

THE INFLUENCE OF ENGLISH PRINT ADVERTISEMENTS ON COSMETICS
PURCHASING DECISIONS OF THAI FEMALE CONSUMERS



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

May 2013

THE INFLUENCE OF ENGLISH PRINT ADVERTISEMENTS ON COSMETICS
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A MASTER'S PROJECT

BY

ARISARA RUECHUPUN

Presented in Partial Fulfillment of the Requirements for the
Master of Arts in Business English for International Communication
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This study aimed to explore the influence of English advertisements on the cosmetics purchasing decisions of Thai female consumers. The instrument used to collect data in this study was a questionnaire. The participants of this study consisted of 100 Thai working women. The questionnaire was distributed to the participants at the five Bangkok Mass Transit System (BTS) stations in Bangkok, and the data collection was conducted in March 2013. The data were analyzed by using mean scores and standard deviations.

The results of the study revealed that at the problem recognition stage, the participants expressed disagreement with the idea that English language advertising influenced the cosmetics purchasing decisions of Thai female consumers, but found that the use of English in print cosmetics advertisements influenced the purchasing decision of Thai female consumers at a moderate level, at the information search and evaluation of alternatives stages. However, it was found that the participants believed that the use of the English language on cosmetics product packaging made products appear to be more modern.

อิทธิพลของโฆษณาสิ่งพิมพ์ภาษาอังกฤษของผลิตภัณฑ์เครื่องสำอางที่มีผลต่อการตัดสินใจ
ซื้อของผู้บริโภคหญิงไทย



เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
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การวิจัยครั้งนี้มีวัตถุประสงค์เพื่อศึกษาอิทธิพลของโฆษณาภาษาอังกฤษของผลิตภัณฑ์
เครื่องสำอางที่มีผลต่อการตัดสินใจซื้อของผู้บริโภคหญิงไทย เครื่องมือที่ใช้ในการเก็บข้อมูลในงานวิจัย
ชิ้นนี้คือ แบบสอบถาม สำหรับกลุ่มตัวอย่างที่เข้าร่วมงานวิจัยชิ้นนี้คือ ผู้หญิงในวัยทำงานจำนวน 100
คนที่ทำงานในกรุงเทพฯ โดยเก็บข้อมูลจากสถานีรถไฟฟ้าจำนวน 5 สถานี โดยผู้วิจัยได้ดำเนินการแจก
แบบสอบถามพร้อมทั้งเก็บข้อมูลในเดือนมีนาคม 2556 และนำข้อมูลที่ได้รับมาวิเคราะห์ผล โดยใช้
ค่าเฉลี่ย และค่าความเบี่ยงเบนมาตรฐาน

ผลการวิจัยพบว่า ในขั้นตอนของการรับรู้ปัญหา กลุ่มตัวอย่างไม่เห็นด้วยที่ว่า โฆษณาสื่อ
สิ่งพิมพ์ภาษาอังกฤษของผลิตภัณฑ์เครื่องสำอางที่มีผลต่อการตัดสินใจซื้อของผู้บริโภคชาวไทย แต่
กลุ่มเป้าหมายให้ความเห็นว่าโฆษณาสื่อสิ่งพิมพ์ภาษาอังกฤษของผลิตภัณฑ์เครื่องสำอางที่มีผลต่อ
การตัดสินใจซื้อของผู้บริโภคชาวไทยอยู่ในระดับปานกลางในขั้นตอนของการหาแหล่งข้อมูล และ
ประเมินทางเลือก แต่อย่างไรก็ตาม ผลการวิจัยพบว่า กลุ่มตัวอย่างเชื่อว่า การใช้ภาษาอังกฤษบน
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The Master's Project Advisor, Chair of the Master's Program in Business English for International Communication, and Oral Defense Committee have approved this Master's Project, "The Influence of English Advertisements on Cosmetics Purchasing decisions of Thai Female Consumers," by Arisara Ruechupun as partial fulfillment of the requirements for the Master of Arts in Business English for International Communication at Srinakharinwirot University.

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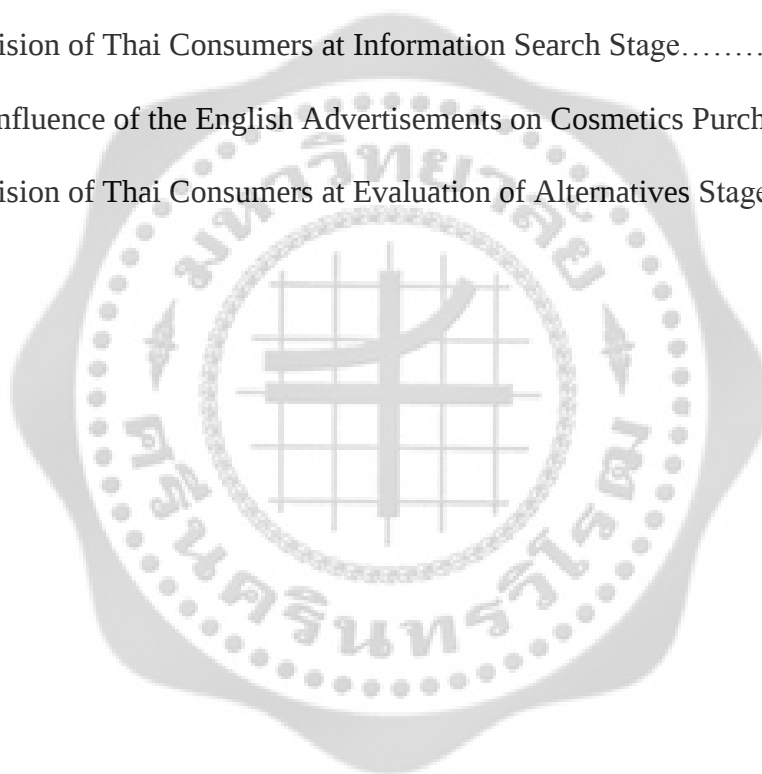
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CHAPTER I

BACKGROUND OF THE STUDY

Introduction

Currently, there is a wide range of cosmetic brands available in Thailand and cosmetics are now popular among both men and women. Thai people are increasingly concerned about their appearance and spend a lot of money on cosmetics (Chaisitthiroj, 2007). Some popular brands, such as Misteen, Oriental Princess, and Giffarine are produced in Thailand, and others, such as Lancome, Estee Lauder, and Clinique, are imported from France and other western countries. According to the Customs Department and the Ministry of Commerce, the importation of cosmetic products to Thailand is on the rise (The Customs Department, 2010).

According to Suvachart (2002), Thai people like to buy products imported from foreign countries because they think that the quality of these products will be higher than those produced in Thailand. The results of various research studies conducted to investigate the attitudes of Thai people towards foreign products revealed that Thai people had positive attitudes towards global brands, and they also thought that the quality of global brands would be higher because they were from more technologically developed countries (Masayavanij, 2007). Consequently, according to Masayavanij (2007), and Sae-Jiu (2007), Thai female consumers tend to purchase imported products.

With the increased emphasis on globalization, the English language has become an international language and also the main language used on the product packaging produced in non-native English speaking countries. English has also been used in Thailand as a tool to facilitate communication between the producers and the consumers of a product. As a result, Thai cosmetic companies often change their brand name from a Thai name to an English one. Similarly, product ingredients, directions, and warnings are

also written in English to make the products appear more international and modern. For example, Oriental Princess, a Thai product, has an English name and has been exported to international markets since 1998. The product packaging is also designed in the traditional British style to help the product seem more international (Jongjitcharoenporn, 2002).

In addition, an English brand name can also help consumers remember a product better than a Thai name (Nilavongse, 2008). According to Nilavongse (2008), an English brand name is more memorable for Thai female consumers and is retained in the long-term memory. It also serves to create a positive image of both the product and the brand. For instance, Chaps, the English-language name of a brand of Thai women's clothes, can help increase the value of the brand and also creates positive attitudes towards the brand (Siripattanawate, 2006). Products made in China also use English on their products to communicate and to gain recognition in western communities (Yan, 2007). In conclusion, the use of the English language on product packaging and advertising is an important element used to attract the attention of consumers.

Moreover, advertising is also a part of the consumer's purchase decision-making process. The decision-making process takes place when a consumer selects a product or service. According to Solomon et al. (2006), problem recognition is the first stage of a process in which the consumer realizes that there is a problem to be solved. The recognition of a need or the need to solve a problem creates motivation, which drives the consumer to find a way to satisfy this need. According to Asch and Wolfe (2001) and Kotler and Keller (2009), a problem or a need can also be triggered by external stimuli such as expensive skin-care products and this triggers thoughts about the possibility of making a purchase. While problem recognition sometimes occurs naturally, it is often

encouraged by marketing efforts. Many advertisers try to create different kinds of needs and problems for consumers to initiate the decision-making process in order to convince them to buy their products. Moreover, many researchers have indicated that Thai people prefer to buy cosmetics from foreign countries because they believe these products are of a high standard or high quality. As English-language product names are used to identify a product originated from foreign countries, English has a significant impact on the attitudes of consumers. For example, the customer will buy cosmetics which have English product names because they believe that products are of high quality and can solve their skin problems (Masayavanij, 2007; Sae-Jiu, 2007; and Suvachart, 2002).

