

A SURVEY OF CATCHY WORDS USED IN BODY LOTIONS PRINT ADS IN  
COSMOPOLITAN, SELF AND COMPANY MAGAZINES AND THEIR  
INFLUENCE ON THE CONSUMERS' ATTITUDES

A MASTER'S PROJECT  
BY  
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Presented in Partial Fulfillment of the Requirements for the  
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การสำรวจอิทธิพลของวลีที่ใช้ในโฆษณาผลิตภัณฑ์บำรุงผิวในนิตยสารผู้หญิง คอสโมโพลิแทน เซลฟ  
และคัมพานี ที่มีผลต่อทัศนคติของผู้ใช้ผลิตภัณฑ์

บทคัดย่อ  
ของ  
นันทกานต์ ตัญญาะ

เสนอต่อบัณฑิตวิทยาลัย มหาวิทยาลัยศรีนครินทรวิโรฒ เพื่อเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร  
ปริญญาศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษธุรกิจเพื่อการสื่อสารนานาชาติ  
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การศึกษาค้นคว้าครั้งนี้ มีวัตถุประสงค์เพื่อ สำรวจวลี ที่ใช้ในโฆษณา ผลิตภัณฑ์บำรุงผิว ที่ได้รับความนิยม ได้แก่ นีเวีย วาสลีน โอเลย์ จากนิตยสารต่างประเทศ คอสโมโพลิแทน เซลฟ และคัมพานี และทัศนคติ ของผู้ใช้ ผลิตภัณฑ์ เพื่อศึกษาว่า วลีที่ใช้ในโฆษณา มีอิทธิพลต่อผู้อ่านว่า สามารถจำโฆษณา และต้องการใช้สินค้านั้น หรือไม่ การศึกษาค้นคว้านี้ ประกอบไปด้วย การจำแนกประเภทของวลี ในโฆษณาผลิตภัณฑ์บำรุงผิว วลีที่ดึงดูด ผู้อ่านมากที่สุด และทัศนคติของผู้ซื้อ ซึ่งในขั้นตอนการทำวิจัยนั้น ผู้วิจัย ได้ทำการรวบรวมโฆษณาผลิตภัณฑ์บำรุง ผิว นีเวีย วาสลีน โอเลย์ ในนิตยสารต่างประเทศ ซึ่งตีพิมพ์ในประเทศอังกฤษ และ สหรัฐอเมริกา ระหว่างปี พ.ศ. 2546 ถึง พ.ศ. 2548 จำนวน 22 ชิ้นโฆษณา เพื่อศึกษารูปแบบการเขียน สำหรับเครื่องมือ ที่ใช้ในการดำเนินงาน วิจัย คือ แบบสอบถาม โดยการสุ่มกลุ่มคนทำงานในบริเวณถนนสีลม และถนนวิฑู กรุงเทพมหานคร จำนวน 30 คน เป็นผู้กรอกแบบสอบถาม

จากผลการวิจัยพบว่า วลีที่ใช้ในโฆษณาผลิตภัณฑ์บำรุงผิว ในนิตยสาร สามารถแยกประเภทเป็น การใช้ ประโยคคำสั่ง คำคล้องจอง สัมผัสสระและพยัญชนะ การใช้คำซ้ำ คำเปรียบเทียบ อุปมาเป็นบุคคล กลุ่มคำนาม กลุ่มคำกริยา คำคุณศัพท์ และการใช้คำถามที่ไม่ต้องการคำตอบ ในอัตราสัดส่วนที่เท่ากัน ผลการวิจัย ชี้ให้เห็นว่า ผู้อ่านสามารถจำคำคุณศัพท์คำเดียวได้มากที่สุด คิดเป็นร้อยละ 24 ประโยคคำสั่งคิดเป็นร้อยละ 21 สัมผัส พยัญชนะ คิดเป็นร้อยละ 19 การใช้คำซ้ำ คิดเป็นร้อยละ 12 คำคล้องจอง ร้อยละ 12 สัมผัสสระ คิดเป็นร้อยละ 7 และ กลุ่มคำกริยาคิดเป็นร้อยละ 5 ซึ่งรูปแบบการเขียนดังกล่าวสามารถทำให้ผู้อ่าน จำสินค้าได้มากยิ่งขึ้น ส่วนในเรื่องของทัศนคติ ต่อผลิตภัณฑ์นั้นๆ ผู้อ่านร้อยละ 50 ซื้อสินค้าเพราะว่าวลีในโฆษณา ร้อยละ 23 ซื้อ เพราะตราสินค้า ร้อยละ 17 ซื้อเพราะราคา และร้อยละ 10 ซื้อเพราะผู้แสดงแบบในโฆษณา

จากผลการศึกษาจะเห็นได้ว่า วลี ในโฆษณาผลิตภัณฑ์บำรุงผิว มีผลทำให้ผู้อ่านจำสินค้านั้น และมี ความต้องการที่จะใช้ผลิตภัณฑ์ดังกล่าว ในระดับหนึ่ง แต่ทั้งนี้ขึ้นอยู่กับ ตราสินค้า ราคา และผู้แสดงแบบสินค้า เป็นปัจจัยประกอบในการเลือกซื้อสินค้าอีกด้วย

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Project Advisor: Assistant Professor Dr. Amporn Srisermbhok

The purpose of this study was to survey catchy words used in popular body lotions Nivea, Vaseline and Olay from British and American magazines; *Cosmopolitan*, *Self and Company* and their influence on the consumers' attitudes. The study included classifications of catchy words, the most memorable catchy words and consumers' attitudes toward body lotions. The researcher collected 22 examples from Nivea, Vaseline and Olay advertisements published in UK and US from 2003 to 2005. The questionnaires were distributed randomly to 30 workingmen and workingwomen in Bangkok Metropolitan.

The survey showed that there were many writing styles used in body lotion print ads in magazines in the same ratio. The writing styles included the use of imperative, rhyme, assonance, alliteration, repetition, metaphor, personification, noun phrase, verb phrase, and rhetorical question. However, 24% of the respondents remembered catchy words the most is a single adjective, imperative at 21%, alliteration at 19%, repetition at 12%, rhyme at 12%, assonance at 7% and verb phrase at 5%. These writing styles catch readers' eyes. About consumers' attitudes 50% remembered catchy words and wanted to buy the products, 23% bought the products based on brands, 17% for prices and 10% for presenters of the products.

The results showed that catchy words made audiences remember and want to use the products. They also considered brands, prices and presenters before purchasing the products.

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

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background

Skin products have become a part of women's lives that made them feel good about themselves. Many skin product producers understand most women's desire and create many skin products such as facial treatments, milk liquid soap and body lotions. A Thai proverb says "Chickens are made beautiful by their feathers and people are made beautiful by their dresses". This shows that women want to be good looking and have good personalities with healthy skin. Apparently, body skin has become the first priority for women's choice. Nowadays, several brands of body lotions encounter high competition in beauty markets. Consumers have numerous products for body skin such as whitening skin, firming skin, healthy and glowing skin, and protecting skin from Ultra Violet products. Some people use only one brand whilst others use various brands. It depends on their skins and their personal preferences. Recommendations from friends are considered reliable. Because consumers can't remember all brands of body lotions, product producers have to use advertising as a business strategy to make products unique and outstanding. Sometimes people buy products because they remember their advertising. Nevertheless, they can't remember the name of the products. Advertising also presents products by using

attractive pictures or words. All brands present product qualifications. Some advertising messages catch readers' attention by using exaggerate words while some other ads are ordinary. Customers will choose products whose names are familiar to them or often see those in other media such as TV and print ads. Therefore, advertising is the best way to communicate to consumers to promote products.

The word "Beauty" does not only mean loveliness, charm, and appearance but also means beauty of the mind or soul. Dove known for skin and beauty care products, studied beauty commissioned entitled "Asian Women's Attitude Towards Self Esteem, Body Image and Media Portrayal" surveying 2,100 women in 10 countries in Asia about their views on beauty (Bangkok Post : 1). The survey showed that up to 59% of Thai women said they were satisfied with their appearances but only 1% of Thai women consider themselves beautiful. Six out of ten would consider plastic surgery if it were free. The study concluded that Asian women are not happy with their bodies. Although 38% of Thai women showed interest in cosmetic surgery, this jumped to 63%, the highest in the survey if surgery were free as a component of health care. However, Dove also produced a commercial featuring a diverse group of adorable, normal looking young ladies between the ages of 17 and 16. Each young lady represented a negative statement about her body image.

From the survey, it can be implied that without exercises and surgeries, body shapes and sizes could be changed. Although the campaign of Asian Women's Attitude Towards Self Esteem, Body Image and Media Portrayal was successful, self-image

problems didn't start at 25 years of age. It starts when a young lady thinks she's too fat or her skin is too dry or rough. Because many forms of advertisements influence audiences on how they should or should not look, so audiences try to make themselves look good.

Women also carry the baggage of societal attitudes that link value and appearance. Most people are not satisfied with their appearances. Cypert (1994:2) indicated that most feelings of low self-esteem stemmed from unhappy past experiences. When an important figure in our lives such as a parent, a teacher, a boss, or another authority figure made us feel inadequate, we began to doubt ourselves. The longer the criticism continued, the more we doubted until we began to believe that we couldn't do anything right. We accepted another's belief that we were inadequate regardless of the facts in the situation.

As a result, women look after their appearances especially their body skin. Body skin treatments can slightly change women's complexion into better conditions. Like laptops, mobiles and other telecommunication equipments, skin products can quickly boom as well. Beauty brands brainwashed consumers and made them believe that beautiful women must have soft and fair skins. With these reasons, body lotions have become very essential everyday use excluding soap, shampoo and toothpaste.

Verbal communication becomes a part of promotional strategy especially in print media advertising. Wells, Burnett & Moriarty (2000 : 226) indicated that print media delivers messages emphasizing one topic at a time. Because of the structural nature of print

message delivery, people tend to trust printed ad more than visual broadcasted ads and absorb it more carefully. The power of words influences audiences to buy the products. However, it is said that time is money and worth more than anything. People are always in a hurry to do something such as eating, reading and working. As a result, spending too much time on reading print ad magazine is unessential for downtown people. Therefore, catchy words in advertising are very important to grasp audiences' first attention.

