

การวิเคราะห์ภาษาในโฆษณาเสื้อผ้า*

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บทคัดย่อ

บทความงานวิจัยนี้มีวัตถุประสงค์หลักเพื่อศึกษาสาเหตุที่ทำให้เอชแอนด์เอ็มมียอดขายเสื้อผ้าสูงกว่ายูนิโคลระหว่างปีพุทธศักราช 2554-2557 โดยมีคำถามวิจัย 3 ข้อดังนี้ 1) ภาษาที่ใช้ในโฆษณาใบปลิวออนไลน์ของยูนิโคลและเอชแอนด์เอ็มสามารถชักจูงการตัดสินใจซื้อของลูกค้าหรือไม่ 2) ภาษาโฆษณาสามารถชักจูงการตัดสินใจซื้อของลูกค้าอย่างไร และ 3) ความแตกต่างทางด้านภาษาที่ใช้ในโฆษณาใบปลิวออนไลน์ของทั้งสองยี่ห้อคืออะไรบ้าง โดยศึกษาจากใบปลิวโฆษณาออนไลน์ของยูนิโคลและเอชแอนด์เอ็มที่ถูกเผยแพร่ระหว่างปีพุทธศักราช 2554-2557 จากคลังข้อมูลย้อนหลังของเว็บไซต์ (<http://www.archive.org>) จำนวน 50 คู่ แล้วนำมาวิเคราะห์ด้วยทฤษฎีสภาวะเกิดก่อน (presupposition) ซึ่งมีทั้งหมด 6 วิธี แต่ผู้วิจัยเลือก 1 วิธีที่เรียกว่า existential presupposition หมายถึง ข้อสมมุติร่วมระหว่างผู้ทำโฆษณาและผู้อ่านโฆษณา ซึ่งมีวิธีการตีความภาษาด้วยการใช้การอนุมานระดับต่ำ ประกอบด้วยคำเหล่านี้ the, this, these, your, our และการใช้ not ทดสอบสภาวะเกิดก่อนของภาษาโฆษณา

ผลการวิเคราะห์ข้อมูลสรุปได้ว่า ภาษาที่ใช้ในการโฆษณาของทั้งสองยี่ห้อ มีอิทธิพลต่อลูกค้าในการตัดสินใจซื้อผลิตภัณฑ์ เนื่องจากภาษาโฆษณาของทั้งสองยี่ห้อ มีข้อสมมุติร่วมระหว่างผู้ทำโฆษณากับผู้อ่านโฆษณา อย่างไรก็ตาม ถึงแม้ว่า ยูนิโคลมีข้อสมมุติร่วมมากกว่าเอชแอนด์เอ็มและเน้นการใช้ภาษาที่แสดงให้เห็นถึงการออกแบบผลิตภัณฑ์ที่ดูธรรมดาและคงคุณภาพของผลิตภัณฑ์ แต่ภาษาโฆษณาของยูนิโคลไม่สามารถชักจูงลูกค้าให้ซื้อผลิตภัณฑ์ได้มากกว่าเอชแอนด์เอ็ม ทั้งนี้อาจเป็นได้ว่าภาษาโฆษณาของเอชแอนด์เอ็มมีความแตกต่างจากยูนิโคล กล่าวคือมีการใช้คำคุณศัพท์อธิบายรายละเอียดเพื่อให้เห็นภาพชัดเจนยิ่งขึ้น ซึ่งสะท้อนให้เห็นถึงความเป็นแฟชั่นที่ล้ำสมัยกับกลุ่มลูกค้าอายุระหว่าง 15 และ 40 ปี ซึ่งชอบการออกแบบที่ล้ำสมัยและดึงดูดใจมากกว่าการออกแบบผลิตภัณฑ์ที่ดูธรรมดาและมีคุณภาพของยูนิโคล นอกจากนี้ ผลการวิเคราะห์ยังสะท้อนให้เห็นถึงเอกลักษณ์ของรูปแบบผลิตภัณฑ์เสื้อผ้าแต่ละยี่ห้อและบอกนัยได้ว่าลูกค้าในช่วงอายุเหล่านี้ชื่นชอบการออกแบบล้ำสมัยและดึงดูดใจมากกว่าการออกแบบที่ดูธรรมดาและมีคุณภาพของผลิตภัณฑ์

