

A STUDY OF THE INFLUENCES OF TELEVISION ADVERTISING ON THE
DECISION TO PURCHASE WHITENING PRODUCTS OF THAI ADOLESCENTS

A MASTER'S PROJECT

BY

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Presented in partial fulfillment of the requirements for the
Master of Arts degree in Business English for International Communication

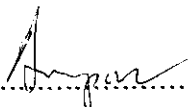
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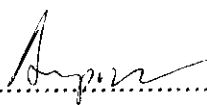
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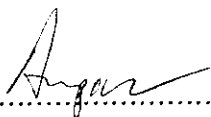
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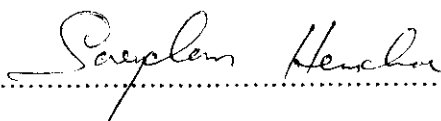
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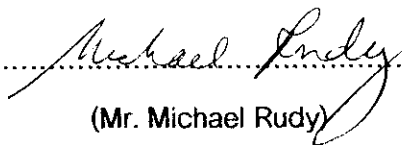
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CHAPTER 1

INTRODUCTION

Background

At present, when success in business depends greatly on communication, advertising is the most persuasive communication seen as a common feature of daily life. It appears everywhere and people are exposed to it from the time they wake up until their bed time. It is at the heart of business dealing and a tool to present and promote a service or goods through media. It presents reasons why people should buy, believe, or do something with the product or service. Obviously, advertising is perceived as a form of communication that influences the consumers' behavioral choice. It influences mass communication, business and society at large. Every year billions of dollars are invested by companies around the world to test, produce, and implement advertising campaigns. According to Aaker, Batra, and Myers (1992) estimated advertising expenditures is \$780 billion worldwide. Knies (1998 : 58) pointed out the necessity of advertising communication in modern business because it has the potential to transmit thoughts among people who deal with modern commerce. He also explained that advertising is a form of communication because it informs people what is for sale and at what price, tells people when the business will be opened and what conditions the business have. Moreover, advertising can serve valuable purposes and, for the most part, advertising is very attractive and interesting nowadays.

There are two main characteristics of advertising: verbal and nonverbal. Verbal language advertising is transmitted through words either talking or writing. Nonverbal language advertising is symbols which are not words but messages transmitted in the form of body movements, facial expressions, use of time and space, physical appearance and vocal characteristics, gestures, flag signals, whistle sounds, etc (Wenburg & Wilmot. 1973 : 20).

Advertising language must have its individual characteristics because it must draw the audience's attention as soon as they see it, and it can influence their purchase decision. Advertising language must be interesting and attractive, and also easy to understand in a limited time and must be colorful. Besides wording, nonverbal advertising is also very significant. Advertising today uses beautiful celebrities to promote the product. This technique is called 'transfer', whereby the authority and prestige of someone respected is transferred to something; for example, getting a famous person to promote a product. Especially in a beauty advertisement, a very beautiful, thin and fair-skinned actress or celebrity is employed to present a product to convince the audience that if they use the product, they will be like the presenter.

Apart from obvious forms of verbal and nonverbal advertising, advertisement also conveys the brand name of the product. Advertising plays a significant role for brand building. According to consumer behavioral theory, people consider brands as the first and most important consideration when making choices (Lannon. 1999 : 39). They first evaluate brands by relying on their feelings, emotions and fantasies, and finally make a purchase decision (Peter & Olson. 1996 : 286-287), particularly if consumers had to make a purchase decision for cosmetics which are very important products for their beauty and appearance.

Cosmetics are also used for improving appearance and beauty; however, in the ancient time, cosmetics were simply made and beautify the external body. Culture and religion have exerted a substantial influence of the development and direction of cosmetic science, of which Ancient Egypt can be considered the cradle. Aromatic materials, resins, special woods, and fragrant gum, which were the materials in ancient cosmetics, have in turn been developed into our modern cosmetic products. (Umbach. 1991 : 3).

Consequently, there are a wide variety of cosmetics in the marketplace. Under the concept of promotion, consumers are persuaded to buy products through marketing communication to accept new ideas (Engel, Warshaw & Kinnear. 1994 : 5). In Thailand, whitening products are very popular among Thai adolescents. According to a survey conducted in February 1998 by Asian Market Intelligence, 74 percent of men in Malaysia, 68 percent in Hong Kong, 55 percent in Taiwan, and 69 percent in Thailand said they were more attracted to women with fair skin. About a third of the female respondents in each place said they used

skin whitening products (Media and Marketing. 2000: Online). From the statistics, it is obvious that the growth of whitening products is increasing as women consider beauty very important to them. As Calvin Klein (2003 : Online) noted, beauty is something very personal that you sense and respond to on a deep level. It is hard to determine, but when you see it, you feel it very strongly, and are moved by it. According to the Thai Farmer Research Center, in 1998 whitening products represented the single biggest share in the skin-care products market- 19 percent of the market worth around 880 million Baht. The cosmetic industries try to make customers feel that fair skin is preferable to dark and have set the trend to brainwash consumers (Media & Marketing. 2003 : Online). They spend a lot of money on advertisement to promote their products and increase sales especially advertisement on television since it is a powerful device in communicating to a large number of people. Although beauty may not be the most important, it affects us all today because we live in a media age (Schefer. 1999 : 9).

It is true that selling points in a television commercial can be delivered better than in a printed advertisement. Most commercials have the purpose to deliver selling promise in a way the viewer will remember the next time he/she goes shopping. Television is the most powerful advertising medium ever invented. According to Hawkins (1986 : 389), consumers do not buy products, but they buy motive satisfaction or problem solution. A consumer does not buy a perfume, she buys "atmosphere and hope and the feeling she is someone special." When people make an involvement of "glances at" the commercial, what is learned is not information but emotion or an affective response. It is inevitable that television commercials would create a language and fans of their own.

