

A STUDY OF THE RELATIONSHIP BETWEEN
COMMUNICATOR RACE, GENDER, AND
THE EFFECTS OF ADVERTISEMENTS

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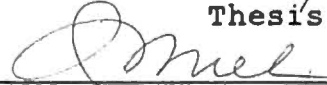
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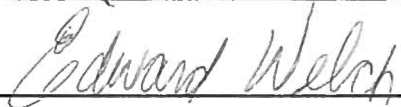
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CHAPTER I

INTRODUCTION

Westernization in Advertising

During the past decades, innovations in forms of communication have led the world to the "international information age." Through computerized media, direct digital telephone, microwave and satellite delivery systems, information can be transmitted instantaneously and realistically from any one place to another hemisphere of the world. However, information is not equally distributed among countries. Due to the fact that advanced communication means are controlled mostly by Western countries, especially the United States, the flow of information tends to be in favor of Western countries. (Fisher, 1987) This one-way flow of information inevitably causes an imbalance of cultural transmission from the media-rich countries, the Western nations, to the media-poor countries, the developing countries. (Hachten, 1987) Nowadays, Western films, music, television programs, and magazines are viewed and heard everywhere. As a result, English has become accepted as an official language in many countries. Fast food and bluejeans are popular among teenagers throughout the world even though they are

relatively expensive. Local media, both print and broadcast, emulate Western media both in style and content. (Fisher, 1987)

In terms of advertising, westernization also is pervasive. The indicators of westernization can be the presence of either Western models, Western settings and artifacts, Western-oriented advertising appeals, or Western languages. (Mueller, 1992) For developing countries, several studies have found an increased use of westernization in advertising. Tanzer (1986) noted that Western stars and musicians are increasingly used in Japanese advertising. Mueller (1987) found that Western values such as individualism and nonconformity were becoming more commonplace in Japanese advertising. Tse, Belk and Zhou (1989) found that magazine advertisements in Hong Kong tended to stress hedonistic values -- fun and gratification -- and American life-styles. Marquez (1975) examined print advertisements from the Philippines, and found that print advertisements in that country appeared to reflect Western culture rather than domestic culture.

A recent study of the effects of international advertising messages in the developing countries by James and Hill (1991) suggested that American products are often perceived as superior to local products. Moreover, standardized commercials which reflect American life styles are likely to be successful in the developing markets. In Japan, Japanese manufacturers prefer using foreign-sounding

brand names because they are supposed to lend a touch of class or prestige to the products. (Burton, 1983) According to Dentsu Incorporated cited in Mueller (1992), many Japanese products are advertised by using Caucasian models to lend a sense of foreignness and to gain prestige.

Statement of the Problem

Basically, the function of an advertisement or a commercial is to communicate, to put across information, or an argument, or an impression, and thus induce in the mind of the reader or viewer a change or reinforcement of positive attitudes toward the product advertised. (Wright, Warner, and Winter, 1971) Nonetheless, whether the use of Western communicators in international advertisements serves such purposes is open to question. While an appropriate communicator is believed to have a significant impact on the effectiveness and persuasiveness of the advertisements and the product advertised, a mismatch between communicators, the product, and target audiences may prompt consumers' resistance to the product, or may be a costly mistake, resulting in a loss of millions of dollars. Given these reasons, it is important that advertisers and marketers understand the customers' attitudes, beliefs, and lifestyles so as to offer an appropriate product via an appropriate communicator to them.

The problem of this study, therefore, is to learn whether racially different communicators in advertising,

particularly in magazine advertisements, promote positive or negative attitudes toward the advertisements and the product advertised. Also, what types of communicators, Western or local, can effectively reach local consumers?

Purposes of the Study

In general, the purpose of this study is to examine whether communicator race and communicator gender are associated positively or negatively with consumers' responses to advertisements. To achieve this purpose, Thailand was selected as the country to study. An experiment was designed to determine the relationship between race and gender of communicators in Thai magazine advertisements, and Thai people's responses to those advertisements. The study also is interested in examining whether this relationship holds true for both Thai male and Thai female consumers. In addition, the relationship between the length of time Thai people have lived in Western surroundings and their perceptions of advertisements employing Western communicators also is examined, since there may be a correlation between these two factors.

Research Questions

Five research questions were examined as follows:

1. Are advertisements and their products which use Western communicators perceived as being more credible to Thai people than advertisements which

- use Thai communicators?
2. Are advertisements and their products which use Western communicators perceived as being more favorable to Thai people than advertisements which use Thai communicators?
 3. Are advertisements and their products which use Western communicators perceived as being more persuasive to Thai people than advertisements which use Thai communicators?
 4. Are advertisements which use Western communicators associated with a greater product awareness than advertisements which use Thai communicators?
 5. Is there a relationship between gender of the consumers and their perceptions of advertising?
 6. Is there a relationship between gender of the communicators in the advertisements and the effects of advertisements?
 7. Is there a relationship between the length of time Thai people have been in the United States and their perceptions of advertisements?
 8. Is there a relationship between gender of the consumers, gender of the communicators, and the effects of advertisements?
 9. Is there a relationship between gender of the consumers, race of the communicators, and the effects of advertisements?
 10. Is there a relationship between the length of stay

in the United States, race of the communicators, and the effects of advertisements?

11. Is there a relationship between gender of the communicators, race of the communicators, and the effects of advertisements?

To answer these research questions, a four-factor experiment was designed by varying race of the communicators, gender of the communicators, gender of the consumers, and the length of time Thai people have been in the United States as independent variables. Four advertisements of a familiar product -- jeans -- each featuring a Western male model, or a Western female model, or a Thai male model, or a Thai female model were selected. A combination of forty-eight Thai students enrolled at Oklahoma City University, and University of Central Oklahoma, were recruited and divided into four groups. Each group was exposed to one of four advertisements. Then, their attitudes toward the advertisements were measured and compared.

Significance of the Study

While the use of Western communicators in Thai magazine advertisements has increased in recent years, research on the value of employing this practice is non-existent. Therefore, this study is significant in these respects:

1. Due to a dearth of research in this area, this study will provide useful guidance for those who

- would like to study this topic in the future.
2. This study will be beneficial both to advertisers and marketers in that it will provide information necessary to select the appropriate communicator for their products and their target audiences.
 3. The results of this study will be of value to the students and teachers in advertising and cross-cultural studies in that the results will provide them a better understanding of the cultural boundaries in communication and the effects of cross-cultural advertising.
 4. This study will enable the author to experience experimental research which will be beneficial to the author's future career in advertising.

Assumptions and Limitations

The major limitations of this study concerned the scope of the study. First, only Thai students enrolled at a university in the United States were recruited and tested. These students were accustomed to Western life-styles and Western advertising. Thus, their attitudes toward advertisements using racially different models might differ from those of Thai students in Thailand.

Second, this study was confined to one group of subjects -- college students. Sear (1986) suggested that there are incongruencies between college students' behavior and the general population's behavior in that students lack

sociopolitic attitudes, and show a general compliance to authority. Therefore, the students might not be representative of the population in general.

Another limitation was based on the stimulus being tested. In this study, only one type of product was examined. Also, advertisements of this product were varied by featuring either Western models or Thai models. Other types of products and other model races might yield different results from those found in this study.

Given these limitations, a comparison of the students' attitudes toward advertisements with racially different models between those of Thai students in Thailand and those of Thai students in the United States is suggested. Replication of the study by utilizing Thai people in general as subjects is also desirable. In addition, various types of products and other models' races should be tested to arrive at more generalizable results.

Organization of the Study

This study begins by examining the background of the problem. Specifically, journals and textbooks regarding global advertising, the types and effects of communicators in advertising, and consumers' perception of advertising will be reviewed in Chapter II. Chapter III presents the research methodology, research hypotheses to be investigated and the experimental design.

In Chapter IV, the findings of the study are presented,

along with the results of statistical analysis.

Finally, Chapter V presents a summary and conclusions of the study, implications for advertisers and marketers, and suggestion for future research.

CHAPTER II

REVIEW OF THE LITERRATURE

This chapter begins with an overview of Western influences in advertising, characterized by a one-way flow of information from Western countries to developing countries, Western influences in Asian advertising, and global advertising. The chapter then addresses the source factors in advertising including characteristics of the communicator and race of the communicator as they relate to consumers' attitudes toward advertisements. Finally, consumer differences in information processing are discussed.

Westernization in Advertising

In this century, worldwide television, communication satellites, high-speed transmission of news and data and other computer and electronic hardware and software have transformed the ways nations and people communicate with one another. (Hachten, 1987) These rapid and wide-ranging innovations have caused the world to shrink in a figurative sense. (Samovar and Porter, 1988) As a result, time and space are no longer communication barriers. Nowadays, world events and other information can be transmitted instantaneously from any place to almost everywhere in the

world.

A One-way Flow of Information

While the benefits of these modern technologies help facilitate international communication, such benefits are not equally available among nations. The fact that most of the world's information delivery systems are dominated by Western countries, especially the United States, results in an imbalance, a one-way flow of information from the West to the less developed countries. (Veil, 1988)

Another aspect of international communication is its role in the diffusion of the mass culture of the West to remote parts of the world. (Hachten, 1987) The bombardment of developing countries by Western culture through Western films, music, television programs, books, magazines, advertising has an impact on local people and local culture.

Fisher proposed that:

Exposure to foreign media can suggest new ideas of self-identity and patterns of behavior for teenagers, women, students, factory workers, even businessmen and executives. Sometimes this aids adaptation to modern life, sometimes it creates severe strains and personal disfunctions. (Fisher, 1987)

In another aspect, Hachten (1987) suggested that the steady flow of Western entertainment has resulted in a love-hate relationship between people around the world and the United States. He proposed that:

The same persons who condemn the pervasive influence of American mass culture embrace things American -- whether in dress, music, entertainment, or life-styles. African intellectuals who castigate America as a cross

commercial influence are likely to be fans of U.S. popular musics and movies, wear jeans, and follow the shifting trends of the American youth culture. (Hachten, 1987)

Western Influences in Asian Advertising

Among Asian countries, westernization in advertising is not new. Marquez (1975) performed a content analysis on Philippines' print advertisements and found that print advertisements in the Philippines appeared to reflect Western culture rather than domestic culture. Chung (1990) examined print advertisements in Korean women magazines published during 1965-1989 and found that the form of Korean advertisements was westernized -- reflecting Western values and life-styles -- over time. He also found that the advertisements of multinational corporations were more westernized than those of local enterprises for the same kinds of products and at the same period of time.

Mueller (1987) found that Western values such as individuality and nonconformity were becoming commonplace in Japanese advertising. Tanzer (1986) and Mueller (1992) found an increased use of Western models in Japanese advertising. Tse, Belk, and Zhou (1989) conducted a longitudinal analysis of advertisements from Hong Kong, the People's Republic of China, and Taiwan, and found that Hong Kong print advertisements tended to stress hedonistic values --fun and gratification -- and American life-styles.

Global Advertising

The principle of global advertising, as examined by Harvard professor Theodore Levitt can be explained this way:

The world is becoming a common marketplace in which people -- no matter where they live -- desire the same products and life styles. Global companies must forget the ideosyncratic differences between countries and cultures and instead concentrate on satisfying universal drives. (Levitt, 1983)

Consistent with Levitt's proposition, several multinational businesses launched standardized marketing campaigns to promote their products the same way in different cultures. Due to the fact that only a few companies benefited from this technique, and many of them sacrificed their reputation and their profit from this approach, the values of this global strategy are still producing disturbing questions for marketers, advertisers, and researchers.

Global Advertising: Advantages and Disadvantages

Advocates of the standardized approach to international advertising suggest several advantages of global advertising that:

- It can lower marketing and advertising costs as a result of reductions in planning and control.
- It helps increase the control over advertising content.
- It helps simplify strategic planning and promotional

campaigns.

