


**THE RELATIONSHIP BETWEEN ADVERTISING
CLAIMS, BELIEVABILITY, AND PURCHASE
INTENTION IN ADVERTISEMENTS ON FOOD, AND
SUPPLEMENT PRODUCTS APPEARING IN WOMEN'S
HEALTH MAGAZINE**


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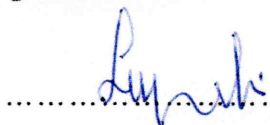
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ปิยพร พรสุริยา: ความสัมพันธ์ระหว่าง กลวิธีการใช้ภาษาจูงใจ ระดับความน่าเชื่อถือ และ

ความตั้งใจซื้อของ สินค้าใน โฆษณาอาหารและอาหารเสริมในนิตยสารวีเมนเฮลท์ (THE

RELATIONSHIP BETWEEN ADVERTISING CLAIMS, BELIEVABILITY, AND PURCHASE INTENTION IN ADVERTISEMENTS ON FOOD, AND SUPPLEMENT PRODUCTS APPEARING IN WOMEN'S HEALTH MAGAZINE)

คณะกรรมการควบคุมวิทยานิพนธ์: สุชาดา รัตนวณิชช์พันธ์, Ph.D., 141 หน้า. ปี พ.ศ. 2561.

ในโลกที่มีแต่การแข่งขัน มักมีการใช้การตลาดและการโฆษณาชวนเชื่อ กลวิธีการใช้ภาษาโฆษณาจึงเป็นปัจจัยที่สำคัญในการจูงใจให้ผู้บริโภคซื้อสินค้า ซึ่งเป็นที่มาของจุดประสงค์ในการใช้ภาษาของหัวข้อและเนื้อหาโฆษณาเพื่อจูงใจในการซื้ออาหารและอาหารเสริมในนิตยสารวีเมนเฮลท์ ระหว่างปี 2553 ถึง 2558 งานวิจัยนี้ได้ทำการศึกษาในเรื่อง ความตั้งใจซื้อ ความน่าเชื่อถือของกลวิธีการใช้ภาษาโฆษณา และความสัมพันธ์ระหว่างความน่าเชื่อถือของการกลวิธีการใช้ภาษา โฆษณาที่มีต่อความตั้งใจซื้อสินค้า โดยมุ่งเน้นที่ กลวิธีการใช้ภาษาของโฆษณา ผู้เข้าร่วมในงานวิจัยคือ นักศึกษาหญิงที่ไม่ใช่เจ้าของภาษาอังกฤษที่ศึกษาอยู่ในมหาวิทยาลัย Babeş-Bolyai ประเทศโรมาเนีย จำนวน 50 คน

ผลงานวิจัยพบว่า กลวิธีที่ใช้ในการจูงใจในหัวเรื่องการโฆษณาที่พบมากที่สุดคือ การใช้ the vague claim (26.97%) รองลงมาได้แก่ the weasel claim (22.37%) เมื่อพิจารณาถึงภาษาที่ใช้ในการจูงใจในเนื้อหาการโฆษณาที่พบมากที่สุดคือ the scientific and statistic claim (31.17%) รองลงมาได้แก่ the weasel claim (24.24%) จากการวิเคราะห์แบบสอบถามพบว่าความเชื่อถือและมีระดับสูงปานกลาง 4.53 จาก 7 คะแนน และความตั้งใจซื้อมีระดับปานกลาง 5.17 จาก 11 คะแนน และพบว่าระดับความเชื่อถือมีความสัมพันธ์ในทางบวกกับระดับความตั้งใจซื้อของผู้บริโภคอย่างมีนัยสำคัญทางสถิติที่ระดับ 0.01 สรุปได้ว่า กลวิธีการใช้ภาษาจูงใจและระดับความน่าเชื่อถือนั้นเป็นปัจจัยที่มีผลต่อความตั้งใจซื้อสินค้าจากโฆษณาอาหารและอาหารเสริมในนิตยสารวีเมนเฮลท์

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In the competitive world where marketing is tensed and advertisements are everywhere. The language of advertising claim becomes an important factor to influence consumers into buying the products. It leads to the objectives of the study which were to analyze the language of advertising claims on food and supplement products' headlines and body copies in Women's Health Magazine issued during the years 2012 to 2015, to measure the level of believability and purchase intention, and to study the correlation between believability and purchase intention. The verbal element in the advertisements was focused in terms of the language role and how it is used to persuade as well as how effective it results. The participants for the survey were 50 international female students sampled from non-native English students, studying at Babeş-Bolyai University, Romania.

