

**A STUDY OF THE INFLUENCE OF VISUAL LANGUAGE USED IN TELECOM
ADVERTISING ON LATE ADOLESCENTS IN BANGKOK:
A CASE STUDY OF ORANGE TELECOMMUNICATION
NETWORK**

**A MASTER'S PROJECT
BY
MISS RATCHANEE LERTDECHDECHA**

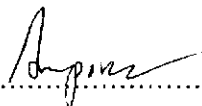
**Presented in partial fulfillment of the requirements for the
Master of Arts degree in Business English for International Communication
at Srinakharinwirot University**

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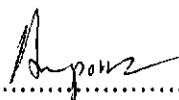
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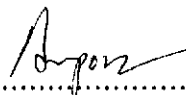
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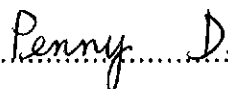
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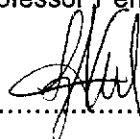
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CHAPTER 1

Introduction

Background

It has always been natural for men to express themselves by means of visual messages or body language and other different kinds of signs for communication. Visual language is the complete form of communication itself. Visuals are perceived much more rapidly and readily than texts. They explain things, illustrate appearance and provide a much better overview and understanding of a subject than words. Thus visual images are so highly effective that an individual's response can be made immediately. Therefore, visual language has become a practically communicative way of modern business.

Among various media, visual advertising in television is growing rapidly and tremendously as it is a powerful device to communicate to a large number of people. It helps businesses announce the availability and location of products, describe their quality and value, and imbue brands with personality (Arens. 1996 : 23). As a result, visual language can influence the audience to use their imagination and interpret messages extensively. However, there are some difficulties for organizations that use television commercials as primary information source because TV is the most expensive medium especially during prime time. Farbey (1998 : 47) noted that the cost of TV commercial production is high and audience size is static and becoming fragmented into different groups based on desire and purposes. Consequently, most organizations are likely to alternatively search for other kinds of media because all communications are seen as contributing to the corporate visual effect as Packard (1981 : 252) said large-scale of efforts

were being made and often with impressive success to channel our unthinking habits, our purchasing decisions, and our thought processes.

Advertising plays a significant role for brand building especially in mobile phone network providers. Brands help them identify and differentiate services in order to drive loyalty and emotional involvement with their brand. In the mobile phone network business, there are three main leading brands, which are AIS, DTAC and Orange. However, in this study, the visual language used in Orange advertising would be investigated since Orange's advertising presented on TV commercials, sky trains (BTS) and billboards are outstanding. Several pieces of Orange advertising won global awards such as the New York Award, Ad fest, Shortlist, TACT, BAD, and Cleo Award (Orange 1st Anniversary. 2003 : 98). It obviously implies that Orange makes use of visual language in their advertising to create business value. The Orange network was established in 1994 and was launched in Thailand in 2000 (Wuttikorn. 2003 : 162-163). Nowadays, it provides business services to over three million people worldwide.

Psychologically, consumers are very much influenced by TV commercials and advertising. In this study, two hundred late adolescents aged 18-21 are focused on since the results of visual advertising on them are controversial. Many supporters believe that visual advertising is necessary and informative. It is cognitive and conveys knowledge to the audience (Pettersson. 1993 : 143). On the other hand, the opponents argue that advertising adversely affects its audience. It can be used to persuade, flatter, tease, shame, scare, and seduce them (Zakia. 1985; citing Pettersson 1993. *Visual Information*. p.143). The impact of visual advertising is tremendous and would be able to make modern life change to be too materialistic.

For the reasons mentioned earlier, the researcher would like to focus on the influence of visual language used in Orange advertisements targeted on late adolescents. In this study, the researcher also would like to identify visual language that enhances successful advertising as well as to create in late adolescent consumers' an awareness of visual advertising's influence. Finally, organizations would be able to view the visual's value used in advertising.

Research questions

1. What would be influential elements contributing to effective visual advertising?
2. How do late adolescents react to and understand visual advertising?

Objectives of the study

1. To study the strengths and weaknesses of the existing visual language in Orange advertisements.
2. To identify and analyze powerful elements which enhance successful visual advertising of the Orange network.
3. To identify late adolescents' reaction to and understanding of visual advertising.

Scope of the study

This study investigated visual language used in Orange printed advertisements presented during February 2002 - February, 2003 (Printed Ads. 2002 : Online) in order to identify factors that brought success or caused failure in advertising. The investigation was

conducted in Bangkok where the network coverage and the competition forms were completely perfect. The test instrument employed in this study was two sets of questionnaires; one is English and the other in Thai. There were two hundred late adolescents aged from 18-21 who were surveyed. Images of Orange's advertisements on BTS sky train and billboards were provided with the questionnaires since they were too difficult to show commercial on TV. This study was divided into five chapters. Chapter I described the background and introduction of the study. Chapter II reviewed the relevant literature that led to the formulation of the theoretical framework employed. Chapter III showed the research methodology. Chapter IV presented results and discussion. Conclusion, summary and recommendation for further studies were presented in chapter V.

Research methodology

1. Survey of related literature to get information relevant to this study.
2. Form materials that were the questionnaires and the printed advertisements of Orange.
3. Analyze collected data to identify strengths and weaknesses of visual commercial language used in Orange advertising.
4. Discuss the impact of visual advertising towards late adolescences decision-making and purchasing behavior.
5. Make conclusion and recommendation for further studies.

Expected outcomes

It was expected that the information from this study would benefit in the areas as follows:

1. The advertiser would be able to place greater emphasis on visual capabilities that led to successful advertising.
2. Create awareness of the influence of advertising media on late adolescents.
3. The consumer would be able to select one particular product or service among the competitive brands.
4. Interested people would be able to use this study as a reference for further study.