Adolescent consumers are one of the most vulnerable consumers because teenagers tend to make their decision according to what their peers think is popular or what their favorite actors or actresses like. There is no doubt that television advertisement plays an important role in purchasing decision of the consumers. But how much does the advertisement affect the consumers' purchase decision? And which element in television advertisements can motivate consumers' purchasing decision? This study will answer these questions. While there are many products that can be studied, skin-whitening product is chosen as the main focus of this study. The reason that skin-whitening product

advertisement is under scrutiny is because it is one of most popular products among adolescent consumers. It is important to learn how television advertising of whitening products effect adolescents' purchasing decisions. The study will lead to a better understanding of television advertising as well as raise an awareness of how advertisement affects our lives.

In this study, a hundred undergraduate students aged from 18 - 22 were respondents to answer the questionnaire since these adolescents had highly individualistic physiological and physical correlates, and also important social and culture determinants (Dusek. 1996 : 5).

Objectives of the study

1. To study television advertisement as it influences the purchasing decisions of Thai adolescents for whitening products.
2. To find out which element among visual language, advertising message or brand motivates the adolescents to purchase whitening products.

Significance of the study

In our daily lives, we cannot keep away from advertisements. They are all over the place, on TV, on the radio, in newspapers, in magazines, on billboards and even plastered across the sides of buses that are obviously persistent and persuasive. However, what in advertisement really motivates people to purchase the product - the presenter, advertising message or brand itself. These three elements are very important in the advertisements. Cosmetics is of particular interest.

Whitening products are popular particularly among Thai adolescents. It is amazing to know which element in television advertisements would be influential motivation to make them purchase the products. This study explored if TV commercials were the main influential factors on adolescents' purchasing decision. This study is beneficial for those who unconsciously believe or trust the TV ads especially adolescents who are vulnerable and

behave according to what their friends do. A deep understanding of the advertisements and their purpose will help them get away from being victimized by the advertiser. Sales promotions and advertisers have to be more aware and also have ethics to make advertisements. Furthermore, the advertisers should realize more about the quality of the products and the exaggeration in order not to make consumers get confused and somehow the cosmetic companies can keep their reputation.

Scope of the study

This study investigated the influences of television advertising on the decision to purchase whitening products of Thai adolescents. The instrument employed in this study was the questionnaires in English consisting of the subjects' personal data, purchasing behavior, and the last one was psychological impact of TV ads on whitening products and their favorite commercials and brands. The questionnaires were randomly distributed to a hundred undergraduate students aged from 18 –22 in the Bangkok Metropolitan area. This study was divided into five chapters. Chapter 1 described the background and introduction of the study. Chapter 2 covered a review of the relevant literature. Chapter 3 showed the research methodology and data analysis. Chapter 4 presented results and discussion. The conclusion, summary and recommendation for further studies were presented in Chapter 5.

Expected outcomes

1. The consumers would be able to select one particular product or service among the competitive brands.
2. Create awareness of the influence of television advertising on adolescents.

Definition of terms

1. Whitening product

A whitening product referred to a cosmetic used to make one's skin whiter or lighter or brighter.

2. Adolescents

Adolescents focused on the ages from 18 – 22 in the Bangkok Metropolitan area.

CHAPTER 2

RELATED LITERATURE

To understand the overall concept of the study, this chapter focuses on the related literature and research as follows:

1. Advertising
2. Persuasive language in advertising
3. Visual language
4. Brands
5. Consumer Behavior
6. Purchasing Decision Process

1. Advertising

Advertising is an important element in any commerce of all cultures because it both reflects and attempts to change lifestyles of people. It is one step ahead of other elements and is usually the first to reflect social trends (Wilson. 1992 : 304).

1.1 The meaning of advertising

"Advertising" is usually used by a company to make a product or service known to consumers on a large scale. There are many theories describing advertising below.

Advertising is the communications aim of the marketing process. It is a method of delivering a message from a sponsor, through a formal communication channel, to a desired audience. Effective advertising is an extension of the basic marketing plan (Ressel & Lane. 1993 : 654).

Advertising is the nonpersonal communication of information, usually paid for and usually persuasive in nature, about products (goods and services) or ideas by identified sponsors through various media (Arens & Bovee. 1994).

1.2 Objectives of advertising

Today, advertising is used worldwide to sell ideas, policies and attitudes as well as products. The purpose of advertising is to inform people about new products and to establish competitive advantage. Advertising is the provider of two kinds of information: commercial and social. It helps to build brands and to stimulate innovation in society. Another purpose is to attract people attention, to persuade and sell. Each product/service has its tone of voice and method of presentation. Each needs its own style (De Mooij, 1994 : 503). The criteria to deal with advertising is in this way entirely different from the way consumers encounter it in everyday life where it influences them without their being particularly aware of it (Cateora, 1987 : 419).

For consumers, the most important thing advertising does is to give them more influence over their lives. Advertising is a necessary ingredient in the complex economic system that allows consumers a wide array of choice and availability of products.

For business, advertising brings new products to the attention of consumers fast enough to justify the enormous cost of creating, developing, manufacturing, and distributing products.

For society, good advertising should contribute to social well-being. As a key communication link in the marketing process, advertising is also a major stimulant to vigorous economic growth and stability. The consumer has changed. Consumers in 1980s and 1990s are different from those of the 1950s and 1960s, and buying behavior has changed. Consumers are better educated; they perceive advertising as part of their life, something which gives them information on products, and also part of the accepted mass communication system (Ressel, 1993 : 28).

2. Persuasive language in advertising

The exact purpose of advertising is to sell something: goods or services. But its method is not to sell only. The seller must learn a lot through advertising agencies about how to sell the goods or the services. One important method is that advertising must attract a qualified buyer. The advertiser must know that language is very important but it is not only

for describing the products or services. It must as much as possible attract buyers' interest and arouse their needs. Whether the goods and services will be interesting or not partly depends on the advertising language used by advertising copywriters.