Magazines appeal to women. Wells, Burnett and Moriarty (2000 : 238) cited that approximately 92 percent of all adults read at least one magazine per month. Readers also appear to have a positive attitude toward magazine advertising. Approximately 79 percent of adults consider magazine advertising helpful as a buying guide. In general, people pay more attention to magazine advertising than to television advertising. They also classify the advantages of magazines advertising include the ability to reach specialized audiences as follows,

#### 1. Target audience

The ability of magazines that reach specialized audiences has become a primary advantage of magazine. For example, a set of magazines published by the Hearst Corporation is called the Seven Sisters and is clearly targeted to contemporary American women.

#### 2. Audience receptivity

Magazines have a high level of audience's receptivity. The editorial environment

of a magazine lends authority and credibility to the advertising.

### 3. Long life span

Magazines have the longest life span of all the media. Some magazines, such as National Geographic and Consumer Reports, are used as ongoing references and might never be discarded. Other publications such as TV Guide are used frequently during a given period of time. In addition, magazines have every high reach potential because of a large pass along or secondary audience of family, friends, customers and colleagues.

### 4.Format

People also tend to read magazines at a slow rate, typically over a couple of days, so they offer an opportunity to use detailed copy. The magazines format also allows more creative variety through multiple pages, inserts and other features.

### 5. Visual quality

The visual quality of magazines tends to be excellent because they are printed on high quality paper that provides superior photo reproduction in both black and white and color. This production quality often reflects the superior editorial content. Well-respected writers often write feature stories.

### 6. Sales promotions

Advertisers can distribute various sales promotion devices, such as coupons, product samples, and information cards through magazines.

Consequently, body lotions advertising in magazines always described products, benefits in well written phrases. Sometimes readers are given free samples products in magazines. Some body lotion advertisements give complete information, so customers can call to order the products or drive to the store and buy them.

Print ad magazines have a lot of advantages for many beauty brands. White (2000:176) maintained that magazines are the richest and most important diverse advertising media, in terms of their sheer variety and scope. Magazines are stored, collected, read and reread. Readers are reminded of information, and they trusted those sources advice. Kerin, Hartley and Rudelius (2004 : 350) also supported the advantages of magazines can target specific audiences; high – quality color; long life of ad; ads can be clipped, can be saved and can convey complex information.

Catchy words can provoke and grasp attention from consumers. Guinn, Allen and Seminik (2000 : 331) indicated that advertisers not only want consumers to remember their products but also want that name to be the first one that consumers remember. As a result, advertisers put their effort to create catchy words to make their product outstanding and different from others. Catchy words enhance promotional techniques. Crystal (1993:26) stated that catchy words help people to identify the product, remember its name or at least make them feel that is familiar, and persuade them to feel that it is worth buying. Ads rely almost totally on the use of language. Catchy words in body lotion advertisements have influence on women and arouse them to take care of their complexions.

## 1.2 Objectives of the study

1. To study the influence of catchy words on the consumer's attitudes used in body lotion products in print ads on Cosmopolitan, Self and Company magazines.
2. To classify types of catchy words used in advertisements that can motivate consumers to buy the products.

## 1.3 Significance of the study

Catchy words used in body lotions in print advertising magazines influence audience to have beautiful skin as in the advertising. The study will be beneficial for readers to clearly understand verbal communication techniques of body lotion advertising. The results of this study would help advertisers create catchy words in advertising that obsesses and influences readers to purchase the products.

## 1.4 Research questions

With the booming of beauty products, many businesses use several marketing strategies to persuade consumers to win the market share. Catchy words in body lotion advertisements convince consumers to believe in product quality. Therefore, they are more likely to buy products according to product brands. This study aims to answer the following questions:

1. Do catchy words in print ad magazines influence audiences' attitudes to buy body lotions?
2. In what ways are consumers attracted by catchy words used in body lotion advertising?

### **1.5 Scope of the study**

This study investigates catchy words and advertising messages used in Nivea, Olay, and Vaseline body lotion in print advertising in three magazines; Cosmopolitan, Self and Company, in order to identify factors that make advertising outstanding and memorable. The focus is mainly on working men and women in Silom area and Wireless Road.

After conducting the survey by asking working men and women to fill out the questionnaire, they were interested in advertising messages. Audiences were also satisfied with the layout and presenters.

### **1.6 Definition of terms**

1. Body lotion products are liquid products that prepared for cosmetics used to apply body skin to be soft and firm. Three brands of body lotions in this study are Nivea, Vaseline and Olay.

2. Workingmen and workingwomen are people in commercials who are employed in the paid labor force in Silom area and Wireless Road.
3. Print ad magazines refer to three women magazines Cosmopolitan, Self and Company focus on beauty issues.
4. Category of catchy words is alliteration, rhyme, assonance, imperative, rhetorical question and phrases.

### **1.7 Research methodology**

1. Collect catchy words used in body lotion print advertising in three women magazines: Cosmopolitan, Self and Company.
2. Classify catchy words techniques used in body lotion print ads in women magazines.
3. Questionnaires were given to working women and men in Bangkok Metropolitan to survey their attitudes toward body lotions.

### **1.8 Expected outcomes**

It is expected that the results of the study will be beneficial to the following areas:

1. Audiences can utilize the knowledge of catchy words to create advertising, slogan or other types of communication messages.
2. The readers will be able to understand the meaning of catchy words as appeared in advertising among several competitive brands.

3. The results of the study might be beneficial to advertisers as a guideline to create beauty product advertisements that influence readers to buy the products.

## CHAPTER 2

### REVIEW OF RELATED LITERATURE

Related literature in this chapter is divided into four main topics: 1) the meaning of advertising, 2) writing style in advertising, 3) incomplete sentences, 4) self image and attitude, and 5) related previous study.

#### 2.1 Advertising

##### 2.1.1 The Meaning of advertising

Kerin, Hartley and Rudelius (2004 : 326) defined the term “advertising” is any paid form of nonpersonal communication about an organization, good, services or idea by identified sponsor. The paid messaged normally must be bought.

Arens (1996 : 6) defined the term “advertising” as 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.

Wells, Burnett and Moriarty (2000 : 6) also support that advertising is paid nonpersonal communication from an identified sponsor using mass media to persuade or influence an audience.

According to O’Guinn, Allen and Semini (2000 : 16) advertising is a paid, mass mediated attempt to persuade. It means different things to different people.

### 2.1.2 The importance of catchy words in advertising

A catchy word is an attractive word that is easy to remember (Oxford :1993 : 99). Weiner (1996 : 103) cited that a catchy word is a word that is attractive or easily remembered. Catchy words gain attention and make ads outstanding and attractive. Dyer (1982) explained that advertising aims to attract our attention and dispose us favorably towards the product or services offered. Dyer also mentioned that catchy words are catching our attention and imagination and aiding memory. They are perhaps the primary functions of advertising language: usual or stylish words and short, crisp sentences are easy to repeat and remember.

### 2.1.3 What makes print advertising memorable to audiences?

To write a good advertisement, the advertiser must focus on the key benefits to the reader and use clear style and attractive layout. Use a heading and introduction that attract the reader's attention and also use short sentences and active verbs. As a result, advertisers have to use catchy words and styles of writing advertising messages are very important techniques to grasp readers' attention to see the advertisements in magazines.

#### 2.1.3.1 Headlines

Arens (1996 : 283-284) indicated that in print advertising, the key format elements are the headlines, the visual, subheads, body copy, slogans, seals, logotypes (logos) and signatures. The headline is the words in the leading position in the advertisement, the words that will be read first and are situated to draw the most attention, that's why headlines usually appear in larger type than other parts of the ad.

Headlines also grasp attentions from readers. According to Jewler and Drewniany (1998 : 50) described 5 items that make headlines and visuals important choices as follows;

1. Lure readers into the body copy

A good headline will make you think, "This is interesting. I want to know more."

2. Communicate a benefit

Tell readers what your product will do for them. Will it make them look better?

3. Reinforce the brand name

Have you ever loved an ad but couldn't remember the name of the product? While it's fine to entertain readers, don't sacrifice getting the name across for the sake of creativity.

#### **2.1.3.2 Sentence types**

Not only headlines but also sentence types make advertising memorable. This is supported by Myer (1994 : 46-57) He indicated that sentence type is another factor that can make advertising interesting. Sometimes advertising copies use many types of sentences such as statements, commands, questions and exclamations. Advertising copies are sometimes incomplete sentences. Questions like commands can imply that the advertiser needs the reader to answer or follow an exclamation such as 'Too old for teenage skin'? from Garnier facial treatment and 'Undo the day' from Vaseline nightly body lotion. From two examples, it can be implied that using questions and exclamation in skin product ads grasp attention and attract consumers to interest the products.

## 2.2 Writing style in advertising

Advertisers have to make advertising memorable. Catchy word is a part of fascination of advertising that 'plays' with language. Myer (1994 : 32-51) describes alliteration, assonance, rhyme, imperative and question that make advertising stick to audience.

### 2.2.1 Alliteration

The basic move in many advertising slogan is to build up a pattern of similarity, so that they can break it for effect. The simplest and by far most common technique is to repeat a sound. When the repeated sound is a consonance, the effect is alliteration.

#### Example

Top People Take The Times

For a moment, Morecambe became Madrid

### 2.2.2 Assonance

Alliteration is the repetition of the same alphabet. Linguists and literary critics usually distinguish this from the repetition of vowel sounds, assonance, and it is worth maintaining the distinction when talking about advertising because the effect is usually more subtle. There are many vowel sounds, all made by changing the shape of the lips or the mouth cavity; they are represented by the letters a, e, i, o, u and various combinations.

#### Example

Before it can become a Heinz bean, every raw bean is tested by a light beam

### 2.2.3 Rhyme

“Rhyme” is the repetition of ending sounds; technically it is the similarity of all the last sounds of words, from the ending of the last stressed syllable on. Rhyme was used in ads from the beginning, so that it was taken as part of the genre. Rhymes are used today more cautiously, perhaps because they carry associations with the mindless hard sell. Advertising may attract audiences’ attraction by parallelism in the sounds. Catchy sounds are repetition of consonant and vowel sounds that also make ads become memorable.

