Move Analysis of Women and Men's Personal Care Product Online Advertisements

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Abstract

This study explores the moves found in online personal care advertisements using genre analysis. The data was comprised of 30 female and 30 male English advertisements, collected from various brand's official websites. A framework of move structures based on promotional discourse was used to identify and compare move structures between the two advertisement groups. The findings suggested that the obligatory moves were similar in both groups, namely *Headlines* move, *Detailing the product or service* move, and *Link button* move, but different in terms of optional moves. *Move 5 Establishing credentials* was found only in women's advertisements and Move 6 Endorsement or testimonials was *Move 6 Endorsements or testimonials* was found in the women's advertisements two times more than that of men's. *Move 2 Targeting the market* frequently occurred in the men's advertisement more than those of women's. Research and pedagogical implications of the study were also discussed.

Keywords: online advertisement, genre, move analysis

Advertising is an efficient communication method utilized by marketing experts to connect with their target audience (Goddard, 2002). It is used to deliver and introduce information or promotional campaigns of company products in order to attract target consumers. To get the consumers' attention, the advertisements should be creatively mixed with persuasive components such as language elements, endorsers, and layout patterns (Sirbu, 2015). Consequently, advertising and language can be used together effectively in order to persuade target audiences.

The creative use of lexical choices in advertising is used to get the reader's attention (Vestergaard & Schrøder, 1985 as cited in Martin, 2002). Moreover, researchers often discover patterns in linguistic usage that reveal creativity in advertisements (Cook, 2008). Nevertheless, the use of lexical creativity can be problematic for inexperienced copywriters, because it can prevent them from effectively competing with global advertisers in their particular discourse community (Kanoksilapatham, 2005). For this reason, the recognition of genre patterns of advertisements can solve this problematic situation. Namely, because such an approach can be a guideline for those inexperience ones to follow and lead them with the suitable lexical choices with the text they encounter.

Genre study has been the focus of linguistic research for decades. Genre study is defined as the examination of linguistic patterns that are typically found in recurrent situations, or events of a particular discourse community with specific communicative purposes (Bhatia, 1997; Swales, 1990). Scholars have studied genre in advertising, especially in the printed medium (Bhatia, 2004; Dayag, 2008; dos Santos, 2002; Feng, 2008; Hashim, 2010; Yuen, 2004; Zhou, 2012). The promotional genre of printed media includes advertisements, promotional letters, and book blurbs, which can be realized in verbal

features, text meanings, and contexts (Bhatia, 2004; Dudley-Evans, 1994).

According to Bhatia (2002), genre is "versatile and dynamic in nature" (p. 6). Today, in the digital era where people can connect to one another via communicative applications on personal computers or mobile devices, online advertisements are especially popular (Nakajima, 2016). In addition, the number of internet users on digital devices is increasing sharply because of its easy accessibility and broader range of uses (Karson & Korgaonkar, 2001; Nielsen, 2009 as cited in Briones et al., 2011). At the same time, advertisements are not only static banners, but also contain multimodal elements such as language and pictures (Cook, 2001; Janoschka, 2004). However, the present study focuses on the static banner advertisements because they provide more explicit texts and pictures than moving and video ones. With the high revenue of internet advertising, the advertisers must advance from traditional advertising to a new digital space. Advertisers have thus created a new genre for advertising in digital media with shared communicative purposes for the same communicative events and settings.

There are a number of research studies on genre analysis and linguistic realization of advertisements, especially concerning print media. These are mainly advertorials (Zhou, 2012), job advertisements (B. Behnam & Behnam, 2012), and print advertisements (Dayag, 2008; Feng, 2008; Hashim, 2010; van der Vliet & Redeker, 2011; Yong & Mei, 2018). However, there have been few studies regarding move structure of online advertisements. Labrador et al., (2014) conducted a study on move of online advertisements in English and Spanish focusing on electronic appliance category. The study employed the corpus of electronic products sold on the internet, extracted from the websites of large retail companies. There were only two moves found in this study. The move structure of online advertisements contained

two main moves: *Identifying the product* move and *Describing the product* move, the latter having two steps: *Describing the objective features*, and *Persuading the potential consumer*. Accordingly, this study will focus on online advertisements in order to discover moves found in personal care product online advertisements.