Although images and color are very important in advertising, language has strong influence on the promotion of products in advertising activities. It can be both an efficient communication tool and an obstacle. Sales can either succeed or fail depending on the language used. This is the reason an advertiser should know the way to use language effectively. Advertising language must be simple, interesting, and attractive in order to be noticed by the readers. Therefore the advertiser must choose the proper language carefully in order that the product is dominant and beats the competition from other products.

Anderson (1971 : 29) commented that advertisements many years ago were plain statements saying only that a product or a service was sold at a place and at a price. Since the 18th century advertisements have been developed and are now designed to persuade. He confirmed that recently persuasive techniques have become more and more effective. The spread of advertising mad advertising experts aware of the need to attract attention, and soon afterwards they realized the importance of employing persuasive appeals.

Advertisements present a great challenge to people in the public business because they must attract the attention of consumers, describe benefits offered by a service, and motivate consumers to action with a minimum of words. If the advertisement message is unfavorable to the audience, it is likely the selling strategy will fail. The key principle is that advertisements use persuasive communication to sell a product, so the message must be relevant to both the product and the consumer and the language employed must be appropriate for the product, the medium and the audience.

Advertisements must rely on persuasive language. Morley (1952 : 22) pointed out, "It is because there is magic in words that writers can become successful, ads can sell, and print can produce results." Advertisement's persuasive power may lie in "the hidden persuader" and associated words must be watched carefully which need to be ordinary and natural (Anderson. 1971 : 21). The advertising writer knows that some words mean more than they seem to mean and that he can benefit from the association, which clings to certain words.

3. Visual language

3.1 The meaning of visual language

Visuals or illustrations are used to attract attention and to communicate a message. It sets a mood or conveys some atmosphere to audience. In some cases the illustrations are used without a message or remind customers of brand loyalty. They are used for description, reinforcement, or even redundancy (Martin. 1995 : 82-83). Visual language is an important part of moving through account sequences on its own when it combines with verbal utterances and clearly definition visual language as follows:

Quon (1995 : 10-13) stated that visual language is one way of communication that is breaking old rules of design and growing modern to reach a diversified audience. Bold, daring artwork, powerful photography, unique graphics and clever editorial join in stimulating powerful visual language.

Similarly Bonnici (1999) mentioned that visual language is the look and feel an item of design creates by such elements as color, proportion, letterform, shape and texture. It communicates on a level independent of the descriptive elements of the imagery. It conveys emotional messages to its audiences and they feel something about a company, service or product.

3.2 The importance of visual language in advertising

Visual language is created to evoke a particular reaction from the audience. Over the years, visual language, which would turn from shape, form and color to the idea, has achieved excellence through the collaboration of many individual talents (Swann. 1989 : 6). Visual language has attempted to endow particular objects with an emotional trigger in order to avoid some ambiguities and frame unique qualities to attract the audience.

4. Brands

4.1 What is a Brand?

Communication is no longer one-way; instead it rolls from consumers to the organization and back. Brands have proliferated over the past decade. They stimulate the relationship between a customer and a company to be more interactive.

Brand is one of many strategies manufacturers employ to communicate with their consumers. Theoretically, consumers themselves find symbolic values or brands helpful in making choices. Symbols or brands are easy to buy because they can distinguish brands clearly, in contrast to rational product evaluation, which is hard work and time consuming. (Lannon. 1999 : 37-50). Leon G. Schiffman and Leslie Lazar Kanuk (2000 : 154) state the significance of brand in customer's decision making as follows:

When consumers have had no experience with the product, they tend to "trust" a favored or well-known brand name. Consumers often think well-known brands are better and are worth buying for the implied assurance of quality, dependability, performance and service.

Additionally, the term "brand" is not just the logo or name attached to products or service, however, it is the name associated with one or more items in a product line that is used to identify the source of character of the items. (Kotler. 1991 : 441). Moreover, brand is name, symbol, design or some combination that identifies a product of a particular organization as having a sustainable differential advantage (Doyle. 1989 : 77).

5. Consumer Behavior

5.1 The meaning of consumer behavior

Consumer behavior is a standard of a person to make a decision in doing activities that can serve their satisfaction. O'Guinn; et al (1993 : 119) described consumer behavior as those activities directly involved in obtaining, consuming, and disposing of products and services, including the decision process that precede and follow these actions. Similarly, Del; Kenneth; & Roger (2001 : 7) noted consumer behavior as the process consumer use to

select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society.

5.2 Adolescents as Consumers

Adolescents in this study have highly individualistic physiological and physical correlates, and also important social and cultural determinants (Dusek. 1996 : 5). They are about to enter an adulthood stage where they have to be responsible for their own life. In recent years, in cultures throughout the world, it has become rapidly more apparent that the problems of individual change faced by adolescents are complicated. They are likely to recognize vested interests and to treat them with caution in making decisions. A major shift in this period is an increasing awareness of the motives or interests of other parties and the awareness of the importance of an independent, unbiased perspective on personal problems.

6. Purchasing Decision Process

When purchasing a product, a consumer follows a five-step process of making a purchasing decision: need recognition; information search; evaluation of alternatives; purchase; and purchase outcome (Dalrymple. 1983 : 150) as shown in Figure 1

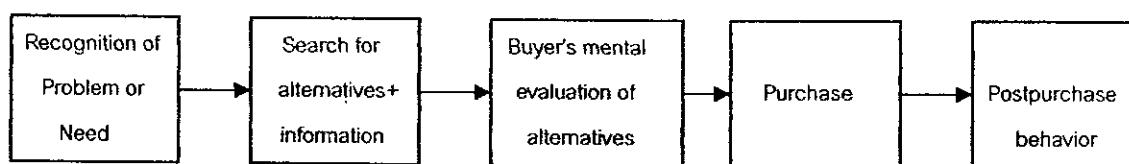


Figure 1 Five Steps in Consumer Decision-Making Process

Commonly, a number of forces such as nutritional, health or beauty needs are fundamental. In the first stage-consumers perceive or recognize a need or problem. The consumer acknowledges the necessity of buying a certain product/products to satisfy or fulfill his/her needs. Before making the purchasing decision, he/she must collect information

about the products available. Marketing communications affect the consumer at the second step because the consumer receives information about the product from the mass media through advertising. When sufficient information has been collected, the process of selection will ensure, the consumer selecting from the various alternatives based on price, convenience, brand reputation, presenter, and product characteristics. After that, the consumer decides which product to purchase. Finally, there is the purchase outcome, in the form of satisfaction or dissatisfaction with the product, which in turn can lead to purchasing –or not purchasing– a certain product the next time.