The result found that the highest frequency of occurrence of advertising in headline was the vague claim (25.97%), followed by the weasel claim (22.37%). The highest frequency of occurrence of advertising in body copy was the scientific and statistic claim (31.17%), followed by the weasel claim (24.24%). The believability level was moderately high with the score of 4.53 of 7-point scale and the purchase intention level was considered moderate with the score of 5.17 of 11-point scale. Additionally, there were positively significant correlations ($p < 0.01$) between believability and purchase intentions level. In conclusion, the language of advertising claims and believability were the factors that lead to the purchase intention of the products in the advertisements of food and supplement in Women's Health Magazine.

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CHAPTER 1

INTRODUCTION

Background

Every day, we are bombarded by every possible form of advertisements. They penetrate into our routine activities in form of magazines, newspapers, billboards, brochures, leaflets, and the Internet. Many consumers believe that they are not affected by those advertisements and try to avoid paying attention to them (Wilson & Brekke, 1994). However, consumers are unconsciously manipulated by effective advertisements and are enable to recall them when buying products. If the customers remember the advertisements, the sale of the products and services can be increased up to 20 times (Feldwick, 1990). A good advertisement needs to be attractive and influential as well as to create extreme senses to the consumers through an illusion media in order to magnet the target consumers around the world. The advertisement is not only for tricking consumers to make a purchase but also to stimulate the need for the product categories, to create brand awareness and to build brand attitude (Sompattawanich, 2003). Jobs (2013) stated that it is hard to design products by focus groups because people do not know what they want until marketers show it to them and the key to success in an advertisement is the first impression from the advertising headline (Drewniany & Jewler, 2005).

The headline of the advertisements is the first impression to convey the primary message to the readers (Ogden & Rarick, 2010). However, nobody intently picks up a magazine to see the advertisements. The advertisements are only skimmed until some pictures or headlines prominent from the clutter and capture attentions. The body copy of the advertisements could also show the readers about the benefits of the products. Advertisers need to make the message believable with emotionally connected to the consumers by enhancing a visual and text together (Drewniany & Jewler, 2005). Therefore, the claim in advertising language is an important element as a persuasive device to consciously or unconsciously persuade consumers into buying products (Schrank, 1976).

A claim is the main factor to persuade the consumers or to make them believe that the product is more superior over the rest of the brands in the market

(Schrack, 1976). The effectiveness of the claim lies upon the attitude of the audience toward the product categories. The advertisers have to understand the nature of the target consumers before applying the suitable advertising claim techniques to persuade the viewers (Percy & Rosenbaum-Elliott, 2012). Klein (2013) stated that women are normally vulnerable to the social media. They tend to rate their physical attractiveness with the ideal criteria presented by the society or the media. With the sensitivity of women toward their appearance and social standard, the advertisements become even more effective. As the advertisers have noticed the weak point of a human mind, many advertising techniques are created to fulfill the consumers' sense of psychological needs. A good claim technique can maximize the believability level of the advertisements. It can lure the readers into believing the claims concerning with the rhetorical language (McQuarrie & Mick, 1996).

Beltramini (1982) explained that consumer's believability of an advertisement depends upon their confidence toward the truthfulness of the advertising message. Believability of the advertisements is very important because it has strong influence on the effectiveness of the advertisements and the consumers' intention response in taking action or purchasing the product (Beltramini & Evan, 1985). Griffin and Cass (2003) found that the advertising believability is an important component in consumer's intention to conform to the advertisements or intention to purchase the products.