Definition of terms

1. Visual language

Visual language in this study was the elements such as colors, presenters, images or pictures, logo, slogan, lay out and clever editorial that had an influence on visual advertising.

2. Late adolescent

Late adolescent, for this study, focused on the ages from 18-21 as a transitional period.

CHAPTER 2

Related Literature Review

A study of the influence of visual language used in telecom advertising on late adolescents in Bangkok: A case study of Orange telecommunication network. A researcher studied related research and literature as follows:

1. Brands
2. Advertising
3. Visual language
4. Consumer Behavior

1. Brand

1.1 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.

Brands are icons of society, reflecting personal preferences, value, and lifestyles (Schrubbe-Potts. 2000). They are a distinguishing name or symbol designed to identify the origins of a good or service. Hislop (2001 : 6) stated in his study that brands can differentiate goods or services from those of the competition and protect the consumer and producer from competitor who would attempt to provide products that appear to be identical. Although there are differing interpretations of brand, it is not the definition which distinguishes product branding from service branding. The interpretations of brands as a

promise has been adopted by several writers but Ambler and Styles (1996 : 10) defined an appropriate interpretation for a service brand. They described a brand as the promise of the bundle of attributes that someone buys. The attributes that makes up a brand may be real or illusory, rational or emotional, tangible or invisible. However, the brand name is the only way to differentiate between services. Differentiation will no longer be based on quality or price or performance but on emotion and the customer's experience with the brand (Campbell. 1999 : Online). Many consumers use brand names as a vital evaluative criterion and as an indicator of quality (Benetton et al, 1997). Once a brand becomes part of a consumer's environment, or better knowledge base, the possibility of purchase is increased (Center for Interactive Advertising. 2002 : Online).

2. Advertising

Rachavadee (2000 : Abstract) conducted research entitled Award Winning Creative Television Commercial and Product's Sale Volume. The data were collected from four sampling groups consisting of marketers, creators, account executives and experienced advertisers, a total of twenty samplings. The research results revealed that innovation was a must making a difference in advertisements. However, the advertisement should have a clear selling point in response to consumer needs and the product. These should be vital factors causing a television commercial to produce satisfactory sales and win a creative award.

2.1 The meaning of advertising

Advertising is usually used by a company to make a product or service known to consumers on a large scale. The meanings of advertising are described below.

Advertising is a persuasive communication paid for by an identified sponsor and delivered through some medium of mass communication. It is not neutral; it is not unbiased; it says, "I'm going to try to sell you a product or an idea" (Russell and Verrill. 1986).

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 and Bovee. 1994).

2.2 The role of advertising

The more competitive the business nowadays is, the more necessary advertising becomes. Therefore, identifying and defining the role for advertising is fundamental to achieving excellence in advertising.

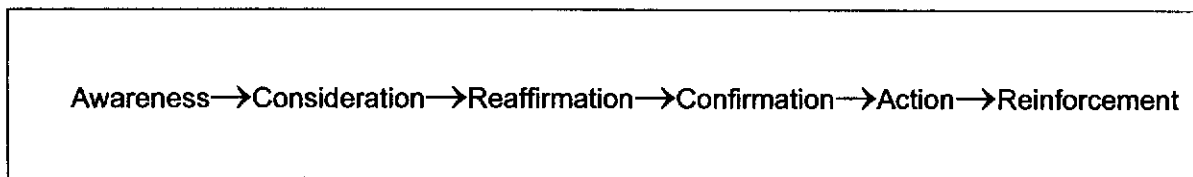
White (1988 : 10) stated the role of advertising that is not the only available method for making sales. In recent years, organizations have begun to see more advertising activities, and this has put increased competitive pressure on business.

Duckworth (Butterfield. 1999 ; citing Duckworth. 1981-1997) had made some broad observation roles on the type of communication tasks which advertising can perform best: adding value to lift an everyday product out of the ordinary, building emotional brand values over and above a rational proposition, spreading new news quickly and widely, putting on

public display a relatively unique product, serving the company as a catalyst, or agenda setter for its entire processes, achieving broad scale targeting and mass social engineering.

2.3 The psychology of advertising theory to consumer behavior

One major goal of advertising is to link information to a product or a service in the consumer's mind. Nowadays, advertising does not only bring out information but it also conveys emotional aspects connected to consumers. Berlin (1929 : online) studied the psychology of advertising to consumer behavior and found out that truth and logic were necessary in advertising while a broad understanding of the psychological influence on consumer behavior was critical to the development of successful advertising message and theory. In addition, the research from the Center for Interactive Advertising (2002 : Online) showed six stages of advertising as illustrated in Figure 1.



The psychology of advertising theory to consumer behavior

Figure 1 Advertising Theory

Source: Advertising. (2002). (Online)

Stage 1 – Awareness

The degree of awareness at the first stage is extinct because the necessities of advertising need to have some sort of presence within a consumer's environment.

Stage 2 – Consideration

At this stage, the consumer is weighing the facts from the advertising itself and from their current environment.

Stage 3 – Reaffirmation

At this stage, the consumers fully understand the connection that has been made and see a place in their lives for the advertised product or brand.

Stage 4 - Confirmation

The consumer enters the confirmation stage where the brand and product or service are viewed in a positive light and there is an increased chance of recommendation to other consumers or action.

Stage 5 – Action

This stage is where the consumer has found a need and a connection, and believes it is the right time to purchase the product. Advertising messages, then, are still playing a role in the consumer's decision making.

Stage 6 – Reinforcement

At this stage, the consumer decides if the product actually did fulfill the need to be met as promised. This reinforcement comes from additional advertising initiatives and the actual experience with the product or brand after purchase.