Sukanda Ngamkham (1999) studied "The Persuasive Language Strategies on Shampoo Advertising: Attitudes and Buying Decision of Thai Teenagers". Two hundred and twenty-five Thai teenagers were selected by simple random sampling, while the main instrument of this study was the questionnaire. The results showed that persuasive language influenced Thai teenagers' attitude and buying decision. Regarding the relationship between background and attitude, differences in sex and age did not influence differences in the attitudes of Thai teenagers toward the persuasive language strategies. However, differences on levels of education of Thai teenagers influenced their buying decision.

Ratchanee Lertdechdecha (2004) in "A Study of the Influence of Visual Language Used in Telecom Advertising on Late Adolescents in Bangkok: A Case Study of Orange Telecommunication Network" revealed that visual advertising successfully attracted the attention of late adolescents. The most influential visual element was catchy words and the other powerful visual factors were colors, slogans, and presenters. These results implied that visual language and creative design could create an emotional connection between the audience and the product.

Pairin Prassarpath (2003) in "Factors Influencing the Buying Decision Behavior for Honda Cars in Bangkok Metropolitan Area" showed that customers with differences in gender, age, income, occupation had significant differences in decision making behavior in buying different model of Honda cars. Whereas customers with differences in education had no significant differences in decision making behavior in buying different models of Honda

cars. Advertising and promotion, which was the special campaign and seasonal festival had the highest level of impact in buying decision behavior for Honda cars.

In brief, consumers have several factors as influential motivations to buy products. It depends on what kind of product, what price and how much advertisement can arouse their desire.

CHAPTER 3

RESEARCH METHODOLOGY

1. Subject

The subjects of this study consisted of one hundred adolescents in Bangkok Metropolitan. The norm set by Dusek (1996 : 7) described that adolescence as age is not a psychological variable but adolescents mainly are 15 into their early 20s. Adolescents are entering an adulthood stage where they have to be responsible for their own life. Collins (1982 : 187- 194) explains that adolescent as a phenomenon of youth in society and culture. However, in this study, the subjects were 18 – 22 year old adolescents as those ages were undergraduate students.

2. Instrument

Questionnaire

The tool employed in this study was an English questionnaire. The questionnaire consisted of three parts. The first part concerned the personal backgrounds of the respondents, age and salary/allowance. The second part concerned purchasing behavior. This part was designed to ask the respondents about whitening product used and purchased behavior, all of the questions were closed-ended. The third part of the questionnaire was psychological impact of TV ads on whitening products and their favorite commercials and brands. (see Appendix A).

3. Samples and Sites

The questionnaires were distributed in department stores, institutes, language schools, universities and colleges in 10 areas as adolescents mainly gather at those places. They were Phatumwan, Klongtery, Bangkok Noi, Bangkapi, Bangrak, Chatuchak, Pranakorn, Pravat, Pasichalem, and Humak. Those areas have notable places as follows:

1. Phatumwan area

Siam Square, Chulalongkorn University, AUA,

2. Klongteuy area

Srinakharinwirot University, Bangkok University

3. Bangkoknoi area

Central Pinklao Department store, Major Cineplex cinema Pinklao

4. Bangkapi area

NIDA

5. Bangrak area

CP tower, Silom road

6. Chatuchak area

Kasetsart University

7. Pranakorn area

Thammasart University

8. Pravat area

Secom square department store

9. Pasichalem area

Siam University

10. Huamark

Ramkhamhang University, language institute

Ten adolescents in each area were randomly selected.

4. Procedures

4.1 Data Collection

The pilot phase began with an interview. There were 20 adolescents in Bangkok who were randomly selected to talk about their purchasing decision of whitening products. To sum up, almost all of adolescents liked to have whiter skin and used whitening products. They knew the products and brands from television advertisements and bought whitening products according to their friends. A few of those adolescents were satisfied with their skin

color and didn't want to change its color. And few of them had bias with the whitening advertisements because they had darker skin color. However, to complete this study, one hundred of the questionnaires were distributed to adolescents who were studying at a university/college level.

4.2 Data Analysis

The collected data were analyzed to identify the influence of advertising on Thai adolescents' purchasing decision of whitening products whether it was the advertising message, visual language or brand itself.

The results from data analysis were illustrated in percentage and tables and then discussed and summarized with suggestions. Finally, some recommendations were made for further studies.

CHAPTER 4

FINDINGS

This chapter presents the findings of the data analysis, consisting of narrative and tabular form. The presentation begins with the personal backgrounds of the respondents followed by the results of purchasing behavior of the subjects and the influences of the television advertising. Finally, the findings of the subjects' favorite TV commercials and brands are presented.