Purchase intention is the willing of the consumers to buy the product or service after being convinced by the product value. To buy or to reject the product depends on the consumers' intention with numbers of external factors (Keller, 2001). A purchase intention is more complicated and more significant than in the past because consumers are exposed to a large portion of advertisements, article, report, and direct mailing. It leads to the difficulty in decision making process (Madahi & Sukati, 2012). Advertisements' effectiveness increase when they appeal to the consumers' needs, values and beliefs (Hirschberg, 2009). The consumers' purchasing decision depends upon complement between the demographic factors of consumers and the product categories (Keller, 2001).

In terms of beauty and health concern, it is undeniable that women are more critical with their appearance and beauty comparing to men. Women all want to have an attractive appearance or the official body which the ideal image of beauty presented

on TV, magazines and billboards (Fox, 1997). Harvard Health Publication (2010) showed that women tend to have more concerns about health and appearance than men. It is common for women to be easily persuaded into buying products such as supplement and diet food. Therefore, most advertisements in magazines aim at the energy, fiber, less calories, low sugar, and high vitamins. Most articles are about diet, yet healthy. One of the most popular women's magazines with health issue is Women's Health Magazine. The magazine has a high rate of readers, which makes Women's Health Magazine a good selection for beauty and health advertisements attracting women's audience (Mongoose Publishing, 2015).

Women's Health Magazine, a health magazine for women, published by Rodale Company, Pennsylvania, USA. Although there are many competitors in this market, including Health Magazine, Women's Health Magazine gains high numbers of circulation with 1,588,260 readers and continually spread the publication around the world (Mongoose Publishing, 2015). The magazine content revolves around the lifestyle of women in general in topics on nutrition, weight loss, health, fitness, success strategies, sex and relationship, beauty tips, style and fashion (Women's Health Mag, n.d.). In the magazine, there are a large proportion of advertisements and most of them are advertisements of food and supplement products. Because of high rate of readers, the women's health magazine is the representative of a women magazine.

In conclusion, the text element in the advertisements can be focus in terms of the role of language and how it is used in persuading the readers as well as how effective is its result (Hirschberg, 2009). Moreover, many magazines were available online in form of e-magazine including women health magazine and they could reach people around the world. Thus, how non-native English speakers perceive the advertisements in the magazine becomes an interesting issue in term of the effectiveness of the advertisements toward the non-native English speakers. Although there is research conducted in believability and purchase intention of the advertisement such as 'Science language in skin-care advertising: persuading through opacity (Arroyo, 2013) and Effectiveness of Television Advertisement on Purchase Intention (Hemamalini & Shree, 2014), none of the research shows the link between the advertising claim and the believability and purchase intention to show the effectiveness of the advertisement in terms of the advertising language. Therefore, the

result of this study will benefit the researchers in advertising language and the marketers or the advertising industries. The result of the study can be a guideline in improving and developing the advertisements to be more believable leading to the increasing of purchase intention level of the consumers. The issues finally materializes into the researcher objective and questions as follows

Objectives of the study

This study aims to analyze the advertising headline of the supplement products in Women's Health magazine based on the language of the advertising claims framework of Schrank (1976).

1. To analyze the type of the language of advertising claims of food and supplement products' headlines and body copy in Women's Health Magazine issued in years 2012 to 2015.

2. To examine the level of believability and purchase intention of the advertising claims of food and supplement products' headlines and body copy in Women's Health Magazine issued in years 2012 to 2015 among non-native speakers.

3. To investigate the relationship between the believability level and the purchase intention level of the non-native English speakers toward the advertisements of food and supplement products' headlines and body copy in Women's Health Magazine issued in years 2012 to 2015.

Research questions

There are three research questions as a guideline to the analysis in this study. The questions are addressed as follows:

1. What type of language of advertising claims is used in the food and supplement product advertisements' headlines and body copy in Women's Health Magazine issued in years 2012 to 2015?

2. Do the advertising claims in food and supplement product advertisements' headlines and body copy in Women's Health Magazine issued in years 2012 to 2015 receive high level of believability and purchase intention from this non-native English speaker?

3. Is there a relationship between the believability level of the advertising claim and the purchase intention level of non-native speakers of English toward the food and supplement product advertisements' headlines and body copy in Women's Health Magazine issued in years 2012 to 2015?