3. Visual Language

3.1 The meaning of visual language

Visual language is usually the first factor to consider when companies would like to launch a new product. Burgoon; et al (2002 : 657-677) tested the interactivity principle in Effects of Mediation, Proximity, and Verbal and Nonverbal Modalities in Interpersonal Interaction. The results indicated that proximity and availability of nonverbal cues affect communication processes and social judgment that participants make about each other, and task performance. Therefore, to assess the effect of language, more has to be considered than the entire numbers of words (Sloane. 1989 : 26). Visual language is an important part of moving through account sequences on its own when it combines with verbal utterances.

However, in order to make the statements above clear, the definition given by Quon (1995 : 10-13) is quoted as follows:

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.

In addition, Bonnici (1999) gave the definition of visual language as:

The look and feel of an item of design creates by such element 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 was 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. Consumer Behavior

4.1 The meaning of consumer behavior

Consumer behavior, according to The American Marketing Association (Olson & Peter. 1996 ; American Marketing Association. n.d. *Consumer Behavior and Marketing Strategy*. p.11) is the dynamic interaction of affect and cognition, behavior, and environmental events by which human beings conduct the exchange aspects of their lives. Similarly, Del; Kenneth; & Roger (2001 : 7) described consumer behavior as the process consumers 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.

4.2 Late adolescents as new consumers

Late adolescents in this study are in a major period in one's life to enter an adulthood stage where they have to be responsible for their own life. Collins (1982 : 187-194) studied adolescents behavior under the topic 'Individual Development' in a Changing Society. In his study, he described adolescent as a phenomenon of youth in society and

culture. 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. Late adolescents 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.

Research in the United Kingdom by the market research firm applied future expected important social changes as the year 2000 nears (Powderly and MacNulty, 1990 : unpagged ; citing Lester ; & Vigneron.1999 : Online). Their research identified that appearances and materialism were increasing in people's requirements. It can be implied that they recognized an increasing demand for conspicuous consumption. Bridger; & Lewis (2000 : 4) also supported that new consumers are far more concerned with satisfying their wants, which frequently focus on original, innovative and distinctive products and services.

CHAPTER 3

Research Methodology

1. Subjects

The population of this study consisted of two hundred late adolescents in Bangkok. The norm set by Balk (1995 : 6) presented that late adolescent is a group of people aged from 18-21. They were selected randomly to answer the questionnaires.

2. Materials

2.1 Questionnaires

The questionnaires were produced in two sets. One was English and the other was Thai. Each of them was divided into two parts. The Thai version was made for those who were uncomfortable with an English questionnaire.

The first part contained questions about the influence of visual language used in billboards and BTS sky train advertising. The second part concerned knowledge and understanding of the visual language.

2.2 Images from billboards and BTS sky train advertising

The test instrument in this study required images from billboards and BTS sky train advertising because they helped the participants recall their memory, emotions and understanding towards Orange advertisements.

3. Procedures

3.1 Data collection

Data collection was implemented in the first semester, during July-August, 2003. The researcher studied the influence of visual language used in Orange advertisements among the target group. Images of visual advertising from billboards and BTS sky train advertisements were illustrated in this step to refresh the subjects' memory.

3.2 Data analysis

The collected data were analyzed to identify strengths and weaknesses of visual elements used in Orange advertisements and then discussed the level of knowledge and understanding of visual advertising among late adolescents.

3.2.1 Classification of strengths and weaknesses of visual advertising.

It was important to investigate the collected data in Part I of the questionnaires to identify strengths and weaknesses of visual advertising because its impacts were crucial for organization to plan market strategy and for consumers for purchasing behavior and the process of decision making.

3.2.2 Discussion of the vital elements for successful visual advertising

The data in Part I were analyzed again to emphasize successful vital elements used in advertising in a highly competitive business environment.

3.2.3 Analysis of the knowledge of visual advertising among late adolescents

To analyze the level of knowledge and understanding of visual advertising among late adolescents, the data from Part II of the questionnaires were examined.

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

The data obtained from the questionnaires are presented in this chapter. They are presented in narrative and tabular form. The findings are presented in two categories—the strengths and weaknesses of visual language used in advertising and other findings of the level of knowledge and understanding of visual advertising among late adolescents.

The strengths and weaknesses of visual language used in advertising

Two hundred late adolescents were selected randomly to fill in the questionnaires. All of them replied that they had seen Orange advertisements mostly on TV commercials. And this was the first media of Orange seen in public. For the overall Orange advertisements, 8.6% of the population judged them as an excellent piece of work while 60.1%, 29.3% and 2% of them said that the advertisements were good, fair, and poor respectively. This revealed that the advertisements of Orange were professionally made and gained a lot of attention from the audience especially from late adolescents. However, after six selected advertisements, attached in Appendix 2, were shown to the population, there were several opinions towards them. The top five opinions for those six advertisements were that they were emotional advertisements, creative advertisements, true or real presentation, communicating stimulation and culturally presented advertisements. Thus, it could be concluded that effective visual advertisements did not need only eye catching pictures but they also involved many elements in order to be recognized.

The data were gathered on the content of brand perception by late adolescents.

Several factors were recalled when mentioning Orange. They are tabulated in table 1.

Table 1 Things that were recalled when the brand 'Orange' was mentioned.

Personal perception towards Orange	Number	Per cent
Mobile phone network	84	35.4
Orange color	78	32.9
Slogan	30	12.7
Relationship	20	8.5
Promotion	15	6.3
Song	10	4.2
Total	237	100

As seen in Table 1, the results indicated that most of the population (35.4%) thought about the Orange network when the name 'Orange' was mentioned because it was unique. This was very similar to what the chairman and CEO of Densu Young and Rubicam Co., Ltd, Douchai, (2002 : 9-13) discussed. He stated in this book that differentiation was very necessary. It should be simple, visible and make sense. There were 32.9 per cent giving their first attention to the color as Orange presented them as a very simple brand name. Orange's slogan, which was 'future bright, future Orange', was followed next by 12.7 per cent of the population. While 8.5 per cent thought about relationship, 6.3 per cent talked about its promotion. Finally, the song (4.2%) was one of the important factors to

create brand awareness. Thus, this indicated that Orange's advertising successfully conveyed their intended messages to its audience. However, those messages did not only mention its services, but they also paid attention to feeling and life styles.