The Purchasing Behavior

One hundred adolescents were selected randomly to fill in the questionnaires. All of them were undergraduate students aged between 18 and 22 in Bangkok. Personal data was collected in Table 1

TABLE 1 PERSONAL DATA OF THE SUBJECTS

Item	Number	Percent
Age		
18 years	5	5
19 years	18	18
20 years	28	28
21 years	30	30
22 years	19	19
Total	100	100
Education/year		
Freshmen	3	3
Sophomore	32	32
Junior	43	43

TABLE 1 (continued)

Item	Number	Per cent
Senior	22	22
Total	100	100
Income/Allowance		
Below 5,000	69	69
5,001 – 10,000	24	24
10,001 – 15,000	2	2
15,001 – 20,000	0	0
Total	100	100

As seen in Table 1, there were 5 people for age 18, 18 for age 19, 28 for age 20, 30 for age 21 and 19 for age 22. Mainly, the income/allowance was below 5,000 (69%), 24 % had allowance 5,001 – 10,000 and only 2 % of the subjects had 10,001 – 15,000 Baht a month. All of them replied that they had watched television and seen whitening product advertisements. About 91 % said that they had used whitening products they saw on television and over 92 per cent agreed that TV ads influenced the respondents' purchasing decision, while only 8 % disapproved. This revealed that the advertising of whitening products had been seen on television and were obviously influential on consumers. The whitening products were divided into three categories: facial, bodily and deodorant with 75, 74 and 41 per cent replying that they used facial, bodily and deodorant products respectively. However, the number of the respondents that wanted their face, body, and armpits to become whiter were not quite parallel; 78, 83 and 48 per cent of the respondents said they wanted their face, body and armpits to become whiter respectively. That means what they used and what they wanted was probably not compatible. In other words, they perhaps wanted their faces to become whiter, but they didn't use the products.

Factors of TV ads when purchasing whitening products

There were several factors recalled when purchasing the products. The data were tabulated in Table 2.

TABLE 2 FACTORS OF TV ADS ON PURCHASING WHITEINING PRODUCTS

Items	Number	Per cent
Brand name	41	41
Presenters in TV ads	26	26
Advertising message	21	21
Logo	6	6
Price	5	5
Design of Advertisement	1	1
Music/Voice	0	0
Total	100	100

As seen in Table 2, the results indicated that most of the subjects (41%) thought about brand when they purchased whitening products. There were 26 per cent who considered presenters in TV ads influenced their purchasing the product. Advertising message, which was persuasive language used in the ads, was the third factor accounted for 21 per cent.

When asked what made the subjects remember the whitening products with the same alternatives as above, the answers were quite different. The results were presented in Table 3.

TABLE 3 ELEMENTS THAT MAKE SUBJECTS REMEMBER COMMERCIALS

Item	Number	Per cent
Presenters in TV ads	53	53
Brand name	20	20
Advertising message	10	10
Logo	8	8
Design of advertisement	5	5
Music/voice	3	3

TABLE 3 (continued)

Item	Number	Per cent
Price	1	1
Total	100	100

According to Table 3, the most influential element was the presenters in the advertisement (53%), followed by brand name (20%) and advertising message (10%). Obviously the presenters in TV ads had the most influence in making the respondents remember the commercials. A lot of TV commercials used celebrities, actors, singers, and actresses to present the products in order to make the audience remember them.

The Psychological Impact of Television Advertising on Whitening Products

The collected data of the psychological impact of television advertising on whitening products were presented in Table 4.

TABLE 4 PSYCHOLOGICAL IMPACT OF TV ADS ON WITH WHITENING PRODUCTS

Item	A lot	Somewhat	Little	Rarely	Total
1. Brand name is important to you	27	44	25	4	100
2. Brand names in TV ads motivate you to buy the products	28	54	17	1	100
3. Advertising messages in TV ads motivate you to buy the products	32	46	20	2	100
4. Presenters in TV ads motivate you to buy the products	20	52	23	5	100
5. TV ads make you recognize the products	52	41	5	2	100
6. TV ads help you to make a better decision when purchasing the products	35	51	14	0	100
7. TV ads can grab your attention	35	50	13	2	100

TABLE 4 (continued)

Item	A lot	Somewhat	Little	Rarely	Total
8. TV ads motivate you to buy the product	30	59	10	1	100
9. TV ads are important to you	23	48	28	1	100
10. TV ads influence you on your purchasing decision	25	49	25	1	100

As seen in Table 5, about 44 per cent said that brand name was somewhat important for them, while 27 per cent viewed brand name was a lot important to them. The three elements of TV ads (brand name : 54 %, advertising message : 46%, and presenters : 52 %) somewhat motivated the respondents to buy the product. 28, 32 and 20 per cent considered the three elements, brand name, advertising message and presenters motivated them a lot them to purchase the products respectively. Item 5 had the highest percentage (52 %) of the subjects who thought that TV ads made them recognize the products a lot, while 41 per cent thought that TV ads made them somewhat recognize the product. As for item number six, there were 51 per cent of the subjects thought that TV ads somewhat helped them make a better decision when purchasing the products, while 35 per cent claimed that TV ads helped them a lot. As for item 7, TV ads could somewhat grab the respondents' attention about 50 per cent, while 35 per cent felt that TV ads could grab their attention a lot. Item 8 indicated that 59 respondents (59%) replied that TV ads somewhat motivated them to buy the products and 30 respondents (30%) thought that TV ads had a lot to do with their buying behavior. As for item 9, 48 per cent thought that TV ads were important for them and 23 per cent thought that it was a lot important. As for the last item, it was found that TV ads somewhat influenced their purchasing decision (49 %), while about 25 per cent of the subjects thought that TV ads influenced on their buying decision a lot.

Favorite TV commercials of Whitening Products

Television commercials were attractive by their color, design, music, presenters, and particularly movable pictures and could somehow grab people's attention. While there were several whitening product commercials, there must be their favorite one. The collected data were presented in Table 5.

TABLE 5 FAVORITE TV COMMERCIALS OF WHITENING PRODUCTS

Brand	Item							
	Presenters	Advertising Messages	Brand name	Logo	Price	Music/Voice	Design of Ads	Total %
Citra	14	4	1	1	1	3	1	25
Pond's	8	7	3	0	1	0	0	19
Olay	9	5	0	0	0	0	0	14
Smooth E	2	4	2	0	0	0	2	10
Vaseline	3	3	0	0	0	1	2	9
L'oreal	3	1	3	0	0	0	0	7
Nivea	1	2	0	0	0	0	2	5
Rexona	1	1	0	0	0	0	1	3
KA	0	1	1	0	0	0	1	3
Ccare	0	0	1	0	0	0	0	1
V white	0	0	0	0	0	0	1	1
Bense	0	0	0	0	0	0	1	1
12 plus	0	0	0	0	1	0	0	1
Genie	0	0	0	0	0	0	1	0
Skacare	0	0	0	0	0	0	0	0
Johns's	0	0	0	0	0	0	0	0
Total	41	28	11	1	3	4	12	100

From the data in table 5, three of the subjects' favorite commercials for whitening products were Citra (25%), Pond's (19%) and Olay (14%). The reasons they liked the commercials mainly because of the presenters (41 %), advertising message (28 %) and the design of the advertisement (12%). The most influential factor that made the subjects prefer the commercial was obviously presenters.