After having recognized a problem or a need, a consumer has to search for information on how to resolve it. There are two basic search types that can be identified in the information search phase of the decision-making process: heightened attention and active information search. In the heightened attention stage, a consumer will find information in advertisements, in conversations with friends about the product, or by being observant. In the active information search stage, a consumer may also actively search for information about a certain topic or product of interest by finding material to read, engaging in search activities to obtain information or communicating with friends (Asch & Wolfe, 2001).

After collecting information on how to resolve the problem, the consumer must evaluate all of the available alternatives before making a decision regarding which of them to choose. A consumer compares and then judges the attributes of a product (Solomon et al., 2006). For example, according to researchers such as Takahashi (1990), Martin (2002), Alm (2003), Piller (2003), Kelly-Holmes (2005), Ustinova & Bhatia (2005), and Shinhee Lee (2006), the use of English in advertisements has a symbolic

meaning; it is associated with a modern, urban, cosmopolitan, and upper-class way of life and increases the prestige associated with a product. Therefore, if the advertisers use English-language advertisements to create a positive product image, it will make consumers feel as if they are buying modern and luxurious goods. In conclusion, the English language is often utilized in advertising to make an advertisement and a product appear more distinctive.

What is advertising?

Advertising can be defined as a persuasive form of one-way communication used to promote products and services. It is a tool to persuade people economically, as well as a device to attain and maintain contact with the general public socially, culturally, politically, and psychologically. Therefore, advertising is an effective way to increase sales. It also has the potential to change social attitudes and behavior (Chafai, 2008). It is a mode of communication used to convince an audience to make a purchasing decision about a product or service and to deliver information to viewers (Niazi et al., 2012).

Advertising consists of targeted messages that communicate information from companies to consumers. Advertising affects consumer purchasing behavior and increases the sales revenue of the advertisers (Vitez, 2012). Advertising also helps develop consumer awareness of products that consumers may perceive as being valuable. This influence is often present when new products are launched. Customer awareness of products is often limited until advertising is used to promote consumer awareness and increase demand (Vitez, 2012).

Advertising may be used to compete with the popularity of a competitor's products in the marketplace. It can also influence consumers to change their purchasing behavior and switch products for specific reasons, such as cost or quality (Vitez, 2012).

Advertising is a form of communication which is intended to convince an audience (viewers, readers or listeners) to make purchasing decision or take action regarding products, information, services etc. (Abideen & Saleem, 2011).

Bovee et al. (1995) and Moriarty (1997) defined advertising as the commercial and non-personal communication of information about products by an identified sponsor in an effort to persuade or influence consumer behavior. In addition, advertising seeks to influence and persuade the target audience through various forms of paid media (Guinn et al., 1997). Kabel (2001) defined advertising as messages that are intended to encourage the public to buy a specific product or use specific services, or to influence public opinion in a positive manner as regards a specific undertaking, branch of industry, or establishment in order to promote the sale of products or the use of services (Kabel, 2001).

In conclusion, advertising is a communicative tool that companies use to persuade consumers. It also influences the decision making process of consumers by using mass media channels to send messages to the public.

An influence of English advertisements on decision making.

Nowadays, people are conscious of both their appearance and beauty, and spend a great deal of money on improving or enhancing their appearance. Therefore, the beauty industry has been growing in a highly competitive market. This has led a huge amount of advertisements, broadcast daily in order to persuade people to purchase products or services. Consequently, companies have to spend considerable amounts of money on advertising (Kachenchart, 2006).

Advertising is spread across every type of media, from newspapers, magazines and the radio to TV and the Internet. The language of advertising must be simple and

direct in order to grab the attention of the target population (“Advertising English Language Feature,” 2008). English is the language of international communication, so it is used in advertising more than any other language (Piller, 2001 & Lee, 2006).

Moreover, the use of English can make a product seem luxurious (“Importance of language in advertising,” 2008). This can also be seen when consumers buy a product with English on the packaging in order to give them a feeling of social prestige.

Additionally, the knowledge of a foreign language will also give these consumers the feeling of being well-educated (“Importance of language in advertising,” 2008).

Advertisers prefer using English on product packaging as it puts consumers in a positive mood (Owolabi, 2009).

Niazi et al. (2012) investigated the influence of effective advertising on consumer behavior. The paper examined the relationship between environmental response and emotional response, which are independent variables, with dependent variables, such as consumer behavior. This research investigated the relationship between these variables, based on 200 responses, in a study conducted in Pakistan. The findings of this study revealed that consumers purchase products based on an emotional response, rather than an environmental response.

An environmental response involves consumers making unplanned purchases based on their surroundings. However, consumers tend to purchase products that they are emotionally attached to and these attachments are created through advertisements, using audio, video and text, all of which appeal to consumers. Based on the results of many studies, they showed that advertisements in English had an influence on the purchasing decision of consumers. For instance, Gerritsen et al. (2007) found that in the Netherlands and Spain, a product was perceived to be more modern when English was used in an

advertisement than in the local language. Hornikx et al, (2010) conducted a study to investigate the effectiveness of a local Hindi slogan versus an English slogan. The results showed that when the company was a multinational, the respondents evaluated an English slogan more favorably than a Hindi slogan.

The English language is also used in advertising as a symbol of the product. Even though the readers cannot understand the meaning of the message in English, they can at least remember it (Piller, 2001). This means that the advertisement can still be successful whether or not the reader can understand English. Consumers have positive opinions of the English language, and it often serves a symbolic rather than a practical function (Piller, 2001).

Haarmann (1989) and Takashi (1992) studied the use of English in Japanese advertising and found that they associated using English with a modern and cosmopolitan identity. Bhatia (2001) examined the use of English in Asian advertising, and found that English was used to produce a favorable psychological effect upon targeted populations. Gao (2005) agreed that the use of English in French advertising was generally considered as a symbol of modernization, efficiency, and/or reliability. Therefore, it could be concluded that the English language is a marker of modernity, internationalization, and superiority in the language of advertising.

Hornikx, Meurs, and Boer (2010) investigated the difficulty of the English language as a possible determinant of a preference for English or the local language. In an experiment, Dutch participants judged a number of car ads with English slogans that were pretested as easy or difficult to understand. They were subsequently asked to express a preference for either the English slogan or the Dutch equivalent. The results revealed that easy-to-understand English slogans were appreciated more than difficult-to-

understand English slogans. Moreover, the degree of difficulty in comprehension of the English slogans affected the preference of the participants for the English language. English was preferred to Dutch when it was easy to understand; when it was difficult to understand, English was appreciated as much as the Dutch equivalent. In conclusion, this experiment provided empirical support for the role of comprehension in the preference for and appreciation of English in international advertising (Hornikx et al., 2010).

In addition, research has also been focused on studying the female decision making process and the use of the English language in advertising facial skin care products, as women are more sensitive than men about the healthy effect of products when making a purchasing decision (Alagoz & Burucuoğlu, 2011). The buying habits of female consumers are easily influenced by advertising, displays of goods, atmosphere, promotions and sales. Therefore, the factors affecting impulse-buying have a significantly positive effect on impulse purchases, especially in terms of advertising (Yang, Huang & Feng, 2011).

Moreover, women typically tend to buy products which reflect their personality. Female consumers show a greater interest in gathering information from media and trying out products by themselves. Therefore, women may be more interested in the words that refer to emotion and expressive speech (Chen, 2007 & Poynton, 1989). This can be related to the results of a study conducted by Lofgren and Li (2010), who found that women had a high level of interest and involvement in gathering information about brands of cosmetics before making a purchase. Consequently, it is useful to know how female consumers make purchasing decisions, and the extent to which they are influenced by English language advertisements for facial skin care products. The ability to manipulate female consumers through the language of advertising helps advertisers to

more successfully persuade women to purchase their products (Poynton, 1989). The purchasing decisions of female consumers which will be discussed in this study will also investigate the use of English in facial skin care advertising and how it affects impulse buying behavior. However, there have been many research studies conducted in order to investigate the influence of English language advertisements on purchasing decisions, but a study conducted to investigate the influence of the English used in print cosmetics advertising and the purchasing decisions of Thai female consumers could not be found.

Purpose of the Study

This study was conducted to investigate the influence of English language advertisements on the purchasing decisions of Thai female consumers regarding cosmetics.

Research Question

How did the use of the English language on print cosmetics advertisements influence the purchasing decisions of Thai female consumers in 2013?