In order to study the strengths and weaknesses of visual language in Orange advertisements, six selected pictures were presented. The results of positive opinions towards each picture are presented in Table 2 and the negative results are shown in Table 3.

Table 2 Positive responses and the important visual language elements used in Orange printed advertisements

Pictures	Positive	Per cent	Visual Language Elements					
			Presenter	Slogan	Color	Catchy word	Object	Layout
Picture 1	51	25.6	√	√	-	-	-	-
Picture 2	25	12.3	-	-	-	√	√	-
Picture 3	43	21.3	-	-	-	√	-	-
Picture 4	35	17.6	-	-	-	√	-	-
Picture 5	32	16.1	√	-	-	√	-	-
Picture 6	14	7.1	√	-	-	√	-	-
Total	200	100	3	1	0	5	1	0

According to Table 2, the most influential visual element was catchy words, followed by presenters, slogan and object respectively.

When the six pictures were examined, it was found that Picture 1 received the most admiration by 25.6 per cent. What made it remarkable was not only the presenter but it also the slogan. These two elements appropriately went along with each other, and helped make a better understanding of the messages. As for Picture 2, approximately 12 per cent of the subjects preferred it for the words and objects, which were the small cups. These influential factors helped recall the audience's happy memories and encourage the cognitive perception. While there were 21.3 per cent attracted by Picture 3, 17.6 per cent of the subjects liked Picture 4. The strong elements of these two pictures were the catchy words. They were powerful enough to stimulate the audience to make a connection between the visual advertising and the Orange network. In Picture 5, presenters and catchy words were the major elements resulting in the number of 16.1 per cent. The subjects gave comments that those two factors were very good at using a comparative technique. It emphasized the fact and the need for communication. As indicated in Table 2, the lowest interest (7.1%) was given to Picture 6 as the presenter and catchy words played a crucial role.

Table 3 Negative responses and the weaknesses of visual language elements used in Orange printed advertisements

Pictures	Negative	Per cent	Visual Language Elements					
			Presenter	Slogan	Color	Catchy word	Object	Layout
Picture 1	13	6.2	-	-	-	-	-	√
Picture 2	46	23.2	-	-	-	-	√	-

Table 3 (continued)

Pictures	Negative	Per cent	Visual Language Elements					
			Presenter	Slogan	Color	Catchy word	Object	Layout
Picture 3	37	18.5	-	-	-	-	-	√
Picture 4	21	10.4	-	-	-	√	-	-
Picture 5	13	6.6	-	-	-	-	-	√
Picture 6	70	35.1	√	-	√	-	-	√
Total	200	100	1	0	1	1	1	4

According to Table 3, it is obvious that the least influential visual element is the layout or, in other words, the way in which each component is arranged.

The results in Table 3 indicate that Picture 1 received the lowest rate of the uninteresting pictures (6.2%). Its weakness was about the layout. The subjects mentioned that they felt uncomfortable when two children were set in a small box. In Picture 2, 23.2 per cent of the subjects felt negative to the element of the objects, which were the cups. They could not relate to the network they advertised. 18.5 per cent were not impressed by Picture 3, because the overall layout was too simple and not creative. In Picture 4, there were 10.4 per cent who claimed that there were two reasons they did not like this picture. The first one was it was not unique compared to other pictures. Another reason was the catchy word, 'sorry'. They claimed that this word sounded boring and unimaginative. There were 6.6 per cent who thought that Picture 5 was normal in the overall layout. As for Picture 6, it gained the most percentage (35.1%) of the population who disliked it. There

were three weak elements; the presenter, the layout and the color. Most of the population noted that they could not identify the main concept of the advertising and some of them thought about other products as well. For the color, they mentioned that it was too dark to gain attention or to be eye catching.

As Cato (2002 : 11) stated that the image of anything could have many influential factors such as point of view, visual appearances, as well as previous experiences or the relationship with the subject, object or identity. Therefore, understanding the value of design in creating emotional connections with customers was needed. Table 4 showed the results pertaining to this issue.

Table 4 Factors involved in influencing impression on Orange visual advertising

Factors	Number	Per cent
Obvious images	149	45.0
Current events	62	18.8
Direct personal experience	50	15.1
Background Knowledge	42	12.7
Mocking events	28	8.4
Total	331	100

As seen from Table 4, the influential factors that helped the subjects memorize the advertising are obvious images (45%), current events (18.8%), direct personal experiences (15.1%), background knowledge (12.7%), and mocking events (8.4%). Obvious images gained the most response due to the fact that they directly told the stories or messages of

the advertisements. The audience immediately recognized and created emotional connection to the advertisements. As for other factors, the population required time to think about the entire story. Sometimes they did not understand the advertisements' stories because they missed current events. Besides, as a matter of fact, people are different in background knowledge.

The level of knowledge and understanding of visual advertising among late adolescents.

With regard to late adolescents' awareness and perception of Orange advertising, 97.6 per cent of the subjects accepted that the overall Orange advertisements successfully imprinted brand image in their mind. In other words, Orange advertising could create brand awareness and brand image among late adolescents. For 2.4 per cent, visual advertising could not help create brand awareness because they had high loyalty to other brands. In case of the perception of the network's quality and services improving from the advertisements, the percentage of the population who trusted in them was 50.7 while there were 49.3 per cent of them who did not believe in the services. Therefore, the possibility to use Orange in the future was 52.5 per cent and 47.5 per cent of the subjects would not get services from Orange. Two major reasons arose from the preferring group. First, the advertisements achieved brand building since they convinced the audience of the value of its services. Second, the advertisements provided enough information to the audience. The opposite group showed four major reasons to support their preference. Firstly, 54.1 per cent of them claimed that they would take the network coverage into account rather

than judging by the advertisements. Then, 18.4 per cent stated that they preferred to view some more information than was contained in the advertisements otherwise they seemed like an illusion. Next, 16.3 per cent of the opposed group mentioned that they considered the monthly fee or promotion before getting the service. And the last 11.2 per cent of this group stated that they would not change their network because they had high loyalty in the brand they presently used.