#### Example

If men are wise they socialize with appetise

Timotei: A breath of fresh air in skin care

- involves alliteration *skin* and *care*, assonance – *breath* and *fresh*

### 2.2.4 Imperative

The generic sentence type for the ad is the command, or imperative, because all ads are urging us to some action. Advertisers use commands, not because telling you to do something really makes you do what they say, but because it will create a personal effect, a sense of one person talking to another. The form of command is recognizable even without a speaking voice because it typically leaves out the subject you. An ad for a skin bronzer urges you to.

#### Example

Brush up your tan

Look at all three

Take a seat

Have some more cheesecake

### 2.2.5 Question

Questions like commands, imply a direct address to the reader. They are often used on magazine covers, like these from one issue of Cosmopolitan:

#### Example

At long last love. Are you sure it's the real thing?

Hired or fired? How to leave your job in style

However, there are questions which not need the answer or "rhetorical question"

As mentioned in Wikipedia, the free encyclopedia (2003 : online), a rhetorical question is a figure of speech in the form of a question for rhetorical effect rather than for the purpose of getting an answer. A rhetorical question seeks to encourage reflection within the listener as to what the answer to the question must be. Some rhetorical questions become idiomatic

English expressions:

#### Example

Have you no shame?

Who cares?

Do fish swim?

Who wants to be a millionaire?

Chuandao (Online : 2005) also added that there are many writing styles of advertising which catch readers' attention such as repetition, metaphor and personification.

### **2.2.6 Repetition**

Repetition is a rhetorical device of using some words or sentences naturally and repeatedly to stress an important message or indicate a strong feeling. The figure has the characteristics of good layout of words and sweet winding sound. And the harmonious sound of the figure makes the advertising words easy to read and remember. It is supported by O'Guinn, Allen and Semini (2000 : 332) that repetition is a tried and true way of gaining easier retrieval from memory. This is done not only through buying a lot of ads, but also by repeating the brand name within the ad copy itself. The idea is that things said more often will be remembered more easily than things said less frequently.

### **2.2.7 Metaphor**

A metaphor is a figure which also makes a comparison between two unlike elements, but this comparison is implied rather than stated. So it differs from a simile in form and artistry. It is in a sense a condensed simile. The proper use of a metaphor in an advertisement can make the advertising words vivid. Through the figurative comparison of the advertised product or service with the thing with similar feature, the characteristic of the product or service is vividly stressed, and it is easily understood and remembered by consumers.

### **2.2.8 Personification**

Personification is a figure of speech that gives life and personal attributes to inanimate objects. In the advertising English, a personification gives life or personal

attribute to commodity, and makes the commodity advertised full of feelings so as to strengthen its affinity.

### Example

To the ends of the earth, and to the top of the world. Only two of us have made it.  
... it's the only thing that's been on all the trips with me and it's never once let me down...

## **2.3 Incomplete sentences**

Myer (1994 : 55-56) indicated that ads often punctuate phrases, that is parts of sentences as if they were whole sentences. One can read whole ads without coming across a main verb. One reason this is possible is that we turn to the pictures to interpret the relevance of these phrases. So we don't need the explicit signals of what's what that the sentence structure can give us.

### **2.3.1 Phrase**

As mentioned in Wikipedia, the free encyclopedia (2003 : online), in grammar, a phrase is a group of words that functions as a single unit in the syntax of a sentence. Each phrase has a word called its head which links it to the rest of the sentence. In English the head is often the first words of the phrase. Phrases may be classified by the type of head they take such as noun phrase and verb phrase.

#### **2.3.1.1 Noun phrase**

A noun phrase is either a single noun or pronoun or a group of words containing a

a noun or a pronoun that function together as a noun or pronoun, as the subject or object of a verb (Online : 2006).

### **2.3.1.2 Verb phrase**

MacFadyen (Online : 1996) mentioned that a verb phrase consists of a verb, its direct and or indirect objects and any adverb, adverb phrases, or adverb clauses which happen to modify it.

### **2.3.2 Adjective**

Nasunee (citing Brierley 1998 p.179) that adjectives are used to make each sentence more interesting and give a clear picture of a product or a service that an advertiser wants to communicate. The advertisers use adjectives to build up the brand. Adjectives convey mood and emotion. These are the imagistic elements of the brand; these are what make the brand rise above being a product. Their purpose is to add value to the product and the brand. Nasunee (2004) also maintained that adjectives are used to create pictures and set moods in the readers' minds. They make sentences more colorful. Adjectives are very useful in advertisements, especially when an advertiser wants to launch a new product or reminds an old one to the readers.

## **2.4 Self image and Attitude**

### **2.4.1 Self image**

Self image is influenced by human self-esteem and body image. Self image is how people see themselves, their characteristics and abilities in relation to others. This may

be how people see themselves physically or it may be more about the idea that people have of themselves which could also be called self concept (Online: 2005). They may see themselves in a positive or negative way and both will be biased. They may have a negative view if they are probably highly critical of themselves. Cypert (1994 : 3) cited that it's never too late to learn and to change your opinion of yourself and your capabilities. It begins with an honest assessment of your personal strengths and weakness and a burning desire to change the way you are.

Self-image is more about how we see ourselves in important, but non-essential aspects of ourselves. The self-image is a collection of sensory images, beliefs, thought and attached feeling we have about ourselves (Online : 2005).

#### **2.4.2 Attitude**

Chapman (1987 : 11) mentioned that attitude is a mindset. It is the way humans look at things mentally. He also indicated that a positive attitude is the outward manifestation of a mind that dwells primarily on positive matters. It is a mind set tipped in favour of creative activity rather than boredom, joy over sadness and hope over futility. Positive attitude is that state of mind which can be maintained only through conscious effort. When something jars one's mental focus into a negative direction, those who are positive know that in order to bounce back adjustments must be made.

Semin and Fiedler (1996 : 3) explained the meaning of attitude should be used to refer a relatively enduring tendency to respond to someone or something in a way that reflects a positive or a negative evaluation of that person or thing.

Many attitudes consist of three components, a set of cognitions about the object, typically referred to as beliefs a set of affective response to the object, typically referred to as emotions or feelings and a set of behaviors or behavioral tendencies toward the object.

Consequently, human cannot change appearances over night. It's quite hard to stop human feelings about their unsatisfactory appearances that can't be changed. Because people do not like or accept some part of their bodies, then they will consider surgery or try many ways to make them look good. Perhaps most disturbing is the fact that media images of female beauty are unattainable.

## 2.5 Related previous study

In order to achieve the objectives of the study, the researcher collected previous research related to this study as follows.

With reference to Nasunee's study (2004) entitled, *An Analysis of Catchy Words and Sentences in Volkswagen Beetle Advertisements in the United States*, the technique of copy writing advertisements were presented. The results showed that the power of catchy words can drive sale and make Volkswagen popular until now. Pun, rhyme, alliteration and question are mostly used in advertising in order to make the ad memorable.

Tantayanubutr's research (1998) entitled, *An Analysis of Advertising Messages Communicated in the Product Descriptions of Furniture Catalogs*, analyzed the structure of one kind of written messages communicated information in order to identify the strategy of

the messages. The research examined the product descriptions printed in brand name furniture catalogs. The results showed that advertising messages are aimed to attract attention and guide potential buyers to a purchase intention. Printed advertising often bombards consumers via various media, messages with strong visuals and vivid messages tend to be more persuasive. Besides, consumers need sufficient information to make a purchase decision and such information must be considered to be worth the time and the cost of their search.

Charoensiri's research (2000) entitled, *An Analysis of Creative Strategy in Print Advertising*, analyzed the creative process of print advertising which includes techniques for generating ideas, visual presentation, headline and body copy approaches of each strategy by using Taylor's The Six-Segment Messages Strategy Wheel (1999) as a theoretical framework. The result showed that each strategy uses different creative process, however, and its creative process is congruent with its strategy and buying situation.

In Suvachart's research (2001) entitled, *A Comparative Brand Image Analysis of Domestic versus Foreign Branded Products in Thailand*, the experiment was conducted at four shopping malls in Bangkok. Consumers prefer using foreign brand especially in products care i.e. Amway, Nivea, Olay than domestic branded Jantaraporn body lotion. They considered brand and product characteristics more important than price.

Sirijantanun and Nipanprasas's survey (2000) entitled, *The Effect of Brand Name on Purchase Intention of Thai Women Consumers*, reported that the majority Thai consumers were quality conscious for personal care products. The most important factor for

their consideration of buying body care products was quality of products at 81.9%. The other factors were price at 8.1% and brand name at 7.8% fashion at 0.7% and advertising at 1.5%. Consumers always try many brands of body care because advertising but they will use that brand for a long time or not depending on quality of the product.

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1 Subject

This chapter described the procedures used in this study. The structure of a survey, data analysis and catchy words printed ads in three women magazines were presented. The population of this study consisted of 30 workingmen and workingwomen. Their ages were in the middle 20s up to 40s in Bangkok Metropolitan. They were selected randomly to answer the questionnaire.

#### 3.2. Procedures

The procedures of this research contain nine catchy words of body lotions print advertising from Nivea, six catchy words from Vaseline and seven print ads from Olay body lotions from magazines. The questionnaire design, questionnaire conduction and data analysis are presented.