Significance of the Study

The findings obtained from this study would provide information on the influence of print English advertisements on the purchasing decisions of Thai female consumers regarding cosmetics. It would be beneficial to cosmetics manufacturers in order to emphasize the importance of English in their advertisements and how this can attract their target population. As a result, the outcome of this study may help cosmetics manufacturers improve their marketing strategies and increase their sales volume.

Methodology

Participants.

The participants of this study were 100 Thai working women aged between 25 and 40. They were asked to complete the questionnaire at Bangkok Mass Transit System (BTS) station. This group of the participants was chosen because it is believed that women with healthy and young-looking skin have better professional opportunities in this competitive era. Therefore, skin care products are necessary for female consumers during their working lives (Sukato, 2010). This can also be related to a Google survey stating that the consumers of cosmetics and skincare products are younger and more affluent; 43% of online purchasers compared to 37% of offline purchasers are between the ages of 25 and 44 (“Think Beauty with Google,” 2009).

Instrumentation.

This questionnaire was adapted from the questionnaire used in “A Comparison of Women’s Behavior towards Thai and Foreign Clothing Brand Names: A Case Study of Chaps and Bossini” by Siripattanawate (2006), and ‘The Decision Making Process of Thai Women in Purchasing Make-up and Cosmetics at Department Store Counters in Bangkok’ by Soontaratta. This questionnaire is divided into two parts. Part I contains the demographic information of the participants, including their age, education, occupation, and income. Part II is concerned with the opinions and attitudes of the participants regarding the influence of the English language in print cosmetic advertisements for Thai female consumers. The data were gathered in the form of a five-point Likert scale, as follows:

- 5 = Strongly agree
- 4 = Agree
- 3 = Uncertain
- 2 = Disagree
- 1 = Strongly disagree

Data analysis.

The mean score and standard deviation of each item in the questionnaire were analyzed to see how English print cosmetic advertisements had influenced the purchasing decision of Thai female consumers when purchasing cosmetics. The demographic information obtained from Part I of the questionnaire was analyzed for descriptive information.

Confidentiality of the participants.

The participants agreed not to identify themselves in the questionnaire for reasons of confidentiality. The participants were informed about the purpose of the study before they were asked to voluntarily participate. In order to protect the personal information of participants, the data were destroyed on completion of the study.

Definition of Terms

The following definitions are the terms used in this study.

Advertisement: A specific message that advertisers have placed to persuade audience to take some kind of action. Advertisement in this study refers to print English advertisements.

Cosmetics: Toiletries designed to beautify the body or to serve an aesthetic purpose in beautifying the body. Cosmetics includes any substance, or mixture of substances, that are manufactured, sold, or represented for use in cleansing, improving, or

altering the complexion, skin, hair, or teeth. This category includes deodorants, perfumes, and soaps. Products for the grooming of animals are also considered cosmetics (The Minister of Health, 2006).

Purchasing Decision: Consumers show an interest in buying a certain product which consists of five stages: problem recognition, information search, evaluation of alternatives, purchase decision and post-purchase decision. This study investigated the first three steps of the buying decision process only.

Limitations of the Study

The participants of this study were limited to working females aged between 25 and 40, who used the BTS. The participants in this study were also limited to those who were willing to participate. Moreover, it was limited to the commuters who used the BTS during rush hour. The researcher disseminated the questionnaire on weekdays during the evening rush hour (4:00 p.m.-7:00 p.m.).

Organization of the Study

Chapter I details the background of the study. Chapter II reviews the related literature and research studies relevant to the study. Chapter III explains the details of the research methodology. Chapter IV presents the results, and Chapter V offers a discussion of these results, and recommendations for further studies.

CHAPTER II

REVIEW OF RELATED LITERATURE

This chapter contains information related to the cosmetics market in Thailand, the purchasing decision process, and a definition of advertising. In addition, the studies related to this topic will also be presented.

The Cosmetics Market in Thailand

Thailand has become one of the developing countries which import a variety of products from a number of countries, with an import value reaching 125,975 million US dollars in 2006 and expected to increase to 137,943 million US dollars by the end of 2007 (Chaisitthiroj, 2007). Previous research indicated that Thai female consumers had positive attitudes and view towards foreign products and global brands as they felt that global brands were of a higher quality than domestic brands (Masayavanij, 2007), which is consistent with the findings of Cengiz and Kirkbir (2007), whose research indicated that foreign products in developing countries are believed to be of higher quality and more reliable than the domestic equivalent.

Moreover, the World Bank predicted that Thailand would recover from the worldwide economic recession in 2011, allowing both international and local business to prosper (Rashmisrisethi, 2008). The cosmetics market in Thailand has become competitive and grown continually during the past few years (US Commercial service, 2008). Kumar et al. (2006) stated that cosmetics industry is growing at a very fast pace and companies must be innovative in order to succeed. In Thai cosmetics markets, the selection of products and brands has expanded in response to the needs of consumers. However, it is significant that foreign brands are still considered more desirable than the Thai equivalent. This is due to the fact that Thai female consumers tend to believe in the

quality and have a positive brand image and perception of imported brands (Masayavanij, 2007; Phupoksakul, 2005; Sae-jiu, 2007; and Suvachart, 2001).

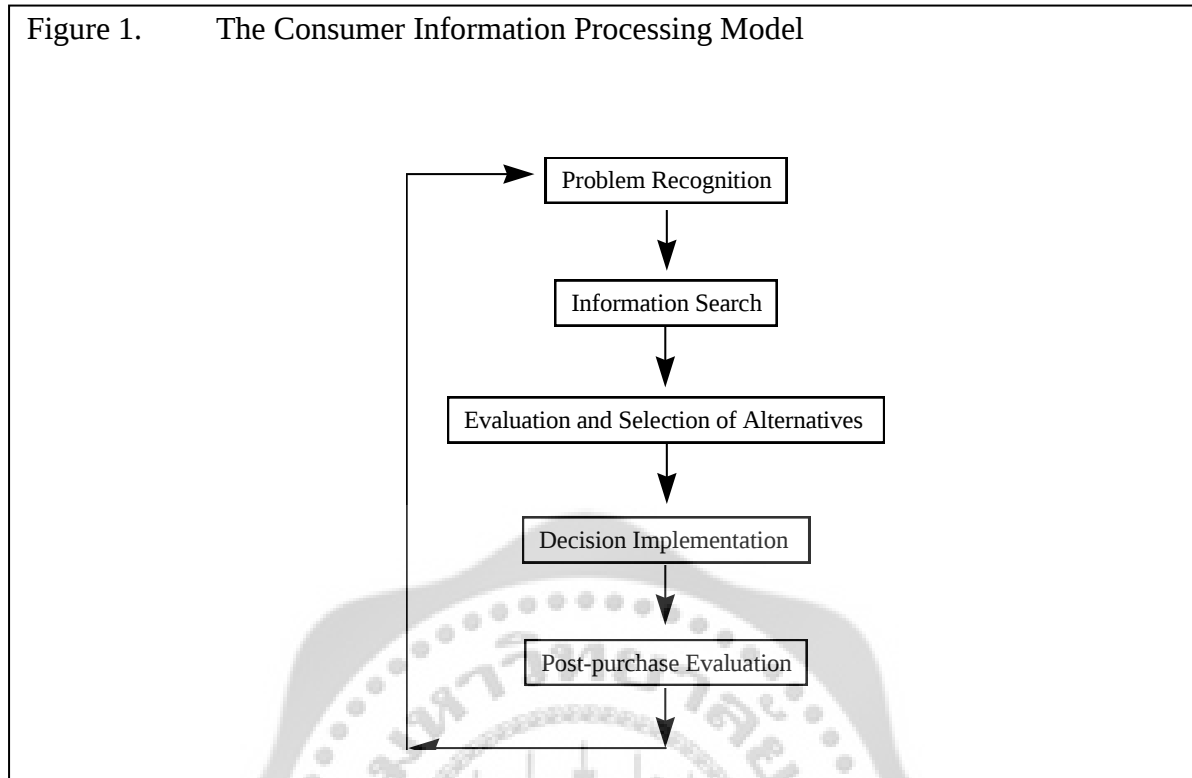
In 2012, Thailand became one of the largest and most consistently expanding markets in the world, both in terms of the production and the consumption of beauty products. This market has become even more vibrant recently with the rapid development of trade channels and the emergence of online shopping. A number of strong local and international brands are competing to win over Thai female consumers, who have high expectations regarding product efficacy, results and the constant need for innovation (“Trends in the Thai Cosmetic Market,” 2012).

In conclusion, international cosmetics have been imported to the Thai market for many years, and have a higher and continual sales volume in the market because Thai female consumers believe that they are of good quality. Therefore, foreign cosmetics may have a strong influence on the purchasing decisions of Thai female consumers.