Contribution to knowledge

This research is beneficial to students and researchers in the fields of advertising language and advertisements as followings.

1. The study is a guideline for teachers, students, and researchers in advertising and rhetorical language field. Teachers, students, and researchers are able use the result of the study as a database to further analyze the persuasive language in in terms of lexical, phrases, meaning, or structure of advertisements.

2. The result of the study could light the way of how advertising language work in manipulating audience into buying the product or service. The result of the research is also for the marketers to be aware of the effectiveness of the advertising language techniques and for them to maximize the effectiveness of the advertisements.

Scope of the study

1. The study was focused on analyzing the advertising headlines and body copy of the food and supplement product advertisements in Women's Health Magazine based on the language of the advertising claims framework of Schrank (1976).

2. Only the food and supplement product advertisements selected from advertisements in Women's Health Magazine issued in year 2012 to 2015 totaling 40 issues were focused.

3. The selected food and supplement advertisements were aimed at analyzing the headlines and body copy for the language of advertising claim techniques used to persuade the audience.

4. The study was aimed at the effectiveness of the advertisements based on the believability level of the language of advertising claims and the level of purchase intention among the non-native speakers toward the products.

Limitations of the study

1. This study excluded the gender comparison because Women's Health Magazine aims at women audience. Therefore, only female population is focused to participate in the survey.

2. The study included only the Women's Health Magazine issued in years other than 2012, 2013, 2014, and 2015.

3. The advertising elements including image, slogan and logo were not included in the analysis of the language of advertising claim: only the headline and the body copy are included.

Definition of terms

1. Advertisements are a picture, short film and song that are intended to persuade consumer to purchase the products or service. It could be a piece of text which is usually found in magazines, newspapers, billboards and the internet with persuading purpose (Cambridge Dictionary). In this study, the advertisement refers to food and supplement product advertisements in women health magazine.

2. Advertising claim is in a form of persuading language used in advertisements based on Schrank's concept in 1976 consisting of the weasel claim, the unfinished claim, the we're different and unique claim, the water is wet claim, the so what claim, the vague claim, the endorsement or testimonials claim, the scientific or statistical claim, the compliment the consumer claim, and the rhetorical question claim.

3. Headline refers to the prominent text in the printed magazines. It's the main part of the advertising for attracting attention of the viewers. It contains a few words to ignite the frame in the viewers to want to discover more details about the products (Brooking, 2016).

4. Body copy is a message under the headline telling the readers about the products and their offers. It should be in brief and simple (Dahl, 2007). The body copy sometimes comes in different patterns including a long paragraph, bullet points or one-line sentence (Grow & Altstiel, 2013).

5. Food Supplement is a kind of special food combined with additional vitamins, minerals, and other beneficial nutrients found in Women's Health Magazine.

The benefits of the nutrient supplements include muscle building, disease prevention, health promotion and healthy diet (Salter, 2016).

6. Believability is a level of perceived believability in advertisements message claim where customers found to be truthful. Perceived believability holds strong influence on the effectiveness of the advertisements (Beltramini & Evan, 1985). The believability is analyzed based on the believability bipolar scale of Beltramini consisting of unbelievable and believable, untrustworthy and trustworthy, not convincing and convincing, not credible and credible, unreasonable and unreasonable, dishonest and honest, questionable and unquestionable, inconclusive and conclusive, not authentic and authentic, unlikely and likely.

7. Purchase intention is the possibility of purchasing products with the level of intention that the individual intend to buy the products because they think they need the products. In this case, it is the intention of purchase once seeing and reading the advertising claims in the headline and body copy of the advertisements (Whilark, Geurts & Swenson, 1992; Keller, 2001). The focus is on the immediate intention to purchase the product.