  With a rise of beauty and health awareness, consumers tend to search for the product or service that best fits their needs. Female consumers have commonly been the target market of general hygiene, hair care, skin care, and makeup products (Biesterbos et al., 2013). However, because of local and global trends, the lifestyles and interests of consumers have changed over time. Male consumers are beginning to pay more attention to their skin's hygiene and appearance, due to overall trends in health and fitness (Khuong & Duyen, 2016). Hence, a significant number of personal care product advertisements have increased in the market, especially facial and body care products (Brand Finance, 2019). At the same time, verbal elements such as use of words, phrases, or sentences, are compiled to provide a message that can manipulate new consumer base's perceptions (Connor & Mauranen, 1999; Kress & van Leeuwen, 2006). As mentioned, online skincare marketing is a relatively new form of advertising, and skincare products are popular among adolescent Thai consumers (Puripunyavanich, 2016). In order to persuade both male and female consumers, the verbal messages in the advertisements should be persuasive in ways that appeal to the needs of both genders. Personal care product advertisements have particular uses for rhetorical move structures and linguistic features (Sawetsiri, 2017). Since online advertising limits space, moving from traditional print ads with a large space to new digital platforms has evolved towards new linguistic genre patterns and layout rearrangement within advertisements. Consequently, advertisers must use specific move structures to fit in

Genre Analysis

Genre is any socially recognizable pattern within written or spoken discourse that people use via their conventionalized knowledge of linguistic resources used in a particular situation (Bhatia, 2014; Hyland, 2003; Swales, 1990).

Genre analysis is the study of linguistic characteristics and patterns in various disciplines, for example, the language patterns emerging in academic communities, professional settings, and institutional contexts (Swales, 1990). The main purpose of genre analysis is to identify the move patterns in sentence structures that are packed with grammatical patterns and lexical features (Flowerdew, 2005; Henry & Roseberry, 2001). The results of these studies show the connection between linguistic fingerprints of genre in specific move structure (Devitt, 2005). Swales (2004) claimed that genre analysis contained a series of moves. The underlying idea is that each communicative pattern has its own rhetorical structure.

There are roughly three fully developed traditions of genre analysis (Bawarshi & Reiff, 2010; Bhatia, 2004; Hyon, 2017). English for Specific Purposes (ESP) focuses on usage within a particular discourse community in order to help non-native speakers of English comprehend their usage. ESP is meant to help students learn rhetorical structures and support design of the pedagogical ESP materials for teachers (Flowerdew & Wan, 2010; Flowerdew, 2012). Australian Systemic Functional Linguistics (SFL) is concerned with a relationship between language forms and functions, in particular situations for primary and secondary school, curriculum mapping, and adult immigrants mastering social functions in context (Bawarshi & Reiff, 2010; Hyon, 2017). The Rhetorical Genre Studies school (RGS) pays attention to teaching writing to novices to comprehend the social functions or actions of genre in new discourse communities (Flowerdew, 2012). This study is based on the ESP tradition because

the focus of this study is on the English language online advertisements for the non-native speakers of English in advertising industry.

Move Analysis

Move analysis is a method of analyzing genre (Chang & Huang, 2015). A "move" is an organized pattern of text that is regularly used by professionals to serve the particular communicative purposes (Bhatia, 2004; Biber et al., 2007). A move is recognized by (a) word choices that text producers employ to emphasize the intended meaning, (b) text patterns that are divided into sets to convey the communicative purposes, and (c) context that make the text relate to a particular community of practice (Bhatia, 2014; Dudley-Evans, 1994; Swales, 2004). Moves vary in length and size, which can be from phrase to paragraph, but they must contain a proposition at the least (Connor & Mauranen, 1999). Bhatia (2004, p.11) suggested that move is "cognitive structure" and context is an essential consideration in realizing the move.