Favorite Brand of Whitening Products

Brand was the most important factor when people made purchasing decisions.

Table 6 presented the favorite brand of whitening products.

TABLE 6 FAVORITE BRANDS OF WHITENINGP RODUCTS

Brand	Number	Per cent
Pond's	18	18
Smooth E	18	18
Citra	16	16
L'oreal	11	11
Nivea	9	9
Vaseline	9	9
Olay	7	7
Others	7	7
C care	3	3
KA	1	1
Rexona	1	1
V white	0	0
Bense	0	0
12 plus	0	0
Genie	0	0
Skacare	0	0

TABLE 6 (continued)

Item	Number	Per cent
Johnson's pure essential	0	0
Total	100	100

Although Citra was the favorite commercial, smooth E (18 %) and Pond's (18%) were the subjects' favorite brand of whitening products followed by Citra (16%) and L'oreal (11%).

In summary, television advertising is a part of communications that are omnipresent in people's lives. It tries to communicate to people and influence them when purchasing behavior occurred. It involves the use of sign to convey meanings both verbally and non-verbally. Obviously TV ads had an influence on adolescents. The results indicated that over 92 per cent of them thought TV ads had some influence on their purchasing decision.

CHAPTER 5

CONCLUSION

This chapter presents a summary of the study as well as a discussion and conclusion of the results with recommendations for further studies.

Summary and Conclusion

Presently, adolescents are considered to be a large new market segment. Thus, the need for sufficient change to match the actuality of the situation is important. This has led television advertising to be applied, especially in whitening products advertising, to achieve greater success in the marketplace. Therefore, this study was undertaken to investigate the influence of television advertising on the decision to purchase whitening products of Thai adolescents. The subjects were one hundred adolescents who were undergraduate students in Bangkok. They were randomly selected to answer the questionnaires consisting of three important parts – purchasing behavior, psychological impact of TV ads on whitening products and their favorite TV commercials and brands. It was found that mostly the subjects had income/allowance below 5,000 Baht a month. The findings revealed that whitening products were very popular among adolescents and TV advertisement influenced the decision to purchase whitening products of Thai adolescents. The most important TV ad element was brand name and other influential factors were presenters and advertising messages. And the results of elements that made the subjects remember the products were quite similar. They were presenters, brand names and advertising messages. The three favorite whitening product commercials were Citra, Pond's and Olay and the three favorite whitening product brand names were Smooth E, Pond's, Citra and L'oreal. In addition, it was found that TV advertisements influenced purchasing whitening product decision because they helped to apprise the consumer of the product's benefits, attract the consumers with attractive presenters and

advertising messages. Consequently, a subtle and attractive design of each brand in advertisements could motivate the audience to purchase the products.

Discussion of the Findings

Since the study aimed to examine the influences of television advertising and find out which element of TV ads motivated the adolescents to purchase whitening products, it was found that TV ads influenced purchasing decision because TV commercials can deliver believable demonstrations started by setting up a problem, then bring up the product to solve the problem, and finally prove the solution by demonstration. The brand was also crucial to make people buy the products because they trust the brand before considering other factors when they buy the products. This was similar to what Doyle (1989 : 77) discussed. He stated that brand is name, symbol, design or some combination that identifies a product of a particular organization as having a sustainable differential advantage. However, they could remember the products because of the presenters as a lot of TV commercials used celebrities, singers, or actresses to present the products. People seem to trust the products according to what the presenters use or like.

Besides presenting the brand, TV advertisement also made the audience know new products when they were launched in the marketplace. Also TV ads could grab their attention as the TV ads were attractive by their color, design, music, presenters and particularly their movable pictures. Thus, there was no surprise that TV ads were quite important and being part of our daily lives. According to Coteora (1987 : 419), the most important thing advertising does is to give influence over consumers' lives. Similar to Ressel (1993 : 28), consumers are better educated; they perceive advertising as part of their lives, and also part of the accepted mass communication.

TV commercials try to attract people's attention as much as they can as there are a lot of competitors in the marketplace. Some such TV ads are Citra, Pond's and Olay which were in audience's mind because they had attractive presenters, advertising messages and overall,

their designs were fabulous. Presenters were lively and brave enough to say what they felt and wanted. Advertising message was one of the most influential TV advertising elements because consumers seemed to believe in those messages. Sometimes they knew that the messages were exaggerated but they convinced themselves that the products would be effective. The key principle was that the advertisement used persuasive communication to sell a product, so the messages must be believable and relevant to both the product and consumers and the language employed must be appropriate for the product, the medium and the audience. According to Anderson (1971 : 21), advertisement's persuasive power may lie in the hidden persuader and associated words must be watched carefully which need to be ordinary and natural.

However, the subjects' favorite brands were Smooth E, Pond's, Citra and L'oreal as they presently used those products. From the observation, those brands were slightly different accounted in percentage. Adolescent consumers tend to make their decision according to what their friends think is popular and they are about to enter an adulthood stage. A major shift in this period is an increasing awareness of the appearance and femininity, so they spend money on cosmetics. Nevertheless, since adolescents have limited allowance, they have to manage their money appropriately. The prices of those brands were reasonable, that's why they were popular among the adolescents. Anyhow, if they spent money more than they earn or obtained, this could cause social problems later on.

In summary, understanding consumer's preferences and what attracted them were important in designing the TV ads. Elements in advertisements were also very important to convince and make consumers purchase the product. Therefore, adolescents should consider any subtext and trick in advertisements and realize that they were professionally made to attract and convince them. In other words, the advertisements don't tell lies but they never tell all truths.

