N/P)	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
13 – 19 Teenage Women	0	0%	1	10%	6	60%	2	20%	1	10%	10	100%
20 – 29 Young Women	0	0%	1	10%	6	60%	3	30%	0	0%	10	100%
30 – 39 Young Adult Women	0	0%	1	10%	6	60%	2	20%	1	10%	10	100%
40 – 49 Adult Women	0	0%	1	10%	7	70%	2	20%	0	0%	10	100%
50 and Above Older Women	0	0%	7	70%	2	20%	1	10%	0	0%	10	100%
Total	0	0%	11	22%	27	54%	10	20%	2	4%	50	100%

TABLE 8 shows the sample group's attitudes on how greatly they think the beauty product ads influenced them to buy the products. The results show that all women were influenced by the models: 54% of them responded 'somewhat', 22% 'a little bit', 20% 'very much', and 4% 'extremely'. No one answered 'not at all'. Of the 27 women who responded 'somewhat': seven are found in the 'adult' group, 'teenage', 'young' and 'young adult' groups each had six women responding at this level. The group which was least influenced by the statement were the 'older women'. The table shows that 70% of the 'older women' responded the models had only 'a little bit' of influence on their decisions to buy the beauty products. Just 20% of 'older women' responded 'somewhat' and 10% answered 'very much'.

TABLE 9 DO THE ADS CONVINCING YOU TO BELIEVE THAT YOU CAN BE AS BEAUTIFUL AS THE IMAGES OF WOMEN IN THESE ADS?

Age	Not at all		A little bit		Somewhat		Very much		Extremely		Total (N/P)	
13 – 19 Teenage Women	1	10%	4	40%	4	40%	1	10%	0	0%	10	100%
20 – 29 Young Women	0	0%	5	50%	5	50%	0	0%	0	0%	10	100%
30 – 39 Young Adult Women	1	10%	4	40%	5	50%	0	0%	0	0%	10	100%
40 – 49 Adult Women	2	20%	5	50%	3	30%	0	0%	0	0%	10	100%
50 and Above Older Women	1	10%	3	30%	4	40%	2	20%	0	0%	10	100%
Total	5	10%	21	42%	21	42%	3	6%	0	0%	50	100%

It can be seen from TABLE 9 that 84% of all the respondents were convinced 'a little bit' or 'somewhat' to believe that they can be as beautiful as the images of models in the ads. The distribution of responses varied among each group. Ten percent of the women responding to the questionnaire were 'not at all' convinced, 6% answered that they were 'very much' convinced.

PART IV: WOMEN'S ATTITUDES TOWARD THEMSELVES

This part of the questionnaire asked the women respondents to indicate how the images of female models in the ads affected their attitudes toward themselves. The findings are divided into two sections: A) 12 closed questions in TABLES 10-21, and B) one open-ended question in TABLES 22-27.

SECTION A

In this section, two statements with opposite meanings are grouped as in the questionnaire, in order to confirm whether the models in the beauty product ads had a positive or negative impact on the respondents' attitudes toward themselves.

TABLE 10 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN MAKE ME *FEEL SATISFIED* WITH MY APPEARANCE.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
13 – 19 Teenage Women	0	0%	3	30%	3	30%	4	40%	0	0%	10	100%
20 – 29 Young Women	1	10%	5	50%	1	10%	3	30%	0	0%	10	100%
30 – 39 Young Adult Women	0	0%	7	70%	2	20%	1	10%	0	0%	10	100%
40 – 49 Adult Women	0	0%	4	40%	1	10%	5	50%	0	0%	10	100%
50 and Above Older Women	2	20%	3	30%	2	20%	3	30%	0	0%	10	100%
Total	3	6%	22	44%	9	18%	16	32%	0	0%	50	100%

TABLE 10 demonstrates that half of the respondents (44% of all respondents agreed and 6% strongly agreed) believed that the models in the ads made them feel satisfied with their appearance. The 'young adult' group had the highest percentage of agreement which was 70%. The percentage of women who disagreed with the statement was 32% of all the respondents. The 'adult' and 'teenage' women had a relatively high

percentage of disagreement, 50% and 40% respectively. Eighteen percent of all female participants had 'no opinion'. The group, which had the highest number of 'no opinion', was the 'teenage group' at 30%.

TABLE 11 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN MAKE ME *FEEL UNSATISFIED* WITH MY APPEARANCE.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 – 19 Teenage Women	2	20%	1	10%	3	30%	3	30%	1	10%	10	100%
20 – 29 Young Women	0	0%	4	40%	2	20%	4	40%	0	0%	10	100%
30 – 39 Young Adult Women	0	0%	2	20%	2	20%	6	60%	0	0%	10	100%
40 – 49 Adult Women	0	0%	2	20%	2	20%	5	50%	1	10%	10	100%
50 and Above Older Women	0	0%	3	30%	2	20%	2	20%	3	30%	10	100%
Total	2	4%	12	24%	11	22%	20	40%	5	10%	50	100%

TABLE 11 shows that 40% of all the women disagreed and 10% strongly disagreed that the models in the ads made them feel unsatisfied with their appearance. The 'young adult' group had the largest number of respondents who disagreed, 60%. The total percentage of 'disagree' and 'strongly disagree' equals 50% of the sample group. Twenty-four percent agreed and 4% strongly agreed. The 'young age' group had the highest percentage of 'agree', which represents 40% of their responses. The percentage of no opinion is 22% of the sample group.

A comparison of the responses of the women to the statements, "The women in the advertisements I have just seen make me feel satisfied (TABLE 10) / unsatisfied (TABLE 11) with my appearance.", confirms the respondents' tendency to feel satisfied with their beauty when comparing themselves to the models.

TABLE 10, Feel Satisfied:

In agreement:	50%
No opinion:	18%
In disagreement:	32%

TABLE 11, Feel Unsatisfied

In agreement:	28%
No opinion:	22%
In disagreement:	50%

Twenty-five of 50 women feel satisfied with their appearance and disagreed when asked if they felt 'unsatisfied' with their appearance. Two of 25 women who were in disagreement with the statement in TABLE 10 changed to the 'No opinion' column when asked if they felt unsatisfied in TABLE 11. The overall attitude of the respondents was one of satisfaction with their appearance when compared with the models in the beauty ads.

TABLE 12 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN MAKE ME WANT TO LOOK MORE LIKE THEM.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 – 19 Teenage Women	3	30%	4	40%	2	20%	0	0%	1	10%	10	100%
20 – 29 Young Women	1	10%	8	80%	0	0%	1	10%	0	0%	10	100%
30 – 39 Young Adult Women	2	20%	6	60%	0	0%	2	20%	0	0%	10	100%
40 – 49 Adult Women	2	20%	3	30%	1	10%	3	30%	1	10%	10	100%
50 and Above Older Women	0	0%	5	50%	1	10%	3	30%	1	10%	10	100%
Total	8	16%	26	52%	4	8%	9	18%	3	6%	50	100%

TABLE 12 shows that 52% of the sample group agreed and 16% strongly agreed that the images in the beauty product ads made the women want to look more like the models. The 'young women' have the highest percentage of agreement, which is 80%. The next group is 'young adult' 60%; the 'older women' 50%; 'young women'; 40% and 'adult women', 30%. The 'teenage group' also expressed the highest percentage of 'strongly agree', which was 30%. Eighteen percent of the respondents disagreed and 6% strongly disagreed with the statement. The 'adult' and 'older' women expressed the same percentage of 'disagree' and 'strongly disagree', which were 30% and 10% of their replies, respectively.

TABLE 13 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN MAKE ME WANT TO LOOK DIFFERENT THAN THEM.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
13 – 19 Teenage Women	0	0%	1	10%	4	40%	4	40%	1	10%	10	100%
20 – 29 Young Women	0	0%	2	20%	4	40%	3	30%	1	10%	10	100%
30 – 39 Young Adult Women	1	10%	2	20%	3	30%	4	40%	0	0%	10	100%
40 – 49 Adult Women	0	0%	1	10%	3	30%	3	30%	3	30%	10	100%
50 and Above Older Women	0	0%	3	30%	2	20%	4	40%	1	10%	10	100%
Total	1	2%	9	18%	16	32%	18	36%	6	12%	50	100%

TABLE 13 demonstrates that 48% of the women disagreed or strongly disagreed that the models in the ads made them want to look different than the models. The findings show that 36% of the respondents disagreed and 12% strongly disagreed with the statement. The 'teenage', 'young adult' and 'older' women have the same percentage of 'disagree', which was 40%. The percentages in the 'disagree' column are not much different between each age group. The number of 'no opinion' was relatively high and represents 32% of all female participants. Eighteen percent of the sample women 'agreed' and only 2% 'strongly agreed' with the statement. The 'older age group' had the largest number of agreements, which was 30%.

A comparison of the responses of the women to the statements, "The women in the advertisements I have just seen make me want to look more like (TABLE 12) / different than them." (TABLE 13), demonstrates the respondent's inclination to want to look more like the models in the beauty product ads.

TABLE 12, Want to look more like the models:

In agreement:	68%
No opinion:	8%
In disagreement:	24%

TABLE 13, Want to look more different than the models

In agreement:	20%
No opinion:	32%
In disagreement:	48%

Thirty-four out of 50 women wanted to look more like the models and 24 women disagreed when asked if they wanted to 'look different' than the models. Twelve out of 34 women who were in agreement with the statement in the TABLE 12 changed to the 'no opinion' column, when asked if they wanted to look different than the models in TABLE 13. The number increased from 8% in (TABLE 12) to 32% (TABLE 13). The overall attitude of the respondents was one of wanting to look more like the models in the beauty ads.

TABLE 14 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN *MOTIVATE ME LOOK MORE ATTRACTIVE.*

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 – 19 Teenage Women	0	0%	8	80%	1	10%	1	10%	0	0%	10	100%
20 – 29 Young Women	5	50%	4	40%	1	10%	0	0%	0	0%	10	100%
30 – 39 Young Adult Women	3	30%	6	60%	0	0%	1	10%	0	0%	10	100%
40 – 49 Adult Women	0	0%	5	50%	4	40%	0	0%	1	10%	10	100%
50 and Above Older Women	2	20%	5	50%	3	30%	0	0%	0	0%	10	100%
Total	10	20%	28	56%	9	18%	2	4%	1	2%	50	100%

TABLE 14 indicates that 76% of the sample group agreed that the models in the ads motivated them to look more attractive. Fifty-six percent of the women agreed and 20% strongly agreed with the statement. 'Teenage women' had the highest percentage of agreement, which was 80%, followed by 'young adult women', 60%; 'adult' and 'older group', 50%; and 'young' group 40%, respectively. Eighteen percent of the sample group had no opinion, mostly in the 'adult women', four women; and 'older women', three respondents. Only 4% of the sample group disagreed and 2% strongly disagreed with the statement.

TABLE 15 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN *DEPRES ME THAT I CANNOT BE MORE ATTRACTIVE.*

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 – 19 Teenage Women	1	10%	1	10%	3	30%	4	40%	1	10%	10	100%
20 – 29 Young Women	0	0%	4	40%	0	0%	4	40%	2	20%	10	100%
30 – 39 Young Adult Women	0	0%	0	0%	3	30%	6	60%	1	10%	10	100%
40 – 49 Adult Women	0	0%	1	10%	5	50%	3	30%	1	10%	10	100%
50 and Above Older Women	0	0%	0	0%	0	0%	7	70%	3	30%	10	100%
Total	1	2%	6	12%	11	22%	24	48%	8	16%	50	100%

TABLE 15 demonstrates that 48% of the women in the sample group disagreed and 16% of them strongly disagreed that the models depressed them because the respondents could not be more attractive. The percentage of 'disagree' and 'strongly disagree' equals 64% of the responses. The highest percentage of 'disagree' was in the 'older age' group: 70% disagreed and 30% strongly disagreed. Only 12% of all women agreed with the statement, mostly in the 'young age' group, 40%. Twelve percent of the sample women had no opinion on this statement: with 'adult women', 50%; 'teenage' and 'young adult' women 30% respectively.