##### 3.2.1 Data collection

The researcher collected body lotion advertisements from Cosmopolitan, Self, and Company magazines which published from January 2003 to October 2005. Then the researcher divided brands of products and catchy words in advertising. After that the

researcher would analyze writing style of catchy words in the next chapter. All of the catchy words in body lotion print ads are presented in the table shown below:

**TABLE 1 Category of catchy words**

Item	Brand	Advertising Messages
1.	Nivea	Smooth skin, all day, every day
2.	Nivea	Energize your skin's own healthy glow
3.	Nivea	Smooth even shimmering skin. All from a moisturizer
4.	Nivea	Spray yourself soft
5.	Nivea	More power for firmer skin
6.	Nivea	War-Peace. Smooth and improve your skin
7.	Nivea	Work hard – look fit
8.	Nivea	Nivea for men. Cucumber and mad face mask not included
9.	Nivea	Men are thick skinned
10.	Vaseline	Undo the day
11.	Vaseline	Want to help make the bad spots disappear?
12.	Vaseline	Take Vaseline intensive care of yourself
13.	Vaseline	Reduces the appearance of fine lines and wrinkles
14.	Vaseline	Vaseline is touching families everywhere
15.	Vaseline	Hit! 100% pure petroleum jelly
16.	Olay	Introducing Olay body quench body lotion. Now every body can have an Olay body
17.	Olay	Moistrinse in shower body lotion
18.	Olay	Workaholic
19.	Olay	Love the skin your are in
20.	Olay	Introduce your husband to a younger woman
21.	Olay	Wrinkles and pimples. What's next, bifocals and ripped jeans?
22.	Olay	Revitalizing facial care

### 3.2.2 Questionnaire design

In this study, an English questionnaire is selected as an instrument for data collection. The questionnaire can be used as a method to know consumers attitude toward body lotion in print advertising and their influence on purchase decision. The questionnaire consisting of four parts were randomly given to the samples. The first part was the general information of the participants. The second part was consumer behavior on reading magazines and buying body lotions. The third part was attitude towards body lotion advertisement on magazines and the fourth part was attitude towards catchy words in body lotion advertisement.

### 3.2.3 Sample and Sites

The questionnaires were distributed to thirty working employees who worked at All Season Places Building on Wireless Road and CP Tower on Silom Road. Those places were business areas, so people use English everyday such as reading news, sending and receiving fax and e-mail or using English conversations. Therefore, reading English magazine is another choice to entertain those people and also gather information from westerners.

## 3.3 Data Analysis

The researcher analyzed catchy words in body lotion advertisements based on headlines and catchy words techniques, and then analyzed correspondents' reasons and

their attitude towards body lotion products. Most advertisements used short, clear and precise words. Advertising copy always presented products benefits to customer in short precise and clear words as well.

As a result, catchy words are very important to arouse consumers to believe in their products' qualities. Many techniques are used in skin product ads; such as using questions, exclamation and create new word to persuade audiences to buy the products.

## CHAPTER 4

### FINDINGS

In this chapter, the researcher presents the findings and discussion of the catchy words in print ad magazine and their influence on the consumer's attitudes. The presentation begins with personal backgrounds of the respondents, followed by the category of catchy words and their influences on the consumers' attitudes.

#### 4.1 Personal backgrounds of the respondents

Thirty adolescents were selected randomly to fill in questionnaires. All of them were workingmen and workingwomen aged between 25 up to 40's. Personal data was collected in Table 2.

TABLE 2 Personal data of the subjects

Items	Quantity	Percentage
<b>Age</b>		
25 – 30 years	13	43%
31 – 35 years	5	17%
36 – 40 years	4	13%
41 years up	8	27%
<u>Total</u>	30	100%
<b>Education level</b>		
Bachelor's Degree	17	57%

TABLE 2 (continued)

Items	Quantity	Percentage
Graduate Student	2	6%
Master Degree	11	37%
<u>Total</u>	30	100%

As seen in the Table 2 , most respondents are people aged from 25 – 30 years at 43%, aged 31 – 35 years at 17%, aged 36 -40 years at 13% and people aged 40 years up at 27%. About education backgrounds of respondents, 57% had Bachelor Degree, 6% were graduate students and 37% had Master Degree. The results show that 93% read magazines and also read body lotions print ads in magazines. About 73% said that body lotion print ads in magazine persuaded them to buy the products while 27% were not interested in any advertisements in magazines.

#### 4.2 Category of catchy words

The following are lists of catchy words grouped as alliteration, assonance, rhyme, imperative, rhetorical question, repetition, metaphor, personification and phrases as the reference in the review of related literature in Chapter 2. The researcher collected 22 body lotion print ad from Nivea, Vaseline and Olay from Cosmopolitan, Self and Company which published in January 2000 to October 2003 as shown in table 3.

TABLE 3 Category of catchy words and writing styles

Group	Writing style	Catchy words
1.	<i>Alliteration</i>	<p><u>S</u>mooth <u>s</u>kin, all <u>d</u>ay, every <u>d</u>ay</p> <p><u>S</u>mooth even <u>s</u>himmering <u>s</u>kin. All from a moisturizer.</p> <p><u>S</u>pray yourself <u>s</u>oft</p> <p>Undo the <u>d</u>ay</p> <p>Energize your skin's <u>o</u>wn healthy <u>g</u>low</p> <p>More <u>p</u>ower for firmer <u>s</u>kin</p>
2.	<i>Assonance</i>	<p>War – Peace. <u>S</u>mooth and improve <u>y</u>our skin</p> <p>Love the <u>s</u>kin you are <u>i</u>n</p> <p>Wrinkles and pimples. What's next, bifocals and ripped jeans?</p>
3.	<i>Rhyme</i>	<p>More <u>power</u> for firmer <u>skin</u></p> <p>Work hard look fit</p> <p>Love the <u>skin</u> you are <u>in</u></p>
4.	<i>Imperative</i>	<p>Energize your skin's own healthy glow</p> <p>Spray yourself soft</p> <p>Work hard look fit</p> <p>Nivea for men. Cucumber and Mud face mask not included</p> <p>Introducing Olay body, quench body lotion. Now every body can have an Olay body</p> <p>Introduce your husband to a younger woman</p> <p>Undo the day</p> <p>Take Vaseline intensive care of yourself</p> <p>Reduces the appearance of fine lines and wrinkles</p>
5.	<i>Rhetorical question</i>	<p>Wrinkles and pimples. What's next, bifocals and ripped jeans?</p> <p>Want to help make the bad spots disappear?</p>

TABLE 3 (continued)

Group	Writing style	Catchy words
6.	<i>Repetition</i>	Smooth skin, all <u>day</u> , every <u>day</u> Introducing <u>Olay body</u> , quench <u>body</u> lotion. Now every <u>body</u> can have an <u>Olay body</u>
7.	<i>Metaphor</i>	Men are thick skinned
8.	<i>Personification</i>	Vaseline is touching families everywhere
9.	<i>Adjective</i>	Workaholic Hit! 100% pure pretroleum jelly
10.	<i>Noun phrase</i>	Nivea for men. Cucumber and Mud face mask not included Revitalizing facial care Hit! 100% pure pretroleum jelly
11.	<i>Verb phrase</i>	Work hard look fit Moist rinse in shower body lotion

From 22 body lotion pint ads magazines, it can summarize in different writing style of catchy words in percentage as shown in the table 4 below:

Table 4 Frequency of occurrence of writing style of catchy words

Type of catchy words	Frequency of occurrence	
	Number of catchy words	Percentage
Alliteration	4	12%
Assonance	5	14%
Rhyme	3	9%
Imperative	9	26%
Rhetorical question	2	6%
Repetition	2	6%

TABLE 4 (continued)

Type of catchy words	Frequency of occurrence	
	Number of catchy words	Percentage
Metaphor	1	3%
Personification	1	3%
Adjective	2	6%
Noun phrase	3	9%
Verb phrase	2	6%

From the table 4 can summarize in bar chart for the frequency of writing styles of catchy words as follow;

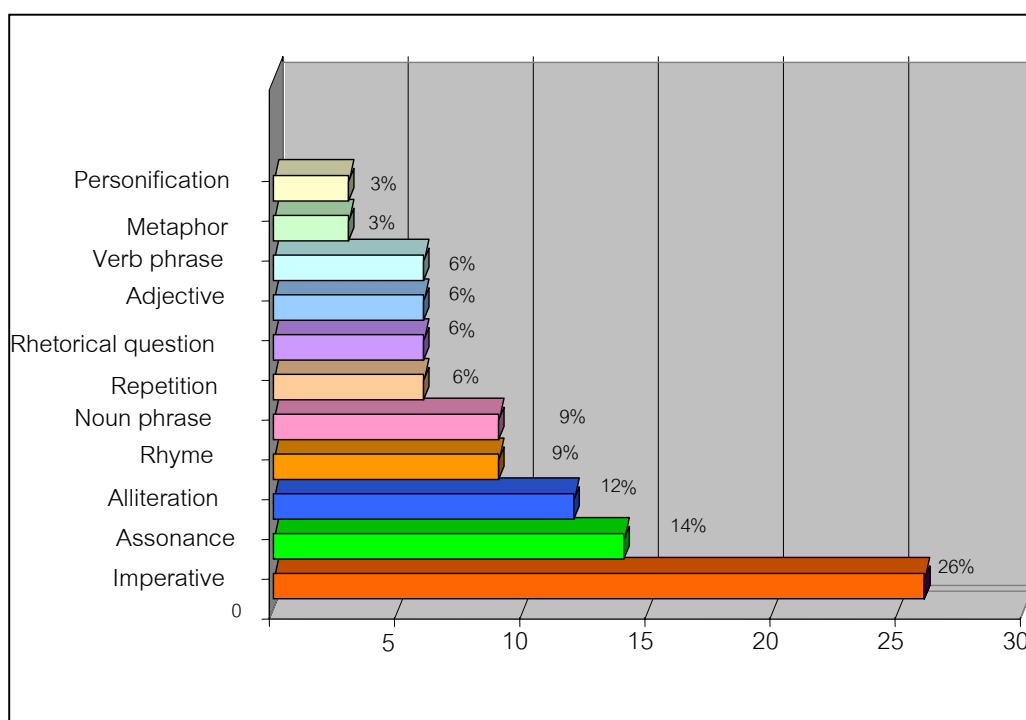


Figure 1 Frequency of catchy words

Figure 1 shows that from 22 catchy words in body lotion print ad, the imperative occurs more frequently than other types amounted to 26%, followed by assonance at 14%, alliteration at 12%, rhyme at 9%, noun phrase at 9%, rhetorical question at 6%, repetition at 6%, adjective at 6%, verb phrase at 6%, metaphor at 3% and personification at 3%.

### 4.3 Memorable catchy words

From the survey, 73% of the respondents remembered catchy words. There were 8 memorable catchy words from 22 advertisings that catch readers' attention. The memorable catchy words are 4 body lotions advertising from Nivea: Smooth skin, all day, every; Work hard, look fit; More power for firmer skin, and Spray yourself soft. 3 body lotions advertising from Olay: Workaholic; Introduce husband to a younger woman, and Olay love the skin you are in. The last catchy word is "Undo the day" from Vaseline ad as shown in the table 5 below.