In order to investigate late adolescents' perception of the messages conveyed by Orange advertisements, they were set free to give opinions under this topic. It is revealed that there are three main issues that concerned them as resulted in Table 5.

Table 5 The main concepts of the Orange advertisements by late adolescents

Main concepts	Number	Percent
Communication makes good relation	131	61.2
Promotion	53	24.8
Orange network and services	30	14.0
Total	214	100

As seen in Table 5, the results indicate that 61.2 per cent of the subjects viewed the importance of communication makes good relation the most after they had seen Orange advertisements while the rest voted for the promotion (24.8%) and Orange network and services (14%). According to Bridger; & Lewis (2000 : 6), the results conformed to their suggestion that late adolescents were individualistic, involved, independent and well

informed since they could make their own decision concerning on provided information. And then this increased demand for satisfying consumption.

However, the results revealed above derived from the advertising, itself. When the subject was asked to give opinions on the actual network and services that Orange had provided, 49.3 per cent of the population said that they were as good as Orange presented in the advertising. On the contrary, 50.7 per cent of the population thought that the advertising did not describe the real Orange network and services. They gave the reason that it was because the company intentionally created brand image rather than focused on the network quality.

In summary, visual language in advertisements had an influence on late adolescents as the results indicated that over 50 per cent of them would consider Orange network for their future purchases. And the most influential visual elements used in advertising were catchy words which helped reinforce other visual elements to better provide direct and subordinate messages, including emotional associations held by the audience.

CHAPTER 5

Conclusions

This chapter presents a summary of the study as well as a discussion and interpretation of the results. In addition, recommendations for further studies are also made.

Summary and Conclusions

Nowadays, late 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 visual language to be applied, especially in telecommunication advertising to achieve greater success in the marketplace. Therefore, this study was undertaken to investigate the influence of visual language used in advertising on late adolescents. The population was two hundred late adolescents in Bangkok. They were randomly selected to answer the questionnaires consisting of six pictures of Orange advertisements. The questionnaires were divided into two parts—the influence of visual language used in advertising and the level of knowledge and understanding of visual language. The findings revealed that visual advertising accomplished in gaining popularity among late adolescents. The most important visual factor was catchy words and other influential components were color, slogan and presenters. In addition, it was found that late adolescences' reaction demonstrated the importance of both the individual and the social environment. They were visually sophisticated and could adopt an approach to consumption. Consequently a

creative design and layout could provoke new ways of thinking and feeling in which the audience would have a positive interaction towards brands.

Discussions of the findings

Since this study aimed to expose the strengths and weaknesses of the existing visual language used in Orange advertisements, it was found that the overall Orange advertisements got successful responses from the public. This was because Orange differentiated the means to communicate to the audience by focusing the advertisements' stories on the social, rational, emotional, and behavioral dimensions rather than on the product. The logo also played a crucial role as many people think about the logo when the name 'Orange' was mentioned. Most of them noted that the brand was appropriately associated to the logo. Moreover, the logo helped stimulate the audience to go further in the sense that it could create yearning for the brand. However, it was surprising to find that a song was recognized by the subjects even though they saw the printed material. On the opposite side, weakness in Orange visual advertising was rarely found. Some people complained that they got confused by the advertising, mostly the lay-out because they could not relate the advertising's messages to the mobile phone network.

The second objective of the research was to identify and analyze powerful elements which enhanced successful visual advertising by Orange. Although, the results of the analysis indicated that the most influential factor stimulating success in Orange advertising was catchy words, other factors such as color, slogan, logo and presenters were not less important as the given explanation that follows will show. Firstly, catchy words were the

greatest elements as they stemmed from experiences and relationships which would create the emotional and affective components of the cognitive process. Thus, they helped in forming some beliefs in the audience. Next, the color was a powerful element because it was associated with the brand name. In addition, a combination of three colors, white, black and orange, used in this set of Orange advertisements contained a similar tone, look and feel, which contributed to brand identity. Therefore, if the logo was covered, the audience would know that these advertisements belonged to the brand 'Orange'. The slogan and logo always appeared together in Orange advertisements. According to Josephon (2002 : Online), visual attention is paid primarily by logo or brand rather than price and that consumers made multiple fixations on each brand. This could reflect the reason for the slogan to stay close to the logo in advertising. The slogan could identify the determining factor such as trust, the degree to which customers and firm shared the same value. The last influential factor was the presenters. Normally, presenters who have a reputation would tell the story in the advertising but Orange did not require famous presenters to get attention. Orange chose new and fresh presenters to create their own image which was easy to convey emotional expression to the audience since they would not stick to anybody's image. In addition, in the same way as the catchy words, the presenters were a benefit for their creation of emotion.

Finally, it could be concluded from the results that late adolescents had an ability to make a rational decision about the best choice to take or decision to make after they had processed information. Thus, this result was relevant to Statt (1997 : 293). He claimed that one effect of shopping trends and buyer behavior on marketing and advertising had

switched the emphasis from providing information on products that satisfy a basic fixed need to the identification and satisfaction of new needs that are really wants rather than necessities for living. In this case, it can be interpreted that late adolescents viewed visual advertising and considered it in two facets. The first one was the perception of the product itself, network and services, and the other one was an emotional perception connected to the brand. Since late adolescents were bombarded with many aspects of advertising, they were well informed and had a greater control over their spending. As for psychological influences on late adolescents' behavior, they formed an attitude towards the advertising. An individual's attitude would then lead them to certain evaluations, emotional feelings and behavior.