- It can consistently promote international brand names and/or brand image.

- It helps introduce the products quickly into various world markets. (Belch and Belch, 1990, Tansey, Hyman, and Zinkhan, 1990)

Tansey, Hyman, and Zinkhan (1990) suggested that given these benefits, multinational businesses are able to compete effectively in foreign countries.

Nonetheless, opponents of the global approach argue that the differences in culture, beliefs, life-styles, tastes, attitudes, and patterns of consumption impede the universal approach. (Belch and Belch, 1990) Hong, Muderrisoglu, and Zinkhan (1987) and Marquez (1975) suggested that advertising that portrays the value of indigenous cultures is more effective than advertising that ignores these values. Marketing products the same way everywhere can scare off consumers, alienate employees, and blind the company to its consumer needs, (Lipman, 1988) and prompt resistance to the product. (Chan, 1989) Examples of consumer differences which bar the success of global advertising include:

- General Foods' Tang failed in France because the French do not drink orange juice for their breakfast.

- The Ronald McDonald promotion of McDonald's fast food failed in Japan because a white face means death to the Japanese.

- Crest initially failed in Mexico when it used its U.S. campaign to sell toothpaste. Mexicans did not believe in or care about the decay prevention benefit nor did scientifically oriented advertising appeal to them. (Kotler, 1991)

- Women's razors could not sell to European women because they did not shave. (Fisher, 1984)

- Camay soap's commercial, featuring a man touching a woman's skin while she bathed, was a disaster in Japan, since the commercial was considered offensive to Japanese cultural norms. (Fannin, 1984)

- Camel cigarette advertising was protested in Thailand because the model in the advertisement pointed his feet toward a temple. (Chan, 1989)

- Parker Pen alienated its local managers when the company insisted on using a single advertisement to market its pen all over the world. The resistance of its local managers resulted from the U.S. company's insistence on what the local advertisements should be, and what advertising agencies should be used.

- McDonalds alienated Puerto Rican residents with Hispanic advertisements imported from New York that looked too Mexican. (Lipman, 1988)

Remedies for Global Advertising

While the effects of the global approach are still inconclusive, most agencies have developed criteria for

deciding whether to apply the standardized approach. First, market development and the competitive environment must be at similar stages from country to country. Second, consumer target markets should be alike. Third, consumers must share the same desires, needs, and uses for the product. (Fannin, 1984)

Given these criteria, companies can adapt their advertising messages at three different levels:

- Use one message around the world by varying only the language, name, and color to avoid local resistance.

For example, Exxon used "Put a tiger in your tank" with minor variations to gain international recognition in many countries. (Kotler, 1991)

- Use an in-between approach "Think global, Act local" by maintaining a worldwide theme but tailoring advertising execution to the local culture. (Fannin, 1984) For example, Coca-Cola commercials created by McCann Erickson worldwide, used the American football hero, Joe Greene, for American commercials, but used the popular Argentine soccer star, Maradona, for commercials in South America, and used Niwat Srisawat, a Thai soccer star, for commercials in Asia. (Fannin, 1984)

- Make a full adaptation of the theme and execute it for a local market. For example, Renault advertised its car differently in different countries. In Germany, Renault emphasized safety and modern engineering, while in Italy it emphasized road handling and acceleration. (Kotler, 1991)

To apply these remedies effectively, foreign business people must drop their ethnocentrism, and try to understand the culture and business practices of their hosts. (Kotler, 1991) Consequently, advertising research on foreign markets should include information regarding demographic characteristics of markets, cultural differences, media usage, consumers' pattern of consumption, and a type of appropriate advertising appeal for the product advertised. (Belch and Belch, 1990)

Source Factors in Advertising

Belch and Belch (1990) defined source in advertising as:

The person who is involved in the communication of a marketing message in either a direct or indirect manner. In a direct manner, source means a spokesperson or endorser who delivers a message and/or demonstrates the product or service, whereas in an indirect manner, source means one who does not actually deliver a message but rather appears as more of a "decorative model" whose role is to draw attention to and/or enhance the appearance of the advertising. (Belch and Belch, 1990)

Four types of sources frequently used in advertising are the celebrity, the expert, the typical consumer, and the company executive officer (CEO). (Stout and Moon, 1990, Atkin and Block, 1983, Fireworker and Friedman, 1977, and Freiden, 1984) The celebrity is an individual known to the public for his/her accomplishment in areas unrelated to the product class endorsed. (Stout and Moon, 1990) The expert is an individual or group possessing knowledge regarding the product class endorsed that is superior to that of ordinary

people. (Stout and Moon, 1990) The typical consumer is an ordinary person who has no special expert knowledge beyond normal use of a product. (Tobin, 1972) The CEO is the president or top executive officer of a company. (Freiden, 1984)

Of all types of communicators utilized in advertisements, the celebrity seems to be the most effective communicator. Stout and Moon (1990) content analyzed print advertisements in four leading magazines published in 1980 and 1990 and found that the celebrity was used in the largest proportion of advertisements for both years, followed by the typical consumer, the CEO, and the expert. The celebrity attracted more attention or was viewed as more credible than the non-celebrity. (Stout and Moon, 1990) The celebrity was associated with a higher favorable product image than was the non-celebrity. (Atkin and Block, 1983) Moreover, regardless of the types of products, the celebrity endorser was the most effective in sustaining brand name recall and recall of the advertisements. (Friedman and Friedman, 1977) When gender of the communicators was manipulated, Freiden (1984) found that gender of the communicators did not significantly affect consumers' attitudes toward the advertisements.

Aside from the types of communicators, the effectiveness of communicators also seems to depend on the types of the product advertised. Freiden (1984) found that, compared to a celebrity and an ordinary consumer, an expert

endorser generated more favorable attitudes toward technical products regardless of the prestigiousness of the media vehicle. Friedman and Friedman (1977) found that expert endorsers were more effective for products associated with high physical, financial, and performance risks, for example, household durable products. Celebrities were more effective for products associated with high psychological and social risks, for example jewelry. Typical consumers are more effective for low-risk products, such as, cookies.

Due to the fact that the types of communicators in advertising can affect consumers' attitudes toward the advertisements and the product advertised, it is important that the advertisers select an appropriate communicator for their advertisement. Considering global advertising, two things pertaining to the selection of communicators are the characteristics of communicators and the race of the communicators.

Communicator Characteristics

Generally, advertisers consider source characteristics based on three criteria: credibility, attractiveness, and power. (Belch and Belch, 1990) However, each criterion involves a different stage in influencing the consumers.

Credibility refers to a communicator's positive characteristics that affect the receiver's acceptance of a message. (Ohanian, 1990) Two elements of credibility are expertise and trustworthiness. Hovland, Janis, and Kelley

(1953) defined expertise as "the extent to which a communicator is perceived to be a source of valid assertion," and trustworthiness as "the degree of confidence in the communicator's intent to communicate the assertions he considers most valid." The examples of applying credibility are an Ultra Pampers print advertisement which stresses its official acceptance by pediatric nurses (Belch and Belch, 1990), and Wendy's fast food television commercials which used its owner as a spokesperson to guarantee the company's commitment to meet consumer needs.

Attractiveness refers to a state in which a source is considered to be attractive to the receiver. (Belch and Belch, 1990) The three elements of attractiveness are familiarity, likeability, and similarity. McQuire (1985) defined familiarity as "knowledge of the source through exposure," likeability as "affection for the source as a result of the source's physical appearance and behavior," and similarity as "a supposed resemblance between the source and receiver." An example of applying familiarity is Pepsi-Cola commercials that utilized Madonna as their presenter. An example of applying similarity can be seen in the advertising utilizing typical consumers. An example of applying likeability is the use of physically attractive models in advertising (Belch and Belch, 1990)

Power refers to a state in which a source may have power that he/she can actually administer through reward and punishment for the receiver. According to this criterion,

consumers are influenced through a process called compliance. (Kelman, 1961) The use of this approach seems to have greater applicability to situations involving personal communication such as personal selling than nonpersonal situation communication such as advertising. An example of applying power is the public service campaigns which used Charles Bronson to command people not to pollute or damage nature parks (Belch and Belch, 1990)

Communicator Race

Numerous studies on the effects of using different racial cues in advertising have focused on the comparison between using black and/or white communicators in promotional materials. However, these studies differ from one another with respect to their dependent measures -- advertising recall, attitudes toward advertising, and purchase intentions.

In terms of advertising recall, Choudhury and Schmid (1974) found that blacks are more likely to recall advertisements which use black models than advertisements which use white models, while whites recalled the advertisements with black model to the same degree as advertisements with white models.

Tolley and Goett (1971) interviewed black and white consumers in both middle and lower classes, and found that their attitudes toward newspaper advertisements were the same for advertisements containing either black or white

models. Schlinger and Plummer (1972) found that whites responded neutrally to advertisements employing black models. Bush, Heir, and Solomon (1979) measured the responses of racially different consumers to racially different models. Their findings suggested that consumers' level of prejudice did not appear to affect responses to advertisements containing white, black or integrated models. They concluded that the presence of racially different models did not alienate the consumers.

For studies regarding the effects of racial cues on consumers' purchase intentions, findings are inconclusive. Solomon, Bush, and Heir (1976) examined sales responses of blacks and whites to point-of-purchase displays using black, white, or integrated models and found that both black and white consumers did not purchase differently when choosing products from point-of-purchase displays featuring racially different models. On the other hand, Whittler (1991) and Whittler and DiMeo (1991) conducted experiments by applying Kelman's identification model and Chaiken's heuristic framework which suggested that viewing an actor of a different race would generate an unfavorable feeling on the part of viewers. They found that high-prejudice whites and high-identification blacks perceived themselves less similar and identified less strongly with racially different models. As a result, whites were less likely to purchase the products, and have less favorable attitudes toward the products and the advertisements featuring blacks, and vice

versa.

In another study, Cohan (1992) examined white consumer responses to Asian models in advertising. She found that for high technology products and those associated with Asian manufacture, white consumers responded more favorably to advertisements with Asian models than those with white models. For products associated with status, advertisements with Asian models, though being perceived positively, achieved less favorable responses than did advertisements with white models. For convenience products, there were no differences in consumer responses to advertisements with racially different models.

In brief, even though these studies produced mixed findings, none of them reported finding consumer negative reactions to racially different models in advertising. While the racial similarity between consumers and communicators in advertising has a beneficial effect, racially different models do not prompt consumer resistance to the advertising or the product advertised.

Consumer Information Processing

Research on consumer information processing suggests that visual components in advertisements may affect the formation of product attributes, beliefs, and attitudes toward the advertisements. (Mitchell, 1986) Also, visual information tends to gain more attention and is processed more easily than verbal information. (Edell and Stallin,

1983) Nonetheless, visual information may serve as a form of distraction as well. Edell and Stallin (1983) found that when consumers viewed an "unframed" picture -- a picture that was not related to the brand name and the product description -- they seemed to be distracted from their task of evaluating the brand presented in the advertisement.

Aside from visual versus verbal information, consumer differences in age and gender can affect their information processing, too. Johnson, Zimmer, and Golden (1987) found that men and women made different inferences about the same visual stimuli. In addition, a female's information processing, relative to a male's, often consists of a more detailed elaboration of specific message content. (Meyer-Levy and Maheswaren, 1991) Freiden (1984) found that the attitude expressed by young consumers toward the advertising differ substantially from those expressed by older consumers. The differences in information processing between young and old adults may have originated from differences in past experience as well as from deficits in cognitive processing. (Gaeth and Heath, 1987)

Summary

The new communication technologies have been praised for their ability to facilitate international communication and transnational businesses. At the same time, modern technology has been blamed for being the channel of domination by Western countries. There are major complaints

against the imbalance or a one-way flow of information in favor of Western countries, and the penetration of Western culture into developing countries via entertainment forms. Nowadays, Western values and life-styles have become commonplace in developing countries.