TABLE 5 Memorable catchy words

Items	Number of audiences remembered catchy words	Percentage
Workaholic	5	25%
Smooth skin, all day, every day	4	19%
Work hard look fit	3	14%
More Power for firmer skin	3	14%
Spray yourself soft	2	10%
Undo the day	2	10%

TABLE 5 (continued)

Items	Number of audiences remembered catchy words	Percentage
Introduce your husband to a younger woman	1	5%
Olay, love the skin you are in	1	5%
Total	21	100%

The above table shows that 25% of the respondents remembered catchy words Workaholic from Olay, at 19% remembered Smooth skin, all day, every day from Nivea, Work hard look fit from Nivea at 14%, More power for firmer skin from Nivea at 14%, Spray yourself soft from Nivea at 10%, Undo the day from Vaseline at 10%, Introduce your husband to a younger woman and another at 5% remembered Olay love the skin you are in from Olay advertisements. However, each catchy word can be divided into several writing styles and also make audiences remember as shown in table 6 below:

TABLE 6 Writing style of memorable catchy words

Item	Catchy words	Writing style
1.	Workaholic	Adjective
2.	Smooth skin, all day, every day	Alliteration, Repetition
3.	Work hard look fit	Rhyme, Imperative, Verb phrase
4.	More Power for firmer skin	Assonance, Rhyme
5.	Spray yourself soft	Alliteration, Imperative
6.	Undo the day	Alliteration, Imperative
7.	Introduce your husband to a younger woman	Imperative
8.	Olay, love the skin you are in	Imperative, Repetition

It is noticeable from the choice of catchy words that are most remembered by consumers were relevant to their attitudes toward themselves such as their working life. Because all subjects were workingmen and workingwomen in Bangkok, they considered themselves workaholic people. Therefore, when they saw the word “Workaholic” for the first time, they immediately remembered this word. Writing short, precise with meaningful words is a good technique to catch the reader’s eyes. Table 5 explains the number of respondents who remember catchy words in percentage and table 6 summarizes the writing style of 8 memorable catchy words that are classified into several groups. There are 5 respondents who remember a single adjective which is 24%. 4.5 respondents remember imperative at 21%, 4 respondents are reminded of alliteration at 19%, 2.5 respondents recall repetition at 12%, 2.5 respondents remember rhyme at 12%, 1.5 respondents remember assonance at 7% and 1 respondent remember verb phrase at 5%. The results can be shown in figure 2 reflecting memorable writing style.

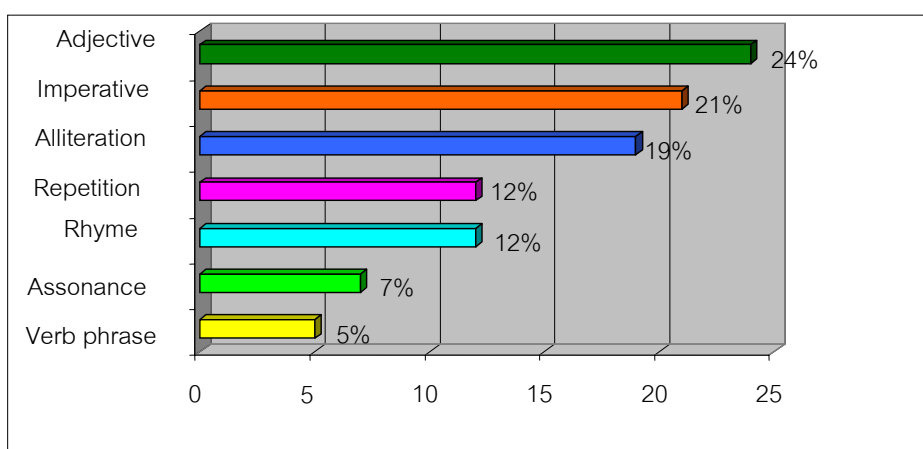


Figure 2 Memorable writing styles

The survey also indicated that 41% of the respondents used body lotions for soft skin, 30% used body lotions for whitening, 26% for healthy skin and 4% of the respondents used body lotions for firming skin. The word “smooth” always sticks to audiences who wanted their skin to be softened. The results are summarized in figure 2 with reasons for using body lotion

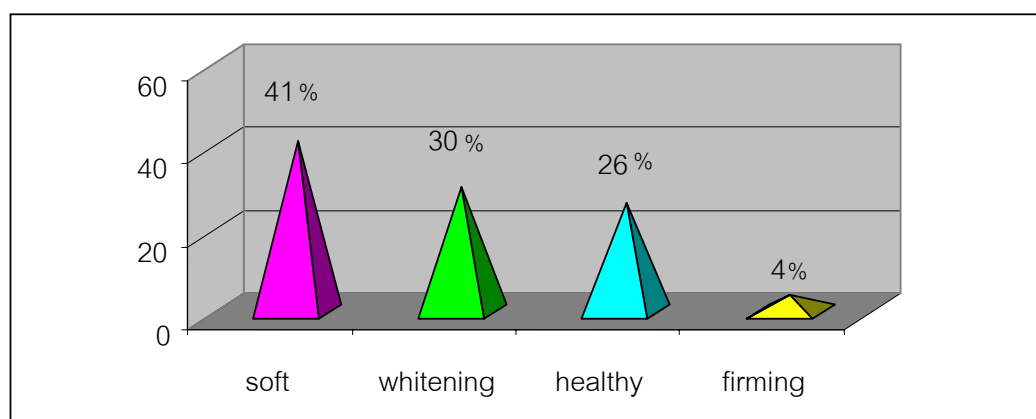


Figure 3 Reason for using body lotions

Three brands of body lotions; Nivea, Vaseline, and Olay print ads in three women magazines were used as a tool in the research. The survey showed that Nivea was quite successful in advertising. 73% of the respondents wanted to see Nivea advertising again, whereas 83% said it was easy to remember, 53% said the advertising is persuasive and 67% said it was different from others. On the other hand, 57% of the respondents would like to recommend Vaseline to others. In contrast, 33% said Olay advertising was very hard to understand.

After the respondents read all advertisings, they had different ideas. Men agreed with Nivea advertising at 60% while all of them indicated that they neither agreed nor disagreed with Vaseline and Olay. In contrast, women quite agreed with these three brands. They believed Nivea would make their skin soft at 56%. They trusted Vaseline would protect their skin at 64% while Olay did not persuade audiences to believe in products after seeing three advertisings. The results can be shown in the figure 3 Men's opinion toward three body lotions brands and figure 4 Women's opinions toward three body lotions brands are presented in the following chart:

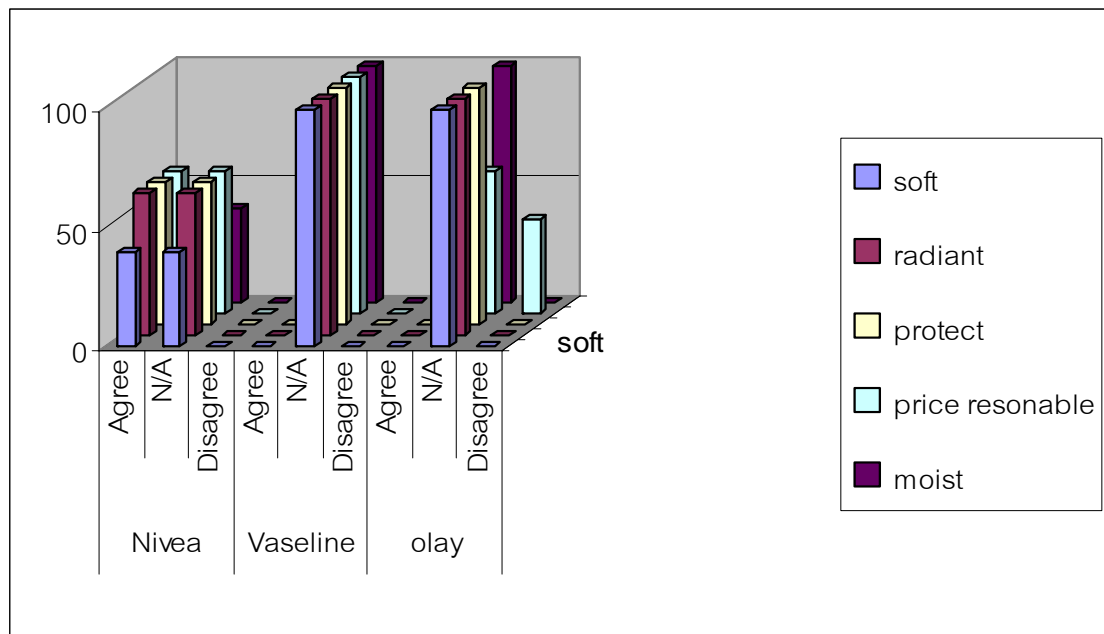


Figure 4 Men's opinions toward three body lotions brands

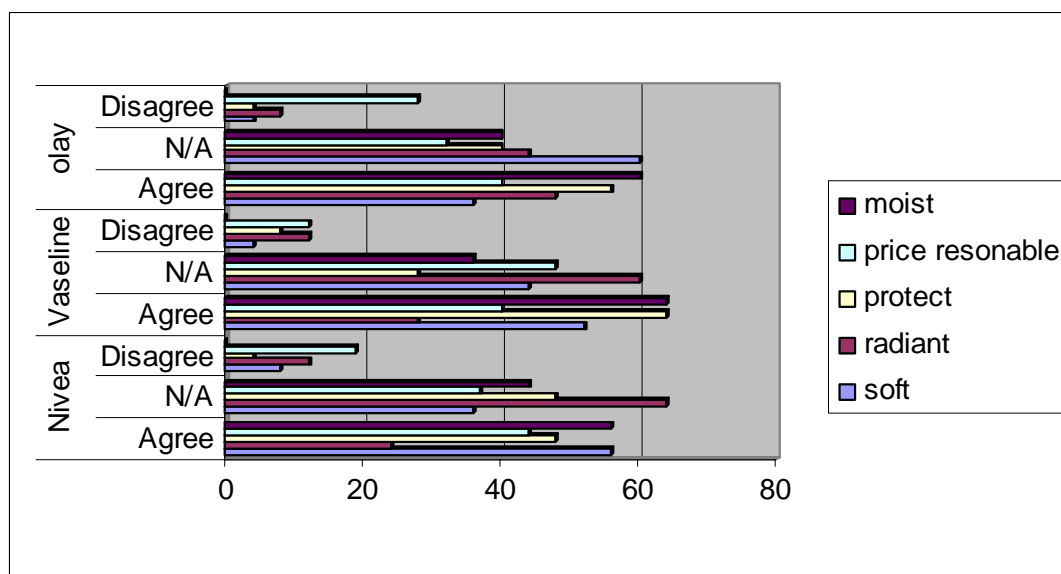


Figure 5 Women's opinions toward three body lotions brands

However, brands of body lotions that respondents always used could be ranked according to the survey. They used Nivea at 32%, 16% used Vaseline and 4 % used Olay. They used Avon at 12%, Mistine 8%, Jergen 8%, Amway 4%, Watson 4%, Cute Press 4%, Neutrogena 4% and Boots 4%. Accordingly, Sirijantanun and Nipanprasas (2000:101) reported that Nivea is the most famous body lotion and followed by Vaseline, Johnson, Citra, and Oil of Olay.