Purchasing Decision Process

A consumer purchasing decision is the action that a person takes in purchasing and using products and services, including the mental and social processes that precede and lead to action. This is reflected in the stage model of a typical buying process (often called the consumer information processing model). In this model, the consumer passes through five stages: (a) problem recognition, (b) information search, (c) evaluation of alternatives, (d) decision implementation, and (e) post-purchase evaluation.

Figure 1. The Consumer Information Processing Model



According to Solomon et al. (2006), problem recognition is a process in which the consumer recognizes that there is a problem to be solved. The recognition of a need or a problem creates motivation which drives consumers to find a way to respond their needs. There are two basic types of needs, biogenic and psychogenic needs. Biogenic needs those which people are born, such as the innate needs to maintain life, through water, food, air, and shelter. Psychogenic needs, such as the need for status, power and affiliation, are not necessary to maintain life, but reflect the priorities of our culture (Solomon et al., 2006). Psychogenic needs can be applied to consumer purchasing behavior related to cosmetic products. The way that a need is satisfied depends on an individual's cultural environment, learning experiences and unique personal history. For example, two individuals can have a similar type of need, such as the need for facial cream, but the way they go about satisfying that need may be very different. One person may just want whatever product is the cheapest, whereas another person may want the

product that they believe will bring the most benefits to their skin, regardless of the cost (Solomon et al., 2006).

According to Asch and Wolfe (2001) and Kotler and Keller (2009), a problem or a need can occur based on internal or external stimuli. An internal stimulus can be referred to as so-called 'normal' needs, such as hunger or thirst, and when this kind of primary need rises to the surface; it becomes a drive that urges consumers to make purchases. On the other hand, a problem or a need can also be stimulated by external stimuli. A person may admire a friend's foreign expensive skincare products and this may influence their possibility of a purchase. Problem recognition may emerge naturally, but it can also be encouraged by the efforts of marketers. Therefore, many advertisers try to convince consumers to purchase their product by creating different kinds of needs and problems through various media. Moreover, results from many research studies have shown that Thais buy foreign cosmetics because they believe in good quality and high standards (Suvachart, 2002). As English-language product names are used to identify a product as originating from a foreign country, English has a significant impact on the attitudes of consumers. It is also likely that an English-language product name will allow the consumer to assume that product originated in a foreign country and that this will stimulate consumers to purchase a product. For example, the customer will buy cosmetics which have English product names because they believe that they are of high quality and can solve their skin problems.

After having recognized a problem or a need, a consumer has to search for information on how to resolve it. There are two basic search types that can be identified in the information search phase of the decision-making process: heightened attention and active information search. In the heightened attention stage, a consumer will find information in advertisements, in conversations with friends about the product, or by

being observant. In the active information search stage, a consumer may also actively search for information about a certain topic or product of interest by finding material to read, engaging in search activities to obtain information or communicating with friends (Asch & Wolfe, 2001). Moreover, Solomon et al. (2006) and Noel (2009) noted that when searching for information when a need occurs, consumers also often engage in an ongoing search, in which they constantly pay attention to and look for information on a given topic. For example, many people enjoy browsing through catalogues or magazines without a specific need to buy anything. This research will focus on commercial advertising, especially in terms of the use of the English language in advertising. As many advertisers perceive that language is a key tool in advertising because it is not only describes products and services, it also catches the attention of consumers (Clow & Baack, 2007).

Finally, after collecting information on how to resolve the problem, the consumer must evaluate all of the available alternatives before making a decision regarding which of them to choose. According to Solomon et al. (2006), the evaluation of alternatives is usually the part of the decision-making process that consumers put the most effort into. In some cases, there may be so many alternatives available that it is hard to decide which of them to choose. In terms of understanding consumer behavior, it is important to understand how consumers make decision and what kind of criteria they use to choose one product over another. According to Solomon et al. (2006) as well as Evans et al. (2006), the alternatives that a consumer actively considers to be their different purchase options are called an evoked set. An evoked set consists of those products that the consumer already has knowledge of and is thus able to bring to mind when evaluating different alternatives. An evoked set may consist of both brands that a consumer likes and does not like. The alternatives that the consumer is able to remember in his evoked

set, but for some reason would not consider buying are called the inept set. In other words, the consumer has no interest in the inept set. The inept set also includes products that the consumer has heard negative things about and for that reason does not wish to purchase them (Evans et al., 2006 & Solomon et al., 2006). In terms of evaluating different alternatives and making a distinction between the different purchasing options, consumers use different evaluative criteria. An evaluative criterion is a dimension that a consumer uses to compare and judge product attributes. Consumers tend to see the criteria on which products differ as more important than the criteria on which they are similar. This is especially the case when the alternatives are very much alike and a consumer has to make a justified decision between them. The attributes that consumers use to make a distinction between different alternatives are called determinant attributes (Solomon et al., 2006). For example, according to researchers such as Takahashi (1990), Martin (2002), Alm (2003), Piller (2003), Kelly-Holmes (2005), Ustinova and Bhatia (2005), and Lee (2006), the use of English in advertisements has a symbolic meaning; it is associated with a modern, urban, cosmopolitan, and upper-class way of life and increases the prestige associated with a product. Therefore, if the advertisers use English-language advertisements to create a positive product image, it may make consumers evaluate the product as if it is modern, luxurious, and distinctive.

However, in order to actually implement a purchasing decision, a consumer needs to select both specific items (brands) and specific outlets (locations) to resolve the problem. There are three ways that this decision can be made: (a) simultaneously; (b) item first, outlet second; or (c) outlet first, item second. In many situations, consumers engage in a simultaneous selection process of stores and brands. After consumers have evaluated the products or services and have selected one brand from the available options; there are still two elements to discuss in the purchasing decision process, the selection of

a specific retail outlet and the amount of the purchase. Consumers evaluate the image of a store in terms of merchandise, services, physical facilities, convenience, promotions, store atmosphere, the institutional and post-transaction factors and make a selection to purchase a product at that specific outlet. On the other hand, regarding the amount of the purchase, it is common for consumers to enter one outlet with the intention to buy a particular brand, but to leave the store with a different brand or additional items. This shows that the influences operating in the store also affect the purchasing decision of consumers (Hawkins et al., 2001).

Post-purchase evaluation processes are directly influenced by the preceding type of decision-making process. The level of involvement of the consumer is directly relevant at this stage and is often referred to as “the level of concern for or interest in the purchase” and determines how extensively the consumer searches for information in making a purchase decision. Although purchase involvement is viewed as a continuum (from low to high), it is useful to consider two extreme cases. Suppose one buys a certain brand of product as a matter of habit. For this individual, buying a cola drink is a very low purchase involvement situation, and they are not likely to search for and to evaluate product information extensively. In this case, the consumer would simply purchase, consume and/or dispose of the product with very limited post-purchase evaluation, and generally maintain a high level of repeat purchase motivation.

This research will focus on the first three steps of the purchasing decision making process. They are problem recognition, information search, and the evaluation of alternatives, because they are an important stage in the purchasing decision making process.

What is Advertising?

Advertising is the non-personal communication of information usually paid for. It is also usually persuasive in nature about products, services or ideas by identified sponsors through the various media (Bovee, 1992).

Bovee et al. (1995) and Moriarty (1997) identified advertising as delivery of paid, non-personal communication, containing information about products by an identified sponsor in an effort to persuade or influence behavior. In addition, the intention of advertising is to persuade and convince the target audience through various paid forms of media (Guinn et al., 1997). Moreover, advertising can be defined as persuasive form of one-way communication used to promote products and services. Advertising is an ‘ideal tool’ to persuade people economically, as well as a device to attain and maintain contact with the public socially, culturally, politically and even psychologically. Therefore, advertising is an effective way to increase sales and also has the potential to changes social attitudes and behavior (Chafai, 2008). Advertising is also informative, providing the customer with information about the product. However, most advertisements provide information on the necessity and importance of their products. As stated by Goddard (2002), advertising is the promotion of goods, services, companies and ideas, usually by an identified sponsor. In this study, the researcher uses advertising to refer to a paid, non-personal communication from an identified sponsor trying to persuade or influence an audience through the use of mass media.

Print advertising.

There are many kinds of advertising media, the channels used to transmit messages from advertisers to consumers in order to convince them to buy their products or use their services. However, there is one form of media, print advertising, that is very popular because it is both cheap and easy to publicize.

Print advertising is a type of advertising which is printed on a type of paper that is handled by the potential audience. It aims to attract people to products and services, as the audiences are reading or scanning publications such as newspapers and magazines. Newspapers are bought largely for their news value as such they are most appropriate for announcing new products and new development of existing products. The choice of a particular newspaper for advertising depends upon many factors i.e., the circulation of the newspaper, its readership, the geographical region in which it is popular, the costs of space, the general reputation of the paper etc.