Consistent with the pervasiveness of the Western culture throughout the world, Harvard Professor Theodore Levitt proposed the idea of "global marketing." This approach is based on the belief that consumers everywhere are becoming homogeneous, and possess the same needs and life-styles. Thus, standardized advertising campaigns could be used effectively in any market. Proponents of this approach pointed out its advantages in lowering marketing costs, increasing product awareness, and simplifying strategic planning. However, opponents of this approach considered cultural and individual differences as barriers to a single standardized campaign. Due to the inconclusive value of this approach, most advertising and marketing agencies developed three remedies for the global approach: first, use one message around the world but change the language, brand name, color to avoid local resistance; second, use a worldwide theme but tailor advertising to local markets; third, make a full adaption of theme and tailor advertising execution to local markets. Moreover, research on domestic culture, and consumer life styles is needed effectively to create sound advertising.

Another important factor related to the effects of

advertising is the selection of an appropriate communicator. Basically, there are four types of communicators used in advertising: the celebrity, the expert, the typical consumer, and the company executive officer. Each of them is appropriate for a specific product. However, among them, the celebrity seems to be the most used, and the most effective communicator. Considering the global approach, two criteria for selecting an appropriate communicator are communicator characteristics and race of the communicator.

Three attributes of communicator characteristics include credibility, attractiveness, and power. These attributes are associated with different stages in convincing the consumers of a message. Two elements of credibility are expertise and trustworthiness. Three elements of attractiveness are familiarity, likeability, and similarity. In terms of race of the communicator, several studies suggest that while racial similarity between consumers and communicators in promotional materials has beneficial effects, racially different communicators do not promote negative responses to the advertising and the product advertised.

Consumer information processing is another factor related to the effects of advertising. Generally, visual information gains more attention than verbal information. The consumers at different age levels and of different genders tend to process information cues differently.

CHAPTER III

METHODOLOGY

This study attempts to determine the relationship between communicator race, communicator gender and the effects of advertisements. It also examines whether such effects hold true for both male and female consumers. In addition, this study is interested in examining whether there is a relationship between the length of time Thai people have lived in Western surroundings and the degree of acceptance of advertising employing Western communicators. This is a four-factor ANOVA design, with the factors being communicator gender, race of the communicators, subject gender, and the length of stay in the United States by the subjects.

Variables

Dependent Variables

The dependent variable in this study is the effect of advertisements. These effects are measured in four categories as follows:

- cognitive effect including the trustworthiness and credibility of the advertising and the product advertised; determined by the consumers' perception of the products and

the advertising as containing valid assertions.

- affective effect including the favorability, attractiveness, and impression of the advertising and the product advertised; determined by the consumers' expressed like or dislike for the advertisements and the products advertised.

- conative effect including the persuasiveness of the advertising and the desirability of the product advertised; determined by the reports of whether the consumers would like to try, purchase, or seek out the product information.

- awareness; determined by consumers' awareness of the product advertised, its brand name, race and number of communicators, and main messages of the advertisements.

Independent Variables

The independent variables in this study are race of the communicators, gender of the communicators, gender of the subjects, and the length of time the subjects have been in the United States.

The types of communicators include Western communicators and Thai communicators. Western communicators mean Caucasian communicators who possess a Western, European appearance. In this study, oriental communicators such as Japanese, Chinese, Korean, etc., are excluded, since they look like Thai people. Thai communicators mean communicators who are typical Thai people, and possess native Thai appearance.

Other independent variables are gender of the communicators and gender of the subjects.

The final independent variable is the length of time the subjects have spent in the United States, which varies according to "short time," "medium time," and "long time." "Short time" means the subjects have been in the United States less than one year. "Medium time" means the subjects have been in the United States one year to three years. "Long time" means the subjects have been in the United States more than three years.

Hypotheses

Five classical null hypotheses for this study have been formulated as follows:

1. Advertisements and their products which use Western communicators are not perceived by Thai people as being more credible than advertisements which use Thai communicators.
2. Advertisements and their products which use Western communicators are not perceived by Thai people as being more favorable than advertisements which use Thai communicators.
3. Advertisements and their products which use Western communicators are not perceived by Thai people as being more persuasive than advertisements which use Thai communicators.
4. Advertisements which use Western communicators are

- not associated with a greater product awareness than advertisements which use Thai communicators.
5. There is no relationship between gender of the consumers and their perceptions of advertising.
 6. There is no relationship between gender of the communicators in the advertisements and the effects of advertisements.
 7. There is no relationship between the length of time the consumers have been in the United States and the effects of advertisements.
 8. There is no relationship between gender of the consumers, gender of the communicators, and the effects of advertisements.
 9. There is no relationship between gender of the consumers, race of the communicators, and the effects of advertisements.
 10. There is no relationship between the length of stay in the United States, race of the communicators, and the effects of advertisements.
 11. There is no relationship between gender of the communicators, race of the communicators, and the effects of advertisements.

Population and Subjects of the Study

The population of this study is Thai people. Due to the fact that it is impossible and inconvenient to study the whole population, only a small portion of them were

selected.

The subjects of this study were a combination of 48 Thai students enrolled at Oklahoma City University and University of Central Oklahoma. The subjects were selected as a convenience sample. They were divided into four groups --two control groups and two treatment groups. Each group consisted of 6 male students and 6 female students.

Stimuli of the Study

The stimuli in this study are four advertisements of one type of familiar product -- jeans. This product was selected based on several criteria: it is advertised in several national magazines, it possesses comparable appeal, it is purchased by both male and female subjects, and all of them are advertisements of identical product. The brand names of the jeans selected for this study were Wrangler, Levi, Puma, and Textwood. The Wrangler advertisement used a Western male model, and the Levi advertisement used a Thai male model. The Puma advertisement and the Textwood advertisement used a Western female model and a Thai female model, respectively. All advertisements were converted to slides for presentation in the study.

Pretests

In this study, two pretests were undertaken. The first pretest was conducted to assure that the stimulus of the study -- four advertisements of jeans -- possessed

comparable appeal and informativeness. The second pretest attempted to assure that the questionnaire was understandable and measured what it intended to measure, and to determine the appropriate length of time the subjects should be exposed to the stimuli.

For the first pretest, four Oklahoma State University students were exposed to four pre-selected advertisements which varied by race and gender of the communicators. After that, they were asked to evaluate the advertisements based on the advertisements' level of informativeness and the appeal used. To determine the level of informativeness of advertisements, the Resnik and Stern information classification system was utilized. (Stern, Krugman, and Resnik, 1981) Participants evaluated how many informational cues each advertisement had based on fourteen categories of information as follows:

1. Price-value. What does the product cost? What is its value-retention capability?
2. Quality. What are the product's characteristics that distinguish it from competing products based on an objective evaluation of workmanship, engineering, durability, excellence of materials, structural superiority, attention to details or specific services?
3. Performance. What does the product do and how well does it do relative to other products?
4. Components or contents. What is the product

- composed of? What ingredients does it contain?
5. Availability. Where and when is the product available for purchase?
 6. Special offers. What limited-time nonprice deals are available with a particular purchase?
 7. Taste. Is evidence presented that the taste of a particular product is perceived as superior in taste by a sample of potential consumers?
 8. Nutrition. Are specific data given concerning the nutritional content of a particular product?
 9. Packaging or shape. What package is the product available in which makes it more desirable than alternatives?
 10. Guarantees and warranties. What postpurchase assurances accompany the product?
 11. Safety. What safety features are available on a particular product compared to alternative choices?
 12. Independent research. Are results of research gathered by an "independent" research firm company?
 13. Company research. Are data gathered by a company to compare its product with a competitor's presented?
 14. New ideas. Is a totally new concept and its advantages introduced during the commercial?

To determine whether the advertisements possessed a comparable appeal, the students were asked to evaluate whether the advertisements used emotional appeals or

rational appeals. The advertisements were considered emotional if their messages appealed to psychological rather than utility needs -- needs for love and need to be loved, to be regarded as successful, to be considered important by others, and other similar motivations. (Jiramongkhollarp, 1990) The advertisements were considered rational if they appealed to the consumer's practical utility. Their messages consist of information and arguments that present a logical, reasonable case for buying a product. (Jiramongkhollarp, 1990)

After evaluating the level of informativeness and the appeal used in the advertisements, the participants were joined in a focus group to discuss other possible factors associated with consumers' attitudes toward the advertisements. These factors included communicator attractiveness, the popularity of the products' brand names, the language used in the advertisements, and the length and amount of information presented in the advertisements.

For the second pretest, eight Oklahoma state University students who did not participate in the first pretest were recruited. They were exposed to all four advertisements in the form of slides, and notified the researcher when they had thoroughly observed each advertisement. After that, they were asked to complete the questionnaire based on their evaluation of one of four pre-selected advertisements. To acknowledge and correct the possible flaws of the questionnaire, the students were to notify the researcher if

they had trouble with clarification and understanding of the questions on the questionnaire.

The results of the first pretest indicated that the pre-selected advertisements were comparable to some extent. Every advertisement utilized an emotional appeal and possessed only one information cue. The advertisement with a Thai male had a special offer cue. The advertisement with a Western male employed a quality cue. The advertisements with a Thai female and a Western female presented a taste cue and an availability cue, respectively.

However, the focus group discussions revealed that these advertisements were comparable only in some components. The brand names of the pre-selected products were considered equal in their popularity.

In terms of the language used, though the advertisement with a Western female used English copy which differed from the rest which used Thai copy, participants did not express any problems with the copy. One area about which the participants expressed concern was the communicator attractiveness. While a Western male, a Thai female, and a Western female were perceived as being equally attractive, a Thai male was perceived as being unattractive. Another factor which made the advertisement with a Thai male different from the others was the lengthy main messages. While the main messages of the other advertisements were limited to only the brand name and the slogan, the advertisement with a Thai male also contained lengthy

messages regarding its special offer. Ironically, the participants who held negative attitudes toward a Thai male model tended to pay no attention to the special offer.

For the second pretest, the eight participants indicated no problems with understanding the questionnaire. The ideal exposure time as determined by the participants was almost equal for the advertisements with a Western male (8 seconds), a Thai female (8 seconds), and a Western female (9 seconds). The longer exposure time required for the advertisement with a Thai male (14 seconds) was due to the lengthy message regarding the special offer.

Based upon the results of the pretests, a slight adjustment was made to the stimuli and the questionnaire. To equate the main messages of the advertisements, any messages other than the slogan and the brand name in the advertisement with a Thai male were deleted. The exposure time of the advertisement also was reduced to 8 seconds.

Due to the fact that the communicators in the advertisements were not comparable in their attractiveness, one scale measuring the consumers' attitude toward the model was added to the questionnaire.

Research Instrument

A questionnaire was used to gather the data in this study. The questions on the questionnaire concerned the credibility of the product and the advertising, the favorability of the product and the advertising, the

persuasiveness of the advertising, and product awareness. The questionnaire used both close-ended and open-ended questions.

Questions 1 - 15 used semantic differential scales to determine the cognitive and affective components of the advertising effects and the product advertised. The fifteen pairs of adjectives came mainly from the scale for measuring celebrity endorsers' perceived expertise, trustworthiness, and attractiveness developed by Ohanian. (Ohanian, 1990)

Question 16 measured the consumers' attitude toward the communicator attractiveness in the advertisement.