A comparison of the responses of the women to the statements, "The women in the advertisements I have just seen motivate me look more attractive (TABLE 14) / depress me that I cannot be more attractive (TABLE 15)", affirms the women respondents' tendency to feel motivated to look more attractive after seeing the models' images in the beauty ads.

TABLE 14, Feel motivated to look more attractive.

In agreement:	76%
No opinion:	18%
In disagreement:	6%

TABLE 15, Feel depressed that they cannot be more attractive

In agreement :	14%
No opinion:	22%
In disagreement:	50%

Thirty-eight out of 50 women were motivated to look be more attractive and 25 disagreed when asked if the models depressed them that they could not be more attractive. Sixteen out of 38 women who were in agreement with the statement in TABLE 14 changed to the 'no opinion' and 'agree' column when asked if they felt depressed in TABLE 15. The overall attitude of the respondents was one of motivation to look more attractive after seeing the models in the beauty ads.

TABLE 16 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN RAISE MY
SELF-ESTEEM.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage	Count	Percentage
13 – 19 Teenage Women	0	0%	3	30%	3	30%	4	40%	0	0%	10	100%
20 – 29 Young Women	0	0%	4	40%	3	30%	3	30%	0	0%	10	100%
30 – 39 Young Adult Women	0	0%	5	50%	3	30%	2	20%	0	0%	10	100%
40 – 49 Adult Women	0	0%	3	30%	6	60%	1	10%	0	0%	10	100%
50 and Above Older Women	0	0%	4	40%	2	20%	3	30%	1	10%	10	100%
Total	0	0%	19	38%	17	34%	13	26%	1	2%	50	100%

TABLE 16 reveals that 38% of the sample group agreed that the models in the ads raised their self-esteem. 'Young adult women' responded with the highest percentage of 'agree', which was 50%. The percentage of women who had no opinion was high, 34%. The highest percentage of 'no opinion' was in the 'adult group', 60%. Twenty-six percent of the sample group disagreed with the statement, the largest group being the 'teenage' group, 40%. It can be seen in the table that 98% of the respondents expressed their opinion on this statement mainly in three levels, which were 'Agree', 'No opinion' and 'Disagree'. Only 2% strongly disagreed and no one strongly agreed.

TABLE 17 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN *LOWER MY SELF-ESTEEM.*

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 - 19 Teenage Women	0	0%	1	10%	4	40%	5	50%	0	0%	10	100%
20 - 29 Young Women	0	0%	3	30%	0	0%	6	60%	1	10%	10	100%
30 - 39 Young Adult Women	0	0%	0	0%	3	30%	6	60%	1	10%	10	100%
40 - 49 Adult Women	0	0%	0	0%	5	50%	5	50%	0	0%	10	100%
50 and Above Older Women	0	0%	1	10%	3	30%	3	30%	3	30%	10	100%
Total	0	0%	5	10%	15	30%	25	50%	5	10%	50	100%

TABLE 17 demonstrates that 50% of the sample group disagreed that the images of the models lowered their self-esteem. The highest percentages of disagreement came from the 'young' and 'young adult' groups with 60% in each group. The 'teenage' and 'adult' groups also had the same high percentages of disagreement, which was 50%. Thirty percent of the respondents had no opinion. 'Adult women' expressed the highest percentage of 'no opinion', which was 50%; followed by 40% in the 'teenage' group. Only 10% of the sample group agreed. 'Young women' agreed at 30%, which was the highest percentage among all the age groups. No one strongly agreed with the statement.

A comparison of the responses of the women to the statements, "The women in the advertisements I just have just seen raise (TABLE 16) / lower my self-esteem (TABLE 17)." confirms the respondents' tendency to feel raised self-esteem when comparing themselves to the models.

TABLE 16, Raised self-esteem:

In agreement :	38%
No opinion:	34%
In disagreement:	28%

TABLE 17, Lowered self-esteem:

In agreement :	10%
No opinion:	30%
In disagreement:	60%

Nineteen out of 50 women felt that the models raised their self-esteem and 30 respondents disagreed when asked if the model images lowered their self-self-esteem. Women who responded in disagreement, or had 'no opinion' about the models raising their self-esteem in TABLE 16 turned to 'disagree' with the statement that the models lowered their self-esteem in TABLE 17. The overall attitude of the respondents was one of rising self-esteem after viewing the models in the beauty ads.

TABLE 18 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN MOTIVATE ME TO PRESERVE MY BEAUTY FOR THE FUTURE.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 – 19 Teenage Women	5	50%	5	50%	0	0%	0	0%	0	0%	10	100%
20 – 29 Young Women	3	30%	7	70%	0	0%	0	0%	0	0%	10	100%
30 – 39 Young Adult Women	4	40%	6	60%	0	0%	0	0%	0	0%	10	100%
40 – 49 Adult Women	0	0%	8	80%	0	0%	2	20%	0	0%	10	100%
50 and Above Older Women	3	30%	6	60%	0	0%	1	10%	0	0%	10	100%
Total	15	30%	32	64%	0	0%	3	6%	0	0%	50	100%

TABLE 18 displays the result that most of the women in the sample group agreed that the models motivated them to preserve their beauty for the future. The data show that 64% of them agreed, 30% strongly agreed and only 6% disagreed with the statement. The largest agreeing group was the 'adult women', at 80%. The 'teenage' group had the same percentages for 'agree' and 'strongly agree' which was 50%. Six percent of the women disagreed with the statement. No one strongly disagreed or had no opinion.

TABLE 19 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN *DO NOT*
MOTIVATE ME TO PRESERVE MY BEAUTY FOR THE FUTURE.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
	0	0%	0	0%	2	20%	6	60%	2	20%	10	100%
13 – 19 Teenage Women	0	0%	0	0%	2	20%	6	60%	2	20%	10	100%
20 – 29 Young Women	0	0%	1	10%	0	0%	5	50%	4	40%	10	100%
30 – 39 Young Adult Women	0	0%	0	0%	2	20%	8	80%	0	0%	10	100%
40 – 49 Adult Women	0	0%	2	20%	3	30%	5	50%	0	0%	10	100%
50 and Above Older Women	0	0%	1	10%	5	50%	3	30%	1	10%	10	100%
Total	0	0%	4	8%	12	24%	27	54%	7	14%	50	100%

TABLE 19 illustrates that 54% of the respondents disagreed and 14% of them strongly disagreed that the models did not motivate them to preserve their beauty for the future. The highest percentage of disagreement was in the 'young adult' group, which was 80%. 'Young women' mostly disagreed with the statement, of which 50% of them disagreed and 40% strongly disagreed. Twenty-four percent of the sample group expressed no opinion, of which 50% were respondents in the older age group. Only 8% of all women agreed and none strongly agreed with the statement.

A comparison of the responses of the women to the statements, "The women in the advertisements I have just seen motivate me to (TABLE 18) / do not motivate me to preserve my beauty for the future (TABLE 19)." verifies the respondents' tendency to feel motivated to preserve their beauty after seeing the models.

TABLE 18, Motivated to preserve their beauty

In agreement :	94%
No opinion:	0%
In disagreement:	6%

TABLE 19, Do not motivate to preserve their beauty

In agreement :	8%
No opinion:	24%
In disagreement:	68%

Forty-seven out of 50 women felt motivated to preserve their beauty for the future and 34 disagreed when asked if they were not motivated by the models. Twelve out of 47 women who were in agreement with the statement in the TABLE 18 changed to the 'No Opinion' column when asked if they were not motivated in TABLE 19. The overall attitude of the respondents was one of motivation to preserve their beauty for the future after seeing the model images in the beauty product ads.

TABLE 20 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN MAKE ME FEEL THAT I NEED TO COPY THEM IF I WANT TO BE BEAUTIFUL.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 – 19 Teenage Women	1	10%	5	50%	4	40%	0	0%	0	0%	10	100%
20 – 29 Young Women	2	20%	5	50%	0	0%	3	30%	0	0%	10	100%
30 – 39 Young Adult Women	1	10%	2	20%	2	20%	5	50%	0	0%	10	100%
40 – 49 Adult Women	0	0%	4	40%	0	0%	5	50%	1	10%	10	100%
50 and Above Older Women	1	10%	3	30%	3	30%	2	20%	1	10%	10	100%
Total	5	10%	19	38%	9	18%	15	30%	2	4%	50	100%

TABLE 20 shows that 48% of the sample group agreed that the models made them feel that they needed to copy them if they wanted to be beautiful. The findings indicate that 38% of them agreed and 10% strongly agreed. The 'teenage' and 'young' age groups had the same high percentage of agreement, 50%. Thirty-four percent of all women disagreed or strongly disagreed with the statement. The table also shows that 30% of the participants disagreed and only 4% strongly disagreed. The 'young adult' and 'adult' age groups had the same percentage of disagreement, which was 50%. Sixteen percent had no opinion of which the largest groups were the 'teenage' group, 40%; and the 'older' age group, 30%.

TABLE 21 THE WOMEN IN THE ADVERTISEMENTS I HAVE JUST SEEN MAKE ME FEEL THAT I DO NOT NEED TO COPY THEM IF I WANT TO BE BEAUTIFUL.

Age	Strongly Agree		Agree		No Opinion		Disagree		Strongly Disagree		Total N/P	
13 – 19 Teenage Women	1	10%	1	10%	3	30%	5	50%	0	0%	10	100%
20 – 29 Young Women	1	10%	4	40%	1	10%	4	40%	0	0%	10	100%
30 – 39 Young Adult Women	0	0%	3	30%	1	10%	6	60%	0	0%	10	100%
40 – 49 Adult Women	1	10%	3	30%	5	50%	1	10%	0	0%	10	100%
50 and Above Older Women	0	0%	3	30%	2	20%	5	50%	0	0%	10	100%
Total	3	6%	14	28%	12	24%	21	42%	0	0%	50	100%

TABLE 21 indicates that the majority of the sample group disagreed that the models made them feel that they did not need to copy them if they wanted to be beautiful. Forty-two percent of them disagreed with the statement: 60% in the 'young adult' group, 50% in the 'teenage' and 'older' age groups, 40% in the 'young' group and 10% in the 'adult' age group. Twenty-eight percent of the women agreed: 40% in the 'young' group, 30% in the 'young adult', 'adult' and 'older' groups and 10% in the 'teenage' group. Twenty four percent of all respondents had no opinion and 6% strongly agreed.

A comparison of the responses of the women to the statement, "The women in the advertisements I have just seen make me feel that I need to copy (TABLE 20) / do not need to copy them if I want to be beautiful (TABLE 21).", demonstrates the respondents' tendency to feel that they needed to copy the models when comparing themselves to them.

TABLE 20, Need to copy

In agreement:	48%
No opinion:	18%
In disagreement:	34%

TABLE 21, Do not need to copy

In agreement :	34%
No opinion:	24%
In disagreement:	42%

Twenty-four out of 50 women felt that they needed to copy the models and 21 women disagreed when asked if they felt that they did not need to copy the models if they wanted to be beautiful. Three out of 24 who were in agreement with the statement in TABLE 20 turned to the 'No Opinion' column in TABLE 21 when asked if they felt that they needed not to copy the models. The overall attitude of the respondents was of feeling a need to copy the models if they wanted to be beautiful.

SECTION B

TABLES 22-27 show the findings related to the open-ended question. Each respondent was asked to provide three words which best described her attitude toward herself when she saw the women's images in print advertisements for beauty products. The Thai words that were provided by the respondents have been translated into English as carefully as possible. Some have been rendered as phrases. Below, the words, and

phrases are categorized into three groups; those with 'negative meanings', 'neutral meanings' or 'positive meanings'. The words and phrases are reported in the tables below.

TABLE 22 WORDS FOUND IN THE 'TEENAGE WOMEN' GROUP

Age	Negative meanings		Neutral meanings		Positive meanings	
	Word	No.	Word	No.	Word	No.
13 - 19 Teenage Women	less beautiful	3	different	2	satisfied	3
	not attractive	2	faire	1		
	too tan skin	2				
	skinny	2				
	dissatisfied with body shape	2				
	need more care	2				
	unfresh facial skin	1				
	uncharming	1				
	not beautiful hair	1				
	unsmooth body skin	1				
	common	1				
	unsmooth facial skin	1				
	less treatment	1				
	dissatisfied	1				
	Total	21		3		3

TABLE 22 demonstrates that the words that 'teenage women' (age 13-19) used in describing themselves most often have a negative meaning. The most often used negative word found was 'less beautiful'. Two words with neutral meanings were offered: 'fair' (once) and 'different' (twice). One word with a positive meaning, 'satisfied', was given by three women in this age group. A total of only 27 words are listed in this group because three respondents offered only two words.