Another medium is magazines and journals, which also offer a good facility for advertising as magazines are read leisurely when the reader is mentally prepared to receive advertisements. Print advertising is often an important source of revenue for a publication. It is beneficial for a publication to sell more and larger advertisement spaces (“What is printed advertising,” 2013).

Research Studies Related to the Influence of English Advertisement on Cosmetics Purchasing Decision of Thai consumers

The use of English in advertising is an effective strategy to communicate with consumers. The use of the English language is important because it not only describes the quality and benefits of the product; it also gets the attention of consumers, reinforces the positioning of the product and makes the product more memorable. In the following section, the impact of English language advertising on the consumer decision making process will be examined.

Saroj (2000) conducted a study to investigate Pena House, AIIZ, and X-ACT, three Thai brands with English brand names. The researcher explored the relationship between female perception and attitudes to purchasing behavior. Pena House, AIIZ, and

X-ACT were brands used in this study. The researcher used a questionnaire to collect data from 500 women, who were between 20-39 years old and lived in Bangkok. It was found that consumers who did not know that these brands were Thai, had positive attitudes toward them, and led to their decision to purchase them. Additionally, most of the consumers in this study agreed that English language branding could create a good image for the product as well as increase the demand for it among consumers.

Barnes, Kitchen, Spickett-Jones, and Yu (2004) conducted a research study entitled, "Investigating the Impact of International Cosmetics Advertising in China." A questionnaire was used as an instrument to collect data from 100 respondents focusing on consumers in the age range of 20-to-35 for analysis. They identified the techniques used to reach the Chinese consumers, such as the use of the English language to create a luxurious image for the product. However, an international brand should also use the language of the host country in order to make Chinese consumers more familiar with the qualities of the product.

Siripattawate (2006) conducted a research study entitled, "A Comparison of Women's Behavior towards Thai and Foreign Clothes Brand names: A Case Study of Chaps and Bossini Brand Names" to compare female perceptions and attitudes towards Thai and foreign clothing brand names and to investigate the effect of English branding on women's clothes and the image of the brand. This study selected the Chaps brand name to represent Thai women's clothes and the Bossini brand name to represent foreign women's clothes. Both brand names were selected by asking 10 women to recall the names of five brands of women's clothing. The objectives of this research were (1) to compare women's perceptions and attitudes toward Thai and foreign brands of women's clothing in English and (2) to investigate the effect of branding on women's clothes in English towards the image of clothes.

The instrument used to gather data in the form of the questionnaire was distributed randomly to 40 women aged from 18 to 35 in department stores in Silom, Sukhumvit, Siam, and Ladprao. The results of the study showed that the majority of women falsely believed that Chaps were produced in the United States because of the language used on the brand and the brand image. Moreover, the majority of the women had a tendency to evaluate both brand names in a favorable way because both were perceived to be made in foreign countries. According to Siripattawate (2006), branding women's clothes in English creates positive attitudes towards the brand (Siripattawate, 2006).

Ekkasittipol (2010) conducted a research study to explore the most effective English-language media in terms of influencing the buying behavior of Thai female consumers. The participants of this study were 108 professionals who lived in Bangkok and used English as a secondary language to communicate. They were selected by convenience sampling. Ekkasittipol claimed that English-language media could enable a product to have better product image, even if the participants or the readers could not completely understand the English language.

Summary

The use of English is a popular advertising technique in non-native English speaking countries. The benefit of English advertising is that it has a positive influence on consumer perception of the product and also influences the purchasing decisions of consumers. The use of English in advertising also has an emotional impact, such as the image of luxury associated with the use of English, and in terms of rational appeal, the usefulness and worthiness of the product. However, women are often interested in different features of advertising language, due to the fact that female consumers typically pay more attention to the details and the ingredients of products.

CHAPTER III

METHODOLOGY

This chapter contains the research methodology employed in this study. The methodology consists of four parts: (a) participants, (b) instrumentation, (c) data collection procedures, and (d) data analysis. The main purpose of this study was to investigate the influence of English print advertisements on the cosmetics purchasing decision of Thai female consumers.

Participants

This study aimed to survey the influence of English language advertisements on the cosmetics purchasing decision of Thai female consumers, who were between 25 to 40 years of age and full-time employees. The researcher selected this group based on the expectation that they would be concerned with beauty and purchase beauty products (Bignell, 1997). The age range of 25 to 40 was selected because during this period, women are generally earning their own income, and therefore have sufficient purchasing power to buy cosmetics. Furthermore, the participants in this study were also limited to those who were willing to participate.

Instrumentation

The questionnaire as adapted from “A Comparison of Women’s Behavior towards Thai and Foreign Clothing Brand Names” by Siripattanawate (2006), and “The Decision Making Process of Thai Women When Purchasing Make Up and Cosmetics at Department Stores Counters in Bangkok” by Soontaratta (2007). Moreover, this questionnaire was examined and approved by native English speaking instructor in field of English advertising for content validity related to purpose of this study. It also was translated into Thai by a Thai language instructor to examine the accuracy of the language

before distributing questionnaire to the participants. The questionnaire is divided into two parts: Part I and Part II. Part I contains the demographic information of the participants, including their age, education, and occupation. Part II investigates the opinions of the participants regarding the influence of the English print advertisements on cosmetics purchasing decision of Thai female consumers. There are 20 items in Part II. The questions in Part II examine the first three stages of the purchasing decision-making process, which consists of problem recognition, the first stage in which the consumer realizes that there is a problem to be solved (questions 1-3); information search or the search for information by consumers to find a way to resolve the problem (questions 4-8); and the evaluation of alternatives, a stage in which the consumer compares and judges the attributes of a product before making a decision (questions 9-20). The degrees of agreement are measured by a Likert Scale (1932):

- 5 = strongly agree
- 4 = agree
- 3 = neutral
- 2 = disagree
- 1 = strongly disagree.

The questionnaire used in this study was written in Thai for the benefit of participants. It was translated into English as a supplement to this project.

Table 1

The Content of the Items

Process of purchasing decision	Items
Problem recognition	1. I buy cosmetics which have English advertisements because English makes me trust that the product will make me have a good appearance. 2. I want to have good skin like foreign superstars so I buy cosmetics which have English advertisements. 3. I believe that products which have English advertisements can help me solve my skin problem.
Information search	4. I think that English advertisements are more interesting than Thai advertisements. 5. Before buying cosmetics, I find information from English print advertisements. 6. I believe English advertisements influence consumers' purchasing decision. 7. I believe English advertisements are easy for Thai consumers to find. 8. I believe English advertisements give credible information.

continued

Table 1

The Content of the Items (continued)

Process of purchasing decision	Items
Evaluation of alternatives	9. The English in print advertisements makes me want to buy the products more. 10. English in print advertisements make me feel that the products are of a good quality. 11. I believe English in print advertisements creates a good image for a product. 12. I believe that products branded in English are more luxurious than products branded in Thai. 13. I believe English in print advertisements makes users proud of buying them. 14. I believe English in print advertisements makes products look modern. 15. I believe English in print advertisements makes consumers who use the products feel well-educated. 16. I believe English in print advertisements makes the consumers who use the products feel that they have a higher social status. 17. English in print advertisements for cosmetic products, increases the strength of my decision to purchase those products.

continued

Table 1

The Content of the Items (continued)

Process of purchasing decision	Items
Evaluation of alternatives	18. I believe cosmetic products should have English in their print advertisements. 19. English in print advertisements helps me remember the product more easily. 20. I believe English helps cosmetic products look more international than Thai would look on the same products.

Data Collection Procedures

The data obtained from the questionnaire were analyzed in terms of the influence of the English language in print advertisements on the cosmetics purchasing decisions of Thai female consumers. The questionnaires were given to the participants at the beginning of March 2013. The researcher distributed the questionnaires to the participants at five BTS stations on weekdays during the evening rush hour (4:00 p.m.- 7:00 p.m.).

The primary data were obtained through the questionnaire; an instrument for collecting information about how the use of the English language on print cosmetics advertisements influenced the purchasing decision of Thai female consumers. The researcher asked 100 working women who were at BTS in Bangkok to participate in this study. They were asked to complete the questionnaire on voluntary basis.

The researcher distributed and collected the questionnaire at five Bangkok Mass Transit System (BTS) stations, which included (a) Mo Chit, (b) Victory Monument, (c) Siam Square, (d) Asoke, and (f) Silom. According to the corporate information section of the BTS homepage, there are over 450,000 passenger trips per working day (Corporate information, 2009).

The commuters using the BTS during rush hours in each station were asked to take part in this study. The researcher disseminated the questionnaire on weekdays during the evening rush hour (4:00 p.m.-7:00 p.m.) because the researcher did not want to interfere with the target population during the morning rush hour, as they might be in a hurry to go to work.

Data Analysis

The researcher analyzed the data obtained from the questionnaire to answer the research question. The research question concerns the use of the English language in print advertisements for cosmetics and its influence on the purchasing decisions of Thai female consumers.