The conative effect of the advertisements and the product advertised was determined by the answers to questions 17 - 18. Then, the subjects' awareness of the advertisements and the product advertised was measured through questions 19 - 20 and 22 - 24. Question 21 measured brand name familiarity. Also, questions 25 -28 asked for demographic information such as age, gender, education, and length of stay in the United States. The data obtained from these questions were used as independent variables in the analysis of data.

Due to the fact that subjects' preferences for a specific product may affect the subjects' evaluation on the advertisements, a pretest was performed to obtain the subjects' initial familiarity with the product used in the study. The results were used in the analyses of covariance.

Administration

The subjects were randomly assigned to two control groups and two treatment groups. They were told that they were participating in advertising research to determine the effectiveness of the advertisements. Then, the subjects were asked to complete the pretest question. After the pretest, the subjects were instructed on how to complete the questionnaire. Next, they were exposed to the stimulus--one advertisement in the form of a slide projected on the screen at a time. Each stimulus was shown once for an exposure time of 8 seconds each. Immediately after the presentation, subjects were asked to complete the questionnaire. Each subject worked on the questionnaire at his/her own pace. After finishing the questionnaire, subjects were thanked for their cooperation, and allowed to leave the room.

The copy of the selected advertisements for this study, the pretest of the subjects' familiarity with the product advertised, and the questionnaire are presented in APPENDIX A, APPENDIX C, and APPENDIX D.

Analysis of Data

The responses for all questions on the questionnaire were assigned different numbers. Then, the subjects' answers were coded according to their code numbers. After that the frequency for each code number was summed and converted into mean scores or percentages.

Finally, the data were tabulated and analyzed. the

analyses of covariance, 4-factor ANOVA, and complex chi-square analyses were then applied to examine the findings.

CHAPTER IV

ANALYSIS OF DATA

This study examined the effects of using racially different communicators in Thai magazine advertisements aimed at Thai people. A four-factor ANOVA, using subject gender, communicator gender, communicator race, and subjects' length of stay in the United States as independent variables, was designed to examine the relationship among these variables, their interaction and the effect of the advertisements. Four categories of the effects of the advertisements evaluated in this study included the cognitive effects which involved the credibility of the advertisements and the product advertised, the affective effects which involved the favorability of the advertisements and the product advertised, the conative effects which involved the persuasiveness of the advertisements and the desirability of the product advertised, and the consumers' awareness of the advertisements and the product advertised.

Analyses of variance (ANOVA), analyses of covariance (CONOVA), and chi-square analyses were conducted.

This chapter begins with results of demographic analysis, followed by results of analyses of the effects of the advertisements including the cognitive effects, the

affective effects, the conative effects, and the awareness of the advertisements.

Demographic Analysis

The 48 subjects in this study consisted of a combination of 24 male and 24 female Thai students enrolled at Oklahoma City University, and University of Central Oklahoma. The demographic data about the subjects are presented in Table I.

Age

As depicted in Table I, 68.75 percent of the subjects were between 21-25 years of age (male=27.08 percent, female= 41.67 percent). About 27 percent of the subjects were in the age group 26-30 (male=18.75 percent, female=8.33 percent), and 4.17 percent (male=4.17 percent, female=0 percent) were in the age group 31-35. No students under 20 years of age or over 35 years of age participated in this study.

Education

The majority of the subjects were graduate students (83.33 percent) with an equal proportion of males and females (each=41.67 percent). The English language students accounted for 8.33 percent (male=4.17 percent, female=4.17 percent), whereas the undergraduate students were 6.25 percent of the subjects (male=2.08, female=4.17). The

students with other status accounted for 2.08 percent of the subjects (male=2.08 percent, female=0 percent).

TABLE I
DESCRIPTION OF THE SUBJECTS

CHARACTERISTIC	MALE	FEMALE	TOTAL
<u>Age</u>			
- under 20	-	-	-
- 21-25	13 (27.08%)	20 (41.67%)	33 (68.75%)
- 26-30	9 (18.75%)	4 (08.33%)	13 (27.08%)
- 31-35	2 (04.17%)	-	2 (04.17%)
- over 35	-	-	-
TOTAL	24 (50.00%)	24 (50.00%)	48 (100.00%)
<u>Education</u>			
- ESL student	2 (04.17%)	2 (04.17%)	4 (08.33%)
- undergraduate student	1 (02.08%)	2 (04.17%)	3 (06.25%)
- graduate student	20 (41.67%)	20 (41.67%)	40 (83.33%)
- others	1 (02.08%)	-	1 (02.08%)
TOTAL	24 (50.00%)	24 (50.00%)	48 (100.00%)
<u>Length of stay in the US.</u>			
- less than 1 year	11 (22.92%)	14 (29.17%)	25 (52.08%)
- 1-3 years	7 (14.58%)	10 (20.83%)	17 (35.42%)
- more than 3 years	6 (12.50%)	-	6 (12.50%)
TOTAL	24 (50.00%)	24 (50.00%)	48 (100.00%)

Length of Stay in the United States

The data in Table I indicated that about half of the subjects with a slightly different proportion for males than females have been in the United States less than 1 year (total=52.08 percent, male=22.92 percent, female=29.17 percent). The students who had been in the United States 1-3 years accounted for 35 percent (male=14.58 percent, female=20.83 percent) of the total, while those who had been in the United States more than 3 years accounted for 12.5 percent of the total subjects (male=12.5 percent, female=0 percent).

Analyses of the Effects of the Advertisements

This section began with the individual statistical analyses of 15 evaluative bivariate adjectives. Subsequent analyses grouped the evaluative adjectives into four main categories representing the cognitive and affective effects of the advertisements and the product advertised. These four groups of adjectives were then statistically re-analyzed. After that, the conative effects of the advertisement and the product advertised as determined by the subjects' willingness to seek information regarding the product and their buying intentions are reported. Finally, the subjects' awareness of the advertisement and the product advertised as determined by their recall of the product, its brand name, main messages in the advertisement, the number and the race of the communicator are discussed.

The results of analyses of variance and analyses of covariance of the effects of the advertisements were presented in 9 categories including gender of the subjects (GS), length of time being in the United States (TI), gender of the communicator (GC), race of the communicator (RC), the interaction of gender of the subjects and gender of the communicators (GS*GC), the interaction of gender of the subjects and race of the communicators (GS*RC), the interaction of length of time being in the United States and race of the communicators (TI*RC), the interaction of gender of the communicators and race of the communicators (GC*RC), and the interaction of gender of the subjects, gender of the communicators, and race of the communicators (GS*GC*RC). However, for the complex chi-square analyses, the last category was omitted, since the number in each cell was too small to produce reliable results. In this study, the probability values which do not exceed .050 are considered significant at the 95 percent level of confidence.

Analyses of 15 Evaluative Adjectives

A summary of the probabilities of analyses of variance and analyses of covariance for 15 evaluative adjectives is presented in Table II. For each adjective, the upper number was the probability from the calculation without considering a pretest score, and the lower number presented the probability considering a pretest score as a covariate.

TABLE II.

A SUMMARY OF THE PROBABILITIES FOR THE 15 EVALUATIVE ADJECTIVES
WITHOUT PRETEST SCORES AND WITH PRETEST SCORES

ADJECTIVES	GS	TI	GC	RC	GS*GC	GS*RC	TI*RC	GC*RC	GS*GC*RC
<u>Advertisement</u>									
Believable	.069	.183	.028 *	.721	.701	.466	.287	.712	1.000
	.079	.109	.025 *	.707	.717	.470	.662	.662	.972
Understandable	.540	.130	.062	.714	.258	.718	.706	.709	.554
	.714	.189	.047 *	.752	.207	.753	.707	.801	.708
Informative	1.000	.287	.280	.419	.594	.182	.054	.789	.431
	.741	.200	.341	.456	.690	.202	.089	.886	.573
Reasonable	.202	.369	.526	.109	.340	.516	.857	.050 *	.741
	.407	.182	.388	.077	.239	.568	.599	.021 *	.381
Sophisticated	.542	.707	.109	.176	.387	.541	.705	.164	.534
	.271	.954	.143	.141	.277	.458	.685	.108	.864
Likeable	.256	.104	.014 *	.055	.350	.240	.335	.213	.325
	.246	.109	.014 *	.058	.350	.253	.344	.210	.326
Interesting	.092	.617	.029 *	.014 *	.613	.798	.483	.793	.110
	.043 *	.659	.037 *	.012 *	.511	.722	.507	.710	.197
Persuasive	.197	.861	.003 *	.798	1.000	.610	.369	1.000	.417
	.231	.819	.003 *	.818	.958	.608	.388	.934	.351

TABLE II (Continued)

ADJECTIVES	GS	TI	GC	RC	GS*GC	GS*RC	TI*RC	GC*RC	GS*GC*RC
Contemporary	.702	.208	.005 *	.248	.892	.704	.488	.890	.080
	.661	.187	.006 *	.248	.686	.693	.479	.887	.078
<u>Product</u>									
Believable	.451	.574	.652	.008 *	.457	.873	.362	.874	.439
	.483	.596	.634	.008 *	.468	.884	.369	.912	.456
Understandable	.088	.130	.518	.048 *	.694	.682	.304	.895	.234
	.178	.280	.405	.035 *	.588	.624	.295	.739	.373
Quality	.722	.034 *	1.000	.150	.293	.722	.569	.028 *	.715
	.971	.090	.874	.122	.217	.781	.509	.039 *	.473
Likeable	.874	.097	.635	.635	.877	.083	.163	.158	.637
	.780	.279	.509	.568	.730	.061	.163	.205	.917
Attractive	.629	.072	.143	.468	.467	.634	.160	.002 *	.794
	.770	.102	.122	.445	.522	.609	.158	.003 *	.697
Classy	.646	.128	.164	.646	.645	.880	.940	.645	.659
	.978	.315	.106	.576	.781	.809	.977	.782	.934

* = significant at 95 percent level of confidence.

The upper number presented the probabilities without pretest scores.

The lower number presented the probabilities with pretest scores.

Analyses of Variance. For main effects, As illustrated in Table II, no significant relationship was found between subject gender and any of the 15 evaluative adjectives ($p > .05$). The subjects' length of stay in the United States was related statistically to the evaluative adjectives, product quality ($p < .05$). Communicator gender was related statistically to advertisement believability, advertisement likability, advertisement interest, advertisement persuasiveness, and advertisement contemporary ($p < .05$). Significant relationships also were found between communicator race and advertisement interest, product believability, and product understandableness ($p < .05$).

In general, subjects who had been in the United States 1-3 years considered the product advertised as having higher quality than either those who had been in the United States less than 1 year, or those who had been in the United States more than 3 years (\bar{X} ; $<1\text{yr}=3.24$, $1-3\text{ yrs}=3.88$, $>3\text{yrs}=3.24$). The advertisements with a female communicator were evaluated as being more believable, more likable, more persuasive, more interesting, and more contemporary than the advertisements with a male communicator (\bar{X} ; believability: with male=2.84, with female=3.34; likability: with male=2.84, with female=3.67; persuasiveness: with male 2.54, with female=3.46; interesting: with male=.54, with female=3.29; contemporary: with male=2.87, with female=3.71). The advertisements with a Western communicator were considered more interesting than those

with a Thai communicator (\bar{X} ; Western=3.33, Thai=2.50). However, the product in the advertisements with a Thai communicator was evaluated as being more believable and more understandable than the product the advertisements with a Western communicator (\bar{X} ; believability: Western=3.17, Thai=3.88; understandableness: Western=3.33, Thai=3.96).

For interactive effects shown in Table II, neither the interaction between communicator gender and subject gender nor the interaction between subject gender and communicator race produced a significant relationship with any one of the 15 evaluative adjectives ($p > .05$). The same findings also were true when considering the interaction between the length of stay in the United States and communicator race, and the interaction among subject gender, communicator gender, and communicator race ($p > .05$).