CHAPTER 2

LITERATURE REVIEW

This chapter discusses the related literature involving with language of advertising claim on food and food supplement product advertisements. The reviews are on the following seven important issues:

1. The Process of Communication
2. Advertising
3. Element of Advertisements
4. The Rhetoric of Advertising
5. Advertising Claim
6. The Language of Advertising claim
7. Believability and Purchase Intention
8. Related Studies

The process of communication

The communication process is steps from the senders through the receiver. The concept starts from sender's message to the receiver's feedback. The process consists of 8 following steps; 1 Developing idea by the sender, 2. Encoding, 3. Developing message, 4. Selecting the medium, 5. Transmission of message, 6. Receiving the message by receiver, 7. Decoding, 8. Feedback (Businesscom, 2015). With the similar principle with the communication process, in the marketing communication that is used in public relation or advertisement start at sender; the company where produces the product or service, encoding: communicate the understandable message to the consumer, transfer mechanism: the medium that is used to transfer the message, decoding: the consumer interprets the message, response: Consumer react to the message and feedback: The advertisement can be measured of its successfulness (Elearnportal, n.d.).

Another effective marketing communication model is called AIDA. The AIDA model shows the classified stages that a consumer goes through during the buying process. The consumer needs to go to each stage before making the final decision of purchasing the product or service. AIDA stands for Awareness, Interest,

Desire, and Action. Awareness: Creating brand awareness with the product or service. Interest: Creating interest in the benefits of the product or service and encourage the consumers to search for more information. Desire: Connecting the product or service through emotional wire of the consumer by showing the brand personality and persuade the consumer from 'like' to 'want' (Hanlon, 2013).

Rossiter and Percy (1985) stated that the advertising communication should have processing objective for strategies and tactical elements which lead to the successful outcome. There are four level in "top down" planning perspective; Buyer: target audience action objectives, brand: communication objectives, advertising: processing objectives and media: exposure plan. According to the model, this study focuses more on the advertising process to make an effective advertisement.

Advertising

Many researchers have defined the meaning and the role of advertising. White (2000) defined advertising as one of the marketing activities which support the brand. Moriarty, Mitchell and Wells (2015) defined advertising as a form of persuasive communication for mass media to reach the target audiences in order to give information about the certain product and product features to answer the customer's need. However, Hackley (2012) suggested that advertising is only a part of marketing mix in forms of promotion and communication with the potential consumers. Advertising is a marketing method used to increase the sale revenue of the products, to improve trustworthy image of the firm and to change people's behavior for encouraging in switching brand from the rival brand. This method is also used in non-profit campaign such as anti-smoking and anti-drunk drive (Brierley, 2002). Advertising is not either science or art with no general standard, principles, rules, precedent, or machinery proof. It's a subject with no beginning or end and it has always been full of controversy since the ancient time (Alexander, 1927, as cited in Brierley, 2002) and "Successful advertising appeals both to the head and to the heart, to reason and emotions" (Beatson, 1986, as cited in Brierley, 2002) In conclusion, the advertising is a part of marketing process which has been create for century. It's used to inform and persuade the target audience about the products or services to make the products or services more superior that the rivals.

There are two main type of advertising: commercial and non-commercial advertising. Non-commercial advertising is used to persuade people for donations, or to seek for attention to social causes. For example; the non-commercial advertising such as anti-drug campaign would focus on persuading people to change social attitude toward the illegal drug usage. Commercial advertising is simply trying to persuade people to pay for the products. For example; a shampoo commercial advertising would temp to change people's buying habits to buy the certain brand of product (Doves, 2011).

For commercial advertising, there are three main advertising objectives: inform, persuade and remind. An informative advertisement is used to introduce the product or service to the market in order to create the awareness to the consumers. The informative advertisement normally emphasize on explaining solution features or benefits toward the consumers. Persuading is the main objective of the advertisement. If the consumers have the basic ideas about the products or service, the advertisement will emphasize on product quality, unique features, low cost or other competitive advantage to gain the consumers' trust. Reminder advertisement is created to reinforce the brand message to the market in order to maintain the awareness in the consumers' mind and protect the rival to steal the consumers (Kokemuller, 2017).