In summary, understanding consumers' attitudes was important in designing the advertising messages, because it would encourage the advertising to be completed with a sound explanation and a convincing reason to buy to trick and make a misrepresentation on the audience. Therefore, late adolescents should consider any subtext in advertisements and realize that they were professionally made to attract them.

Recommendations for further studies

1. The current study was carried out in only one group, late adolescents, while there were other important groups such as youth, young adults, adults, and the elderly. Hence, it was suggested that a parallel study should be conducted to reveal the influence of visual advertising on other groups.

2. Practically, current business phenomenon defines marketing segments as students, businesspersons, low-income consumers or families of certain income for example. Therefore, there should be similar studies which used the subjects mentioned above.

3. In fact, visual advertising successfully attracted the attention of the audience studied, but the results of this study found that a song also helped make the advertisements more effective. Therefore, studies of the relationship between commercial songs and advertisements should be conducted.

4. Since the communication process is important for business, further study

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APPENDIX 1

Questionnaire on Visual Advertising

This questionnaire is designed to explore ideas concerning visual language used in Orange advertising. The population is late adolescents aged from 18-21 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 confidentially.

Part I: The influence of visual language used in billboards and magazines

Direction: There are six pictures from number 1-6. You are supposed to look at the pictures while answering the questions number 3-8.

1. Have you ever seen Orange advertisements?

Yes

No

2. What do you recall when the brand 'Orange' is mentioned?

.....

3. How can those visual advertisements attract you?

Excellent

Good

Fair

Poor

4. How do you feel after viewing the advertisings?

.....

5. Which one appeals to you the most?

Picture 1

Picture 2

picture 3

Picture 4

Picture 5

Picture 6

11. What is the main concept that the entire Orange advertisements trying to convey?

.....
.....
.....

12. From question No. 11, do you think it describes the real network and services that Orange has provided?

.....
.....

13. In what way do Orange advertisings help the Orange network to achieve its goal?

.....
.....

14. In the future, if you have to choose a service from a mobile phone network provider, will you consider Orange?

Yes, because.....
 No, because.....

15. In practice, do you think visual advertisings are important for business?

.....
.....

แบบสอบถามความคิดเห็นเกี่ยวกับองค์ประกอบทางทัศนศิลป์ในโฆษณา

แบบสอบถามนี้ได้จัดทำขึ้นเพื่อสำรวจความคิดเห็นเกี่ยวกับองค์ประกอบทางทัศนศิลป์ที่ใช้ในโฆษณาของออเรนจ์ กลุ่มเป้าหมายในการสำรวจครั้งนี้คือ กลุ่มวัยรุ่นตอนปลายที่อาศัยอยู่ในกรุงเทพฯ ผู้จัดทำขอขอบคุณในความร่วมมือตอบแบบสอบถาม ข้อมูลทั้งหมดจะถูกเก็บไว้เป็นความลับ

ส่วนที่ 1. อิทธิพลของภาพโฆษณาทางป้ายโฆษณา

วิธีทำ: แบบสอบถามในส่วนที่ 1 นี้จะประกอบด้วยภาพโฆษณา 6 ภาพ เพื่อใช้ตอบคำถามข้อ 3

ถึง ข้อ 8 ภาพโฆษณาจะเรียงลำดับจากภาพที่ 1 ถึงภาพที่ 6

1. คุณเคยเห็นโฆษณาของออเรนจ์บ้างหรือไม่

 เคย

 ไม่เคย

2. เมื่อกล่าวถึง 'ออเรนจ์' คุณจะนึกถึงอะไร

.....

.....

3. ภาพโฆษณาเหล่านั้นดึงดูดความสนใจคุณแค่ไหน

 มากที่สุด

 มาก

 ปานกลาง

 น้อย

4. คุณเกิดความรู้สึกอย่างไรหลังจากชมภาพโฆษณา.....

.....

5. ภาพโฆษณาใดดึงดูดความสนใจมากที่สุด

 ภาพที่ 1

 ภาพที่ 2

 ภาพที่ 3

 ภาพที่ 4

 ภาพที่ 5

 ภาพที่ 6

11. จากภาพโฆษณาโดยรวมของออเรนจ์ คุณคิดว่าแนวคิดโดยรวมที่ออเรนจ์พยายามจะสื่อสารคืออะไร.....
.....
12. จากข้อ 11. โฆษณาต่างๆของออเรนจ์สามารถ บอกข้อมูลที่แท้จริงเกี่ยวกับเครือข่ายและบริการของออเรนจ์ได้หรือไม่
 ได้ เพราะ
 ไม่ได้ เพราะ.....
13. คุณคิดว่าโฆษณาต่างๆช่วยให้ออเรนจ์บรรลุเป้าหมายทางการค้าของตนเองหรือไม่ อย่างไร
.....
.....
14. หากในอนาคต คุณต้องเลือกใช้เครือข่ายการให้บริการโทรศัพท์เคลื่อนที่ ภาพโฆษณาเหล่านี้มีส่วนร่วมในการตัดสินใจเลือกใช้บริการของออเรนจ์ได้หรือไม่
 ได้ เพราะ
 ไม่ได้ เพราะ.....
15. ในทางปฏิบัติ คุณคิดว่าภาพโฆษณามีความสำคัญต่อการทำธุรกิจอย่างไร.....
.....