Recommendations for further studies

1. The present study was carried out in only one group of adolescents, while there are other important groups such as youth, young adults, adults, and elderly. Thus, it is suggested that a parallel study should be conducted to reveal the influence of TV ads on other groups.
2. Further research should be focused on the brand or persuasive language strategies used in TV ads, which are also important in advertising.
3. Apart from TV ads, advertising in magazine, the Internet, and newspaper should be investigated.
4. The major product in this study is whitening products, but there are a lot of products in the marketplace such as shampoo, beverage, perfume, so their ads should also be analyzed.

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APPENDICES

APPENDIX A
QUESTIONNAIRE

Questionnaire

This questionnaire is designed to explore ideas concerning the influences of television advertising on Thai Adolescents' purchasing decision of whitening products in Bangkok. The population is adolescents aged from 18 - 22 in Bangkok. The researcher would feel very much obliged for your cooperation and feedback by answering and giving any comments in the space below. Your information will be kept confidential.

Part I:

Directions: Please answer the questions below by marking an X in front of the response that indicates your background.

1. Age

2. Educational Background.....

3. Income/Allowance

() Below 5,000

() 5,001 – 10,000

() 10,001 – 15,000

() Above 15,000

Part II:

4. Do you watch television?

() Yes

() No

5. Do you watch whitening product advertisements on TV?

() Yes

() No

6. Have you used those whitening products?

() Yes

() No

7. Do TV advertisements influence your purchasing decision?

() Yes

() No

8. Which product have you used? (You can check more than one)

- ☐ Facial products
- ☐ Bodily products
- ☐ Deodorant

9. Which of the following do you want to become whiter? (You can check more than one)

- ☐ Face
- ☐ Body
- ☐ Armpits

10. Which of the following most influences you when purchasing whitening products?

(Choose one)

- ☐ 1. Presenters in TV advertisement
- ☐ 2. Advertising message
- ☐ 3. Brand name
- ☐ 4. Logo
- ☐ 5. Price
- ☐ 6. Music/voice
- ☐ 7. Design of advertisement

11. Which of the following makes you remember the whitening products? (Choose one)

- ☐ 1. Presenters in TV advertisement
- ☐ 2. Advertising message
- ☐ 3. Brand name
- ☐ 4. Logo
- ☐ 5. Price
- ☐ 6. Music/voice
- ☐ 7. Design of advertisement

Part III

Item	A lot	somewhat	little	rare
12. Tv ads motivate you to buy the products				
13. Presenters in TV ads motivate you to buy the products				
14. Advertising messages in TV ads motivate you to buy the products.				
15. Brand names in TV ads motivate you to buy the products.				
16. Brand name is important to you.				
17. TV ads help you to make a better decision when purchasing the products.				
18. TV ads make you recognize the products.				
19. TV ads can grab your attention.				
20. TV ads are important to you.				
21. TV ads influence you on your purchasing decision.				

22. What is your favorite TV commercial for a whitening product?

- | | |
|-----------------------------------|--|
| ☐ Pond's | ☐ Citra |
| ☐ Nivea | ☐ Smooth E |
| ☐ Vaseline | ☐ V White |
| ☐ L'oreal | ☐ Rexona |
| ☐ 12 Plus | ☐ Bense |
| ☐ Olay | ☐ Johnson's Pure Essentials |
| ☐ C Care | ☐ KA |
| ☐ Genie | ☐ Ska care |

Why?

- ☐ Presenters
- ☐ Advertising messages
- ☐ Brand name
- ☐ Logo
- ☐ Price
- ☐ Music/voice
- ☐ Design of advertisement

23. What is your favorite brand of whitening products?

- | | |
|--------------------------------------|--|
| ☐ Pond's | ☐ Citra |
| ☐ Nivea | ☐ Smooth E |
| ☐ Vaseline | ☐ V White |
| ☐ L'oreai | ☐ Rexona |
| ☐ 12 Plus | ☐ Bense |
| ☐ Olay | ☐ Johnson's Pure Essentials |
| ☐ C Care | ☐ KA |
| ☐ Genie | ☐ Ska care |
| ☐ Others..... | |

Further comments

.....

.....