Only the interaction between communicator gender and communicator race produced significant differences in advertisement reasonableness, product quality, and product attractiveness ($p < .05$).

Based on these findings, the advertisement with a Thai female communicator was judged as being the most reasonable advertisement (\bar{X} =3.59), followed by the advertisement with a Western male communicator (\bar{X} =3.00), the advertisement with a Thai male communicator (\bar{X} =2.92), and the advertisement with a Western female communicator (\bar{X} =2.67).

For product quality, the advertisement with a Thai male communicator was perceived as having the highest quality

($\bar{X}=3.92$), followed by the advertisement with a Western female communicator ($\bar{X}=3.59$), the advertisement with a Thai female communicator ($\bar{X}=3.42$), and the advertisement with a Western male communicator ($\bar{X}=3.09$).

Concerning product attractiveness, the advertisement with a Western female communicator was judged as being the most attractive ($\bar{X}=4.00$), followed by the advertisement with a Thai male communicator ($\bar{X}=3.75$), and the advertisement with a Thai female ($\bar{X}=3.25$). The product advertised in the advertisement with a Western male was considered as being neutral ($\bar{X}=2.5$).

Analyses of Covariance. Considering the pretest scores representing the subjects' familiarity with the product, it was apparent that the new findings were almost identical to the original ones. The exceptions were that the pretest scores eliminated the main effect found between the length of stay in the United States and estimates of product quality ($p>.05$), but produced new significant relationships between subject gender and advertisement interest ($p<.05$), and between communicator gender and advertisement understandableness ($p<.05$).

According to the new analyses, Thai females evaluated the advertisements as being more interesting than did Thai males (\bar{X} : Thai female=3.21, Thai male=2.62). The advertisements with a female communicator were judged as being more understandable than those with a male communicator (\bar{X} : with female=3.71, with male=3.08).

The Advertisements' Cognitive Effects

The advertisements' cognitive effects are determined by analyses of variance and analyses of covariance of 5 adjectives -- believable, understandable, informative, reasonable, and sophisticated -- grouped together. The F-ratio and the probabilities from the analyses are presented in Table III.

TABLE III
A SUMMARY OF THE F-RATIO AND THE PROBABILITY OF
THE ADVERTISEMENT'S COGNITIVE EFFECTS

SOURCE	WITHOUT PRETEST		WITH PRETEST	
	F-RATIO	P-VALUE	F-RATIO	P-VALUE
<u>MAIN EFFECTS</u>				
- GS	0.999	0.323	0.157	0.694 -
- TI	3.215	0.050 *	3.951	0.026 *
- GC	0.220	0.641	0.597	0.444
- RC	0.462	0.500	0.738	0.395
<u>INTERACTIVE EFFECTS</u>				
- GS*GC	0.782	0.381	1.471	0.232
- GS*RC	0.786	0.380	0.648	0.425
- TI*RC	0.677	0.513	0.284	0.754
- GC*RC	0.970	0.330	1.831	0.183
- GS*GC*RC	0.433	0.510	0.017	0.896

* = significant at 95 percent level of confidence.

Analysis of Variance. For main effects, the data in Table III indicated that there were no significant relationships between the advertisement's cognitive effects and subject gender ($F=0.999$, $p>.05$), communicator gender ($F=0.220$, $p>.05$), and communicator race ($F=.462$, $p>.05$). However, the length of stay in the United States produced a significant relationship with the advertisement's cognitive effects ($F=.215$, $p=.050$).

The differences in the mean scores of the advertisement's cognitive effects seem to indicate that the subjects who had been in the United States less than 1 year considered the advertisements as more credible than those who had been in the United States 1-3 years, and those who had been in the United States more than 3 years (\bar{X} : >1 year=3.26, 1-3 years= 3.06, <3 years= 2.6).

For interactive effects, as illustrated in Table III, none of the interactions was statistically significant at the 95 percent level of confidence ($p>.05$). These findings suggest that subject gender and communicator gender considered together were not related to the advertisement's perceived credibility. Also the interaction between subject gender and communicator race, the interaction between the length of stay in the United States and communicator race, the interaction between communicator gender and communicator race, and the interaction among subject gender, communicator race, and communicator gender were not associated with the advertisement's perceived credibility.

Analysis of Covariance. After compensating for pretest scores, the new findings revealed that there was a significant main effect only among the different lengths of stay in the United States ($F=3.951$, $p=0.026$).

The Product Advertised's Cognitive Effects

The product advertised's cognitive effects are determined by analyses of variance and analyses of covariance of 3 adjectives -- believable, understandable, and quality -- grouped together. A summary of the F-ratio and the probabilities was presented in Table IV.

TABLE IV

A SUMMARY OF THE F-RATIO AND THE PROBABILITY OF THE PRODUCT ADVERTISED'S COGNITIVE EFFECTS

SOURCE	WITHOUT PRETEST		WITH PRETEST	
	F-RATIO	P-VALUE	F-RATIO	P-VALUE
<u>MAIN EFFECTS</u>				
- GS	1.604	0.212	0.873	0.355
- TI	1.805	0.176	0.987	0.381
- GC	0.141	0.709	0.281	0.599
- RC	6.956	0.011 *	7.683	0.008 *
<u>INTERACTIVE EFFECTS</u>				
- GS*GC	0.138	0.712	0.251	0.619
- GS*RC	0.000	0.995	0.004	0.948
- TI*RC	1.318	0.278	1.327	0.276
- GC*RC	0.826	0.368	0.568	0.455
- GS*GC*RC	0.420	0.521	0.140	0.711

* = significant at 95 percent level of confidence.

Analysis of Variance. For main effects, the ANOVA results as depicted in Table IV revealed a significant main effects for the product advertised's cognitive effects between the two communicator races ($F=6.951$, $p=0.011$). In general, the product advertised by a Thai communicator was perceived as being more credible than the product advertised by a Western communicator (\bar{X} : Thai =3.77, Western=3.11). There was no difference in the perceived credibility of the product advertised between subjects of different gender ($F=1.604$, $p>.05$), between subjects with different lengths of stay in the United States ($F=1.805$, $p>.05$), and between the advertisements with a male or female communicator ($F=0.141$, $p>.05$).

For interactive effects, the data displayed in Table IV indicate that the interactions between subject gender and communicator gender ($F=0.138$, $p>.05$), between subject gender and communicator race ($F=0.000$, $p>.05$), between length of stay in the United States and communicator race ($F=1.318$, $p=0.278$), between communicator gender and communicator race ($F=0.826$, $p>.05$), and the combination of subject gender, communicator gender, and communicator race ($F=0.420$, $p>.05$) did not produce significant differences with respect to the subjects' perceived credibility of the product advertised.

Analysis of Covariance. The use of the pretest scores as a covariate revealed that only differences in communicator race was statistically related to the product's cognitive effects ($F=7.683$, $p<.05$).

The Advertisements' Affective Effects

The advertisements' affective effects are determined by analyses of variance and analyses of covariance of 4 adjectives -- likable, interesting, persuasive, and contemporary -- grouped together. The F-ratio and the probabilities from the analyses were presented in Table V.

TABLE V
A SUMMARY TABLE OF THE F-RATIO AND P-VALUE OF
ADVERTISEMENT'S AFFECTIVE EFFECTS

SOURCE	WITHOUT PRETEST		WITH PRETEST	
	F-RATIO	P-VALUE	F-RATIO	P-VALUE
<u>MAIN EFFECTS</u>				
- GS	2.585	0.115	2.943	0.093
- TI	0.717	0.494	0.679	0.512
- GC	15.747	0.000 *	15.360	0.000 *
- RC	3.930	0.053	3.913	0.054
<u>INTERACTIVE EFFECTS</u>				
- GS*GC	0.201	0.656	0.233	0.631
- GS*RC	0.097	0.757	0.072	0.790
- TI*RC	0.468	0.629	0.457	0.636
- GC*RC	0.209	0.650	0.209	0.650
- GS*GC*RC	4.333	0.044 *	3.998	0.053

* = significant at 95 percent level of confidence.

Analysis of Variance. For main effects, as seen in Table V. communicator gender was statistically related to the advertisement's affective effects (F=15.747, p>.05)

while subject gender ($F=2.585$, $p>.05$), length of stay in the United States ($F=0.717$, $p>.05$), and communicator race ($F=3.930$, $p>.05$) were not. Generally, the subjects perceived the advertisements with a female communicator as more favorable than the advertisements with a male communicator (\bar{X} : with male=2.60, with female=3.41)

For interactive effects, based on the data in Table V, the interactions between subject gender and communicator gender ($F=0.201$, $p>.05$), between subject gender and communicator race ($F=0.097$, $p>.05$), between length of stay in the United States and communicator race ($F=0.488$, $p>.05$), between communicator gender and the communicator race ($F=0.209$, $p>.05$), were not statistically significant.

However, a significant F-ratio 4.333 with a p-value less than .05 was found when considering subject gender, communicator gender, and communicator race together. The differences in the mean scores indicated that male subjects perceived the advertisement with a Western male model and the advertisement with a Thai male model negatively to the same degree ($\bar{X}=2.42$), but perceived the advertisement with a Western female model ($\bar{X}=3.38$) and the advertisement with a Thai female model ($\bar{X}=3.08$) positively. The female subjects had negative attitudes toward the advertisement with a Thai male model ($\bar{X}=2.38$) but had a positive attitude toward the advertisement with a Western male model ($\bar{X}=3.38$), the advertisement with a Western female model ($\bar{X}=3.71$), and the advertisement with a Thai female model ($\bar{X}=3.66$).

Analysis of Covariance. The re-analysis showed that the inclusion of pretest scores eliminated the significant interactive effects of subject gender, communicator gender, and communicator race considered together ($F=3.998, p>.05$).

The Product Advertised's Affective Effects

The product advertised's affective effects are determined by analyses of variance and analyses of covariance of 3 adjectives -- likable, attractive, and classy --grouped together. The F-ratio and the probabilities from the analyses are presented in Table VI.

TABLE VI

A SUMMARY TABLE OF THE F-RATIO AND THE PROBABILITY OF THE ADVERTISED PRODUCT'S AFFECTIVE EFFECTS

SOURCE	WITHOUT PRETEST		WITH PRETEST	
	F-RATIO	P-VALUE	F-RATIO	P-VALUE
<u>MAIN EFFECTS</u>				
- GS	0.203	0.654	0.005	0.944
- TI	3.438	0.041	2.317	0.110
- GC	2.262	0.139	2.910	0.095
- RC	0.467	0.498	0.598	0.443
<u>INTERACTIVE EFFECTS</u>				
- GS*GC	0.211	0.648	0.087	0.769
- GS*RC	1.023	0.317	1.227	0.274
- TI*RC	1.290	0.286	1.188	0.315
- GC*RC	4.602	0.037 *	4.026	0.051
- GS*GC*RC	0.121	0.729	0.001	0.977

* = significant at 95 percent level of confidence.

Analysis of Variance. For main effects, the data in Table VI show that no significant difference in the product's affective effects was found between subject gender ($F=0.203$, $p>.05$), between length of stay in the United States ($F=2.438$, $p>.05$), between communicator gender ($F=2.262$, $p=0.139$), and between communicator race ($F=0.467$, $p=0.498$). The findings seem to indicate that there is no relationship between these variables and the subject's perceived favorability of the product advertised.

For interactive effects, as shown in Table VI, communicator gender and communicator race considered together produced a significant F-ratio 4.602 with the p -value $<.05$ while the interactions between subject gender and communicator gender ($F=0.211$, $p>.05$), between subject gender and communicator race ($F=1.023$, $p>.05$), between length of stay in the United States and communicator race ($F=1.290$, $p>.05$), and the combination of subject gender, communicator gender, and the communicator race ($F=0.121$, $p>.05$) did not.