Related Studies

Researchers have conducted studies concerning move analysis of advertisements. To begin with Bhatia's (2005) revision of Bhatia (2004, 1993), the framework used in the present study, he proposed well-known models that are widely used in promotional genre analysis. As a summary, Bhatia's move structure of print advertisements consists ten moves, which we consider in detail in our Method section. Moreover, according to Bhatia, the most important feature in advertisement is "offering a product description" (Bhatia, 1993, 2004, 2005).

According to Teo (2008), the moves in women's skincare products in print advertisements were explored using Kathpalia's (1992) nine-move framework of straight-sale advertisements. Thirty

print advertisements were gathered from four women's magazines published in Malaysia. These advertisements had six moves, namely, *Targeting the market; Justifying the products, Appraising the products, Establishing credentials, Endorsements or testimonials, and Urging actions.* The significant moves found in the print advertisements were *Move 3 Appraising the products* and *Move 4 Establishing credentials*.

Nugroho (2009) conducted a study a structure of an Elizabeth Arden print advertisement for *Intervene*, a moisturizing cream, using Cheong's (2004) generic structure of advertisement framework. Results showed that the advertisement contained seven generic structures: *Locus of Attention*, *Complement of Locus of Attention*, *Announcement*, *Enhancer*, *Tag*, *Emblem*, and *Call-and-Visit Information*.

Hashim (2010) did a move analysis in five print advertisements in Malaysia. Bhatia's (1993) framework of sale promotion letters was adopted in the investigation. Results revealed that there were four moves, which are *Establishing credentials, Introducing the offer, Offering incentives, and Soliciting responses*.

In terms of online advertisements, a few relevant studies were found. To begin with, Fortanet, Palmer, and Posteguillo (1999) explored specific characteristics of internet advertising using 20 banner advertisements found in web pages. The results showed that the most online ads contained short texts. The reduction of text length is compensated by using punctuation marks, images, and http linkers.

Labrador et al. (2014) conducted a study on move of online advertisements in English and Spanish. The study utilized the corpus of electronic products extracted from the websites of large retail companies. The online advertisements contained two main moves: *Identifying the product* and *Describing the product*, the latter having two steps: *Describing the objective features*, and *Persuading the potential consumer*. However, generic structures of these English and Spanish advertisements had no major differences.

According to Sawetsiri (2017), the moves were analyzed in 100 women and men's online advertisements employing Bhatia's (2004) framework, focusing on skincare products. Advertisements were gathered from official websites of leading skincare brands. Results revealed that moves found in online skincare product advertisements resembled Bhatia's (2004). To elaborate, *Headlines* and *Detailing the products* were obligatory moves but three moves were absent (i.e*., Offering incentives, Using pressure tactics,* and *Soliciting response*). Moreover, *Claiming clinical testing* move was newly identified. There was difference in terms of the moves in men and women's advertisements. The *Establishing credential* move was absent from men's online skincare advertisements.

Amirah and Fadillah (2018) conducted a move analysis of food and restaurant advertisements on website using Kathpalia (1992) and Bhatia (2004). Results revealed that there were seven obligatory moves found in the collected data: *Headlines*, *Targeting the Market*, *Detailing the Product*, *Establishing Credentials*, *Offering Incentives*, *Using Pressure Tactics*, and *Soliciting Response*. There were two newly identified moves: *Locating the Product or Service Provider* and *Providing Related Information via Links*.

To sum up, the definitions and related topics concerning advertising, genre analysis, and move analysis have been discussed. This study uses the online advertisements in order to explore the move in women and men's personal care product online advertisements using Bhatia's (2005) framework. The results of the previous studies have showed slightly less moves found in online advertisements compared to Bhatia's (2005). Hence, the present study aims to determine changes of move in terms of the two advertising platforms and genders.