รัชนี้ เลิศเดชเดชา

ภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ

APPENDIX 2

PICTURE 1

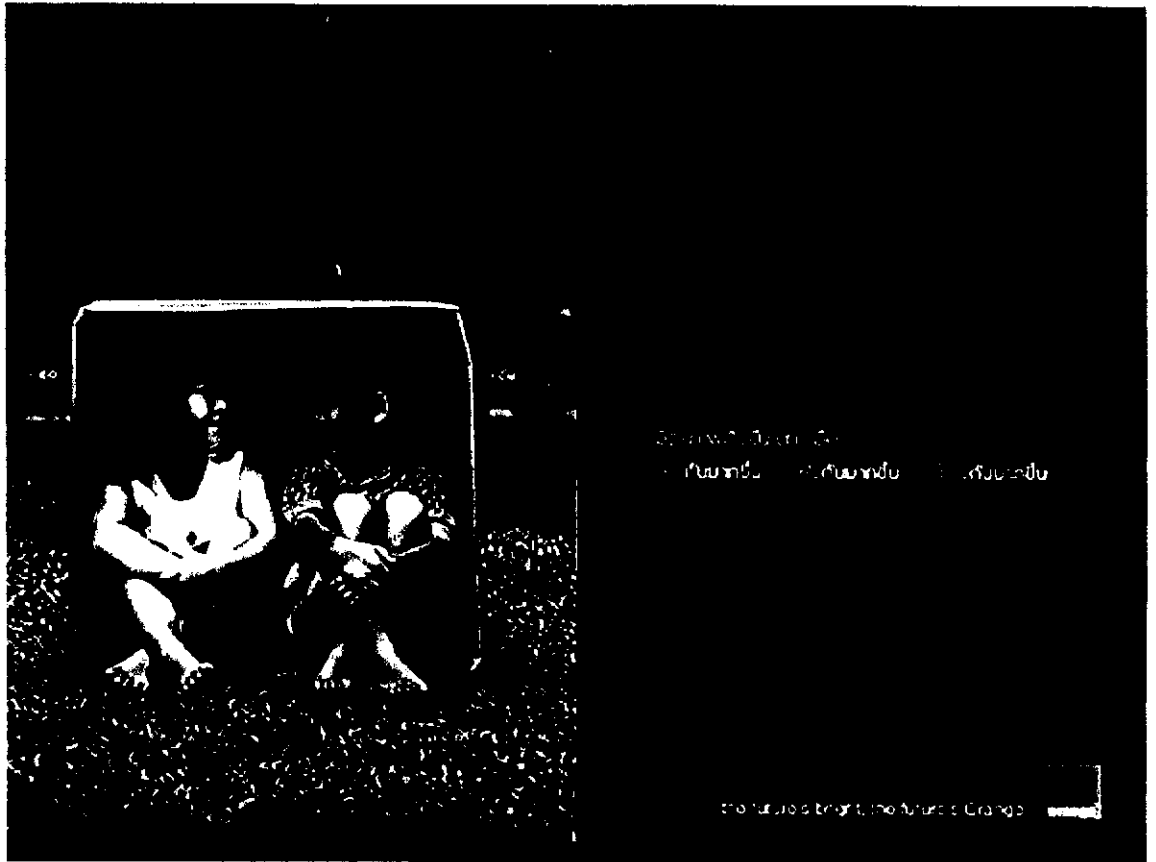


Figure 2 Orange's Printed Advertisement 1

PICTURE 2



Figure 3 Orange's Printed Advertisement 2

PICTURE 3



Figure 4 Orange's Printed Advertisement 3

PICTURE 4



Figure 5 Orange's Printed Advertisement 4

PICTURE 5

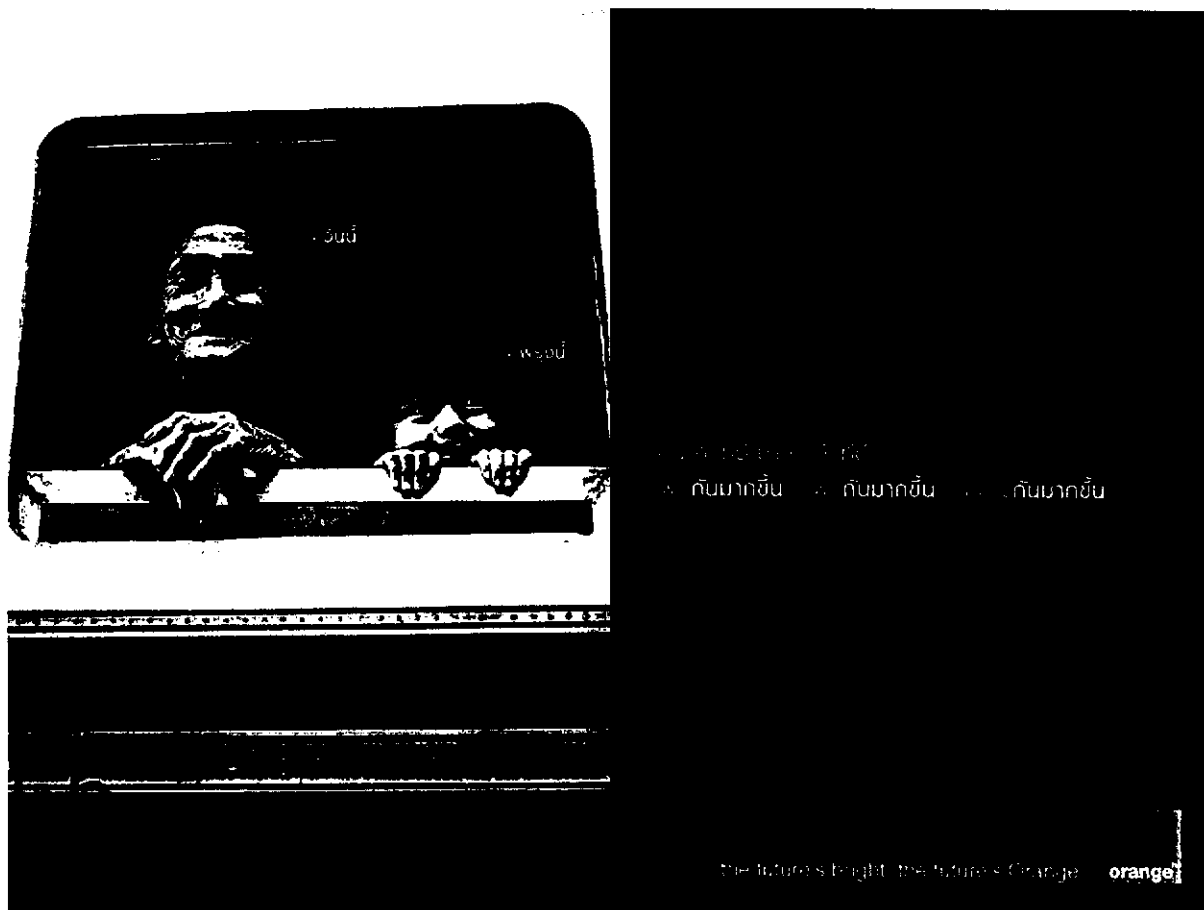


Figure 6 Orange's Printed Advertisement 5

PICTURE 6



Figure 7 Orange's Printed Advertisement 6

VITAE

VITAE

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A STUDY OF THE INFLUENCE OF VISUAL LANGUAGE USED IN TELECOM
ADVERTISING ON LATE ADOLESCENTS IN BANGKOK:
A CASE STUDY OF ORANGE TELECOMMUNICATION
NETWORK

AN ABSTRACT

BY

MISS RATCHANEE LERTDECHDECHA

27 B.W. 2547

Presented in partial fulfillment of the requirements for the
Master of Arts degree in Business English for International Communication
at Srinakharinwirot University
January 2004

h 2004

Ratchanee Lertdechdecha. (2004). *A Study of the Influence of Visual Language used in Telecom Advertising on Late Adolescents in Bangkok: A Case Study of Orange Telecommunication Network*. Master's Project, M.A. (Business English for International Communication). Bangkok: Graduate School, Srinakharinwirot University. Project Advisor : Assist. Prof. Dr. Amporn Srisermbhok.

The purposes of this study were to 1) identify and analyze powerful visual elements which enhance successful visual advertising, and 2) to study late adolescents' reaction and understanding of visual language. The questionnaires, including six printed Orange advertisements, were given randomly to two hundred late adolescents. The results 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 color, slogan, and presenters. As for late adolescents' reaction to and understanding of visual advertising, the results indicated that late adolescents were individualistic, visually sophisticated and well informed. Furthermore, these results implied that visual language and creative design could create an emotional connection between the audience and the product.