The difference in the mean scores of the subject's perceived favorability suggest that the product in the advertisement with a Thai female model was considered as the most favorable ($\bar{X}=3.55$), followed by the one presented by a Western female ($\bar{X}=3.47$), and the one presented by a Thai male ($\bar{X}=3.47$). The product advertised by a Western male model was perceived as the least favorable ($\bar{X}=2.85$).

Analysis of Covariance. The new findings after including the pretest scores regarding product familiarity

yielded different results from the original analysis. Communicator gender and communicator race considered together, though originally significant, did not produce a significant F-ratio at the re-analysis ($F=4.026$, $p>.05$).

The Advertisements' Conative Effects: Information Seeking

The advertisements' conative effects: information seeking are determined by complex chi-square analyses. The calculated chi-square and the table chi-square values are reported in Table VII.

TABLE VII

A SUMMARY TABLE OF THE CALCULATED CHI-SQUARE AND THE TABLE CHI-SQUARE OF THE ADVERTISEMENTS' CONATIVE EFFECTS INFORMATION SEEKING

SOURCE	CALCULATED X	TABLE X	DF
<u>MAIN EFFECTS</u>			
- GS	0.88	3.80	1
- TI	1.41	6.00	2
- GC	2.42	3.80	1
- RC	0.09	3.80	1
<u>INTERACTIVE EFFECTS</u>			
- GS*GC	11.17 *	7.80	3
- GS*RC	22.40 *	7.80	3
- TI*RC	2.44	11.10	5
- GC*RC	26.10 *	7.80	3

* significant at 95 percent level of confidence.

Complex Chi-Square Analyses. For main effects, the calculated chi-square values illustrated in Table VII were not larger than the table chi-squares. These findings indicate that, considering each variables separately, there was no relationship between the subjects' intention to seek information regarding the product advertised and subject gender, length of stay in the Unites States, communication gender, and communicator race.

For interactive effects, based on the chi-square values reported in Table VII, there was no significant relationship between the subjects' intention to seek product information and the interactions with length of stay in the United States and communicator race. However, significant, moderate relationships were found when considering the interactions between subject gender and communicator gender ($C=.43$), between subject gender and communicator race ($C=.56$), and between communicator gender and communicator race ($C=.59$). More males reported the intention to seek product information for the advertisement with a male communicator than did females (male=33.33 percent, female 8.33 percent). Likewise, more females reported the intention to seek product information for the advertisement with a female communicator than did males (male=16.67 percent, female= 66.67 percent). The proportion of females who expressed the intention to seek the product information was larger than the proportion of males for both the advertisements with a Western communicator (male=25 percent,

female=41.67 percent) and the advertisements with a Thai communicator (male=25 percent, female=33.33 percent).

The proportion of the subjects who expressed the intent to seek product information was equal for the advertisements with a Western female model and the advertisements with a Thai female (41.67 percent). However, such proportions were higher than that of the advertisements with a Western male (25 percent), and that of the advertisement with a Thai male (16.67 percent).

However, the coefficient of determination revealed that though there was an association between the intent to seek the product information and the interactions of the variables just discussed, the interaction of subject gender and communicator gender explained only 18 percent of the variation in the subjects' intention to seek product information, whereas the interaction of subject gender and communicator race explained 31 percent, and the interaction of communicator gender and communicator race explained 35 percent of such variation.

The Advertisements' Conative Effects:

Buying Intention

The advertisements' conative effects: buying intention are determined by analyses of variance and analyses of covariance of the subjects' intention to buy the product. The F-ratio and the probabilities from the analyses are presented in Table VIII.

TABLE VIII

A SUMMARY OF THE F-RATIO AND THE PROBABILITY OF
THE ADVERTISEMENTS' CONATIVE EFFECTS
: BUYING INTENTION

SOURCES	WITHOUT PRETEST		WITH PRETEST	
	F-RATIO	P-VALUE	F-RATIO	P-VALUE
<u>MAIN EFFECTS</u>				
- GS	0.029	0.866	0.031	0.862
- TI	0.178	0.837	0.191	0.827
- GC	0.727	0.398	0.717	0.402
- RC	0.727	0.398	0.714	0.403
<u>INTERACTIVE EFFECTS</u>				
- GS*GC	1.407	0.242	1.382	0.246
- GS*RC	3.647	0.063	3.597	0.065
- TI*RC	1.322	0.278	1.263	0.294
- GC*RC	0.028	0.867	0.027	0.871
- GS*GC*RC	1.467	0.233	1.364	0.250

* = significant at 95 percent level of confidence.

Analysis of Variance. For main effects, the F-ratios and the P-values depicted in Table VIII seem to indicate that there was no significant difference in the subjects' buying intention as related to subject gender ($F=0.837$, $p>.05$), communicator gender ($F=0.398$, $p>.05$), or communicator race ($F=0.398$, $p>.05$).

For interactive effects, similar to the main effects, there were no statistically significant F-ratios and P-values for the subjects' buying intentions found in any combination of subject gender and communicator gender

($F=0.242$, $p>.05$), subject gender and communicator race ($F=0.063$, $p>.05$), length of stay in the United States and communicator race ($F=0.278$, $p>.05$), communicator gender and communicator race ($F=0.867$, $p>.05$), and subject gender, communicator gender, and communicator race ($F=0.233$, $p>.05$).

Analysis of Covariance. The F-ratios and the P-values of the re-analysis after considering the pretest scores as a covariate indicated no difference from the original analysis, either considered alone or considered together, subject gender, length of stay in the United States, communicator gender, and communicator race were not significantly related to the subjects' buying intentions.

The Awareness of the Advertisements:
the Product Advertised

Table IX presents results of complex chi-square analyses of the subjects' awareness of the products advertised as determined by the subjects' recall of the type of product in the advertisements.

Complex Chi-Square Analyses. For main effects, the complex chi-square values displayed in table IX revealed no significant relationship between the subjects' awareness of the product advertised and either communicator gender or communicator race.

A significant, moderate relationship was found between the subjects' awareness of the product advertised and length

TABLE IX

A SUMMARY TABLE OF THE CALCULATED CHI-SQUARE AND THE TABLE
CHI-SQUARE OF THE SUBJECTS' AWARENESS OF
THE PRODUCT ADVERTISED

SOURCE	CALCULATED X	TABLE X	DF
<u>MAIN EFFECTS</u>			
- GS	4.18 *	3.80	1
- TI	15.51 *	6.00	2
- GC	1.40	3.80	1
- RC	0.16	3.80	1
<u>INTERACTIVE EFFECTS</u>			
- GS*GC	5.84	7.80	3
- GS*RC	4.30	7.80	3
- TI*RC	18.62 *	11.10	5
- GC*RC	1.72	7.80	3

* significant at 95 percent level of confidence.

of stay in the United States ($C=.49$), whereas, a significant, weak relationship was found between the subjects' awareness of the product advertised and subject gender ($C=.29$).

In general, female subjects could recall the product advertised more than male subjects (male 75 percent, female 95.83 percent).

The subjects who had been in the United States less than 1 year could recall the product advertised (96 percent) more than either those who had been in the United States 1-3

years (88.23 percent), or those who had been in the United States more than 3 years (33.33 percent).

The calculated coefficient of determination indicated that only 8 percent of the variation in the subjects' awareness of the product advertised can be attributable to subject gender while length of stay in the United States accounted for 24 percent of such awareness.

For interactive effects, the chi-square values reported in Table IX reveal that when viewed separately, the interactions between subject gender and communicator gender, between subject gender and communicator race, between communicator gender and communicator race were not significantly related to the subjects' awareness of the product advertised. However, there was a significant, moderate relationship between length of stay in the United States and communicator race viewed together and the subjects' awareness of the product advertised ($C=.53$).

The proportion of the subjects who had been in the United States less than 1 year who correctly reported product advertised was larger than the proportion of those who had been in the United States 1-3 years for both the advertisements with a Western communicator (<1yr=100 percent, 1-3yrs=87 percent), and the advertisements with a Thai communicator (<1yr=90.90 percent, 1-3yrs=88.88 percent).

For the subjects who had been in the United States more than 3 years, the product in the advertisements with a Thai

communicator (100 percent) received higher recall scores than the product in the advertisements with a Western communicator (0 percent).

A coefficient of determination at .27 indicated that more than 70 percent of the change in the subjects' awareness of the product can be attributed to something other than length of stay in the United States and communicator race.

The Awareness of the Advertisements:
the Brand Name

Table X reported results of the complex chi-square analyses of the subjects' awareness of the brand name of the product appeared in the advertisements.

Complex Chi-Square Analyses. For main effects, Table X revealed that only the length of stay in the United States and the subjects' awareness of the brand name were moderately related to each other ($C=.54$). The subjects who had been in the United States less than 1 year could recall the product's brand name more than either those who had been in the United States 1-3 years, or those who had been in the United States more than 3 years (<1yr=100 percent, 1-3yrs =88.23 percent, >3yrs=33.33 percent).

For interactive effects, according to Table X, only the interaction of length of stay in the United States and communicator race were moderately associated with the subjects' awareness of the brand name ($C=.57$). The

TABLE X
A SUMMARY OF THE CALCULATED CHI-SQUARE AND THE TABLE
CHI-SQUARE OF THE SUBJECTS' AWARENESS OF THE
BRAND NAME

SOURCE	CALCULATED X	TABLE X	DF
<u>MAIN EFFECTS</u>			
- GS	3.04	3.80	1
- TI	19.92 *	6.00	2
- GC	0.76	3.80	1
- RC	0.00	3.80	1
<u>INTERACTIVE EFFECTS</u>			
- GS*GC	3.80	7.80	3
- GS*RC	3.80	7.80	3
- TI*RC	22.72 *	11.10	5
- GC*RC	0.76	7.80	3

* significant at 95 percent level of confidence.

different lengths of stay and communicator race explained thirty two percent of the variation in the subjects' awareness of the brand name.

For both the advertisements with a Western communicator and the advertisements with a Thai communicator, a higher proportion of those who had been in the United States less than 1 year could recall the product's brand name than those who had been in the United States 1-3 years (Western: <1yr=100 percent, 1-3yrs=87.5 percent; Thai:<1yr=100 percent, 1-3yrs =88.88%). Those who had been in the United

States more than 3 years correctly reported the product's brand name for the advertisements with a Thai communicator to a greater extent than the advertisements with a Western communicator (Thai=100 percent, Western=0 percent).

The Subjects' Awareness of the Advertisements:

Main Messages

Table XI presents results of the complex chi-square analyses of the subjects' awareness of the main messages in the advertisements as determined by the subjects' recall of the slogan or copy that appeared in the advertisements.

TABLE XI

A SUMMARY OF THE CALCULATED CHI-SQUARE AND THE TABLE CHI-SQUARE OF THE SUBJECTS' AWARENESS OF THE MAIN MESSAGES IN THE ADVERTISEMENT

SOURCES	CALCULATED X	TABLE X	DF
<u>MAIN EFFECTS</u>			
- GS	0.00	3.80	1
- TI	6.28 *	6.00	2
- GC	1.34	3.80	1
- RC	0.32	3.80	1
<u>INTERACTIVE EFFECTS</u>			
- GS*GC	5.08	7.80	3
- GS*RC	1.68	7.80	3
- TI*RC	7.86	11.10	5
- GC*RC	3.02	7.80	3

* significant at 95 percent level of confidence.

Complex Chi-Square Annalyses. For main messages, according to the chi-square values displayed in Table IX, there was a significant, weak relationship between the subjects' awareness of the advertisement's main messages and length of stay in the United States ($C=.11$). A coefficient of determination at .01 suggested that the length of stay in the United States was not a good predictor of the subjects' awareness of the advertisement's main messages.