TABLE 23 WORDS FOUND IN THE 'YOUNG WOMEN' GROUP.

Age	Negative meanings		Neutral meanings		Positive meanings	
	Word	No.	Word	No.	Word	No.
20 - 29 Young Women	want to have same beauty	4			proud	1
	less beautiful	3			less spending	1
	too tan skin	3			good looking	1
	more improvement	2			satisfied	1
	less white facial skin	2			confident	1
	want to have whiter skin	1				
	want to be thin	1				
	less beautiful	1				
	less charming	1				
	need more care	1				
	a little bit fat	1				
	fat	1				
	wrinkles	1				
	want to be more beautiful	1				
	older	1				
	need more care	1				
TOTAL	25		0		5	

TABLE 23 shows the words that the 'young women' group (age 20-29) used to describe themselves after viewing the models in the ads. Words with negative meanings were also the most common. The negative words most often applied were: 'want to have same beauty' (4), 'less beautiful' (3), and 'too tan skin' (3). No neutral meaning words were supplied. Five words with positive meanings were reported: 'proud', 'less spending', 'good looking', 'satisfied' and 'confident'.

TABLE 24 WORDS FOUND IN THE 'YOUNG ADULT WOMEN' GROUP.

Age	Negative meanings		Neutral meanings		Positive meanings	
	Word	No.	Word	No.	Word	No.
30 - 39 Young Adult Women	need to improve	2			Satisfied	1
	need to preserve more	2				
	need more care	2				
	too fat	2				
	less confident	2				
	too old	1				
	less self-admiration	1				
	no feeling	1				
	unsmooth skin	1				
	less beautiful	1				
	Remedy	1				
	self-doubt	1				
	want to be more beautiful	1				
	worse characteristic	1				
	lack of self-care	1				
	short	1				
	too tan skin	1				
	don't have a good figure	1				
	not beautiful	1				
	fat	1				
not beautiful hair style	1					
lack of skin care	1					
not beautiful skin	1					
TOTAL	28		0		1	

TABLE 24 reports that negative words were also most often used by the 'young adult' group (age 30-39). The most frequent negative words offered in this age group were 'need to improve' (2), 'need to preserve more' (2), 'need more care' (2), 'too fat' (2) and 'less confident' (2). No neutral word meanings were provided and only one positive word

meaning was mentioned: 'satisfied'. A total of 29 words are listed in this group because one respondent answered only two words.

TABLE 25 WORDS FOUND IN THE 'ADULT WOMEN' GROUP

Age	Negative meanings		Neutral meanings		Positive meanings	
	Word	No.	Word	No.	Word	No.
40 - 49 Adult Women	too tan skin	5	different skin	1		
	less beautiful	5				
	fat	2				
	not beautiful	2				
	need more care	1				
	need more beauty care	1				
	wrinkles	1				
	unfresh skin	1				
	want to be more beautiful	1				
	need more beauty preservation	1				
	fatter	1				
	too fat	1				
	older	1				
	unsmooth facial skin	1				
	dissatisfied with body shape	1				
	skinny	1				
	short	1				
	need more beauty care	1				
	less exercise	1				
TOTAL	29		1		0	

TABLE 25 summarizes the words that the 'adult women' group (age 40-49) used to describe themselves. The negative word meanings were again the most often offered by the women in this age group. The words most often mentioned were 'too tan skin' (5) and

TABLE 27 SUMMARY NUMBERS OF WORDS

Age	Negative	Neutral	Positive	Total (N)
13 – 19 Teenage Women	21	3	3	27
20 - 29 Young Women	25	0	5	30
30 - 39 Young Adult Women	28	0	1	29
40 - 49 Adult Women	29	1	0	30
50 and Above Older Women	25	1	4	30
Total Number	128	5	13	146
Total Percent	88%	3%	9%	100%

TABLE 27 summarizes the distribution of negative, neutral, and positive word meanings offered by the respondents. Eighty eight percent of the word meanings women offered to describe themselves had negative meanings. Three percent had neutral meanings and 9 % had positive meanings.

In-depth analyses of the findings are presented in Chapter 5.

CHAPTER 5

CONCLUSIONS AND DISCUSSION

This chapter presents the answers to the three research questions which are:

1. Do Thai women accept the idea that the images of women used in print advertisements for beauty products are representations of cultural norms of beauty against which they should measure themselves?
2. Are women vulnerable to the sales argument that leads them to buy beauty products or services because they believe they can/should be as beautiful as the images of women in the print ads?
3. How do women's images used in print advertisements for beauty products affect women's attitudes toward themselves?

This is followed by a discussion of the differing attitudes of Thai women in different age groups, comments on the limitations of the study and recommendations for further study.

Conclusions

The answers to the research questions are presented below in conclusion to this study.

Research Question 1

The answer to the first research question is, "yes", the 50 Thai women in this study accepted the idea that the images of women used in print advertisements for beauty

products are representations of cultural norms of beauty against which they should measure themselves. The women in the sample group responded to the related statements in the questionnaire as follows:

- Sixty-eight percent of the sample group agreed or strongly agreed that the women in the beauty product ads were good examples of what Thai society as a whole thinks Thai women should look like. (See TABLE 2.)
- Eighty percent of the respondents agreed or strongly agreed that the models were good examples of what women believe Thai women should look like. (See TABLE 3.)
- Fifty percent of the women agreed or strongly agreed that the models in the ads were good examples of what Thai men believe Thai women should look like. (See TABLE 4.)
- Eighty-eight percent of the women in the sample group agreed or strongly agreed that the models instructed Thai women on how they can improve their looks. (See TABLE 5.)
- Sixty percent of the respondents agreed or strongly agreed that the models were real women just like them, who just happened to work as models for beauty products. (See TABLE 6.)

In summary, Thai women believed that the models were good examples of what Thai society, women themselves, and men believed women should look like. In addition, the women respondents saw the models as a real women like themselves who instruct women on how they can improve their looks.

Research Question 2

The findings provided the answer to the second research question. "Yes", the 50 Thai women in this study were vulnerable to the sales argument that leads them to buy beauty products or services because they believe they could/should be as beautiful as the images of the women in the print ads. The influences of the models on the decisions of the respondents to buy the advertised products are shown by the following data:

- Eighty-eight percent of the women respondents said the images of the models in the ads motivated them to buy the products. (See TABLE 7.)
- Seventy-eight percent of the women in the sample group were mid-to-highly influenced (Somewhat, Very much or Extremely) by the models to buy the products. (See TABLE 8.)
- Eighty-four percent of the women were 'A little bit' or 'Somewhat' convinced that they could be as beautiful as the images of the women in the ads. (See TABLE 10.)

It can be seen from the overall findings in this part of the study that the models in the beauty product ads motivated women to buy the products at mid-to-high levels and convinced women to believe that they could be as beautiful as the models if they used the advertised products. The responses of the women noted above following research question 1, can also be added to support the evidence that the models influenced the women's decisions to buy the advertised products: the respondents agreed or strongly agreed that the models were real women just like them (TABLE 6) who instructed them on how they could improve their looks (TABLE 5).

Research Question 3

The findings from the questionnaire also answered the third research question on how the women's images used in print advertisements for beauty products affected women's attitudes toward themselves. The findings obtained from statements in Section A of Part IV report both positive and negative feelings of the respondents toward themselves after seeing the models in the beauty product ads.

The following results show the respondents' self confidence, assuredness and satisfaction with themselves when they compared themselves with the images of women in the print ads:

- Forty-four percent agreed and 4% strongly agreed that the models in the ads for beauty products made them feel satisfied with their appearance, while 32% of them disagreed, and no one strongly disagreed. Eighteen percent had no opinion. (See TABLE 10.)

- Sixty-four percent of the sample group disagreed or strongly disagreed with the statement that the models depressed them because they could not be more attractive. The women did not feel down-hearted by their own attractiveness when they compared themselves to the models in the advertisements. (See TABLE 15.)

- Sixty percent of the women respondents disagreed or strongly disagreed that the models lowered their self-esteem. (See TABLE 17.)

However, the responses of the sample group also reflected feelings of some dissatisfaction of the women toward themselves.

- Seventy-two percent of the women agreed or strongly agreed that the models made them want to look more like them (See TABLE 12.) and 48% disagreed or strongly disagreed that the models made them want to look different than the models. (See TABLE 13.)

- Seventy-six percent agreed or strongly agreed that the models motivated them to look more attractive. (See TABLE 14.)

- Ninety-four percent strongly agreed or agreed that the models motivated them to preserve their beauty for the future (See TABLE 18.); while 68% disagreed or strongly disagreed that the models in the ads did not motivate them to preserve their beauty. (See TABLE 19.)

- Forty-eight percent of the women agreed or strongly agreed that the models made them feel that they needed to copy them if they wanted to be beautiful (See TABLE 20.), whereas 42% of the sample group disagreed or strongly disagreed that the models made them feel that they did not need to copy them. (See TABLE 21.)

Further, the findings in Section B of the Part IV also indicate that the women used many more words with negative meanings than words with positive meanings when describing themselves after seeing the models in the ads. These results are illustrated by the following data:

- One hundred and eight (88% of the total) negative words or phrases were mentioned by the respondents in all age groups when describing themselves after viewing the models in the beauty product ads. Only 13 words (9%) were mentioned with positive meanings and five words (3%) with neutral meanings.

In conclusion, it can be said that the models' images tended to have a limited negative affect on women's attitudes toward themselves. Even though, the findings report that women held positive attitudes toward themselves with certain statements in Section A such as the models did not make them feel dissatisfied with their appearance, lower their self-esteem or depress them that they could not be more attractive; women still expressed some negative feelings. For example, the respondents wanted to look more like the models, needed to copy the models if they want to be beautiful and motivated them to preserve their beauty for the future. Moreover, the results in Part IV, Section B of the questionnaire point out that the respondents used a preponderance of words with negative meanings (88%) when describing themselves after viewing the models in the print ads for beauty products. (See TABLE 27.)

Discussion

This research reveals the attitudes of women in different age groups toward the images of the models in beauty product ads in three major areas: attitudes toward women's images shown in the ads, influence of the models on product buying, and women's attitudes toward themselves.

With regard to the respondents attitudes toward women's images shown in the ads, the results show that the women were sure that the models were good examples of what the 50 respondents believed women should look like (80% agreed or strongly agreed) and instructed women on how they could improve their looks (88% agreed or strongly agreed). The findings reflect the accordance of women in their belief that the models shown in the

ads corresponded to the mainstream image of women valued by Thai culture and society. Even though of the 13 models in the 12 ads, only six appear to be Asian or Eurasian (five appear to be Caucasian and two appear to be black), the respondents still perceived that the models were representations of the cultural norms of beauty against which women should measure themselves.

While the findings reveal that the Thai women accepted the idea that women's images used in beauty product advertisements were representations of cultural norms of beauty against which they should measure themselves; women in different age groups had slightly different attitudes. The results demonstrate that the youngest age group (13-19 years old) may not have been as interested in, or aware of, what society thinks women should look like as more mature women. Forty percent of women between the ages of 13-19 had no opinion on whether the women in the ads were good examples of what society as a whole thought women should look like, while women in older age groups had higher levels of agreement on this issue. (See TABLE 2.)

A high percentage of women were not sure what men think women should look like. Thirty-two percent of all women showed their uncertainty by having no opinion on how they (the women) thought the men believed Thai women should look. Younger women were the most unsure about this issue. The 'teenage' and 'young' women had no opinion at the 40% and 50% levels respectively. Twenty percent of 'young adult' and 'adult' women and 30% of 'older women' also expressed no opinion. (See TABLE 4.)