การศึกษาอิทธิพลของภาษาจากสื่อโฆษณาที่มีต่อกลุ่มวัยรุ่นตอนปลายในเขตกรุงเทพฯ:
กรณีศึกษาบริษัทออเรนจ์.

บทคัดย่อ
ของ
นางสาวรัชณี เลิศเดชเดชา

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษา
ตามหลักสูตรปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ
มกราคม 2547

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ในเขตกรุงเทพฯ: กรณีศึกษาบริษัทออเรนจ์. สารนิพนธ์ ศศ.ม. (ภาษาอังกฤษธุรกิจเพื่อการ
สื่อสารนานาชาติ). กรุงเทพฯ: บัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ. อาจารย์ที่
ปรึกษาสารนิพนธ์ : ผู้ช่วยศาสตราจารย์ ดร. อัมพร ศรีเสริมโภค.

สารนิพนธ์ฉบับนี้มีจุดมุ่งหมายเพื่อที่จะ 1) แจกแจงและวิเคราะห์องค์ประกอบทางทัศนศิลป์
ซึ่งมีส่วนสำคัญที่ทำให้ภาพโฆษณาเป็นที่น่าสนใจและประสบความสำเร็จในการดึงดูดความสนใจ
ของผู้ชม และ 2) ศึกษาความเข้าใจและปฏิกิริยาตอบสนองต่อภาพโฆษณาของกลุ่มวัยรุ่นตอนปลาย
เครื่องมือที่ใช้ในการดำเนินงานวิจัยครั้งนี้คือแบบสอบถามพร้อมด้วยภาพโฆษณาตัวอย่างของบริษัท
ออเรนจ์ ประชากรประกอบไปด้วยวัยรุ่นตอนปลายจำนวน 200 คน จากผลของการศึกษาพบว่าสื่อ
ภาพโฆษณาประสบความสำเร็จในการดึงดูดความสนใจจากกลุ่มวัยรุ่นตอนปลาย องค์ประกอบทาง
ทัศนศิลป์ที่มีอิทธิพลมากที่สุดในการศึกษาค้นคว้าครั้งนี้คือ ข้อความบรรยายภาพโฆษณา ส่วนปัจจัยสำคัญ
อื่นๆที่มีอิทธิพลคือ สี สโลแกน และบุคคลแสดงนำในภาพโฆษณานั้นๆ จากการศึกษาความเข้าใจ
และปฏิกิริยาตอบสนองต่อสื่อภาพโฆษณาพบว่า กลุ่มวัยรุ่นตอนปลายมีความเป็นปัจเจกชน มี
ความสามารถในการรับรู้ภาษาที่สื่อด้วยภาพ และเปิดรับข้อมูลข่าวสารต่างๆอันพึงมีประโยชน์ใน
การรับรู้ข้อมูลจากภาพโฆษณา ดังนั้น จะเห็นได้ว่าภาษาที่สื่อด้วยภาพพร้อมด้วยรูปแบบที่มีความ
สร้างสรรค์ก่อให้เกิดปฏิกิริยาตอบสนองกันระหว่างผู้ชมและตัวผลิตภัณฑ์สินค้าได้