คำสำคัญ : ยูนิโคล เอชแอนด์เอ็ม ใบปลิวออนไลน์ โฆษณาเสื้อผ้า ทฤษฎีสภาวะเกิดก่อน

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An Analysis of Language in Clothes Advertising

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Abstract

The primary purpose of the research is to examine why H&M could achieve a higher sales volume than Uniqlo did during 2011 and 2014. The paper seeks to answer: 1) whether the language used in the online flyers of both Uniqlo and H&M persuades customers' purchase decision or not; 2) the ways in which advertising language persuades customers' purchase decision; and 3) how the language used in the online flyers of the two companies differ. Fifty pairs of archived online flyers of Uniqlo and H&M from Wayback Machine search engine (<http://www.archive.org>) during 2011 and 2014 were collected. The advertising language was then analyzed with the use of existential presupposition, which refers to the assumption that the entities named by the advertiser or the writer exist. The analysis involves low levels of inference or interpretation using these triggers - the, this, these, your, and our, and negation test to check presuppositions.

The results suggest that language used in clothes advertisements of both Uniqlo and H&M appear to influence their customers to make a decision in buying. Although more entities named in Uniqlo's advertisements exist than in H&M's, the former uses language that focuses on basic design and product quality. Uniqlo could not persuade viewers to buy more of its products, perhaps because H&M used more descriptive words or adjectives to convey its stylish fashion to customers aged between 15 and 40 who preferred clothes with fashionable and attractive design to basic design and product quality. The results mirrors each brand identity and can imply that customers in this age range prefer stylish design that is fashionable and attractive to basic design and to product quality.

Keywords : Uniqlo, H&M, Online flyers, Clothes advertising, Existential presupposition

Introduction

In promoting any product sales, advertising plays a vital role as one of dominant tools for marketing communication. It is mainly used to influence or attract potential customers to pay for products or services (Green, 2010). Therefore, lexical choice on the advertising must be powerful (Kalmene, 2012) and it is the same as the advertising channels.

Digital advertising is considered powerful in the current era because a larger number of social media users receive and view uncountable news feeds each day. Store retailers have used this channel as a means to disseminate their online flyers (Gazquez-Abad & Perez, 2006), which becomes popular for a company to influence viewers' purchasing choice and behavior as well as increase the sales and profit margins (Schmidt & Bjerre, 2003; Gijbrecchts, Campo, & Goossens, 2003).

Although online flyers appear to be influential in product sales, there is a lack of study into online advertising language in Thailand. Only a few studies, relating to other aspects of online advertising but not language, have been conducted. For example, Lerkpollakarn and Khemarangsarn (2007) discovered the four main factors of buying decision, which are identity, store environment, lifestyle, and physical, whereas Napompech (2014) reported that paying behavior factors of customers are clothing diversity, convenience, demand-driven clothing, security of ordering system and discounts. Wongchaisuwan (July - December 2014) found that Facebook has a significant impact on the purchase decision of clothes products while Rangsom (2016) argued that all decision rules on website and Facebook of fashion products are created by occupation, purchase objective, gender, age, frequency of purchase, and income per month.

Since both Uniqlo and H&M advertise their products online and no one has studied language used in online clothes advertisements in Thailand, the advertising language may or may not influence their customers to make a decision in buying. Uniqlo and H&M were purposively selected, for they are almost the same line of products and compete with one another (Petro, 2012). As a result, the present study aims to examine whether the two companies' advertising language persuaded viewers' purchase decision and reasons why H&M could achieve a higher sales volume than Uniqlo did during 2011 and 2014. Existential presupposition is then used to analyze the two companies' advertising language in their online flyers in those years because Rachmawati and Lisetyo (2016) found that it is the most common presupposition used by the advertiser to maintain the product existence with the use of conciseness and emphasis functions.



Research Question

1. Does the language used in the online flyers of both Uniqlo and H&M persuade customers' purchase decision?
2. In what way does the advertising language persuade customers' purchase decision?
3. What are the differences of the language used in the online flyers of the two companies?