The models in the ads were seen by the sample group as realistic representatives of actual people rather than carefully manipulated images created by advertisers. Sixty

percent of all women thought that the models were real women just like them (38% agreed and 22% strongly agreed), especially the 'older women': However, the younger age groups tended to answer differently. Forty percent of 'teenage women' disagreed and 10% strongly disagreed that the models were real women just like them. Thirty percent expressed no opinion. Fifty percent of 'young women' agreed, but 40% had no opinion. (See TABLE 6.) Younger women may be more media savvy or more aware of advertisers' manipulation of women's images.

The study reveals that the images of the models in print ads for beauty products do motivate women to buy the advertised products and the ads do convince women to believe that they can attain the same or similar levels of beauty as the models if they use the products or services advertised.

TABLE 7 shows that 88% of all women were clearly influenced by the models to buy the advertised products. The models influenced the respondents mostly at the mid-level (54% answered 'Somewhat'). However, TABLE 8 shows that women in different age groups were influenced to different degrees. 'Older' women seem to be less influenced. TABLE 7 reports that 70% of them said they thought that the beauty product ads influenced their decisions to buy the products only 'a little bit'. This result suggests that the models motivate the younger age groups to buy the advertised products better than the 'older' women.

The majority of the women believed that they could be as beautiful as the models. Forty-two percent responded to 'A little bit' or 'Somewhat'. Six percent replied 'very much'. (See TABLE 9.) This is related to the statement in the Part IV of the questionnaire where

68% of the women agreed or strongly agreed that the models made them feel that they needed to copy the models if they wanted to be beautiful. (See TABLE 12.)

The exposure of the respondents to the models in the beauty ads did reduce the women's satisfaction with their own beauty. This result is demonstrated by the greatly larger number of words with negative meanings than with positive meaning that the women used in describing themselves after viewing the models. (See TABLE 27.) Even though TABLE 17 reveals that 60% of the women denied that the models lowered their self-esteem, the percentage of women who thought that the models raised their self-esteem in TABLE 16 is still relatively low (38%). In addition, 50% of the women said that they disagreed or strongly disagreed that the models did not make them feel unsatisfied with their appearance, while 28% of them agreed or strongly agreed and 22% had no opinion. (See TABLE 11.)

The study also reveals that Thai women did upward comparisons with the models. By doing upward comparison, women compared themselves to the models who were better than them in terms of a particular trait, in order to determine the standard of beauty. Wood (1989) suggested that individuals often make upward comparisons to improve themselves. However, this comparison likewise reminds women of their own inferiority, which can create negative feelings and reduce women's satisfaction with their own beauty. The words that the women in each age group used to describe themselves in comparison with the models demonstrates that the respondents tended to compare themselves with the models' physical appearance such as skin color, body shape or weight and that they thought that they were less beautiful.

The models were also a source of inspiration to motivate the respondents to take better care of their own beauty. Women in all age groups said that they 'need to preserve more', 'need more care' or 'want more improve'. In addition, the majority of women agreed or strongly agreed (68%) that the models made them want to look more like them (See TABLE 12.) and disagreed and strongly disagreed (48%) to looking different than the models. (See TABLE 13.) Most of the women also said that the models motivated them to look more attractive (78% agreed or strongly agreed) rather than depressed them that they could not be more attractive.

This study not only reveals the effect of the models on women's attitudes toward themselves but also demonstrates that Thai women are vulnerable to the sales argument that leads them to buy beauty products or services because they believe that they can be as beautiful as the models in the ads and the beauty product manufacturers and advertisers are successfully using the image of 'ideal beauty' to promote their products.

From an advertiser's point of view, the limited negative effect on women's attitude toward themselves is a healthy condition, because the women, in doing an upward comparison, believe they can improve their beauty if they purchase and use the advertised products or services. The level of the beauty of the models is not so overwhelming as to create such a strong negative effect on the women that they lose all hope of ever becoming as beautiful as the models. This would be counterproductive to the advertisers, as the women would then not buy their products or services.

The answers to the three research questions suggest that not only women, but also men and society, should be aware of the advertising techniques and their effects on the mainstream images of beauty and women's images of themselves.

Even though, the results obtained in this research support the successes of the advertisers in creating beauty standard images which women believe they should measure themselves against, the advertisers should be aware of the negative impacts these images have with women's self-images. Instead of using the advertising technique of increasing women's concerns about their personal appearance, the advertisers should try to promote women's positive self-images.

The findings in this study should motivate Thai women to be realistic and not value themselves only based on their physical beauty. In this way, women can free themselves from the 'beauty trap' advertisers are so willing to perpetuate. As Nancy Baker (1984) once said with regard to women's self-images, "Having an improved sense of our own value, knowing that we are contributing far more than our beauty to society, knowing that we are, indeed, more than our bodies, should free us from the beauty trap".

Limitations of the Study

This study has the following limitations:

1. The number of participants in the sample group was limited to only 10 women in each of the 5 age groups for a total of 50 women, so the result may not represent the attitudes of all Thai women.
2. The distribution of the questionnaire to women was limited to only selected Department stores in Bangkok.

3. Women have different levels of interest in beauty. Women who were less interested in beauty may have been more hesitant to respond to the questionnaire than women who were more interested.

4. The large number of people at the selected department stores during the weekend interview sessions may have reduced the sample women's attention to the questionnaire.

Recommendations for Further Study

As a follow up to the present study, the researcher recommends the following studies:

1. A study about the influences of models in ads for beauty products on women with high and low self-esteem women should be conducted. Women should be tested by a self-esteem measurement questionnaire before viewing a series of model images. The women should then be retested to measure any difference in their levels of self-esteem.

2. The attitudes toward models in beauty product advertisements of women with different educational and socioeconomic backgrounds or levels should also be studied.

3. Since beauty product advertisements are now also focusing on men, a study about men's attitudes towards men's images should also be carried out.

BIBLIOGRAPHY

- Aragon, Michaelle and Elise Leathy. (2004). "Difference Between African-American and European-American Women, Content Analysis of the Image of Women in Teen Magazine Advertisements". (Online). Available:
<http://www.csu.edu/~acaproj/Fall97/argon&leathy97.html>. Retrieved April 30, 2004.
- Baker C., Nancy. (1984). *The Beauty Trap: Exploring Women's Greatest Obsession*. Franckin Watts.
- Bamrung Amnatcharoenrit. (2004). *Thailand Local Editions of Foreign Magazine SE-Ed top seller*. Bangkok. Tuesday, February 17, 2004.
- Bierma, Paige. *Body Image*. (2004). (Online). Available:
[http://www.blueprint.bluecrossmn.com/topic/body image.html](http://www.blueprint.bluecrossmn.com/topic/body%20image.html). Retrieved May 12, 2004.
- Brienes, W. (1992). *Young white and miserable: Growing up female in fifties*. Beacon: Boston.
- Elloit, Stuart. (1994). "Ultrathin Models in Coca-cola and Calvin Klein Campaigns Draw Fire and Boycott Call". *The New York Time*. (April 26, 1994).
- Fallon, A.E. (1990). "Culture in the mirror: Socio-cultural Determinants of Body Comparison Targets, BMI, and Social Comparison Tendencies on Body Image Appraisal Eating Disorders". *Journal of Treatment and Prevention*. 5: 34-46.
- Farser, L. (1999). *Losing It: False Hopes and Fat Profits in the Dieting Industry*. Penguin Group : New York.
- Fay, Michael and Christopher Price. (1994, December). "Female Body-Shape in Print Advertisements and the Increase in Anorexia Nervosa". *European Journal of Marketing* : 5-19.
- Festinger, L. (1954). "A Theory of Social Comparison Processes". *Human Relations*. 7: 117-140.
- Freedman, R. (1989). *Beauty Bound*. Lexington, MA : Health.
- Furio, Joanne. "Global Beauty". *Marie Claire* 3 (October) : 42-44.
- Garner, D.M., P.E. Garfinkel, D. Schwartz and M. Thompson. (1980). "Cultural Expectations of Thinness in Women". *Psychological Reports*. 47 : 483-491.

- Gee, Alison Dakota. (2004). "The Price of Beauty". (Online). Available: www.asiaweek.com. Retrieved May 20, 2004.
- Greer, Germanine. (2004). (Online). Available: www.hindu.com/thehindu/mag/2002/11/17/stories. Retrieved May 25, 2004
- Harrise, R.J. (1994). *A Cognitive Psychology of Mass communication*. 2nd ed. Hillsdale, NJ: Erlbaum.
- Hatline, Christine. (2004). "Dying to Fit-in-Literally! Learning to Love Our Bodies and Ourselves". (Online). Available: <http://www.EDReferal.com>. Retrieved May 10, 2004.
- Heinberg, L. J., & J.K. Thompson, & S. Stormer. (1995). "Development and Validation of the Socio-cultural Attitudes Towards Appearance Questionnaire (SATAQ)". *International Journal of Eating Disorder*. 17 : 81-89.
- Hoyer D., Wayne and Deborah J. Macinnis. (1997). *Consumer Behavior*. Boston : New York.
- Jasper, K. (1993). "Monitoring and Responding to Media Messages". *Eating Disorders: The Journal of Treatment and Prevention*. 1 : 109-114.
- Krunglanski, A. W., & O. Mayselless. (1990). "Classic and current social comparison research: Expanding the perspective". *Psychological Bulletin*. 108 : 195-208.
- Kibourne, Jean, Quoted in Marilyn Gardner. (1999, November). "Body by Madison Avenue Women Make 85 Percent of All Retail Purchases". *Christian Science Monitor*.
- Lakoff, R. & V. Russell. (1984). *Face Value: The politics of beauty*. Boston: Routledge & Kegan Paul.
- Levine, M. P., & L. Smolak. (1996). *Media as a Context for the Development of Disordered eating*. p. 235-257.
- Lucas, Beard, O'Fallon, and Kurland. (1991). "50 year Trends in the Incidence of Anorexia and nervosa in Rochester, Minn., A population based study." *American Journal of Psychiatry*. 148 : 971- 922.
- Major, B., M. Testa & W.H. Bylsma. (1991). "Responses to upward and downward social comparison: The impact of esteem-relevance and perceived control in J. Suls & T.A. Wills (Eds.)". *Social Comparison: Contemporary theory and research*. p.237-260. Hillsdale, NJ : Erlbaum.

- Mayers, Jr., Philip and Frank A. Biocca. (Summer 1992). "The Elastic Body Image: The effect of Television Advertising and Programming on Body Image Distortions in Young Women". *Journal of Communication*. 42 :108-133.
- Mazur, A. (1986). "U.S. Trends in Feminine Beauty and Overadaptation". *Journal of Sex Research*. 22 : 281-303.
- Miller, D.T., W. Turnbull & C. McFarland. (1998). "Particularistic and universalistic evaluation in the social comparison process". *Journal of Personality and Social Psychology*. 55 : 908-917.
- Nassar M. (1988). "Culture and Weight Consciousness". *Journal of Psychosomatic Research*. 32 : 573-577.
- Peiss, K. (1998). "Hope in Jar". *The Marking of America's Beauty Culture*. Metropolitan Books : New York.
- Posavac, H., S. Posavac and E. Posavac. (1998). "Exposure to Media Images of Female Attractiveness and Concern with Body Weight among Young Women". *Sex Roles*. 38 (3/4) : 187-201.
- Richins, Marsha L. (1991, June). "Social Comparison and the Idealized Images of Advertising". *Journal of Consumer Research*. 18 : p. 71-30.
- Schneider Karen. (1996). "Mission Impossible". *People*. 45 : 64-68.
- Solomon R., Michael and Nancy J. Rabolt. (2004). *Consumer Behavior in Fashion*. p.142-163.
- "The Oppression of Females in Advertising". (2004). (Online). Available: http://www.studyworld.com/newsite/ReportEssay/science/social%5The_Opression_of_Females_In_Advertising_32543.html. Retrieved August, 11, 2004.
- Thomson, J. Kevin, J. Leslie, Madeline Heinberg and Stacey Tantleff-Dunn. (1999) *Exacting Beauty, Theory, Assessment, and Treatment of Body Image Disturbance*. American Psychological Association. Washington D.C.
- Thomson, J.K. (1990). *Body image disturbance: Assessment and treatment*. Elmsford, NY: Pergamon Press.
- U.S. Department of Health and Human Services, as cited in Lague et al. (1993). "How Thin Is Too Thin?". *People*. September 20, 1993 : p. 74.
- US Food and Drug Administration. (1995). Dietary Supplements Act.
- War Production Board. (1942). "Survey of Baltimore Group, Cosmetics Questionnaire File". *War Production Board Policy File*.