Research Methodology

Data Collection and Analysis

The online advertisements used in this study were collected from an assortment of skincare brand's official websites. After the data was collected, the selected advertisements were analyzed in terms of move structures. The procedure of the data collection and analysis are described in the following section.

First, the online advertisements classified as personal care product categories were collected from brand's official websites. The brands were selected from a survey of Brand Finance (2019) concerning financial values of personal care brands worldwide in 2018. All 50 of the brand's official websites from this survey were manually explored by the researcher. In addition, only the selected advertisements from the brand's official websites that had both male and female product sections and identical product types were collected. The present study selected the data from the official websites because those sites provided separated sections of women and men's products. Hence, the advertisements of both genders would be easily distinguished. Moreover, according to the social media algorithms, advertisements would be randomly showed on consumers' devices according to their interests. For example, if a consumer interested in hand sanitizer gel, only product concerning that product type or related category would be displayed on screen. From this point, the adverts selected from those sites would be biased and not be diversified enough. There were sixteen websites, namely Nivea, L'Oreal Paris, Chanel, Guerlin, Clinique, Garnier, Clarins, Shiseido, Christian Dior, Head & Shoulders, AXE, L'Occitane, Innisfree, AVON, Oriflame and SKII. Finally, 60 online advertisements were collected: 30 women's advertisements, 30 men's advertisements.

Each move was manually identified by the researcher, and assigned with the move codes M1 – M11 (e.g., M1 represented Move 1 Headlines); the sub-moves in Move 4 were assigned as M4SM1 – M4SM3. Then, the frequency of occurrence of each move was analyzed. Additionally, two university lecturers were asked to be co-raters in order to ensure reliability. The first coder was a university instructor who taught both undergraduate and postgraduate classes. He received his doctoral degree in Teaching English as a Foreign Language. He had extensive experience in conducting research studies on academic writing and essay writing. The second coder was an American-born university instructor who speaks English as the first language and has nine years of teaching at university level. He received his master degree in English Language Studies. Before the coders started to analyze the texts, the researcher and the other two coders attended a training session on move analysis and rhetorical devices provided by the researcher.

Framework for move analysis

In terms of move analysis, this study employed Bhatia's (2005) move structure of advertisements because of the following reasons: (a) this framework is derived from the analysis of the promotional genre, the one that is related to the scope of current study; (b) this framework was revised by Bhatia since his first renowned publication in 1993, then in 2004, and in 2005, the amended framework that utilized print advertisements as his data; and (c) the framework provides the description of move and sub-move realization for the present study.

Bhatia's (2005) move model consists of ten moves as follows:

1**.** *Headlines* establishes the features that can attract and maintain audiences' attention;

2. *Targeting the market* provides significant benefits that serve the needs of target consumers in terms of age, interest, gender and behaviors;

3. *Justifying the product or service by establishing a niche* points out the gap that consumers need to fulfill;

4. *Detailing the product or service* explains the functions of the product or service and its value to the consumer;

5. *Establishing credentials* assures consumers of the company's achievements, specialty, experience, and positive reputation;

6. *Endorsement or testimonials* provides comments or quotations from reliable sources such as specialists and celebrities;

7. *Offering incentives* entices consumers with free gifts or discounts;

8. *Using pressure tactics* hurries consumers towards a decision by using deadlines for promotions.

9. *Soliciting response* prepares contact information for consumers regarding the product or service.

10. *Signature line and Logo etc.* identifies the company's logo, name, and catchphrase.