Research Methodology

Based on gendered products, product types and product purpose, 50 pairs of archived online flyers of Uniqlo and H&M during 2011 and 2014 were compiled from Wayback Machine search engine (<http://www.archive.org>). They include four pairs of jeans, a pair of trousers, two pairs of Chino shorts, nine pairs of shirts, six pairs of T-shirts, two pairs of sweatpants, five pairs of cardigans, five pairs of sweaters, eight pairs of jackets, three pairs of coats, three pairs of dresses, one pair of skirt and one pair of leggings. The language used in those online flyers was then analyzed by using existential presupposition, which Yule, (1996) refers as the assumption that the entities named by the advertiser or the writer exist. Table 1 shows data analysis steps: (1) separating data; (2) identifying triggers of existential presupposition, which are the definite articles “the”, “this” and “these” and possessive pronouns “your” and “our”; (3) identifying nouns with triggers of existential presupposition that were used by the advertiser to refer to the existence of Uniqlo and H&M properties; (4) categorizing according to triggers by using an ascending sort to show the data arranged alphabetically; and (5) iteratively categorizing into themes. To check if existential presuppositions are real or not, Carreon and Todd (2011) posit that the negation test must be done by re-writing the presupposition into a negative form.

Table 1 A Comparative Analysis of Uniqlo's "Pea Coat" and H&M's "Coat"

	Clause	Existential Presupposition	Noun phrase Triggering Presupposition	Themes
Uniqlo 	<i>The traditional pea coat</i> is NOT updated for a sleeker cut and a lighter feel.	There is the traditional pea coat.	The traditional pea coat	design
H&M 	<i>Our coat in a felted wool blend</i> is NOT with a collar and lapels. Buttons at <i>the front, side pockets, and vent at back</i> .	We have coat in a felted wool blend.	Our coat in a felted wool blend	design
		There is the front, side pockets, and vent at back.	The front, side pockets, and vent at back	design

Research Results

The findings give answers to the first and second research questions that the advertising language of the two companies could persuade viewers to purchase their products firstly because the assumption that the entities named by the advertiser exist (Gaudelli, 2001) in most advertisements. As shown in Table 2, Uniqlo obtained more entities than H&M did.

Table 2 The Existence of Entities of Uniqlo and H&M

Pair	Uniqlo's Entity	H&M's Entity
1	The legs with no flares or tapering	The <i>always stylish</i> jeans
2	The fabric These jeans	This season Our <i>favorite blue</i> denim
3	Your <i>selvedge denim</i> jeans Your <i>denim</i> jeans The <i>back</i> pockets	-
4	-	Our <i>pockets</i> jeans
5	Our <i>leggings</i> trousers (Joggings)	These <i>satin</i> pants The <i>glossy</i> fabric
6	Our <i>lounge</i> bottoms	-
7	The <i>natural heather</i> tone and <i>slightly sporty</i> design	-
8	-	-
9	These <i>chino</i> shortsmade with <i>soft</i> fabric feel <i>light</i> and <i>cool</i>	-
10	-	-
11	The t-shirt	Our t-shirt
12	The tank top	-
13	The <i>internationally –loved</i> Peanuts	This <i>autumn's favorite</i> chinos or jeans
14	The <i>premiumsupima</i> The <i>simple</i> design	-
15	The t-shirts	-
16	This <i>thin soft</i> women's t-shirt The <i>simple, versatile solid</i> design	-
17	The <i>futureLuxury</i>	-
18	The <i>basic</i> design The shirt	Our <i>oversize, collarless</i> shirt
19	The <i>woman</i> shirt	The <i>front, buttons</i> The <i>cuffs, buttons</i>
20	Your <i>long sleeve</i> blouse	The <i>long sleeved, straight cut</i> shirt
21	This tunic	Your favorites The <i>right</i> accessories
22	-	-
23	Our shirts	Our <i>best oxford</i> Shirt
24	The price to quality ratio This shirt	-
25	-	-
26	The <i>premium knit</i> cardigan	The <i>cuffs and hem, ribbing</i>
27	-	The <i>cuffs, ribbing</i> The <i>hem, ribbing</i>
28	The cardigan This <i>premium</i> wool	-
29	-	-