- Wilson, Emily. (2004). "The Media's Portrayal of Women". *Fact Sheets-Communication & Media*. (Online). Available:
<http://www.towson.edu/itrow/fact%20sheets/mediaimgeofwomen.htm>. Retrieved June 15, 2004.
- Winklepleck, J., E.J. Restum, B. Strange (Eds.). (1993). *Gale Directory of Publications and Broadcast Media*. 125th ed., Vols. 1&2. Detroit, MI: Gale Research.
- Wolf, Naomi. (1991). *The Beauty Myth: How Images of Beauty Used Against Woman*. 1st Edition. New York.
- "Women in Thailand". (1998, December). (Online). Available:
<http://www.asiandevelopment.com>. Retrieved March 9, 2004.
- Wood, J.V. (1989). "Theory and research concerning social comparisons of personal Attributes". *Psychological Bulletin*. 106 : 231-248.
- Wooley, S. and O. Wooley. (1984,February). "Feeling fat in a thin society". *Glamour*.

APPENDIX

APPENDIX A
QUESTIONNAIRE

Questionnaire

This questionnaire is designed for a research project on the subject "The Effects of Women's Images Used in Print Advertisements for Beauty Products on Thai Women's Self-Images". The researcher would like to ask for your cooperation in providing useful information for the project. Please be ensured that the information you provide will be kept stickly confidential.

PART I: Personal Information

- Age: 13 - 19
 20 - 29
 30 - 39
 40 - 49
 50 and above

Part II: Attitudes Towards Women's Images Shown in the Ads.

After viewing the pictures of the models in the beauty product ads, please identify how strongly you agree with each of these statements.

Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1	2	3	4	5

The women in the beauty product advertisements I have just seen:

1. ____ are good examples of what society as a whole thinks women should look like.
2. ____ are good examples of what women believe they should look like.
3. ____ are good examples of what men believe women should look like.

4. ____ instruct women on how they can improve their looks.

5. ____ are "real women" just like me, who just happen to work as models for beauty products.

Part III: Influence of Models on Product Buying

- Do the images of the models in the ads motivate you to buy the products?

Yes.

No.

- How greatly do you think these beauty products ads influence your decision to buy the products?

Not at all

A little bit

Somewhat

Very much

Extremely

- Do the ads convince you to believe that you can be as beautiful as the images of women in these ads?

Not at all

A little bit

Somewhat

Very much

Extremely

Part VI: Women's Attitudes Toward Themselves

Please identify how strongly you agree with these statements.

Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
1	2	3	4	5

The women in the advertisements I have just seen:

___ make me feel satisfied with my appearance

___ make me feel unsatisfied with my appearance

___ make me want to look more like them

___ make me want to look different than them

___ motivate me look more attractive

___ depress me that I cannot be more attractive

___ raise my self-esteem

___ lower my self-esteem

___ motivate me to preserve my beauty for the future

___ do not motivate me to preserve my beauty for the future

___ make me feel that I need to copy them if I want to be beautiful

___ make me feel that I do not need to copy them if I want to be beautiful

- Which three words come to mind that best describe your attitude toward yourself when you see women's images in print advertisements' for beauty products?

1. _____

2. _____

3. _____

THANK YOU FOR YOUR COOPERATION

แบบสอบถาม

แบบสอบถามนี้ได้จัดทำขึ้นสำหรับงานวิจัยในหัวข้อเรื่อง "ผลกระทบของภาพลักษณ์ของผู้หญิงที่ใช้ในสื่อโฆษณาสิ่งพิมพ์สำหรับผลิตภัณฑ์เพื่อความงามต่อภาพลักษณ์ที่ผู้หญิงไทยมีต่อตนเอง" ผู้วิจัยใคร่ขอความร่วมมือจากท่านในการตอบแบบสอบถามซึ่งจะเป็นข้อมูลที่สำคัญอย่างยิ่งต่อการวิจัย ท่านสามารถมั่นใจได้ว่าข้อมูลของท่านจะถูกเก็บไว้เป็นความลับอย่างแน่นอน

ส่วนที่ 1: ข้อมูลส่วนตัว

- อายุ: 13 - 19
 20 - 29
 30 - 39
 40 - 49
 50 และมากกว่า

ส่วนที่ 2: ทักษะคิดต่อภาพของผู้หญิงในโฆษณา

หลังจากที่ได้ดูภาพของนางแบบในโฆษณาผลิตภัณฑ์เพื่อความงาม โปรดแสดงความคิดเห็นว่าท่านเห็นด้วยต่อคำกล่าวเหล่านี้อย่างไร

เห็นด้วยอย่างยิ่ง	เห็นด้วย	ไม่มีความเห็น	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
1	2	3	4	5

ผู้หญิงในโฆษณาผลิตภัณฑ์เพื่อความงามที่ท่านได้เห็น

1. ____ เป็นตัวอย่างที่สังคมโดยรวมคิดว่าผู้หญิงควรมีลักษณะเช่นนี้ได้เป็นอย่างดี
2. ____ เป็นตัวอย่างที่ผู้หญิงเชื่อว่าตนเองควรมีลักษณะเช่นนี้ได้เป็นอย่างดี
3. ____ เป็นตัวอย่างที่ผู้ชายเชื่อว่าผู้หญิงควรมีลักษณะเช่นนี้ได้เป็นอย่างดี
4. ____ ชี้แนะว่าผู้หญิงสามารถทำให้ตนเองสวยขึ้นได้อย่างไร
5. ____ เป็น "ผู้หญิง" เหมือนกับฉัน, แคบ้งเอิญมีอาชีพเป็นนางแบบสำหรับผลิตภัณฑ์เพื่อความงาม

ส่วนที่3: อิทธิพลของนางแบบต่อการซื้อผลิตภัณฑ์

- ท่านคิดว่าภาพของนางแบบในโฆษณากระตุ้นให้ท่านอยากซื้อผลิตภัณฑ์หรือไม่

ใช่

ไม่ใช่

- ท่านคิดว่าโฆษณาผลิตภัณฑ์เพื่อความงามเหล่านี้โน้มน้าวให้ท่านการตัดสินใจเลือกซื้อผลิตภัณฑ์ได้มากน้อยอย่างไร

ไม่เลย

เล็กน้อย

บ้าง

อย่างมาก

มากที่สุด

- โฆษณาโน้มน้าวให้ท่านเชื่อว่าท่านสามารถสวยเหมือนผู้หญิงในโฆษณาเหล่านี้ได้มากน้อยอย่างไร

ไม่เลย

เล็กน้อย

บ้าง

อย่างมาก

มากที่สุด

ส่วนที่ 4: การตอบสนองต่อภาพลักษณ์ของผู้หญิง

เห็นด้วยอย่างยิ่ง	เห็นด้วย	ไม่มีความเห็น	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
1	2	3	4	5

หลังจากดูภาพทั้ง 12 ภาพแล้ว โปรดระบุว่าท่านเห็นด้วยหรือไม่เห็นด้วยต่อประโยคเหล่านี้อย่างไร

ผู้หญิงที่ฉันเพิ่งได้เห็นในโฆษณา

_____ ทำให้ฉันรู้สึกพอใจในรูปร่างหน้าตาของตนเอง

_____ ทำให้ฉันรู้สึกไม่พอใจในรูปร่างหน้าตาของตนเอง

_____ ทำให้ฉันต้องการมีลักษณะเหมือนพวกเขา

_____ ทำให้ฉันต้องการมีลักษณะแตกต่างจากพวกเขา

_____ กระตุ้นให้ฉันอยากสวยกว่านี้

_____ ทำให้ฉันรู้สึกหดหู่ที่ไม่สามารถสวยไปกว่านี้

_____ เพิ่มความนิยมยกย่องในตนเองของฉัน

_____ ลดความนิยมยกย่องในตนเองของฉัน

_____ กระตุ้น/ตลใจให้ฉันรักษาความงามของตนเองสำหรับอนาคต

_____ ไม่ได้กระตุ้น/ตลใจให้ฉันรักษาความงามของตนเองสำหรับอนาคต

_____ ทำให้ฉันรู้สึกว่าฉันต้องทำเหมือนพวกเขาถ้าฉันอยากสวย

_____ ทำให้ฉันรู้สึกว่าฉันไม่จำเป็นต้องทำเหมือนพวกเขาถ้าฉันอยากสวย

- โปรดระบุคำ 3 คำที่ท่านนึกถึงที่บรรยายถึงทัศนคติที่ท่านมีต่อตนเอง หลังจากที่ท่านได้ดูภาพของผู้หญิงในโฆษณาผลิตภัณฑ์เพื่อความงาม

1. _____

3. _____

2. _____

ขอขอบคุณในความร่วมมือของท่าน

APPENDIX B
12 BEAUTY PRODUCT PRINT ADS.

ÉTUDE



ÉTUDE

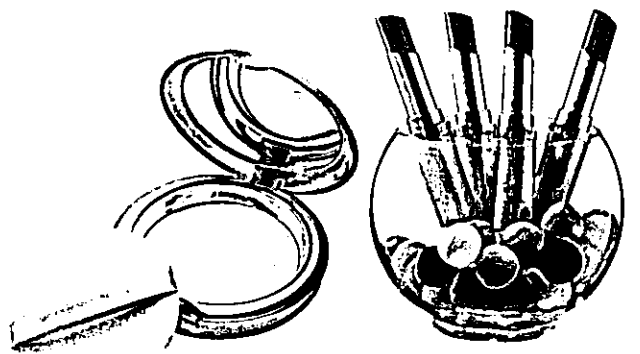
COLOR MAKE UP

ความเนียนนุ่ม บนผิวหน้าใสของคุณ ด้วย Moist Finish Pact

และ Moisturizers แบบ Oil Free พร้อมเติมสีสัน

ละมุน เย้ายวน บนริมฝีปาก ด้วย Lip Cream Beam

Color Line Serie ใหม่ จาก อีทูดี



ได้ที่ เซ็นทรัล ซิตี้, ลาดพร้าว, ปิ่นเกล้า, บางนา, พระราม 2, พระราม 3, รังสิต, สยามคอนเพล็กซ์, กาดสวนแก้ว, ภูเก็ต, ZEN และที่ ดีอีเอ็มไพร์เซ็น, เดอะมอลล์ งามวงศ์วาน, บางกอก, รามคำแหง, และ โรบินสัน รัชดา สอบถามเป็นตัวแทนจำหน่ายในต่างจังหวัด ติดต่อ บริษัท ออเท็น อินเตอร์เนชั่นแนล จำกัด โทร. 0-2247-9861, 247-9865, 247-9868

ต่อต้านทุกริ้วรอย ||| มีริ้วรอยลึก



นืเวีย วิซาจ Q10 PLUS สูตรใหม่

ลดริ้วรอยลึกแห่งวัยที่ยากจะแก้ไขด้วย Q10 Plus โคเอนไซม์
ชนิดเดียวกับพืช ที่ช่วยกระตุ้นเซลล์ผิวหน้าให้สร้างพลังงาน
ต่อต้านริ้วรอยลึกให้ลดลงได้ด้วยตัวเอง





1.

2.

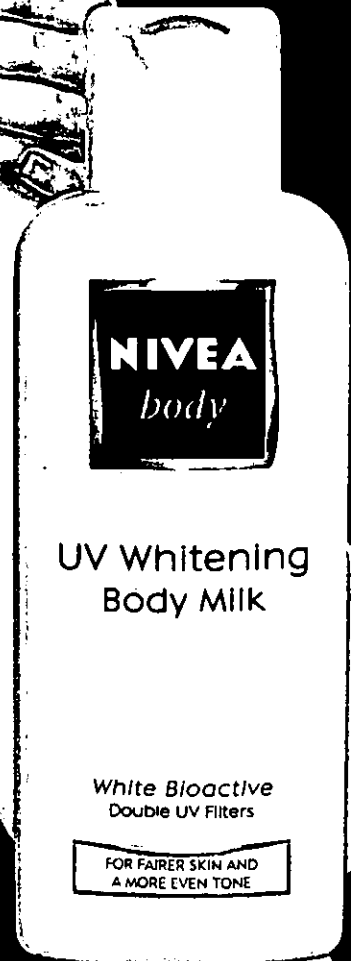
3.