#### 4.4 Factors of print ads in magazines make audiences remember and want to purchase body lotions

Catchy words make ads memorable and also persuade audiences to buy the products. However, there are several factors influencing audiences to purchase body lotions. After the respondents read catchy words in print ad magazines, they were

interested in the products qualities. However, not only did advertising messages arouse audiences to buy the products, but also brands, prices, presenters and recommendation from friends. Words of mouth also influence audiences to buy the products. 50% of the respondents read catchy words and think those are reasonable messages. Then 23% would choose the brand followed by prices at 17% and presenters of products at 10% before making a decision. Respondents also gave their opinions that their financial status, economic and social problems also make them think seriously before purchasing body lotion. It is supported by Kerin, Hartley and Rudelius (2004 : 12) that the environmental factors in a marketing decision, the uncontrollable factors involving social, economic, technological, competitive and regulatory forces i.e. what consumers themselves want and need, the state of the economy are mostly beyond their control.

## CHAPTER 5

### CONCLUSION

In this chapter, the findings are discussed according to the research questions of the study. The conclusions, discussions and recommendations for further study are following:

#### 5.1 Conclusion

The conclusions of the study are presented in relation to the research questions as follows

1. Do catchy words in print ad magazines influence audience attitudes and want to buy body lotions?

The results revealed that 21 respondents from 30 workingmen and workingwomen in Bangkok Metropolitan remember catchy words in body lotion print ads from three women magazines. 77% of the respondents said that catchy words in body lotion print ads persuaded them to purchase the products because advertising messages also inform product qualities. They mostly used body lotions to soften their skin. Catchy words made them remember and want to buy the products.

2. In what ways are consumers attracted by catchy words used in body lotion advertising?

The results show that from 22 advertising messages, there are 8 catchy words amounted to 36% are memorable. Those advertising messages are short and precise.

Audiences remember catchy words because they are meaningful, short, easy to understand and meet consumers' needs.

The results also show that most body lotion advertising messages use imperative at 26%, followed by assonance at 14%, alliteration at 12%, rhyme at 9%, noun phrase at 9%, rhetorical question at 6%, repetition at 6%, adjective at 6%, verb phrase at 6%, metaphor at 3% and personification at 3%.

## 5.2 Discussions

This study aimed to examine catchy words used in body lotions print ads in Cosmopolitan, Self and Company magazines that influenced consumer's attitudes to purchase the products. The results indicated that catchy words in print ads made audiences remember and would like to purchase the products. As producers understand consumers' psychology needs about maintaining their youth or young look, the language of ads and non-verbal communication in magazines also influence them to believe in the beauty concept. Obviously mass media influences audiences female that beautiful women must have soft, fair, and healthy skin. Magazines could be reread several times and they provide information on places to buy, telephone number, website also informed in print ads. Consequently, consumers are easily influenced by catchy words and want to buy body lotion.

However, it's obvious that beauty advertisers try to brainwash the consumers to deny their looks such as they have wrinkles because they are getting old. These motivate them to use the product to look younger. The powers of catchy words are their connotative meaning which can convey sensual attraction and influence people's decisions. For example, "Introduce your husband to a younger woman" (from Oil of Olay), which means that after using Oil of Olay, you will look like a new younger woman to your husband. The concept of beauty reflects Thais' attitudes that white women are considered beautiful. Without knowing, audiences will feel unhappy about themselves and turn to consumerism theme. The concept of consumerism is that advertisers make consumers feel unsatisfied with their appearances and use body lotion everyday to soften their skin and protect fine lines and get rid of wrinkles because advertising always reminds audiences to use body lotions with the use of imperative structure, repetition and many other styles of catchy words to convince audiences in product qualities.

Moreover, catchy words can create impacts on men as well. For example, "Men are thick skinned" (Metaphor - show rhinoceros picture) from Nivea for men. In the past, men who took care of their beauty would be misled as gays. At present, many advertisements aim at gentlemen cosmetics broadcasted in many media. Therefore, men are imposed to be more concerned with their appearances. Kerin, Hartley and Rudelius (2004 : 346-347) also supported that advertising messages are made up of persuasive contents and also combined in the form of an appeal to provide a basic reason for

consumers to act. Although the marketer uses many different types of appeals, common advertising appeals include fear appeals; suggest that consumers can avoid some negative experience through the purchase and use of a product or through a change in behavior. Sex appeals suggest the audience that the product will increase their attractiveness, while the use of humorous appeals implies either directly or more subtly that the products are more fun or exciting than others.

The survey significantly implies that advertisers understand consumers' psychological needs. One observation is that all catchy words are very positive, humorous and friendly. The tone of catchy words is very positive. From the survey, the respondents believed that body lotions made skin soft, firm radiant and can also prevent wrinkles. The subjects of the research were workingmen and workingwomen. Therefore, advertising that involved beauty, appearances and health were important. However, brands are also important. This was supported by Junsri (2000) that the brand was also crucial to make people buy the products because they trusted the brand before considering other factors when they bought the products.

In the mean time, prices, presenters and the spread of power of mouth such as recommendation from friends or relatives considered reliable. Imperative, rhyme, alliteration, assonance, rhetorical question, repetition, adjective and phrase created catchy words and advertising messages outstanding and memorable. Although catchy words in print ad magazines made audiences remember the products, it did not influence all of them

to buy the products after they first saw it. They would consider brand, price, presenter and word of mouth before considering buying any body lotion. Therefore, product producers must create brand through outstanding advertising to make consumers remember the products.

### **5.3 Recommendations**

This study of body lotion print ads was focused on three English magazines. There should be a further study on the language of advertising or a comparative study of product's images or an analysis of consumer's psychological needs.





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## APPENDICES

APPENDIX A

SAMPLES OF BODY LOTION PRINT ADVERTISEMENTS

Nivea body lotion advertisement No.1



Message: Smooth skin, all day, every day

Nivea body lotion advertisement No.2



© 2004  
Beiersdorf

**ENERGIZE** YOUR  
**SKIN'S OWN HEALTHY GLOW.**

**NEW**

New Simply Glowing energizes your skin to a healthy radiance with skin-friendly vitamins, pure apricot essence, light-reflecting pigments and other skin nutrients. Learn more about Nivea's Inspired face care at [www.NIVEAusa.com](http://www.NIVEAusa.com). No other skincare line performs like Nivea because everything Nivea makes is...

INSPIRED BY THE WAY SKIN WORKS. **NIVEA**

NIVEA  
SIMPLY GLOWING

Message: Energize your skin's own healthy glow.

## Nivea body lotion advertisement No. 3



© 2004  
Beiersdorf © 2004

**SMOOTH, EVEN,  
SHIMMERING SKIN.**

**ALL FROM  
A MOISTURIZER.**

Now natural light reflecting pigments give your skin a subtle shimmer for a smooth, flawless look in any light.

[www.NIVEAusa.com](http://www.NIVEAusa.com)

**NIVEA**  
*body*

SILKY  
**SHIMMER**  
LOTION

*Reflection*

200ml / 6.8 fl. oz.  
Natural Balance & Care

Message: Smooth, even shimmering skin. All from a moisturizer.



**SPRAY YOURSELF SOFT.**

**NEW**

A micro-fine mist of lasting moisturizers touches you like nothing else ever has.



BDF/Beiersdorf © 2000

Message: Spray yourself soft

## Nivea body lotion advertisement No. 5

www.NIVEA

**MORE POWER FOR FIRMER SKIN**

NIVEA® body Firming Lotion, your new daily routine for firmer skin. With dual action Co-Enzymes Q10 plus R it not only cares for your skin but has the power to noticeably improve its firmness in just 2 weeks.

**NIVEA**  
body  
Firming Lotion  
— Q10plus  
Body Moisturiser with CoEnzymes Q10 plus R  
EVIDENCE FOR PROVEN FIRMER SKIN

Advanced firming care **NIVEA** body

NIVEA IS PROUD TO WORK WITH RACE FOR LIFE. WHEN YOU RUN, JUST BE THERE. VISIT [www.raceforlife.org](http://www.raceforlife.org) OR CALL 08705 134 314

RACE FOR LIFE  
Charity for Life

Message: More power for firmer skin

Nivea body lotion advertisement No. 6

The advertisement features a man in a black t-shirt holding a silver razor in his right hand and a white bottle of Nivea Men After Shave Balm in his left. The word "WAR" is written in white, handwritten-style text above the razor, and "PEACE" is written below the bottle. The background is a solid blue color. Below the main image, there is a dark blue banner with white and green text. The banner includes the headline "SOOTHE & IMPROVE YOUR SKIN", three bullet points: "SOOTHES without Burning", "REPLENISHES with Vitamins", and "HYDRATES with Advanced Moisturizers". To the right of the text are images of the product packaging: a white bottle and a blue box. The box is labeled "NIVEA FOR MEN MILD NEW AFTER SHAVE BALM" and "Refreshes, Soothes & Moisturizes". The website "www.niveausa.com" is printed at the bottom right of the banner. At the very bottom of the banner, it says "THE REVOLUTIONARY NEW AFTER SHAVE BALM FROM NIVEA FOR MEN".