Pair	Uniqlo's Entity	H&M's Entity
30	The <i>heavy gauge</i> cardigan	-
31	Our <i>cashmere</i> collection The luxury of winter season	-
32	The touch and <i>easy</i> to style This sweatshirt	The <i>ribbed</i> neckline
33	The <i>golf</i> course in style	-
34	The design	-
35	-	-
36	The <i>faux furlined</i> hood	The <i>sides, welt</i> pockets
37	This hoodie	-
38	The choice is not all yours	-
39	The <i>ultra light down</i> jackets The <i>pack down compactly</i> into an included pouch for easy transport	-
40	Your <i>denim</i> jacket This soon is not to be <i>old favorite</i>	-
41	This <i>particular</i> style	The <i>chest</i> pocket
42	This <i>lightweight</i> jacket The <i>basic</i> design	-
43	-	-
44	The <i>traditional pea</i> coat	Our coat in a <i>felted wool</i> blend The <i>front, side</i> pockets, and vent at back
45	These <i>down outerwear</i> styles.	-
46	These <i>stylish</i> pieces	-
47	This dress	-
48	Our <i>Heattech lounge</i> dress	-
49	This t-shirt dress	-
50	This <i>sleek and stylish</i> skirt The <i>trendy</i> pencil	-

Secondly, both companies used the possessive pronouns, *our* and *your*. This particular use meant that they employed possessive pronouns between the advertiser and the customer to create the impression in customers' purchase decision and with the maintenance of their relationships (Brown & Yule, 1983). According to Janoschka (2004, p. 139), online advertising used possessive pronouns in a conversation between the advertiser and the customer to not only stress the aspect of interactional conversational language but also create the impression of individual interaction between the advertiser and the customer in such a way that the advertisers treat customers more individually and integrate them into the communication process like interpersonal communication.

As a result, online advertising is the potential to create the efficiency and quality of customer's

purchase decision and satisfaction (Fulk & Boyd, 1991), and it is also more attentive and persuasive than mere single-click online advertising with less information and results in a higher response. In line with Brown (2002), persuasion in online advertising depends on the quality of information. The better the information is, the more likely it is that the customers will activate online advertising.

Thirdly, Uniqlo and H&M also used definite articles, the, this and these, in their advertisements. This particular use meant that for most of their products, the advertisers' purpose was the transmission of factual information concerning transactional data in almost entirely one way, with the customers passively following the advertisers' products. Hence, here the advertiser is mainly concerned with the efficient transfer of information, and language is primarily message oriented and it is important that the customer receives the informative detail correctly (Brown & Yule, 1983, p. 2) and presumably correctly unambiguous, clear, coherent and explicit (Wardhaugh, 2006, p. 301).

For the third research question of the study, the findings as shown in Table 3 reveal that Uniqlo's advertising language tends to focus on simple products (91.67%), high quality (100%) and material (50%), which accords with Uniqlo's emphasis of basic products and high quality of clothes and specially designed fabric to the target group of customers whose age ranges from 18 to 40 years old (Fintell & Morimura, n.d.). In contrast, H&M's advertising language tends to emphasize a creative design of products with stylish fashion (36.73%).

Table 3: Comparing Themes Used by Uniqlo and H&M

	Themes			
	Material	Quality	Design	Product
Uniqlo	1(50%)	3(100%)	31(63.26%)	11(91.67%)
H&M	1(50%)	-	18(36.73%)	1(8.34%)

H&M also tends to choose the language that is more likely persuasive than Uniqlo does. As shown in Table 2, H&M appears to use more descriptive words or adjectives in italic forms. Marza (2001, p. 100) argue that "adjectives play a paramount role in argumentation and persuasion; when convincing, reasoning, narrating and telling, adjectives are always present, and thus have a strong interpersonal dimension". These analytical findings suggest that H&M tends to use the language that allows viewers to have better imagination of its product than Uniqlo's. In addition, those adjectives convey stylish fashion, which is parallel with the company's balanced mixes of current fashion and high fashion within each concept produced in limited quality (Kim, 2010).

Discussion and Future Research

The results clearly indicated that the language used in clothes advertisements of both Uniqlo and H&M appears to influence their customers to make a decision in buying. Although more entities named in Uniqlo's advertisements exist than in H&M's, the former used language that focuses on basic design and product quality. Uniqlo could not persuade viewers to buy its products more perhaps because H&M used more descriptive words or adjectives to convey its stylish fashion. Since H&M has targeted customers aged between 15 and 40 (Escobar et al., 2016), these analytical findings reflect each brand identity and can also imply that customers in this age range prefer stylish design that is fashionable and attractive (Steel, 2000) to basic design and to product quality.

This study may be limited by its qualitative research method of advertising language analysis in clothing products. The number of each company's online flyers is rather small, so the result might not be completely generalizable to conclude this study. For future research, the number of advertisements should be larger, and the inclusion of other competitive clothing brands should be considered. In-depth interviews with customers and/or a survey can be additionally included to support the findings.

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