ใหม่!

3 ประสิทธิภาพ เพื่อผิวขาวขึ้น

- 1. ลดเลือนจุดด่างดำ
- 2. ปรับผิวให้ขาวกระจ่างใสขึ้น
- 3. ป้องกันไม่ให้ผิวหมองคล้ำขึ้นอีก

วันนี้ผิวคุณสามารถขาวขึ้นด้วยวิธีง่ายๆ
 นีเวีย บอดี ยูวี ไวท์เทนนิ่ง มิลค์ สูตร 3 ประสิทธิภาพ
 ที่มี ไบโอบีโอแอคทีฟ และ ดีบีบีแอลยูวีฟิลเตอร์
 ต่อต้านรอยแห่งผิวหมองคล้ำ
 ให้ผิวคุณขาวเนียนสดใสอย่างเป็นธรรมชาติ
 เพื่อผิวขาวสวย มีเสน่ห์อย่างที่คุณต้องการ
 นีเวีย บอดี สัมผัสได้ถึงการดูแล



COLORSTAY OVERTIME LIPCOLOR

NEW!

8
HOURS

เรียวปากสดใส
แวววาวยาวนาน
ตลอดวัน!

ลิปคัลเลอร์และกลอสซี่ ทيوبโค้ทในค้ำมเดียว
ให้สีสันสดสวย คิคทนนานถึง 8 ชั่วโมง
ทาง่าย ไม่ลบเลือนแม้หลังมืออาหาร
ด้วยส่วนผสมของซิลิโคนโปรตีนให้สัมผัสเรียบเนียนสม่ำเสมอ

พร้อมกลอสซี่ ทيوبโค้ท ที่ไม่เพียงเพิ่มความแวววาว
แต่ยังเพิ่มความชุ่มชื้นให้เรียวปากถึง 99%
ด้วยสารสกัดจากคอกคาโมมายล์และถั่วเหลือง
ช่วยให้ริมฝีปากอ่อนนุ่มและไม่ระคายเคือง

REVLON®

ONLY REVLON MAKES IT. ONLY YOU MAKE IT UNFORGETTABLE™



Anti-aging Whitening Gold Foam



สมุก อี โกลด์ แอนตี้เอจิง แอนด์ ไวท์เทนนิ่ง เฟซโฟม

Emollient Oil ทำความสะอาดผิวหน้าได้ลึกซึ้ง ช่วยชะล้างฝุ่นละออง และเครื่องสำอางได้หมดจด พร้อมบำรุง
ผิวหน้าให้ขาวใสดูอ่อนเยาว์ สูตร Non-Ionic MIS® ไร้ฟองจึงช่วยลดสาเหตุการเกิดริ้วรอย Omega oil
& Optimum Moisturizing Complex (OMC) ช่วยปกป้องผิวหน้าและรักษาสมดุลความชุ่มชื้นที่หล่อเลี้ยงผิว
ลดการระคายเคือง คืนความอ่อนนุ่มขาวเนียน และความสดชื่นมีชีวิตชีวา จนคุณรู้สึกได้ทันทีหลังการใช้เพียงครั้งแรก

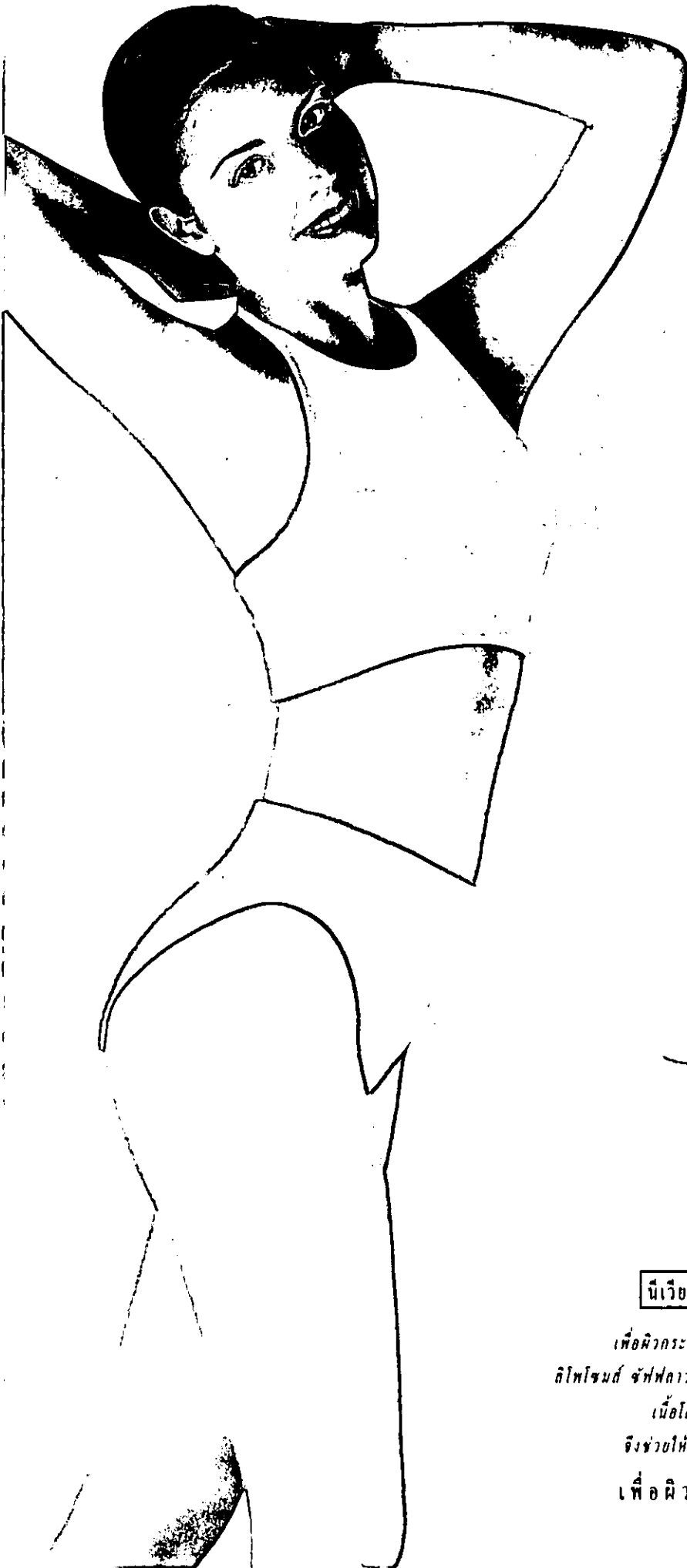
SMOOTHIE

GOLD FOAM
ANTI-AGING & WHITENING



ผมยังตรงสวยได้ ไม่ต้องเพียรกับสิ่งต่าง ๆ
ใช้ผมซี้ฟู ด้วยวิทยาการล่าสุดที่ช่วยเคลือบเกล็ดผม
เพื่อล็อกผมตรงสวยที่ได้จากแชมพูให้ตรงนานยิ่งขึ้น

ครีมบำรุงผมซันซิล สูตร ลีอก ใหม่

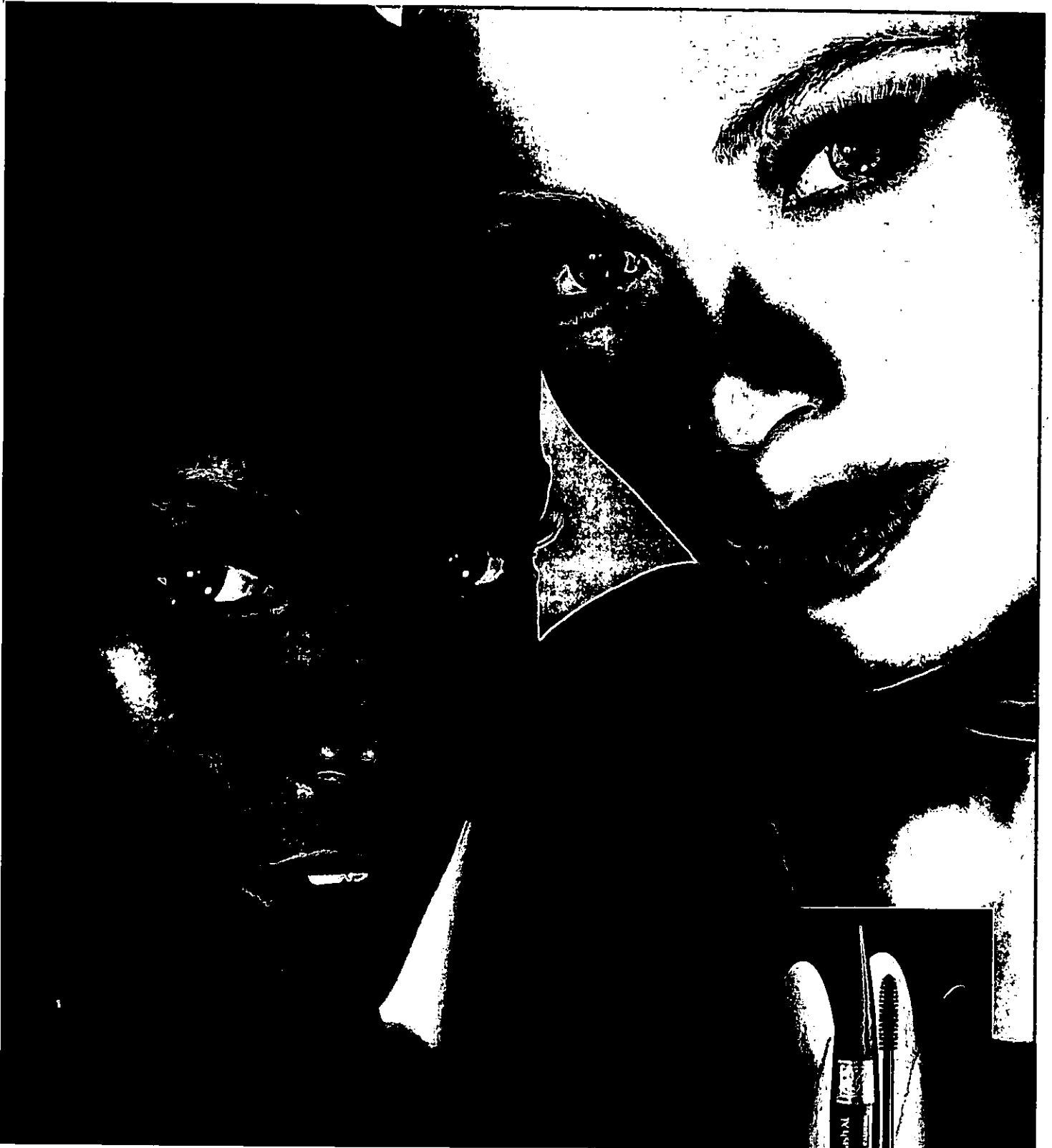


กระชับเนียน



นีเวีย สกิน เฟิร์มมิ่ง คอมเพล็กซ์ โลชั่น

เพื่อผิวกระชับเนียนจนสังเกตเห็น ด้วยส่วนประกอบสำคัญ
กลีโคไซด์ จัฟฟลาวเวอร์ ออกซ์ วิตามินอี และไฮโดร โลบิค คอมเพล็กซ์
เนื้อโลชั่นไม่เหนียวเหนอะหนะ ซึมซาบได้เร็ว
จึงช่วยให้ผิวกระชับเนียนเรียบได้อย่างมีประสิทธิภาพ
เพื่อผิวกระชับเนียนเรียบตลอดไป