Scale	Rating score	Agreement
1	1.00-1.80	Very Low
2	1.81-2.60	Low
3	2.61-3.40	Moderate
4	3.41-4.20	High
5	4.21-5.00	Very High

If the participants rated 5 or Very High, it indicates that they agreed with the factors which influenced their purchasing behavior. The data related to the demographic

information of the participants obtained from part I of the questionnaire was analyzed for descriptive purposes.



CHAPTER IV

RESULTS

This chapter presented an analysis of the data collected via the method described in Chapter Three. The objectives of this study were to investigate the influence of English language advertisements on the cosmetics purchasing decisions of Thai consumers. The participants of this study consisted of 100 Thai women, who were full-time employees, aged between 25 to 40 years, and used the Bangkok Mass Transit System (BTS), including the following five stations (a) Mo Chit, (b) Victory Monument, (c) Siam Square, (d) Asoke, and (f) Silom. The data for this study were obtained through questionnaires, which were divided into two main sections. Section I provided general information about the participants. Section II presented the opinions of the participants regarding the influence of English language advertisements on the cosmetics purchasing decisions of Thai female consumers. The data for this study were obtained through the questionnaire answered by the participants. The data were analyzed in accordance with the following research question: How did the use of the English language in cosmetics advertisements influence the purchasing decisions of Thai consumers?

Demographic Information of the Participants

The participants were asked to provide information about demographic data such as their age, educational level and occupation. The information is presented in Table 2.

Table 2

Age, Education, and Occupation (N = 100)

Independent Variables		N	%
Age			
25-30 years old		44	44.00
31-35 years old		37	37.00
36-40 years old		19	19.00
Education			
High school		1	1.00
Bachelor's Degree		66	66.00
Master's Degree		32	32.00
Higher than a Master's Degree		1	1.00
Occupation			
Government Officer		13	13.00
Private Company Staff		47	47.00
Self-employed		31	31.00
Others		9	9.00

Table 2 provides general information about the participants. The gathered data on the age, educational level, and occupation of the participants revealed that the majority of them (44.00%) were between the ages of 25 and 30 years of age, while only 19.00% of them were between 36 and 40 years of age. Additionally, 66.00% of the participants graduated with a Bachelor's degree, while 32.00% held a Master's degree, and the remaining 2% graduated from high school or held a higher qualification than a Master's degree. Moreover, 47% of the participants were employed by private companies, 31%

were self-employed, and the remaining 22% of the participants were either government officials or classified their occupation as other. In summary, the general information regarding the participants that the researcher collected from questionnaires revealed that most of the respondents were relatively young (under 30), well educated, and worked on the staff of private companies.

Results.

This section examined the opinions of the participants regarding the influence of English language advertisements on the cosmetics purchasing decisions of Thai female consumers. This section is divided into three stages, based on the cosmetics purchasing decisions of Thai female consumers, which include (a) recognition problems, (b) information search, and (c) the evaluation of alternatives. The standard five-point Likert scale was employed to measure the opinions of the participants regarding the influence of English language advertisements on the cosmetics purchasing decisions of Thai female consumers. The data gathered in this section were presented in mean (*M*) and standard deviation (*SD*), and followed by brief descriptions of the results. Mean (*M*) was used to describe the average degree of the opinions of the participants on the influence of the English advertisements on the cosmetics purchasing decisions of Thai female consumers. The standard deviation (*SD*) revealed the variation in the distribution of the data. The results are presented in Table 3-5.

Table 3

*The Influence of English Language Advertisements on the Cosmetics Purchasing**Decision of Thai Female Consumers at Problem Recognition Stage (N = 100)*

Problem recognition	<i>M</i>	<i>SD</i>	Level of Agreement
1. I buy cosmetics which have English advertisements			
because English makes me trust that the product will make me have a good appearance.	2.70	0.99	Neutral
2. I want to have good skin like foreign superstars so I buy cosmetics which have English advertisements.	2.34	0.95	Disagree
3. I believe that products which have English advertisements can help me solve my skin problem.	2.26	0.93	Disagree
Total	2.43	0.98	Disagree

Table 3 revealed the results of the influence of the English language advertisements on the cosmetics purchasing decisions of Thai female consumers at recognition problems stage; the participants expressed disagreement with the idea that English language advertising influenced the cosmetics purchasing decisions of Thai female consumers, with a mean score of 2.43. In terms of problem recognition, the participants disagreed with the idea that purchasing cosmetics which used English language advertisements could make them have the same skin quality as foreign superstars at a level of disagreement with a mean score of 2.34. With regard to problem recognition, the participants disagreed with the idea that purchasing cosmetics which used the English language in their advertisements could help cure problem skin with a mean score of 2.26. The remaining statement in this category, the idea that purchasing cosmetics which used English in their advertisements because it made consumers believe

in the ability of the product to improve or enhance their appearance, was rated at a neutral level and with a mean score of 2.70.

Table 4

The Influence of English Language Advertisements on the Cosmetics Purchasing Decision of Thai Female Consumers at Information Search Stage (N = 100)

Information Search	<i>M</i>	<i>SD</i>	Level of Agreement
1. I believe English advertisements influence consumers' purchasing decision.	3.21	0.99	Neutral
2. I think that English advertisements are more interesting than Thai advertisements.	3.04	1.18	Neutral
3. I believe English advertisements give credible information.	3.00	1.02	Neutral
4. I believe English advertisements are easy for Thai consumers to find.	2.91	1.06	Neutral
5. Before buying cosmetics, I find information from English print advertisements.	2.52	0.94	Neutral
Total	2.94	1.07	Neutral

Table 4 revealed the results of the information search stage, in which the participants expressed agreement with the idea that the use of the English language in advertising influenced the cosmetics purchasing decisions of Thai female consumers with a mean score of 2.94. They also expressed agreement with the idea that Thai female consumers found it easy to discover or locate English language advertisements with a mean score of 3.21. The participants also agreed with the ideas that advertisements that

use English are more interesting than Thai advertisements with a mean score of 3.04 and the idea that advertisements that use English provide credible information with a mean score of 3.00.

Table 5

The Influence of English Language Advertisements on the Cosmetics Purchasing Decision of Thai Female Consumers at Evaluation of Alternatives Stage (N = 100)

Evaluation of Alternatives	<i>M</i>	<i>SD</i>	Level of Agreement
1. I believe English in print advertisements makes products look modern.	3.81	0.96	Agree
2. I believe that products branded in English are more luxurious than products branded in Thai.	3.79	1.00	Agree
3. I believe English helps cosmetic products look more international than Thai would look on the same products.	3.75	0.97	Agree
4. I believe English in print advertisements creates a good image for a product.	3.66	1.06	Agree
5. I believe English in print advertisements makes consumers who use the products feel well-educated.	3.36	1.12	Neutral
6. I believe English in print advertisements makes the consumers who use the products feel that they have a higher social status.	3.33	1.11	Neutral

Table 5

The Influence of English Language Advertisements on the Cosmetics Purchasing Decision of Thai Female Consumers at Evaluation of Alternatives Stage (continued)

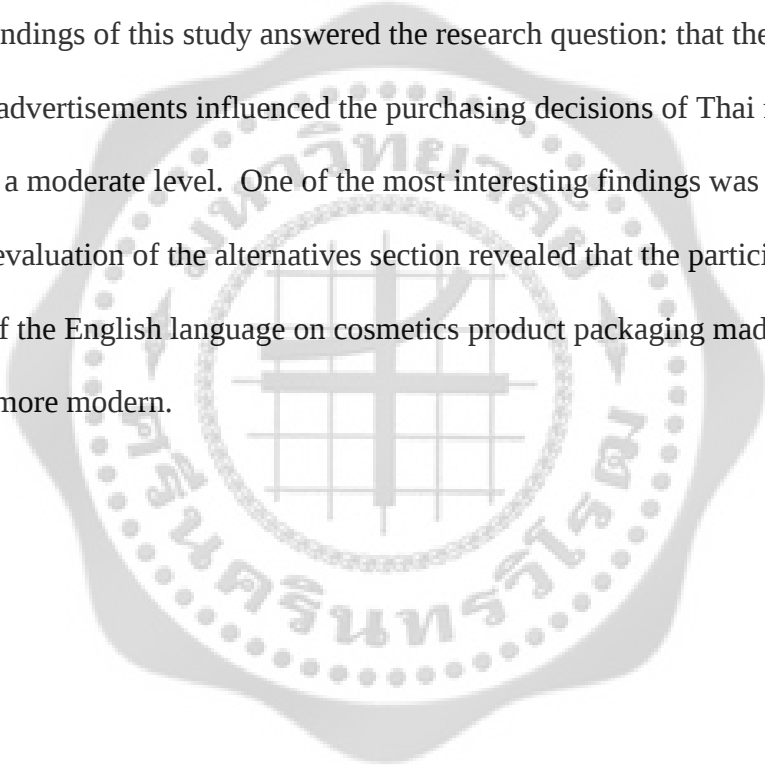
Evaluation of Alternatives	<i>M</i>	<i>SD</i>	Level of Agreement
7. I believe English in print advertisements makes users proud of buying them.	3.14	1.07	Neutral
8. English in print advertisements helps me remember the product more easily.	3.13	0.95	Neutral
9. English in print advertisements make me feel that the products are of a good quality.	3.08	1.06	Neutral
10. The English in print advertisements makes me want to buy the products more.	3.01	1.03	Neutral
11. English in print advertisements for cosmetic products, increases the strength of my decision to purchase those products.	2.85	0.99	Neutral
12. I believe cosmetic products should have English in their print advertisements.	2.65	0.90	Neutral
Total	3.30	1.09	Neutral

Table 5 revealed the results of the influence of the English language advertisements on the cosmetics purchasing decisions of Thai female consumers at the evaluation of alternatives stage, and found that English language advertising influenced the cosmetics purchasing decisions of Thai female consumers with a mean score of 3.30.