**WAR**

**PEACE**

**SOOTHE & IMPROVE YOUR SKIN**

**SOOTHES** without Burning  
**REPLENISHES** with Vitamins  
**HYDRATES** with Advanced Moisturizers

**NIVEA FOR MEN MILD NEW AFTER SHAVE BALM**  
Refreshes, Soothes & Moisturizes

www.niveausa.com

THE REVOLUTIONARY NEW AFTER SHAVE BALM FROM NIVEA FOR MEN

Message: War – Peace. Soothe & Improve your skin

Nivea body lotion advertisement No. 7

**WORK HARD.  
LOOK FIT.**

**NEW REVITALIZING LOTION Q10** locks in tired, stressed skin looking fit, firm and healthy

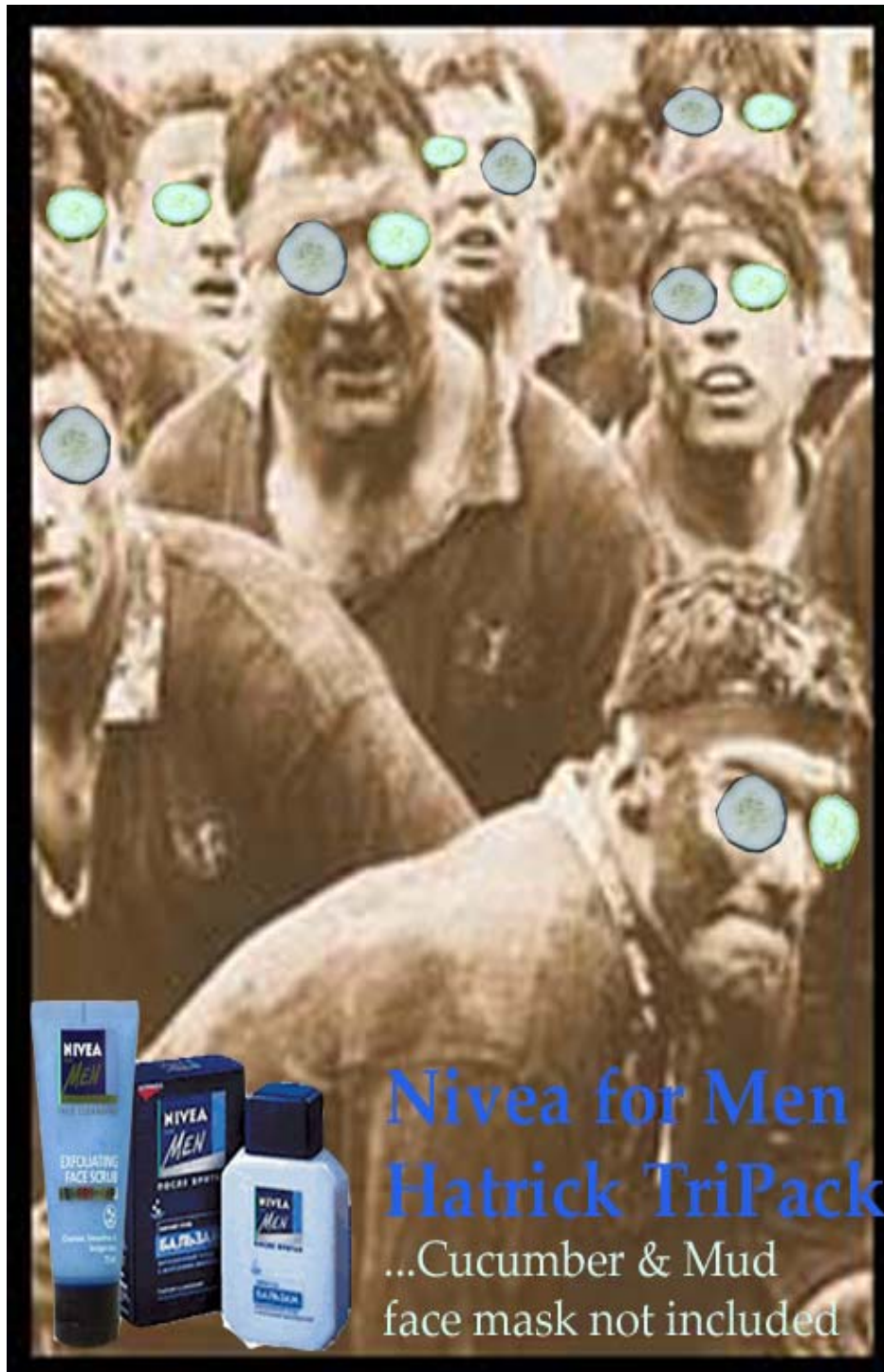
- replenishes skin's own Coenzyme Q10, to maintain skin's clarity & elasticity
- contains SPF 15 and Vitamin E
- Not streaking, lightly fragranced

[www.nivea.com](http://www.nivea.com) More evolved skincare

**NIVEA MEN**

Message: Work hard look fit.

Nivea body lotion advertisement No.8



Message: Nivea for Men, Hatrick TriPack...Cucumber & Mud face mask not included

Nivea body lotion advertisement No.9

## Men are thick skinned



because we need to be.....It's not easy being a man. We need our thicker skin, which is subject to more aggressions like sports, shaving & hormonal Girlfriends.



Vaseline body lotion advertisement No. 1



**UNDO  
THE  
DAY.**

**NEW**  
**Vaseline**  
Intensive Care®  
*Nightly  
Body Renewal*

*Overnight Renewal for  
Healthy, Glowing Skin*  
Vitamins, Grape Seed Extract  
and Soothing Lavender

**Renew your skin  
while you sleep.**

Now you can help your skin renew itself, reversing the dryness from the day with new fast-absorbing Vaseline® Intensive Care® Nightly Body Renewal. Made with a special moisturizing formula for night, it helps skin renew itself after a drying day of hot showers, soap, sun and wind. Use at bedtime to wake up with healthy, radiant skin.

Message: Undo thy day

## Vaseline body lotion advertisement No. 2

Want to help make  
the bad spots disappear?

dry  
uneven  
dull  
itchy

Get more even, radiant skin tone while you moisturize  
in 4 weeks flat. Stick with new Healthy Body Complexion.

**Vaseline**  
Intensive Care

Message: Want to help make the bad spots disappear?

Vaseline body lotion advertisement No. 3

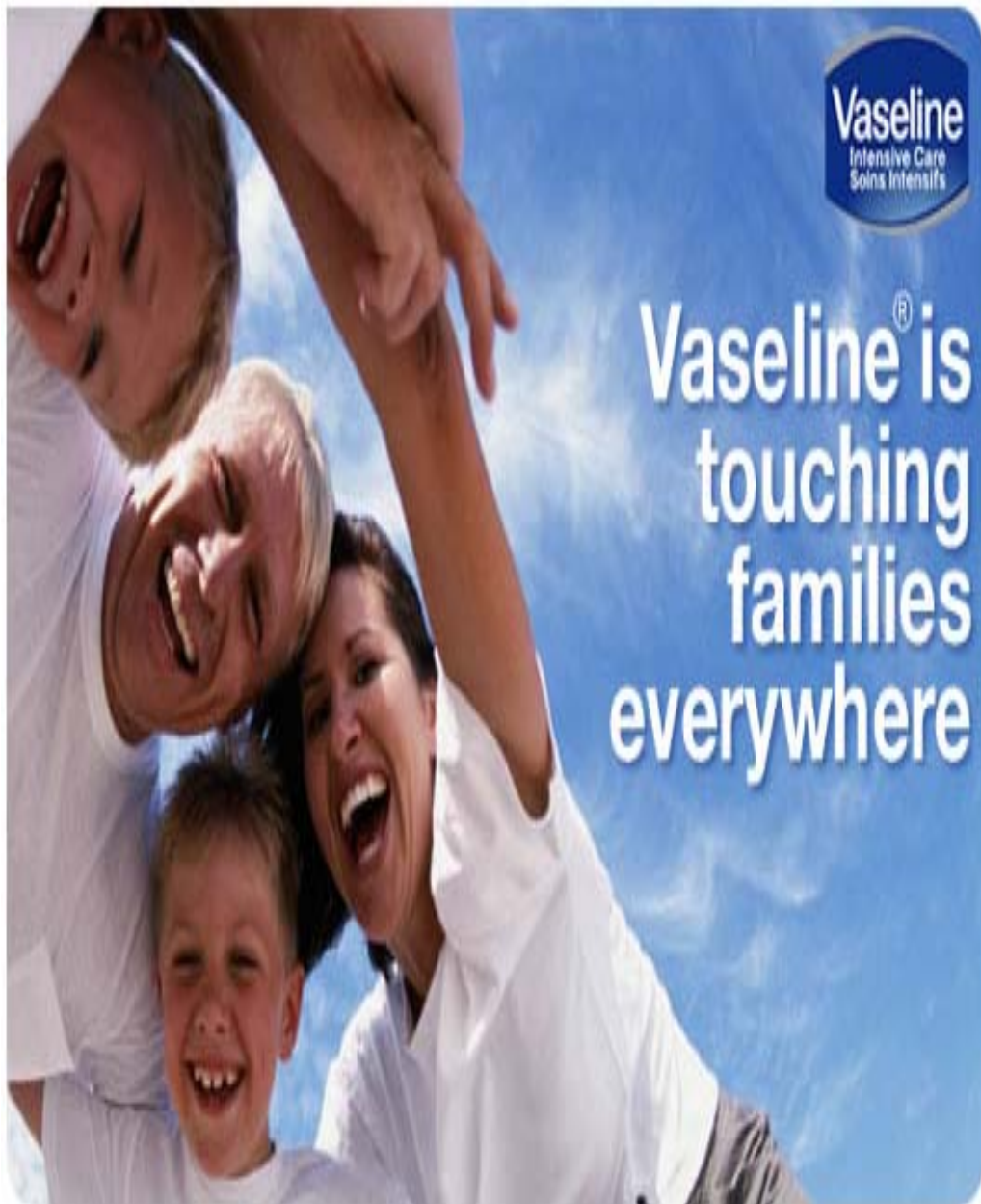


Message: Take Vaseline intensive care of yourself



Message: Reduces the Appearance of Fine Lines and Wrinkles

Vaseline body lotion advertisement No. 5



Message: Vaseline is touching families everywhere

Vaseline body lotion advertisement No. 6



Olay body lotion advertisement No. 1

Introducing **OLAY.**  
body

quench  
Body Lotion

Now Everybody  
Can Have An *Olay Body*

The advertisement features three bottles of Olay Body Quench Body Lotion on the left. The bottles are white with purple accents and labels. The central figure is a woman with exceptionally smooth and glowing skin, sitting on a stool with her legs crossed and arms resting on her knees. She is wearing a white tank top and a dark skirt. To her right is a small table with a vase of purple flowers. The background is a soft, purple gradient.