In this study, the subjects who had been in the United States 1-3 years could recall the advertisement's main messages in a higher proportion than those who had been in the United States less than 1 year, and those who had been in the United States more than 3 years (<1yr=48 percent, 1-3yrs=58.82 percent, <3yrs=0 percent).

There was no significant relationship between subject gender, communicator gender, communicator race and the subjects' awareness of the advertisement's main messages considering each factor separately.

For interactive effects, as presented in Table XI, there was no significant relationship between the subjects' awareness of the advertisement's main messages and the interactions of subject gender and communicator gender, subject gender and communicator race, communicator gender and communicator race, length of stay in the United States and communicator race.

The Awareness of the Advertisements:

Number of Communicators

In this study, every subject could recall the number of communicators in the advertisement. There is no difference in their recall. Thus, there was neither a significant main effect nor interaction effect for the subjects' awareness of the number of communicators in the advertisement.

The Awareness of the Advertisements:

Communicator Race

Table XII presents results of the complex chi-square analyses of the subjects' awareness of the communicator race. The results are determined by the proportion of subjects who correctly reported the communicator race.

Complex Chi-Square Analyses. For main effects, Table XII indicates that there were no significant relationships between the subjects' awareness of communicator race and subject gender, length of stay in the United States, communicator gender, and communicator race when each factors was viewed separately.

For interactive effects, similar to the main effects, there were no significant relationships between the subjects' awareness of communicator race and the interactions between subject gender and communicator gender, between subject gender and communicator race, and between communicator gender and communicator race.

TABLE XII

A SUMMARY OF THE CALCULATED CHI-SQUARE AND THE TABLE
CHI-SQUARE OF THE SUBJECTS' AWARENESS OF THE
COMMUNICATOR RACE

SOURCES	CALCULATED X	TABLE X	DF
<u>MAIN EFFECTS</u>			
- GS	1.50	3.80	1
- TI	3.82	6.00	2
- GC	0.16	3.80	1
- RC	0.16	3.80	1
<u>INTERACTIVE EFFECTS</u>			
- GS*GC	3.15	7.80	3
- GS*RC	1.71	7.80	3
- TI*RC	4.51	11.10	5
- GC*RC	1.81	7.80	3
* significant at 95 percent level of confidence.			

Test of Hypotheses

In this study, eleven null hypotheses were formulated. The testing of those hypotheses was as follows:

The first null hypothesis stated that advertisements and their products which use Western communicators are not perceived by Thai people as being more credible than advertisements which use Thai communicators. Findings of the cognitive effects of the advertisements and their product advertised yielded different results. In general the subjects did not consider the advertisements with Western communicators as being more credible than the

advertisements with Thai communicators. However, the product advertised by Thai communicators was perceived as being more credible than the one advertised by Western communicators. Thus, the portion of the first null hypothesis dealing with the product advertised was supported.

The second null hypothesis stated that advertisements and their products which use Western communicators are not perceived by Thai people as being more favorable than advertisements that use Thai communicators. Finding of the affective affects of the advertisements and the product advertised revealed that in general the subjects did not perceive the advertisements and their products with Western communicators as being more favorable than the advertisements and their products with Thai communicators. Thus, the second null hypothesis was supported.

The third null hypothesis stated that advertisements and their products which use a Western communicator are not perceived by Thai people as being more persuasive than advertisements which use a Thai communicator. Finding of the conative effects of the advertisements and their products indicated that regardless of communicator race, the subjects' intentions to seek product information and their buying intentions for the advertisements with Western communicators did not differ from each other. Thus, the third null hypothesis was supported.

The fourth null hypothesis stated that advertisements

which use Western communicators are not associated with a greater product awareness than advertisements which use Thai communicators. Findings of the awareness of the advertisements and their products indicated that, in general, when comparing the advertisements with Western communicators and the advertisements with Thai communicators, the subjects' recall of the product advertised, its brand name, the advertisement's main messages, the number and race of the communicators were not different from each other. Thus, the fourth null hypothesis was supported.

The fifth null hypothesis stated that there is no relationship between gender of the consumers and their perceptions of the advertising. The analysis indicated that, in general, male subjects did not perceive the advertisements and their products as being more credible, more favorable, and more persuasive than did female subjects. Also, regardless of consumer gender, the subjects' recall of the product's brand name, advertising's main messages, the number and race of the communicators was not different from each other. However, female subjects were more likely to recall the product advertised in a higher proportion than were male subjects. Thus, the portion of the fifth null hypothesis dealing with the relationship between subject gender and the awareness of the product advertised was supported.

The sixth null hypothesis stated that there is no

relationship between gender of the communicators in the advertisements and the effects of the advertisements. The analysis of data revealed that, in general, the subjects did not consider the advertisements and their products presented by male communicators as being more credible than those presented by female communicators. The product advertised by male communicators was not perceived as being more favorable and more persuasive than those presented by female communicators. However, the advertisements with male communicators were perceived as being less favorable than the advertisements with female communicators. Thus, the portion of the sixth null hypothesis dealing with the relationship between communicator gender and the advertisements' perceived credibility was supported.

The seventh null hypothesis stated that there is no relationship between the length of stay in the United States and the effects of advertisements. From the analysis of data, the subjects with different length of stay in the United States did not differ from each other in terms of their perceived credibility of the product advertised, their perceived favorability of the advertisements and the product advertised, their buying intentions, their intentions to seek product information, and their recall of communicator race and number of communicators in the advertisements. However, they were different in terms of their perceived credibility of the advertisements, their recall of the product advertised, its brand name, and main messages in the

advertisements. The subjects with a length of stay in the United States less than 1 year tended to perceive the advertisements as being more credible, and recalled the product advertised and its brand name in a higher proportion than those with 1-3 years in the United States, and those with more than 3 years in the United States. Only for the recall of the advertisements' main messages did the subjects with 1-3 years length of stay in the United States do better than those who have been in the United States less than 1 year, and those who have been in the United States more than 3 years. Thus, the portion of the seventh null hypotheses dealing with the relationship between length of stay in the United States and the advertisements' perceived credibility, product recall, brand name recall, and recall of main messages in the advertisements was supported.

The eighth null hypothesis stated that there is no relationship between gender of the consumers, gender of the communicators, and the effects of advertisements. Findings revealed that when considering gender of the subjects and gender of the communicators together, the only area in which the subjects differed was their intentions to seek product information. The subjects tended to seek product information when such a product was presented to them by the communicator of the same sex. Thus, the portion of the eighth null hypothesis dealing with the relationship between communicator gender, consumer gender, taken together, and buying intentions was supported.

The ninth null hypothesis stated that there is no relationship between consumer gender, communicator race, and the effects of advertisements. Similar to the assumption of the seventh null hypothesis, the one area in which the subjects were different was their intentions to seek product information. Regardless of communicator race, females expressed the intentions to seek the product information in a higher proportion than did males. Thus, the portion of the ninth null hypothesis dealing with the relationship between the interaction of consumer gender, communicator race, and buying intention was supported.

The tenth null hypothesis stated that there is no relationship between the length of stay in the United States, race of the communicators, and the effects of advertisements. The analysis of data revealed that considering the length of stay in the United States and communicator race together, the subjects differed from each other in only two areas, their recall of the product advertised and its brand name. For both the advertisements with Western communicators and the advertisements with Thai communicators, the subjects who have been in the United States less than 1 year could recall the product advertised and its brand name in a higher proportion than those who have been in the United States 1-3 years. Those who have been in the United States more than 3 years could recall the product advertised and its brand name in a higher proportion for the advertisements with Thai communicators than for the

advertisements with Western communicators. Thus, the portion of the tenth null hypothesis dealing with the interaction of length of stay in the United States, communicator race, and the recall of the product and its brand name was supported.

The eleventh null hypothesis stated that there is no relationship between gender of the communicators, race of the communicators, and the effects of advertisements. Similar to the assumptions of the seventh and eighth null hypotheses, when considering race and gender of the communicators together, the subjects differed from each other only in their intention to seek product information. The subjects expressed the intention to seek product information of the advertisements with Western female and Thai female in an equal proportion, followed by the advertisement with a Western male, and the advertisement with a Thai male. Thus, the portion of the eleventh null hypothesis dealing with the interaction of communicator gender, communicator race, and buying intention was supported.

CHAPTER V

SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

Summary

The primary purpose of this study was to examine the possible relationship between communicator race, communicator gender, and the effects of advertisements. Additionally, the study also was interested in whether such effects hold true for consumers of different gender, and for consumers with different lengths of stay in Western surroundings. An experiment was designed, and Thailand was selected as the country to study. Forty-eight Thai students enrolled at University of Central Oklahoma, and Oklahoma City University were recruited. The subjects were divided into 4 groups each consisting of 6 males and 6 females. Each group was exposed to, and evaluated either an advertisement featuring a Western male, a Thai male, a Western female, or a Thai female. Their evaluation scores were later compared.

In general, the study found that there was a partial relationship between communicator race and the effects of advertisements at the 95 percent level of confidence. With regard to communicator race, though the subjects did not differ in terms of the perceived credibility of the

advertisements, the perceived favorability, the persuasiveness, and the awareness of the advertisements and their product. They did differ in terms of the perceived credibility of the product advertised. The product advertised by Thai communicators was perceived as being more credible than that advertised by Western communicators.

There was a partial relationship between communicator gender and the effects of advertisements at the 95 percent level of confidence. Regardless of communicator gender, the subjects were not different in terms of the perceived credibility of the advertisements and their products, the perceived favorability of the product advertised, the persuasiveness and the awareness of the advertisements and their products. However, for the perceived favorability of the advertisements, the advertisements with male communicators were perceived as being less favorable than those with female communicators.

There was a partial relationship between consumer gender and the effects of advertisements at the 95 percent level of confidence. Consumer gender was not related to the subjects' perceived credibility, favorability, and the persuasiveness of the advertisements and their products. Furthermore, consumer gender was not associated with the subjects' recall of the product's brand name, advertisement's main messages, communicator race, and number of communicators in the advertisements. However, for the recall of the product advertised, females showed better

recall of the type of product advertised than did males.

There was a partial relationship between length of stay in the United States and the effects of advertisements at 95 percent of confidence. Differences length of stay in the United States were not associated with the perceived credibility and the persuasiveness of the advertisements and their products, the perceived favorability of the advertisements, and the subjects' awareness of communicator race. Nonetheless, different lengths of stay in the United States seemed to be associated with the perceived favorability of the product advertised, the subjects' awareness of the product advertised, its brand name, and the advertisement's main messages. The subjects with shorter length of stay in the United States perceived the advertisements as being more credible, and showed a better recall of the product advertised and its brand name than did those with longer lengths of stay in this country. However, for the recall of the advertisement's main messages, the subjects with a 1-3-year length of stay in the United States did the best, followed by those who have been in the United States less than 1 year, and those who have been in this country more than 3 years.

Partial relationships at the 95 percent level of confidence were also found between the interaction of consumer gender and communicator gender, the interaction of consumer gender and communicator race, the interaction of communicator gender and communicator race, and the effects

of advertisements. These three interactions were not related to any advertisements' effects except for the subjects' intention to seek product information. The subjects expressed a stronger intention to seek product information for the product advertised by a communicator of the same gender as the subjects. Regardless of communicator race, females tended to seek product information in a higher proportion than did males. The proportion of subjects who expressed the intention to seek product information was equal for the advertisement with a Western female and the advertisement with a Thai female, followed by the advertisement with a Western male, and the advertisement with a Thai male.

There was a partial relationship between the interaction of length of stay in the United States, communicator race, and the effects of advertisements at 95 percent level of confidence. The two effects of advertisements that seemed to be associated with this interaction were the awareness of the product advertised and its brand name. The shorter the length of stay in the United States, the better the recall of the product advertised and its brand name.