Besides the move identification, the study utilized the cut-off point proposed by Kanoksilapatham (2005): A frequency of move occurring in at least 60% of the corpus is regarded as an "obligatory move," while a move occurring in less than 60% is considered an "optional" one. This criterion was used in the present study because it was widely accepted and used by several researchers.
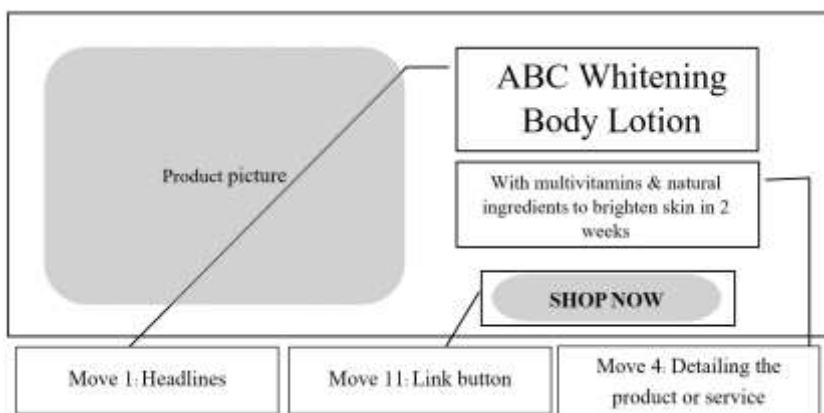
Pilot Study

Since the framework of Bhatia (2005) was based on printed media, the pilot study of online advertisements was conducted in order to make the framework comparable to the online data.

New moves were identified in the pilot study on move frequency of advertisements. "*Move 10 Signature Line and logo etc.*" was renamed as "*Move 10 Brand name and logo*". This move was renamed for clarity, since brand names are more common and specific than signatures. Moreover, a new move was identified as "*Move 11 Link button*", since it was an obligatory move in the pilot study in both the women and men's online advertisements, and is a feature unique to online advertising. A link button could contain actions such as "Shop now," "Explore more," or "Learn more". This move provides the hyperlink for the consumers to connect to the virtual product page or virtual store to retrieve more information (Askehave & Nielsen, 2005).

Figure 1

Example of online advertisement

Results

The move frequency for both women and men's advertisements were similar in terms of obligatory moves, but they were different in the case of optional moves. The description of each move found in online advertisements are as follows:

Table 1

Obligatory and optional moves in online advertisements

Move	Women (N = 30)	Men (N = 30)
Move 1. Headlines	★	★
	n = 26 (86.66%)	n = 25 (83.33%)
Move 2. Targeting the market	●	●
	n = 4 (13.33%)	n = 11 (36.66%)
Move 3. Justifying the product or service by establishing a niche	●	●
	n = 2 (6.66%)	n = 1 (3.33%)
Move 4. Detailing the product or service	★	★
	n = 27 (90.00%)	n = 24 (80.00%)
Move 5. Establishing credentials	●	○
	n = 9 (30.00%)	
Move 6. Endorsements or testimonials	●	●
	n = 10 (33.33%)	N = 5 (16.66%)
Move 7. Offering incentives	●	○
	n = 1 (3.33%)	
Move 8. Using pressure tactics	○	○
Move 9. Soliciting response	○	○
Move 10. Brand name and logo	●	●
	n = 2 (6.66%)	n = 3 (10.00%)
Move 11. Link button	★	★
	n = 2 (86.66%)	n = 23 (76.66%)

Note: ★ = Obligatory move, ● = Optional move, ○ = No occurrence

Move 1. Headlines

The main role of this move was to attraction the readers' attention with outstanding features such as font sizes and colors. In the present study, Move 1 was regarded as an obligatory move in both women's (n = 26, 86.66%) and men's (n = 25, 83.33%) advertisements due to the fact that the frequency of occurrence of this move was higher than a 60% cut-off point.

Move 2. Targeting the market

Move 2 pointed out the target consumers using the second-person pronoun, for example, "you," "for you," or "your." Move 2 provides the significant benefits that served that need for consumers in terms of interests, behaviors, genders, and age. It was optional in both advertisements. Interestingly, the frequency of occurrence of this move found in women's advertisements ($n = 4$, 36.66%) was more frequent than that of men's ($n = 11$, 13.33%).