The participants agreed with the idea that the use of English in print advertisements made them appear more modern, with the highest mean score recorded in this study, 3.81. They also agreed with the idea that products branded in English are more luxurious than products branded in Thai with a mean score of 3.79, and that the use of the English language on cosmetics products packaging makes a product seem more international than the Thai equivalent with a mean score of 3.75.

Summary

The findings of this study answered the research question: that the use of English in cosmetics advertisements influenced the purchasing decisions of Thai female consumers at a moderate level. One of the most interesting findings was that the highest score on the evaluation of the alternatives section revealed that the participants believed that the use of the English language on cosmetics product packaging made products appear to be more modern.



CHAPTER V

DISCUSSION AND RECOMMENDATIONS FOR FURTHER STUDIES

This chapter contains three main sections, a discussion, recommendations for further studies, and a conclusion. The purpose of the study was to investigate the influence of English advertisements on the cosmetics purchasing decisions of Thai female consumers. The participants of the study were 100 Thai women, who worked full time, were aged between 25 to 40 years of age, and used the Bangkok Mass Transit System (BTS). The questionnaires were distributed to the participants at 5 BTS stations, (a) Mo Chit, (b) Victory Monument, (c) Siam Square, (d) Asoke, and (f) Silom. The data for this study were obtained through the information provided by the participants on the questionnaires. In this chapter, the results of the study are discussed with reference to each of the research questions, and recommendations for further studies are also provided at the end of this chapter.

Discussion

The following presents a discussion of the major findings in accordance with the research question.

Research Question.

How did the use of English in print cosmetics advertisements influence the purchasing decisions of Thai female consumers in 2013?

Results.

The participants were asked to rate the advertisements that used English and their influence on the decision-making aspect of the purchasing process, including problem recognition, information search, and the evaluation of alternatives. The results revealed that the use of English in advertising did not influence the problem recognition stage, but

influenced the information search and the evaluation of alternatives stages at a moderate level. Moreover, it was found that the highest score that the participants believed is to the use of the English language on cosmetics product packaging made products appear to be more modern.

Discussion.

The results of this section revealed that the use of the English language in cosmetics advertisements did not influence the purchasing decisions of Thai female consumers in the problem recognition stage. This is because the participants disagreed with the questions in this section of the questionnaire. This disagreement may be due to the fact that the participants in this research were not influenced in terms of their purchasing decisions by the use of the English language in cosmetics advertisements. The participants did not believe that products which used the English language in their advertisements had any special quality that could help solve their skin problems. As a result, the participants might base their decision on other factors, such as the quality of the product, the price of the product, or the brand name of the product. As previous research (Kumar & Pinai, 2007) has indicated, brand equity is just one of many factors that a consumer can take into consideration. It was also found in previous research related to this topic that the mainstream of consumers perceive quality to be the most important criterion for choosing cosmetics, price ranked the second, and brand ranked the third (Kumar & Pinai, 2007).

The results of the information search and evaluation of alternatives stages showed that the participants believed that the use of the English language in cosmetics advertisements influenced the purchasing decisions of Thai female consumers at a moderate level. In the information search stage, the participants rated the question 'I believe that English advertisements influence the purchasing decisions of Thai female

consumers' the highest. Based on this result, the researcher drew the conclusion that the use of the English language in advertisements are significant in terms of the purchasing decisions of Thai female consumers, but there are a number of other variables, such as word-of-mouth advertising provided by family and friends and other media channels, which the participants believed could provide more valuable and useful information about the characteristics and the efficacy of the product.

Previous research, such as the work of Bang (2005), revealed that more than 40% of female professionals actively search for information about cosmetics through word-of-mouth advertising provided by friends, family, and colleagues. Approximately 20% of female professionals believed that product advertisements for cosmetics provided accurate and verifiable information, while 16% believed that the product information provided by the Internet was valid. 11% and 7% of female professionals made purchasing decisions regarding cosmetics products based on the information provided by TV commercials and sales representatives respectively. Moreover, Kim (2001) indicated that adult women were more reliant on the advice and recommendations made by beauty advisors or sales assistants. Choi, Kim, and Kim (2007) found that Chinese and Korean female university students were most influenced by friends and colleagues in terms of buying cosmetics products, whereas the Japanese were tempted by the images of models in advertisements and magazines. It could be concluded that the younger Chinese and Korean students in Choi, Kim, and Kim (2007) were more susceptible to the opinions of their peers, while older women depended more on the advice of professionals, such as beauty advisors or sales assistants. This suggests that whereas younger women are more fashion-conscious and concerned with the opinions of their peers, the older women seem to be more concerned with buying the highest quality cosmetics products and preserving or rejuvenating their skin, which may be more of a pressing concern for this group of

consumers than younger women, who are more reliant on peer approval and subject to peer pressure.

In the evaluation of alternatives stage as shown in Table 5, the participants expressed agreement with the idea that print advertisements which use the English language have the intention of making these products appear more modern, luxurious, or international. Based on these results, it can be concluded that the use of English in advertisements creates a product image of modern, luxurious and international goods. This idea is shared by many researchers, including Takahashi (1990), Martin (2002), Alm (2003), Piller (2003), Holmes (2005), Ustinova and Bhatia (2005), and Lee (2006). These researchers agreed that the use of English in advertising also has a symbolic meaning; it gives the product image a modern, urban, cosmopolitan, and luxurious image. Therefore, advertisers or the manufacturers will use the English language in advertisements to create a product image that attracts the attention of consumers and makes them feel as if these products are modern, luxurious, and international. In addition, many researchers have investigated advertisements in many countries which feature either the local language or the English language. For example, Gerritsen et al. (2007) revealed that the participants from Holland had a significantly more positive attitude towards the advertisements in their native language than they had towards advertisements which used the English language. However, products were perceived to be more modern if the advertisement used English rather than the local language (Gerritsen et al., 2007). Moreover, with the increased emphasis on globalization, the English language has become an international language and also the main language used on the product packaging produced in non-native English speaking countries. The English language has also been used in Thailand as a tool to facilitate communication between the producers of a product and the consumers so many Thai cosmetics companies often change their brand name from a Thai

name to an English one. Similarly, information such as product ingredients, directions, and warnings are also written in English to make the products appear more international and modern (Jongjitcharoenporn, 2002). In conclusion, the use of English in advertising can be beneficial to manufacturers who want to create a modern, luxurious, and international product image, using English as a tool to communicate with consumers or readers through advertising or other media channels.

Recommendations for Further Studies

The recommendations for further studies include a larger number of participants and the investigation of the influence of English in advertisements for other products, such as wine or clothes. Secondly, this study focused only on the opinions of professional women and was limited to a particular age range. As a consequence, it may not provide in-depth results. In order to gain more information, conducting short interviews with the participants, using an open-ended questionnaire, and/or an observation are recommended for further studies as they would provide more in-depth information about the influence of English print advertisements on the cosmetics purchasing decision of Thai female consumers. Thirdly, further studies should investigate the opinions of men in order to discover the influence of the English language in cosmetics advertising on the purchasing decisions of Thai men.

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APPENDIX A
ENGLISH QUESTIONNAIRE



QUESTIONNAIRE

This survey is part of a Master's Degree Research Project in Business English for International Communication at Srinakharinwirot University. The information you provide will be kept strictly confidential and used only for purposes of this study.

Your cooperation in completing this questionnaire is greatly appreciated. Thank you very much for sharing your ideas and time.

Part I: Personal Information

Directions: Please mark ✓ in the box ☐ that best describes you.

1. Age: ☐ 25-30 ☐ 36-40
☐ 31-35
2. Education: ☐ High school ☐ Master's Degree
☐ Bachelor's Degree ☐ Higher than a Master's Degree
3. Occupation: ☐ Government Officer ☐ Private Company Staff
☐ Self-employed ☐ Others (please, specific).....