Advertising has many important roles in marketing including selling products and impressing the consumers with the brand to increase their possibility of buying products. It is a large group of potential consumers (White, 2000). The basic functions of advertising are identification, information and persuasion. Identification is a function to categorize the consumer about the products and where the products are sold; information is a function to provide the information about the product and persuasion is a function to convince the consumers into buying the products. These lead to the increasing of sale or purchase intention of the consumers (Moriarty, Mitchell & Wells, 2015). The purposes of advertising are to inform, persuade, remind, influence and even change opinion and behavior of the consumers. Advertising is also seen as a form of marketing that force consumer to buy products that they do not want. Basically, advertising works to raise the awareness of the product, inform the consumers about the products, persuade consumers to buy them and create emotional connection with the consumers which will lead them to purchase the product in near or far future (White, 2000). In 1920, the psychology of advertising theories of human

behavior and motivation lead to the persuasiveness were formulated. The persuasion principles were classified into two main techniques: 'reason-why' and 'atmosphere' advertising techniques. 'Reason why' was signified the reason for purchase of consumers: for example, to help save time, to be trendy and to be accepted or belong in the society. The claims given have to be logical and consumer shall make the decision based on the reasons. Once risen more competitors, new techniques is required to compete in the market. The term of 'Atmosphere' advertising begins. The 'Atmosphere' technique appeals to the emotional part of human: for example, a sexual desire. To gain competitive advantage, the irrational yet emotional sensitive is used (Brierley, 2002).

In advertising product or service, advertisements are created. Advertisements are a picture, short film and song that are intended to persuade consumer to purchase the products or service. It could be a piece of text which is usually found in magazines, newspapers, billboards and the internet with persuading purpose (Cambridge Dictionary). The role of advertisements is to persuade the public to change their behavior, inform, or sell products (Wettropics, n.d.).

Elements of the advertisements

Brooking (2016) explained that advertisements appear in many places including magazines, internet, newspapers, and websites. White (2000) classified the element of advertisements into 6 parts: headline, picture, body copy, sub headline, brand logo, slogan and illustration. The layout is made to rapidly grab attention of the consumers because our eyes tend to scan through the advertisements only 0.3 seconds before flipping over the page. The idea has to be immediately injected into consumers' brain before the advertisements are left unattended.

1. Headline

Headline is the main part that gives the core aspect of the advertisements. It can be on the top part or middle part where attracting attention is its immediate action. The headline contains only a few words with promising content concerning the problem and interest of the target audience (Brooking, 2016). The objectives of the headline are to attract immediate attention from the readers, to select the right aspect of the readers, to guide the readers to the text and to complete the creative balance

(Grow & Altstiel, 2013). In terms of the writing style of the headline, Grow and Altstiel (2013) identifies 8 styles of headline: be specific, rhyme rhythm and alliteration, judicious use of puns and words play, parallel constructed, try it with twist, be relevant, involve the product and understatement or overstatement. It involves many types of language play or rhetorical style for encourage the memory of the readers.

Example: IT'LL BLOW YOUR MIND AWAY. (Burger King Advertisement)

2. Subhead

Subhead or sub-headline is commonly placed under or near the headline in form of smaller text. The content is in long sentences and holds more insight of the product detail and the beneficial claim of the products (Brooking, 2016). Subhead is normally under the headline or follows the headline. The functions of the subhead are to clarify the headline, to highlight the main idea stated in the headline, to break up the block and to lead reader into body copy. Not all advertisements have subhead. The subhead sometimes is seen as to fulfill the weak headline (Grow & Altstiel, 2013).

Example: BK SUPER SEVEN INCHER. (Burger King Advertisement)

3. Body Copy

Body copy or sell copy is a message telling the readers about the products and offers. It should be in brief and simple (Dahl, 2007). The purpose of the body copy is to persuade the reader the readers with the advertising products, it's sometimes written in bullet points or in individual phrases. The most important thing is the message needs to be in correct grammar. The key concerning elements of the body copy toward the consumers are to give more information about the products for purchase consideration, to make a claim to differentiate the products from the rivals or make it seems more superior, explain the key benefits to persuade the readers, and to simplify the complicated issues or controversial subjects to be more convincing (Grew & Altstiel, 2013).