Move 3. Justifying the product or service by establishing a niche

This move was rarely seen in both groups of advertisements. Its function was to provide the reasons to buy, and the problems and solutions that are solved by the product or service. It was considered optional because of the low frequency in both the women and men's advertisements with only two occurrences (6.66%) and one occurrence (3.33%), respectively.

Move 4. Detailing the product or service

This move is of the three most frequently occurring ones in the present study and was considered to be obligatory based on the cut-off point of the statistics. This move provides the description of the product or service by giving more details of its benefits and value. The frequency of occurrence of this move in women's advertisements ($n = 27$, 90.00%) was slightly higher compared to men's advertisements ($n = 24$, 80.00%).

Move 5. Establishing credentials

The *Establishing credentials* move assures consumers by providing the information of the product or service concerning the company's specialties, experiences, and positive images. In this move, the advertisers revealed the test result from the survey or

laboratory, and the recognition of the advertised product from experts. However, Move 5 was found only in the women's advertisements and considered an optional move with nine occurrences (30.00%).

Move 6. Endorsements or testimonials

Move 6 involved photos, comments, or quotations of celebrities or specialists to reinforce consumers' confidence regarding the advertised product or service. Concerning the frequency of occurrence, there were ten instances (33.33%) of women's advertisements and only half ($n = 5$, 16.66%) in the men's advertisements, making the former higher than the latter. Based on the 60% cut-off criteria, this move could be regarded as optional.

Move 7. Offering incentives

The *Offering incentives* move provided messages concerning the product or service's special offers by giving a discount, free additional giveaway, special cash back, or free membership. The move increases attractiveness and persuades essential consumers to make a purchase. Move 7 was found once in Women's advertisements ($n = 1$, 3.33%), and never in men's.

Move 8. Using pressure tactics

The *Using pressure tactics* move uses a deadline of promotions in advertisements to urge the prompt action of the consumers, which convinces consumers to take quick action. However, Move 8 Using pressure tactics was not found in both women and men's advertisements.

Move 9. Soliciting response

The *Soliciting response* move provides the company's addresses, telephone numbers, the official website, and social network

accounts to consumers in order to create purchasing possibility and further contact. Here, Move 9 Soliciting response was not found in the women's or the men's advertisements, either.

Move 10. Brand name and logo

This move influences consumers and creates a positive brand image by revealing the company's name and logo. In the present study, this move was considered optional in both advertisements. To elaborate, this move appeared infrequently in a total of two occurrences (6.66%) in the women's advertisements and three occurrences (10.00%) in the men's advertisements.

Move 11. Link button

The findings of the present study revealed a special move called *Link button* which functions as the navigator. This move normally appeared as a button or underlined text such as "SHOP," "SHOP NOW," "LEARN MORE," "Discover," or "Discover more." By clicking on the button or underlined text, consumers would connect to the virtual page where the product was described in more detail or where the consumers could make a purchase. Also, since this move had a high frequency of occurrence in both the women and men's advertisements with 26 instances (86.66%) in the women's advertisements and 23 instances (76.66%) in the men's counterparts, it could be considered obligatory for both groups.

Discussion

In the present study, *Move 1 Headlines*, *Move 4 Detailing the product or service*, and *Move 11 Link button* were obligatory in both advertisements. The findings were in line with Labrador et al. (2014) and Sawetsiri (2017). To elaborate, the *Headlines* move uses distinctive features such as font sizes, colorful texts, and patterns to capture