APPENDIX B
SAMPLES OF TELEVISION ADVETISEMENTS

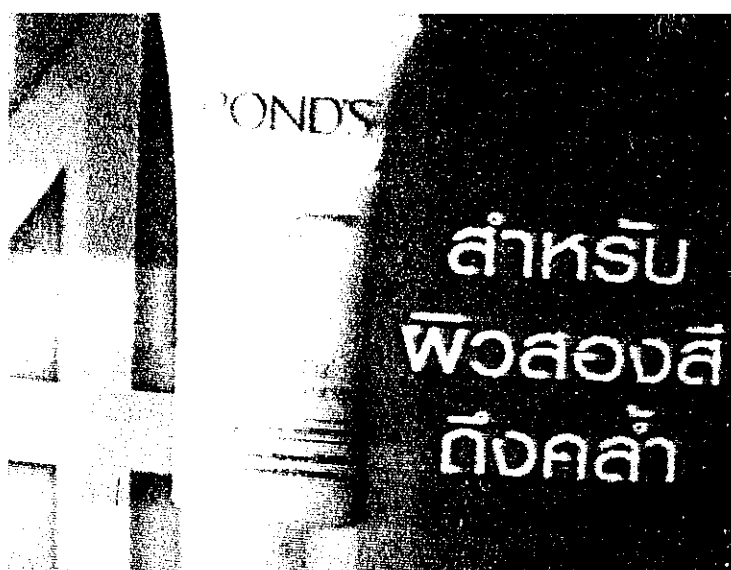


Figure 2 Presenter of Pond's



Figure 3 Presenter of Smooth E



Figure 4 Presenter of Rexona

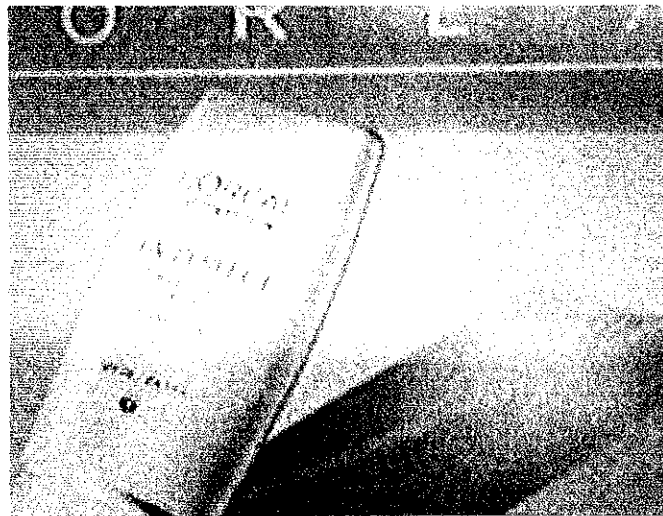


Figure 5 Presenter of L'oreal



Figure 6 Presenter of Olay

APPENDIX C
INTERVIEW QUESTIONS

These questions were asked to 20 adolescents when interviewed.

1. Have you watched whitening product advertisements on TV?
2. What do you remember from the advertisements?
3. Do you want to change your skin color?
4. Do you know the brands and products because of the advertisements?
5. Do you buy the products because you want to be white like the presenters?
6. Do you know whitening products before you see the advertisements?
7. Do you think the advertisements are the big influence on your purchasing decision?
8. Do you think the advertisements change your attitude?
9. Why do you buy whitening products?
10. What do you think about the advertisements?

VIATE

VITAE

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A STUDY OF THE INFLUENCES OF TELEVISION ADVERTISING ON THE
DECISION TO PURCHASE WHITENING PRODUCTS OF THAI ADOLESCENTS

AN ABSTRACT

BY

MISS SIRILUK JUNSRI

28 H.A. 2548

Presented in partial fulfillment of the requirements for the
Master of Arts degree in Business English for International Communication

Srinakharinwirot University

October 2004

Siriluk Junsri. (2004). *A Study of the Influences of Television Advertising on the Decision to Purchase Whitening Products of Thai Adolescents*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor : Assist. Prof. Dr. Amporn Srisembhok.

The purpose of this study were to 1) study television advertisements as it influences the purchasing decisions of Thai adolescents for whitening products., and 2) to find out which element among visual language, advertising messages or brand motivates the adolescents to purchase whitening products. The questionnaire consisted of three parts. The first part concerned the personal backgrounds of the respondents. The second part concerned purchasing behavior and the last one concerned the psychological impact of TV ads on whitening products and their favorite commercials and brands. The questionnaires were given randomly to one hundred adolescents. The findings revealed that TV advertisements influenced the decision to purchase whitening products of Thai adolescents. The most important TV ad element was the brand and other influential factors were presenters and advertising message. As for adolescents, an attractive presenter and design of the advertisement can obviously grab their attention. Thus, it was finally found that TV commercials have a big influence on their purchasing decision.

การศึกษาอิทธิพลสื่อโฆษณาทางโทรทัศน์ที่มีผลต่อการตัดสินใจซื้อ
ผลิตภัณฑ์ที่ทำให้ผิวขาวของกลุ่มวัยรุ่นไทย

บทคัดย่อ
ของ
นางสาวศิริลักษณ์ จันทร์ศรี

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
ตุลาคม 2547

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สารนิพนธ์ฉบับนี้มีจุดมุ่งหมายเพื่อที่จะ 1) ศึกษาสื่อโฆษณาทางโทรทัศน์ว่ามีอิทธิพลต่อการตัดสินใจซื้อผลิตภัณฑ์ที่ทำให้ผิวขาวของกลุ่มวัยรุ่นไทย และ 2) เพื่อหาว่าองค์ประกอบใดในสื่อโฆษณาทางโทรทัศน์ระหว่างทัศนศิลป์, ข้อความชวนเชื่อ, หรือตราที่กระตุ้นวัยรุ่นไทยในการตัดสินใจซื้อผลิตภัณฑ์ที่ทำให้ผิวขาว เครื่องมือที่ใช้ในการดำเนินงานวิจัยครั้งนี้คือแบบสอบถามซึ่งประกอบด้วยสามส่วน ส่วนแรกคือ ภูมิหลังของกลุ่มประชากร ส่วนที่สองคือ พฤติกรรมการซื้อ และส่วนสุดท้ายคือ ผลกระทบด้านจิตวิทยาต่อสื่อโฆษณาทางโทรทัศน์รวมถึงโฆษณาและตราของผลิตภัณฑ์ที่ทำให้ผิวขาวที่กลุ่มวัยรุ่นชอบที่สุด วัยรุ่นจำนวน 100 คนเป็นผู้กรอกแบบสอบถามโดยวิธีการสุ่ม จากผลของการศึกษาพบว่าสื่อโฆษณาทางโทรทัศน์มีอิทธิพลต่อการตัดสินใจซื้อผลิตภัณฑ์ที่ทำให้ผิวขาวในกลุ่มวัยรุ่นไทย องค์ประกอบของสื่อโฆษณาโทรทัศน์ที่มีอิทธิพลมากที่สุดคือ ตราของผลิตภัณฑ์ และองค์ประกอบที่สำคัญอื่น คือ ผู้ที่นำเสนอสินค้าและ ข้อความชวนเชื่อ จากการศึกษาพบว่าโฆษณาที่มีความน่าสนใจในตัวผู้ที่นำเสนอสินค้าและรูปแบบของโฆษณาสามารถดึงดูดความสนใจของวัยรุ่น ดังนั้น จะเห็นได้ว่า สื่อโฆษณาทางโทรทัศน์มีอิทธิพลอย่างมากต่อการตัดสินใจซื้อผลิตภัณฑ์