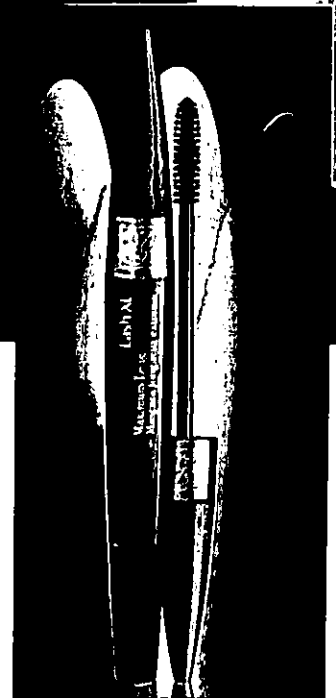


ต่อความยาวสาวสวย ด้วยวิธีง่ายๆ
ใหม่ Lash XL Maximum Length Mascara

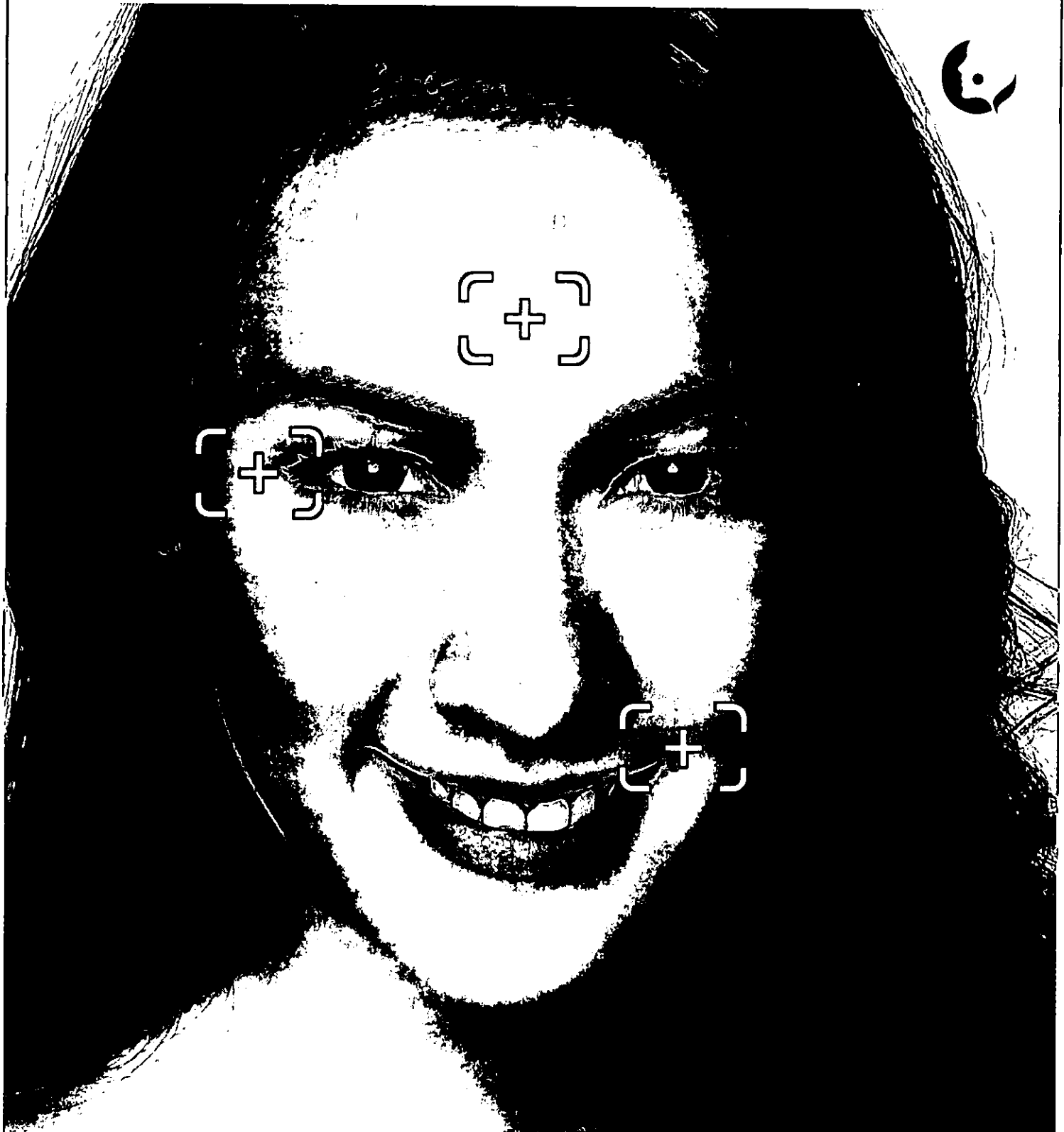
วันนี้ ขนตาของคุณจะยาวเต็มพิกัด ทำทนายธรรมชาติ เพิ่มความยาวราวกับเนรมิต-ถึง 50%
ช่วยไม่ได้ที่ต้องสลายเกินหน้าเกินตาใดๆ

ESTÉE LAUDER

Defining Beauty



esteelauder.com



แก้ตรงจุด หยุดริ้วรอย

ใหม่ ชุดผลิตภัณฑ์ Anti - Aging จากแพนคอสมetik พลัส

Anti - Aging Face Cream ด้วยส่วนผสมทรงประสิทธิภาพของ

Micro Collagen, Centella Asiatica Extract และ Ginkgo Biloba

ช่วยต่อต้านการเกิดอนุมูลอิสระ: ตันเหตุของริ้วรอยแห่งวัย

Anti - Aging Eye Cream ครอบารอบดวงตา ดูดด้วย Retinol และ

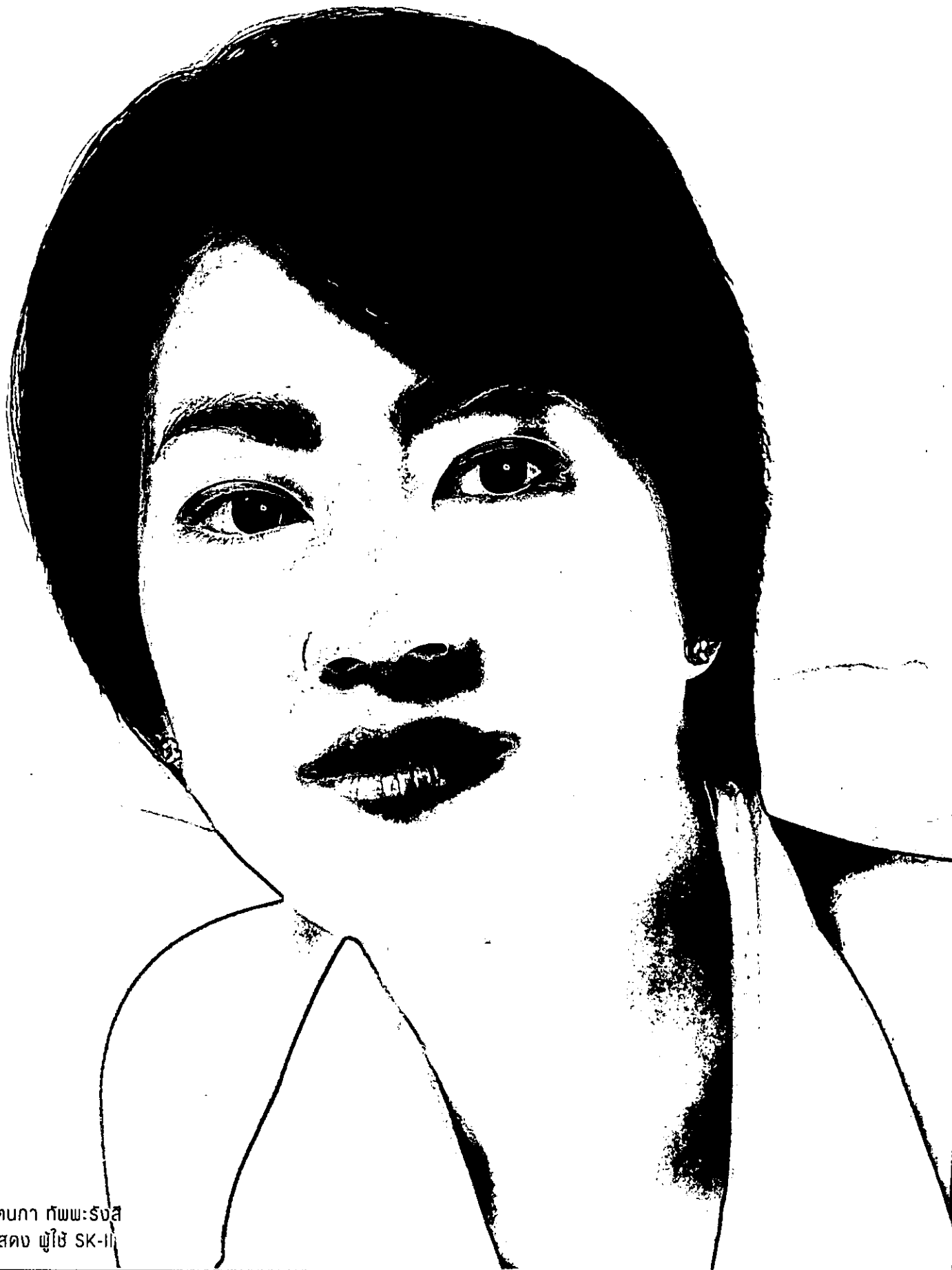
Cucumber Extract ช่วยกนอบผิวรอบดวงตาให้ชุ่มชื้น เปล่งปลั่ง คงความสดใสอยู่เสมอ



แพนคอสมetik พลัส พลวัตแห่งการพิทักษ์ผิว เพื่อผิวหน้าขาวใส ไร้รอยด่างดำ

สอบถามได้ที่ ร้านเครื่องสำอางสรรเสริญฯ แพนคอสมetik ร้านขายยา ซีที โลฟ และร้านชั้นนำทั่วไป

www.pancosmetic.com



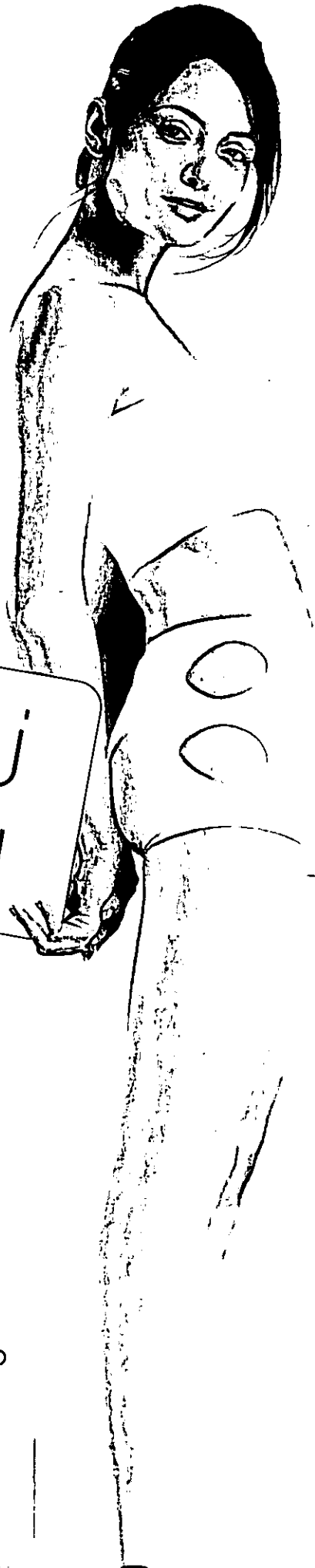
โสภิตนภา ทัพพะรังสี
นักแสดง ผู้ใช้ SK-II