potential consumers' attention. This move plays a significant role in online advertisements because of its features and functions. Similarly, Nugroho (2009) found the *The Primary Announcement* in the advertisements, which was similar to *Headlines* move of the present study. Moreover, *Detailing the product or service move* revealed the product's name, benefits, and ingredients, which created comparative functions with other products for consumers to select carefully. Interestingly, Nugroho (2009) found *The Enhancer* move, which was similar to *Detailing the product or service* move in the advertisements of the present study. Finally, the illustrated button with the hyperlinked function was discovered in the present study. This additional move was called the *Link button*. It was not primarily included in the original move structure of Bhatia's (2005). This was probably because his study was concerned with mostly conventional texts such as printed advertisements. Additionally, The *Link button* move was regularly used in online advertisements on the landing to the product's webpage. Reducing contact information to a single link button is more space efficient and convenient than providing a full website link, telephone number, or address. As a result, this hyperlinked button facilitates consumers to go directly to the desired webpage. In the present study, the *Link button* move was obligatory for both the women and men's advertisements. Although this move was not found in Bhatia's (2005) frameworks, the *Link button* move was found in Fortanet et al. (1999) as *"http linkers"* which originally appeared as hyperlinked text, and Amirah and Fadillah (2018), where it was called *"Providing Related Information via Links."* Unlike the *Link button* move of the present study, those results of Fortanet et al. (1999) and Amirah and Fadillah (2018) appeared as the underlying texts, but they normally appeared as a text box or icon in the present study.

Moreover, the disappearance of *Move 9 Soliciting response* from both the women and men's advertisements was another interesting point. It was possible that the consumers who expected to obtain the information concerning the product or service would know exactly and go to the brand's official websites and the name and logo were already on the website. Regarding the consumers' knowledge of brand's official websites, this could also help respond to the low occurrence of *Move 10 Brand name and logo*. Interestingly, the occurrence of *Move 11 Link button* could possibly replace such a move on the online platform. The consumers who would like to search for the brand or product's information would go directly to the exact brand's websites. Consequently, the brand name and logo embedded in the advertisements could be less necessary because of this reason.

Regarding the move structures found in the men's advertisements, *Move 2 Targeting the market* was the unique move found in the present study. It expressed the details most advisable for the advertised product using the words that point directly to the consumers (Bhatia, 2014). For example, "Our most advanced hair care, tailored for men", the phrase "for men" signified the target consumers. Consequently, the consumers could easily acknowledge whom the product was suitable for by recognizing those words. The finding concurred with Sawetsiri (2017), who argued that this move helped consumers identify the right product. Concerning the result of the present study, *Move 2 Targeting the market* was found in both advertisements, but it frequently occurred in the men's advertisement more than those of the women's did. In contrast, this move was obligatory in Teo (2008). In the current study, "for men" was found in several places in the men's advertisements, e.g., the product headline, product name, and product's description. This move was found more in the men's advertisements possibly because male consumers paid less attention

to personal care products. The *Targeting the market* move helped the male consumers to acknowledge that this product was for them. Moreover, they could spend less time identifying the advertised products and could quickly select a desirable product. In this case, the second-person pronoun used to indicate the customers were "you," or its possessive form "your" and "for men." Fan (2013) and Noguti (2016) confirmed that pronouns reveal the information and encourage the consumers' needs, desires, and expectations more effectively. Therefore, *Move 2 Targeting the market,* and the second-person pronoun and possessive form are able to make consumers feel that they are "the right person" for a product.

Another interesting point in the women's advertisements was the fact that the two move structures in the women's advertisements were different from the men's advertisements: *Move 5 Establishing credentials* and *Move 6 Endorsements or testimonials*.

Move 5 Establishing credentials was found only in the women's advertisements. As Hashim (2010) stated, this move offered the proof from clinical tests, specialists, or professionals regarding the advertised products or services. Consumers were assured about the product or service's reliability and they can employ this information to compare the product's quality and credibility with other products. This result was in line the previous study conducted by Sawetsiri (2017) that this move was only found in the women's advertisements with a small number. Moreover, she named the move, "*Claiming clinical tests*" as a proof from credible sources that was identical to the purpose of the *Establishing credentials* move. Thus, it confirmed that the *Establishing credentials* move was preferably utilized in the women's advertisements to reassure female consumers of the safety and trustworthiness of the advertised products. To elaborate, this move was found only in the women's advertisements probably because women tend to be more careful in making a decision and to

rely on the actual information of the advertised product that could affirm its performance rather than blind or impulsive purchasing.