Message:

Introducing Olay body, quench body lotion, now every body can have An Olay Body



Message: moisturise in shower body lotion

Olay body lotion advertisement No.3

**workaholic**

**total effects**

**OLAY**  
total effects 7x

Working round the clock to help you look young, Olay's Total Effects is the No.1 moisturiser\* to fight 7 signs of ageing.

- fine lines & wrinkles
- age spots
- texture
- tone
- dullness
- dryness
- pores

\*Retail volume sales December 2003.

**OLA**  
love the skin you

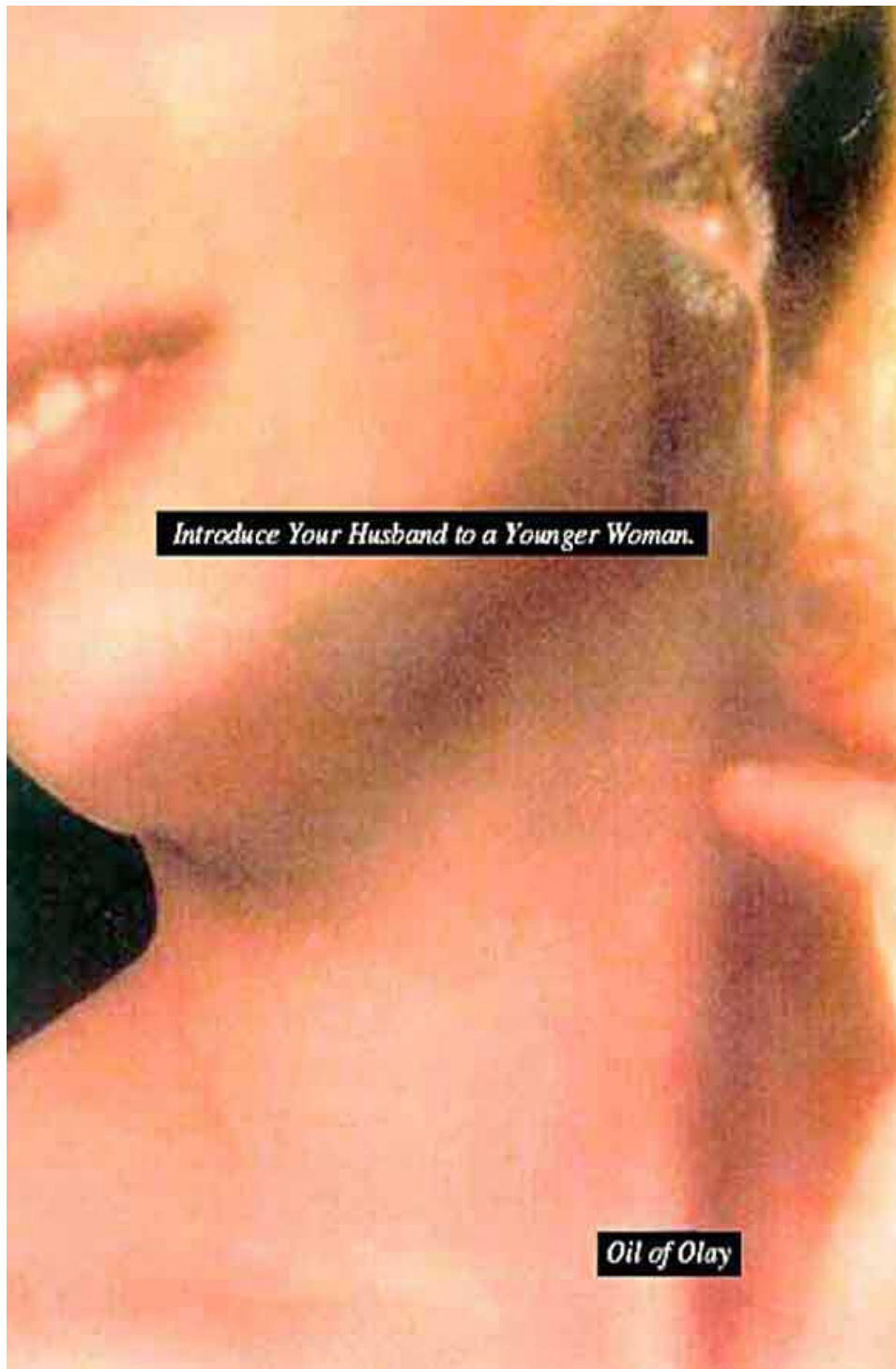
Message: workaholic

Olay body lotion advertisement No. 4



Message: Olay love the skin you are in

Olay body lotion advertisement No. 5



Message: Introduce your husband to a younger woman

Olay body lotion advertisement No. 6

ire

Wrinkles and pimples.  
What's next, bifocals and ripped jeans?

new total effects anti-aging  
anti-blemish moisturizer

Fight wrinkles and pimples with the one-step solution designed to treat both. In fact, with a powerful blend of Vitamin A and salicylic acid, it fights seven signs of aging and blemishes as well as leading department store brands. The perfect remedy for your split-personality skin.

OLAY  
love the skin you're in™

Message: Wrinkles and pimples. What's next, bifocals and ripped jeans?

Olay body lotion advertisement No. 7

# *OIL OF OLAY*

*Revitalizing Facial Care®*

BEFORE



AFTER



APPENDIX B  
QUESTIONNAIRE

## Questionnaire

This questionnaire is prepared by Miss Nunthakarn Tanya, a graduate student studying for her Master's in Business English for International Communication, the Department of Western Languages, Faculty of Humanities, Srinakharinwirot University.

Miss Nunthakarn Tanya is now working for a Master's Project entitled "A Survey of Catchy Words Used in Body Lotion Print Ads in Cosmopolitan, Self and Company Magazines and Their Influence on the Consumers' Attitudes." The purpose of this questionnaire is to explore the readers' attitudes towards catchy words and messages in body lotion advertising and influence them to buy the products. Please follow the directions and answer all questions. Many thanks for your cooperation.

### Part I : General Information

**Directions:** Please mark  at the front of your answer

1. Sex

Male  Female

2. Age

25 - 30 years  31-35 years

36 – 40 years  41 years up

3. Educational level

Bachelor's Degree  Graduate Student

Master's Degree  Ph.D Degree

### Part II : Consumer Behaviors

**Directions:** Please mark  at the answer which reflects your opinions

4. Do you read magazines?

Yes  No

5. What magazines do you read?

- |                                  |                                       |
|----------------------------------|---------------------------------------|
| <input type="checkbox"/> Cleo    | <input type="checkbox"/> Cosmopolitan |
| <input type="checkbox"/> Company | <input type="checkbox"/> Self         |
| <input type="checkbox"/> Vogue   | <input type="checkbox"/> Others.....  |

6. How often do you read these magazines?

- |                                       |  |
|---------------------------------------|--|
| <input type="checkbox"/> Once a week  | <input type="checkbox"/> Twice a week  |
| <input type="checkbox"/> Once a month | <input type="checkbox"/> Twice a month |
| <input type="checkbox"/> Rarely       | <input type="checkbox"/> Others.....   |

7. Do you read body lotion advertisements on the magazines?

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

8. Body lotion advertisements persuade you to buy the product

- |                              |                             |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

9. Which body lotion brand did you buy?

.....

10. Referring to question 8, give your reasons for choosing the brand.

- |   |   |
|---|---|
| <input type="checkbox"/> to whiten skin | <input type="checkbox"/> to make firm skin    |
| <input type="checkbox"/> to soften skin | <input type="checkbox"/> to have healthy skin |

11. Which of the following makes you remember body lotion? (Choose only one answer)

- |   |                                     |
|---|-------------------------------------|
| <input type="checkbox"/> Advertising message    | <input type="checkbox"/> Brand name |
| <input type="checkbox"/> Presenters in Magazine | <input type="checkbox"/> Prices     |

<b>Part III : Attitude towards Body Lotion Advertisement on Magazines</b>
---

Directions: Please mark  at the answer which directs your opinion.

Item	Agree	Neither Agree Nor Disagree	Disagree
11. Print ads magazine motivate you to buy the products			
12. Body lotion ad messages in magazines motivate you to buy the products			
13. Body lotion brand names motivate you to buy the products			
14. Print ads magazine make you remember the products			
15. Advertising messages influence you to purchase the products			

Directions: Please mark  all three brands in the space provided in your answer

Items	Nivea		Vaseline		Olay	
	Yes	No	Yes	No	Yes	No
16. I would like to see it again						
17. It's hard to understand						
18. It's easy to remember						
19. I would like to recommend it to others						
20. It's persuasive						
21. It's hard to believe						
22. It's unique and different from others						

23. Do you remember any catchy words?

.....



33. I would like my body skin to look like the presenters who appear in magazines.

Yes  No

34. I tend to compare my body skin to presenters in magazines.

Yes  No

35. I wish I looked like the presenters in magazines.

Yes  No

36. I believe advertising messages will make me look better.

Yes  No

**Further comments**

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

VITAE

**VITAE**

**Name:** Miss Nunthakarn Tanya

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**Place of Birth:** Bangkok

**Address:** 37, Soi Latkrabang 40, Latkrabang Rd., Bangkok 10520

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Srinakharinwirot University

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