Part II: The Influence of English print Advertisements on Cosmetic Purchasing Decision

Directions: Please mark ✓ in a blank space following each statement that comes closest to reflecting your opinion.

	Statement	Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
1	I buy cosmetics which have English advertisements because English makes me trust that the product will make me have a good appearance.					
2	I want to have good skin like foreign superstars so I buy cosmetics which have English advertisements.					
3	I believe that products which have English advertisements can help me solve my skin problem.					
4	I think that English advertisements are more interesting than Thai advertisements.					
5	Before buying cosmetics, I find information from English print advertisements.					
6	I believe English advertisements influence consumers' purchasing decision.					
7	I believe English advertisements are easy for Thai female consumers to find.					
8	I believe English advertisements give credible information.					
9	The English in print advertisements makes me want to buy the products more.					

	Statement	Strongly Agree	Agree	Moderately Agree	Disagree	Strongly Disagree
10	English in print advertisements make me feel that the products are of a good quality.					
11	I believe English in print advertisements creates a good image for a product.					
12	I believe that products branded in English are more luxurious than products branded in Thai.					
13	I believe English in print advertisements makes users proud of buying them.					
14	I believe English in print advertisements makes products look modern.					
15	I believe English in print advertisements makes consumers who use the products feel well-educated.					
16	I believe English in print advertisements makes the consumers who use the products feel that they have a higher social status.					
17	English in print advertisements for cosmetic products, increases the strength of my decision to purchase those products.					
18	I believe cosmetic products should have English in their print advertisements.					
19	English in print advertisements helps me remember the product more easily.					
20	I believe English helps cosmetic products look more international than Thai would look on the same products.					

APPENDIX B
THAI QUESTIONNAIRE

แบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งของการวิจัยเรื่องอิทธิพลของภาษาอังกฤษในโฆษณาสื่อสิ่งพิมพ์ของเครื่องสำอางมีผลต่อการตัดสินใจซื้อของผู้บริโภคหญิงชาวไทย ในหลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ ภาควิชาภาษาตะวันตก คณะมนุษยศาสตร์ มหาวิทยาลัยศรีนครินทรวิโรฒ แบบสอบถามนี้ประกอบด้วย 2 ส่วน ได้แก่ ส่วนที่ 1 ข้อมูลส่วนบุคคล และส่วนที่ 2 ความคิดเห็นเกี่ยวกับอิทธิพลของภาษาอังกฤษในโฆษณาเครื่องสำอางมีผลต่อการตัดสินใจซื้อของผู้บริโภคชาวไทย ขอความกรุณาตอบแบบสอบถามที่ถูกต้อง และตรงกับความคิดเห็นของท่าน อนึ่งข้อมูลที่ได้ ผู้วิจัยจะเก็บเป็นความลับและนำมาใช้ประโยชน์เพื่องานวิจัยเท่านั้น

ขอขอบคุณในความร่วมมือ

นางสาว อริสรา ฤชุพันธุ์

ส่วนที่ 1 ข้อมูลส่วนบุคคล

คำชี้แจง กรุณาใส่เครื่องหมายถูก ✓ ในช่องว่าง ☐ หน้าข้อมูลที่ต้องตรงกับความจริงของท่าน

1. อายุ : ☐ 25-30 ☐ 36-40
☐ 31-35
2. การศึกษา : ☐ มัธยมศึกษา ☐ ปริญญาโท
☐ ปริญญาตรี ☐ สูงกว่าปริญญาโท
3. อาชีพ : ☐ รับราชการ/พนักงานรัฐวิสาหกิจ ☐ พนักงานบริษัทเอกชน/ลูกจ้าง
☐ ประกอบธุรกิจส่วนตัว ☐ อื่นๆ (โปรดระบุ).....

ส่วนที่ 2 ความคิดเห็น เกี่ยวกับอิทธิพลของภาษาอังกฤษบนโฆษณาสื่อสิ่งพิมพ์ของเครื่องสำอางมีผลต่อการตัดสินใจซื้อ

กรุณาตอบคำถามโดยใส่เครื่องหมายถูก ✓ ในช่องที่ตรงกับความคิดเห็นของท่านมากที่สุด

	ข้อความ	เห็นด้วยอย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
1	ฉันซื้อเครื่องสำอางที่ใช้ภาษาอังกฤษในการโฆษณาเพราะภาษาอังกฤษทำให้ฉันมั่นใจว่าผลิตภัณฑ์นี้จะทำให้ฉันดูดี					
2	ฉันต้องการมีผิวสวยเหมือนนักแสดงต่างชาติที่มีชื่อเสียง ดังนั้น ฉันจึงซื้อเครื่องสำอางที่ใช้ภาษาอังกฤษในการโฆษณา					
3	ฉันคิดว่าผลิตภัณฑ์เครื่องสำอางที่ใช้ภาษาอังกฤษในการโฆษณาสามารถช่วยแก้ไขข้อบกพร่องของผิวฉันได้					
4	ฉันคิดว่าโฆษณาผลิตภัณฑ์เครื่องสำอางด้วยภาษาอังกฤษน่าสนใจกว่าโฆษณาด้วยภาษาไทย					
5	ก่อนที่จะตัดสินใจซื้อเครื่องสำอาง ฉันจะหาข้อมูลจากโฆษณาภาษาอังกฤษ					
6	ฉันเชื่อว่าโฆษณาภาษาอังกฤษมีอิทธิพลต่อการตัดสินใจซื้อผลิตภัณฑ์เครื่องสำอางของผู้บริโภค					
7	ฉันเชื่อว่าโฆษณาภาษาอังกฤษเป็นสื่อที่ผู้บริโภคคนไทยสามารถหาได้ง่าย					

	ข้อความ	เห็นด้วยอย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
8	ดิฉันเชื่อว่าข้อมูลในโฆษณาผลิตภัณฑ์เครื่องสำอางภาษาอังกฤษน่าเชื่อถือ					
9	ภาษาอังกฤษในโฆษณาสื่อสิ่งพิมพ์ทำให้ดิฉันสนใจและต้องการซื้อสินค้ามากขึ้น					
10	ภาษาอังกฤษในโฆษณาสื่อสิ่งพิมพ์ทำให้ดิฉันรู้สึกว่าผลิตภัณฑ์เครื่องสำอางนั้นเป็นผลิตภัณฑ์ที่มีคุณภาพดี					
11	ดิฉันเชื่อว่าการโฆษณาที่ใช้ภาษาอังกฤษเป็นสื่อช่วยสร้างภาพลักษณ์ที่ดีให้แก่ผลิตภัณฑ์เครื่องสำอาง					
12	ดิฉันเชื่อว่าสินค้าที่มีตราหมีหรือซื้อสินค้าเป็นภาษาอังกฤษดูหรูหรากว่าสินค้าที่เป็นตราหมีหรือซื้อสินค้าภาษาไทย					
13	ดิฉันเชื่อว่าภาษาอังกฤษในโฆษณาสื่อสิ่งพิมพ์ทำให้ผู้ใช้รู้สึกภูมิใจที่ได้ใช้ผลิตภัณฑ์นั้น					
14	ดิฉันเชื่อว่าภาษาอังกฤษในโฆษณาสื่อสิ่งพิมพ์ทำให้สินค้าดูทันสมัย					
15	ดิฉันเชื่อว่าภาษาอังกฤษในโฆษณาสื่อสิ่งพิมพ์ทำให้ผู้ใช้รู้สึกว่าเป็นผู้ที่มีการศึกษา					
16	ดิฉันเชื่อว่าภาษาอังกฤษในโฆษณาสื่อสิ่งพิมพ์ทำให้ผู้ใช้รู้สึกว่าตนเองเป็นผู้ที่ใช้ชีวิตอย่างมีระดับ					

	ข้อความ	เห็นด้วยอย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็นด้วย	ไม่เห็นด้วยอย่างยิ่ง
17	ภาษาอังกฤษในโฆษณาสื่อสิ่งพิมพ์ของผลิตภัณฑ์เครื่องสำอางช่วยกระตุ้นให้ดิฉันตัดสินใจซื้อผลิตภัณฑ์เหล่านั้น					
18	ดิฉันเชื่อว่าเครื่องสำอางควรโฆษณาเป็นภาษาอังกฤษ					
19	ภาษาอังกฤษในโฆษณาสื่อสิ่งพิมพ์ทำให้ดิฉันจดจำผลิตภัณฑ์ได้ง่ายขึ้น					
20	ดิฉันเชื่อว่าภาษาอังกฤษทำให้สินค้าดูเป็นมาตรฐานระดับโลกมากกว่าการใช้ภาษาไทยในผลิตภัณฑ์แบบเดียวกัน					



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