Move 6 Endorsements or testimonials was found in the women's advertisements two times more than that of men's. This could probably be because, According to Dean (1999), an endorsement could influence the perception of consumers in terms of sources of "credibility, expertise, and perceived social value," e.g., physical appearance, personality, and social status. This was in line with Teo (2008) who argued that celebrity endorsements were a reliable source perceived by consumers and could influence their beliefs, attitudes, and perceptions. The endorsers were deliberately selected according to the image, meaning, and message that could be transferred to consumers. According to Khatri (2006), celebrity endorsement not only reinforced credibility but also the consumers' self-representation. Many consumers perceive certain celebrities with relatable characteristics that can further expand to their sense of values or identity. This was in line with Ghani and Kakakhel (2011) who argued that consumers who wanted to improve their self-image would consider products with images relevant to their self-concept. In other words, consumers had a tendency to buy the advertised product from the brand that accompanied endorsers with a perceived image congruency. The *Endorsements or testimonials* move was found in the women's advertisements more than that of men's because women tend to make a decision in accordance with the reliability of the advertised product and are more likely to perceive themselves as the endorsed person in advertisements.

Concerning *Move 7 Offering incentives* and *Move 8 Using pressure tactics*, the *Offering incentives* move was found only once in the women's advertisements, while *Using pressure tactics* move had no occurrence in both advertisements. This is possibly because the brands have evolved from their official websites to do marketing

strategies in the social media platforms (e.g., Facebook, Twitter). This result was in line with Kim and Ko (2010) and Parsons (2013), who argued that the companies have turned to communicating with consumers by using social media in order to survive in the competitive market. The result was also in line with Fallon (2012) who argued that promotions running on social media were effective in gaining consumers' attention. Moreover, the promotions posted in the Facebook pages of the brands offered a discount code, a sample, a giveaway, or a gift with purchase (Shen & Bissell, 2013). It could be concluded that these two moves were not popular in the advertisements of the brand's official websites because the advertisers tended to establish promotions in the social network sites. Moreover, social media users had more opportunity to engage in the brand or product, and these promotional campaigns could be more effective due to their higher number of users worldwide.

Conclusion

The study aimed to contribute to the understanding of moves used in women and men's personal care product online advertisements. The study examined the moves of the advertisements found in the brand's official websites through the move structure. The results showed that three obligatory moves were found in both women and men's advertisements namely, *Headlines*, *Detailing the product or service*, and *Link button*. The emergence of the *Link button* moves could help explain the disappearance of *Soliciting response* as advertisers provide a hyperlinked function instead of offering full contact information. Moreover, the consumers who are willing to obtain more insight concerning the advertised product or service know enough and access directly to the brand's official website. This makes the *Brand name and logo* move less necessary in the advertisements found in the brand's official websites. All the

advertisements obligatory moves tend to attract attention, give the product or service's details, and provide a convenient way to obtain more information. However, the men's advertisements try to increase the sales from their target consumers, while the women's advertisements build up the reliability of the advertised product or service in order to compete with other products.

As for the pedagogical implication, the findings can be applied in designing teaching materials in various courses, which may include writing courses, marketing courses, or the other courses concerning advertising. Instead of randomly selecting information, the popular moves can be introduced to students and encourage them to follow these obligatory moves in online advertisements. However, the author suggests that study of language use in the moves of online advertisements could integrate in creating teaching materials in order to make them more practical. Then, for novice advertisers or copywriters, the moves could be the guidelines in creating remarkable online advertisements for specific target consumers. For further research, as the online advertisements of the present study derived from the brand's official websites, studies can include the advertisements from other platforms: conventional (e.g., print, billboards,) or online (e.g., social media, Facebook, Twitter). The results from this study revealed how advertisers attract and manipulate their target audience by offering a different pattern to different groups of consumers. However, this study does not emphasize the gap of each one, as consumers need specific information to rely on.

Acknowledgement

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