T H E M I R A C L E B E H I N D

ลับมีสปร:สผลการณ์ผิวหน้ากระ:จ่างใส ด้วยตัวคุณเองที่เคาน์เตอร์ SK-II



ไม่ว่าสาวโหนๆ ก็ปราศณา
ปร่างที่เพรียวบาง กระชับ และได้สัดส่วน



ความมั่นใจใหม่
ของสาวรักหุ่น



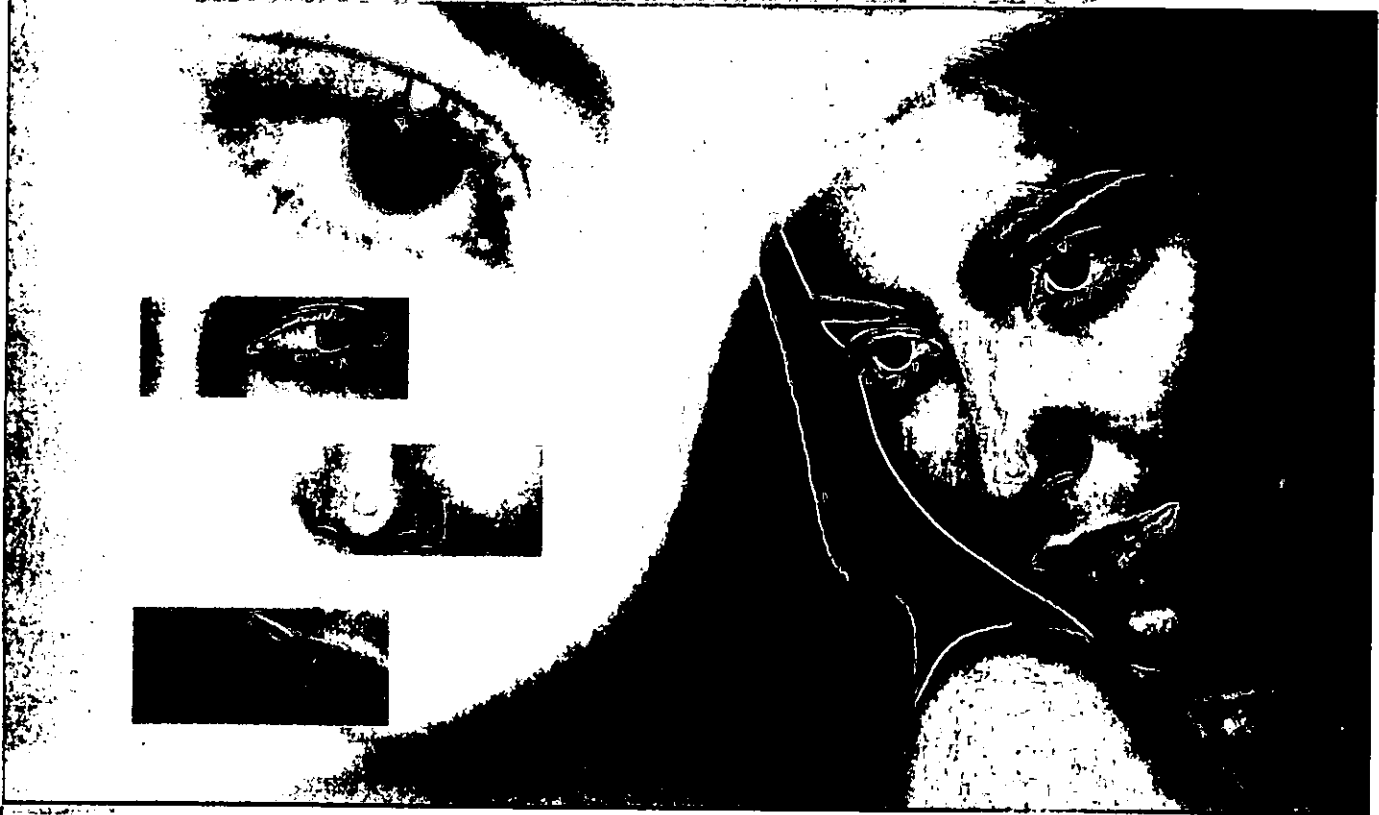
CLA600 ให้คุณมั่นใจด้วยยอดขายอันดับหนึ่ง
มีจำหน่ายที่ร้านขายยาชั้นนำทั่วประเทศ

สอบถามรายละเอียดเพิ่มเติม โทร. 0-2746-9600



ไบโอคลินิค

จุมูกสวยโดยไม่ต้องผ่าตัด



ศัลยกรรม

- เสริมจมูก
- ตัดปีกจมูก
- ดึงหน้า
- ดึงหน้า (เฉพาะจุด)
- ดูดไขมัน
- ตัดหน้าท้อง
- เสริมหน้าผาก
- ตาบน
- เสริมขนคิ้ว
- ตัดกราม
- เสริมหน้าอก
- ตัดโหนกแก้ม
- ตาล่าง
- ตัดถุงไขมันใต้ตา
- เสริมแก้ม
- เสริมร่องแก้ม
- แก้มไฮเพลสเป็น
- แก้มไซมุก
- รอยย่นใต้ตา
- เสริมคาง
- ลึกยิ้ม
- เสริมริมฝีปาก
- ปลุ๊กคิ้ว
- แก้มโต

ผิวพรรณ

- ตรวจรักษา สิว ฝ้า กระ ไข่ รอยต่าง ๆ ปัญหาผิวพรรณทุกชนิด ปัญหาผมร่วง ฯลฯ
- ให้บริการ การทำหน้าใส หน้าใสเร่งด่วน การฟื้นฟูสภาพผิว (Photo rejuvenation)
- ให้บริการ รักษาเส้นเลือดออก ไม่ว่าจะเป็นที่ใบหน้า หรือแขนขา ปานแดง หน้าแดง
- ให้บริการ กำจัดขนทุก ๆ ส่วนของร่างกาย เช่น รักแร้ หน้าแข้ง ทนวดเครา ออก คลึง
- ให้บริการ กำจัด ไขมันบนใบหน้า คางคอก ไขมันคางคอก ฯลฯ
- รักษาปานดำ กระเสี้ยน (Nevus of Hori) ปานไธดำ ฯลฯ

สอบถามข้อมูลได้ที่



ไบโอคลินิค

BIOCLINIC

call center 0-2996-8899

เปิดทำการ จันทร์-เสาร์ 10.00 น. - 20.00 น. อาทิตย์ 10.00 น. - 18.00 น.
www.thaibiodinic.com E-mail bio@thaibiodinic.com

ดอนเมือง 0-2996-8899-42 | ภูเก็ต 0-2883-3324-6 | พระราม 3 0-2681-0759 | งามวงศ์วาน 0-2374-7159 | บางนา 0-2653-2647-8 | สีลม 0-253-820-100-10
พญาไท 033-710-690, 033-710-958 | ดุสิตธานี 012-344-338-9 | อ่อนนุช 035-235-366-7 | เข็มเหล็ก 035-218-213-4 | อโศก 01415804567 | ลีบริดจ์ 059833775

VITAE

VITAE

Name: Ms. Panjai Jit-e-man

Date of Birth: June 10, 1975

Place of Birth: Bangkok

Address: 205 Sukhumvit 49/14 Klongton-Nua
Wattana, Bangkok 10110

Present Position: Senior Coordinator – Finance and Investor Relations

Office: C.P. Seven Eleven Public Company Limited

Educational Background:

2005	Master of Arts (Business English for International Communication) Srinakarinwirot University
1997	Bachelor of Arts (Business English) Assumption University, Bangkok

THE EFFECTS OF WOMEN'S IMAGES USED IN PRINT ADVERTISEMENTS FOR
BEAUTY PRODUCTS ON THAI WOMEN'S SELF-IMAGES

AN ABSTRACT

BY

MISS PANJAI JIT-E-MAN

Presented in partial fulfillment of the requirements for the Master of Arts Degree in
Business English for International Communication
at Srinakharinwirot University

May 2005

h 277321

30 B.A. 2548

Panjai Jit-e-man. (2005). *The effects of women's images used in print advertisements for beauty products on Thai women's self-images*. Master's Project, M.A.

(Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor: Mr. Leory A. Quick.

This research project explores the attitudes of Thai women toward women's images used in print advertisements for beauty products, the influence of women's images on product buying and the influence of the images on women's attitudes toward themselves.

Data in the research were derived from a survey of 50 Thai women in selected department stores in Bangkok. Each respondent was shown 12 beauty product print advertisements featuring female models before responding to a questionnaire. The findings show that:

- Thai women accept the idea that the images of women used in print advertisements for beauty products are representations of cultural norms of beauty against which women should measure themselves.
- Women are vulnerable to the sales argument that leads them to buy beauty products or services because they believe they can/should be as beautiful as the images of women in the print ads.
- The findings also demonstrate that the advertising images of women tend to have a limited negative affect on women's attitudes toward themselves.

The results of the research show that Thai women, of all age groups, living in Bangkok, are caught in the 'Beauty Trap' described by Nancy Baker in her book of the same title published in 1984.

ผลกระทบของภาพลักษณ์ของผู้หญิงที่ใช้ในสื่อโฆษณาสิ่งพิมพ์สำหรับผลิตภัณฑ์เพื่อความงามต่อ
ภาพลักษณ์ที่ผู้หญิงไทยมีต่อตนเอง

บทคัดย่อ

ของ

นางสาวปานใจ จิตต์อิหมั่น

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลัก
สูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
พฤษภาคม 2548

ปานใจ จิตต์อิหมั้น. (2548), ผลกระทบของภาพลักษณ์ของผู้หญิงที่ใช้ในสื่อโฆษณาสิ่งพิมพ์

สำหรับผลิตภัณฑ์เพื่อความงามต่อภาพลักษณ์ที่ผู้หญิงไทยมีต่อตนเอง.

สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ). กรุงเทพฯ: บัณฑิต

วิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่ปรึกษาสารนิพนธ์:

มร. สิริอย เอ ควิก

การศึกษาหัวข้อข้างต้นนั้นเพื่อวัตถุประสงค์ที่จะสำรวจทัศนคติของผู้หญิงไทยต่อภาพลักษณ์ของผู้หญิงที่ใช้ในสื่อสิ่งพิมพ์โฆษณาสำหรับผลิตภัณฑ์เพื่อความงาม อิทธิพลของนางแบบต่อการตัดสินใจเลือกซื้อผลิตภัณฑ์ และอิทธิพลของภาพลักษณ์ของผู้หญิงในโฆษณาต่อทัศนคติที่ผู้หญิงมีต่อตนเอง

ข้อมูลจากการวิจัยนำมาจากการสำรวจความคิดเห็นของกลุ่มตัวอย่างซึ่งเป็นผู้หญิงไทยจำนวน 50 คน จากห้างสรรพสินค้าที่ได้เลือกไว้ในกรุงเทพมหานคร โดยก่อนตอบแบบสอบถาม ผู้หญิงในกลุ่มตัวอย่างแต่ละคนจะได้ดูภาพของโฆษณาสิ่งพิมพ์สำหรับผลิตภัณฑ์เพื่อความงามซึ่งมีผู้หญิงเป็นนางแบบจำนวน 12 ภาพ ผู้วิจัยได้นำข้อมูลจากการตอบแบบสอบถามมาวิเคราะห์โดยหาค่าร้อยละและพรรณนาเชิงวิเคราะห์

ผลการวิจัยพบว่า

- ผู้หญิงไทยมียอมรับว่าภาพลักษณ์ของผู้หญิงที่ใช้ในสื่อโฆษณาสิ่งพิมพ์สำหรับผลิตภัณฑ์เพื่อความงามเป็นตัวอย่างของแบบอย่างทางวัฒนธรรมด้านความงามที่ผู้หญิงควรนำมาเป็นมาตรฐานในการเปรียบเทียบกับตนเอง

- ผู้หญิงอ่อนไหวต่อคำชี้ชวนในโฆษณาซึ่งชักจูงพวกเขาให้ซื้อผลิตภัณฑ์หรือบริการเพื่อความงามเพราะผู้หญิงเชื่อว่าพวกเขาสามารถสวยได้เหมือนกับนางแบบใน

- ผลการวิจัยยังแสดงให้เห็นอีกว่าภาพลักษณ์ของผู้หญิงในโฆษณาที่มีแนวโน้มที่จะส่งผลกระทบต่อทางลบในระดับหนึ่งต่อทัศนคติที่ผู้หญิงมีต่อตนเอง

การวิจัยนี้ชี้ให้เห็นว่าผู้หญิงไทยทุกกลุ่มอายุที่อาศัยอยู่ในกรุงเทพมหานครนั้นหลงอยู่ใน 'กับดักความงาม' ซึ่งได้บรรยายในหนังสือที่เขียนโดย แนนซี เบเกอร์ ที่ได้มีการตีพิมพ์ในชื่อเดียวกันเมื่อปี 2527