Conclusions

In recent years, leading companies have taken steps toward internationalization by expanding their operations throughout the world. In entering foreign markets, an

appropriate international marketing and advertising plan is needed. Normally, these companies may select either to use a standardized approach -- marketing and advertising their products the same way everywhere -- or to use a localized approach -- fully or slightly changing advertising and promotional campaigns to match local taste.

In this study, an attempt to examine a relationship between communicator race, communicator gender, and the effects of advertisements was undertaken. The findings of this study provide several useful implications to international marketers and advertisers, and are worth noting.

Generally, for Thai persons, communicator race, communicator gender, consumer gender, and length of stay in the United States, considering each variable separately, are associated with the credibility, favorability, persuasiveness, and awareness of the advertisements and their products only in a certain aspects. Communicator race is associated positively with product credibility. Communicator gender is associated with advertisement favorability. Consumer gender is related to the recall of the product advertised. Length of stay in the United States is related to the product favorability, the recall of the product advertised, and its brand name.

The findings indicated that the product advertised by Western communicators, even though it did not generate negative attitudes, is perceived as being less credible than

the product advertised by Thai communicators. This implies that the advertisers might use racially different communicators in their advertising with safety, though it produced difference in credibility. However, to generate more product credibility, domestic communicators might be more preferable than foreign communicators. When marketers can select between communicators of different gender, female communicators are relatively more effective than male communicators, at least for this product, since in this study the advertisements with female communicators were perceived positively while advertisements with male communicators were perceived as being neutral.

Regarding consumer gender, the study suggests that male and female consumers differ from each other in terms of the awareness of advertisements. Females tended to express better recall of the product advertised than did males. The length of stay in Western surroundings is another variable which is related to the effects of advertisements. The findings indicate that the shorter the length of stay in the United States, the higher the advertisement credibility, and the better recall of the product advertised and its brand name.

The interaction of communicator race and communicator gender, the interaction of consumer gender and communicator gender, the interaction of consumer gender and communicator race, and the interaction of length of stay in the United States and communicator gender, were not related to the

credibility or favorability of the advertisements and their products. However, the first three interactions were associated with the intention to seek product information while the fourth interaction was associated with the recall of the product advertised and its brand name.

Regardless of communicator race, the advertisement with female communicators were the best in eliciting the subjects' intention to seek product information. This finding supports the assumption mentioned above that female communicators tend to be more effective than male communicators. When comparing consumer gender, the subjects' intention to seek product information was greater when the product was advertised by communicators of the same sex as the consumers. However, regardless of communicator race, female subjects expressed the intention to seek the product information in a higher proportion than did male subjects. These findings partially support the previous assumption that it is subject gender not communicator race that was associated with the awareness of the advertisements and their products.

In terms of the interaction of length of stay in Western surroundings and communicator race, the findings suggest that regardless of communicator race, the subjects with the shorter length of stay in the United States had higher recall of the product advertised and its brand name than subjects with a longer length of stay in this country. This finding also supports the assumption that communicator

race was not associated with the awareness of advertisements and their products while length of stay in Western surroundings was.

In summary, it is concluded that racially different communicators do not elicit adverse reactions to the advertisements and their products. However, for the product advertised to be perceived more credibly, domestic communicators might be more preferable than foreign communicators. Female communicators tend to generate a greater degree of advertisement awareness to female consumers than male consumers, and vice versa. Nonetheless, if marketers need to select a communicator based on gender, a female models would do better than a male model. The other factors that the advertisers should consider when preparing an international advertising campaign are consumer gender and length of exposure to Western surroundings, since these two factors also are related to awareness of advertisements.

Recommendations

Though this study provides useful implications to international marketers and advertisers, the findings should be applied with discretion. Since the nature of this study was to examine the relationship between variables, not the causes and effects, it should not be assumed that certain variables affect changes in the other variables. Moreover, the deficiencies of this study in terms of the scope of the

study and threats of experimental design minimize the generalizable results.

Due to the fact that this study was confined to one type of product, one medium, and subjects of one nationality, the results may not be applicable for consumers elsewhere. Additionally, forty-eight students is a relatively small sample, especially when broken into four subgroups. A larger sample size might yield different results from those found in this study.

Another deficiency is the experimental design. It is always arguable that the experimental settings such as a laboratory room, forced-exposure stimuli, time constraints, and the subjects' awareness of the experiment provide different circumstances from those occurring in the natural world. Thus, the findings of the experiment might be less generalizable because of the artificiality of the experimental setting.

Considering these deficiencies, extensions of this study are many. To verify the generalizability, future research might sample Thai people in Thailand, sample consumers from other countries, sample general consumers, study other types of products, and/ or choosing advertising from other media. In addition, a study conducted in natural settings may overcome threats to the experimental design and the artificiality of the experimental setting.

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APPENDIXES

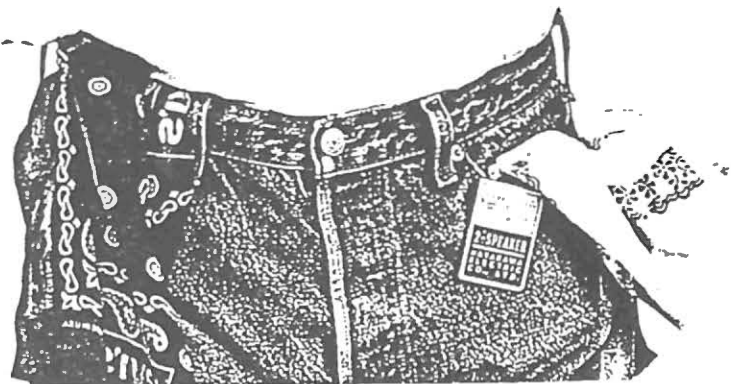
APPENDIX A
THE SELECTED ADVERTISEMENTS
FOR THE STUDY



Wrangler
 CLASSICS
 THE
 TRUE CLASSIC
 MADE IN THE USA
JEAN
 REGULAR FIT

ขนาดตัดขาด มาดแรงแปลอ์

ก็เพราะรู้ใจ...



© 1993 LEVI'S & COMPANY

Levi's
QUALITY NEVER GOES OUT OF STYLE.



It mean
to you on."

PUMA SHOPS - Ground Fl.
1st Fl., The Mall 3 Rom
3rd Fl., Mahabankrong
1st Fl., C.P.Tower, Gro
2nd Fl., The Mall Thon
2nd Fl., The Forum Pate
Ground Fl., Central Wangs
4th Fl., Central Huamark, 2nd
2nd Fl., Times Square, Ground
Ground Fl., Siam Complex, 2
Ground Fl., Kad Suankae, T

AND ALL LEADING DEPARTMENT STORES
SOLE AGENT G.M.PHAI CO., LTD
TEL 255-3114-7

texwood® jeans



texwood® jeans
เท็กซ์วูด ยีนส์



texwood®

APPENDIX B

PRETEST OF THE ADVERTISEMENTS

A STUDY TO DETERMINE THE EFFECTIVENESS OF
OF MAGAZINE ADVERTISEMENTS

This study is a part of a Master's thesis on the effectiveness of magazine advertisements. Your evaluation is of value to the study. The evaluation will take only ten to fifteen minutes to fill out at your own pace.

Rater No. _____

Please put a " " on the space provided before each informational cue if you think the advertisement includes that information.

	Ad1	Ad2	Ad3	Ad4
Price or value	_____	_____	_____	_____
Quality	_____	_____	_____	_____
Performance	_____	_____	_____	_____
Components or contents	_____	_____	_____	_____
Availability	_____	_____	_____	_____
Special offers	_____	_____	_____	_____
Packaging or shape	_____	_____	_____	_____
Guarantees or warranties	_____	_____	_____	_____
Safety	_____	_____	_____	_____
Independent Research	_____	_____	_____	_____
Company sponsored research	_____	_____	_____	_____
New ideas	_____	_____	_____	_____
Taste	_____	_____	_____	_____
Nutrition	_____	_____	_____	_____

Please put a " " on the space provided before the category you think the advertisement uses that appeal.

Emotional appeal	-----	-----	-----	-----
Rational appeal	-----	-----	-----	-----

THANK YOU FOR YOUR COOPERATION

APPENDIX C

**PRETEST OF THE SUBJECTS' FAMILIARITY
WITH THE PRODUCT ADVERTISED**

A STUDY TO DETERMINE THE EFFECTIVENESS OF
MAGAZINE ADVERTISEMENTS

This study is a part of a master's thesis on the effects of using different print advertisements on Thai people. Your response will be of value to the study, and will be held in confidence.

Subject No. _____

Advertisement No. _____

Please indicate your response to the following question by placing a " " on the space provided.

1. How frequently do you wear jeans?

rarely _____:_____:_____:_____:_____ often

APPENDIX D
QUESTIONNAIRE

A STUDY TO DETERMINE THE EFFECTIVENESS OF
MAGAZINE ADVERTISEMENTS

This study is a part of a master's thesis on the effects of using different print advertisements on Thai people. Your response is of value to the study. The questionnaire will take only ten to fifteen minutes to fill out at your pace. Your response will be held in confidence.

Subject No. _____ Advertisement No. _____

Please indicate your feeling about the referent below by placing a " " on the space best describes your feeling.

About the advertisement.

- 1. believable _____:_____:_____:_____:_____ unbelievable
- 2. understandable_____:_____:_____:_____:_____not
understandable
- 3. informative _____:_____:_____:_____:_____ uninformative
- 4. extravagant _____:_____:_____:_____:_____ reasonable
- 5. sophisticated_____:_____:_____:_____:_____unsophisticated
- 6. likeable _____:_____:_____:_____:_____ unlikeable
- 7. uninteresting _____:_____:_____:_____:_____ interesting
- 8. persuasive _____:_____:_____:_____:_____ not persuasive
- 9. old-fashioned _____:_____:_____:_____:_____ contemporary

About the product.

- 10. believable _____:_____:_____:_____:_____ unbelievable
- 11. understandable_____:_____:_____:_____:_____not
understandable
- 12. high quality _____:_____:_____:_____:_____ low quality
- 13. unlikeable _____:_____:_____:_____:_____ likeable

14. attractive _____:_____:_____:_____:_____ unattractive

15. classy _____:_____:_____:_____:_____ not classy

About the model.

16. attractive _____:_____:_____:_____:_____ unattractive

Please answer the following questions.

17. After being exposed to the advertisement, will you seek more information about the product?

_____yes

_____no

18. After being exposed to the advertisement, would you consider buying the product?

_____definitely will buy the product

_____probably will buy the product

_____undecided

_____probably will not buy the product

_____definitely will not buy the product

19. What is the product advertised?

20. What is the brand name of the product advertised?

21. Please indicate your degree of familiarity with the brand name of the product advertised.

familiar _____:_____:_____:_____:_____ unfamiliar

22. What is the message on the advertisement? For example copy or slogan.

23. How many persons are there in the advertisement?

24. What is the race of the communicator?

_____Thai

_____Western

The following are some personal questions, please indicate your response to each of them by placing a " " in the space provided.

25. What is your age?

_____20 and under

_____21 - 25

_____26 - 30

_____31 - 35

_____above 35

26. What is your gender?

_____male

_____female

27. What is your current educational status?

_____ESL student
student

_____undergraduate

_____graduate student

_____other_____

28. How long have you been in the United States?

_____less than one year

_____one year - three years

_____more than three years

THANK YOU FOR YOUR COOPERATION

VITA

Bunjongsek Thanapatcharoen
Candidate for the Degree of
Master of Science

Thesis: A STUDY OF THE RELATIONSHIP BETWEEN
COMMUNICATOR RACE, GENDER, AND THE EFFECTS
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