The structure of story in the body copy traditionally consists of three sections: beginning, middle and end. Each section plays different roles for the beginning is to create the theme and play off the headline, the middle is to give reason for choosing the products or service and the end it to give the summary and signal to call for action. A good story offers fulfillment in consumers' wishes, social

acceptance, safety, ego, pleasure, belonging or any effect causing the opposite result of the mentioned issues. The body copy often comes in bullet points. This method is effective for those who don't have time to read the copy. The bullet points of the benefits of the product are well organized and listed. They show the prominent features. The most important one is priority listed. It's effectively done by sentences with the bullet points to highlight the key point. One line is a technique used when there's no information needed to convey if the headline and the image work well together. Furthermore, the body copy does not have to be in block or neat design. It can be designed in graphic which well explained the point (Grew & Altstiel, 2013).

Example: Fill your desire for something long juice and flame grilled with the new BK SUPER SEVEN INCHER. Yearn for more after you taste the mind blowing burger that comes with a single beef patty, topped with American cheese, crispy onions and the A.1 hearty steak sauce. (Burger King Advertisement)

4. Brand Logo or signature

It is a symbol for identifying the business. It's a visual image that is well designed to get the immediate attention and recognition from the consumers. Every advertisement must have the logo as a visual brand name. Thus, in most national ads, the logo, the name of the firm and slogan are included in the advertisements for more effective brand recognition. Many advertisers also include Web site address in the signature to present the distribution channel (Mcgraw-Hill, 2002).

5. Slogan

It is a catchy phrase that is used to identify the product of the firm. The phrase should be strong and be able to attract the consumers' attention and stimulate interest toward the product or the firm. The slogan is also used to identify the firm's image and its distinction. The advertisers use many rhetorical language techniques to create the catchy slogan including alliteration, paradox, rhyme, pun, and play on words (Mcgraw-Hill, 2002).

Example: It just tastes better. (Burger King Advertisement)

6. Illustration

It is an image, photograph or graphic features used in advertisements. Its function is to attract attention and encourage the actions of the consumers. Moreover, the illustration should also engage with the headline and body copy and be able to motivate the consumers to read the copy (Mcgraw-Hill, 2002).

The headline and body copy are focused because headline and body copy are the main part of the advertisements that contain advertising claims to convince the consumers into changing behaviors or buying products. They are also the prominent part where consumers pay attention to when seeing the advertisements. In the advertising language, rhetorical language is also related in creating the headline and body copy.

Rhetoric of advertising

Rhetoric is from a Latin word *rhetorica* or *rhetorice* which is originally from Greek word *rhetorike* meaning the art of rhetoric (Chetia, 2015). Aristotle (135 BCE) has defined definitions of rhetoric as “the faculty of observing in any given cases all of the available means of persuasion.” Cicero also defined rhetoric as “speech designed to persuade” Brierly (2002) defined that rhetoric is the language technique using in a speech to persuade and to aid the memory. There are many theories and techniques, yet the most frequent use and the oldest of technique is repetition, simile, juxtaposition, parallelism, paradox, omission and ambiguity, respectively. Rhetoric is persuasive discourse which plays an important role in the advertising industry and also the key success in the advertisements in term of expanding the awareness of the consumer toward the brands as well as selling the products (Chetia, 2015). Wheeler (2015) defined that rhetoric is an ancient art of argument and discourse. He said that it is used in writing and speaking to convince others about ones’ own ideas. Rhetoric, in terms of advertising, means the language is used, regardless of grammar rules, in purpose of grabbing attention. It contains informal grammar rule, misspelling words, mispronouncing words or new in planed words. These features make the brand or product stand out in the market. For example, “Medicines are not just for cold symptoms, but for chesty cough, tickly throat, runny nose”. The –y suffix not only make the words catchy but also convey extra meaning such as the word chocolate changing to chocolaty. The meaning of the creaminess, sweetness and brownness are also conveyed (Brierley, 2002). In conclusion, rhetoric is a discourse of language that is designed in purpose of persuasion in form of speech or advertisements.

Rhetoric involves many dimensions of discourse interrelating with other levels: pragmatic, stylistic, syntactic, semantic, and graphic (Van Dijk, 1995, as cited

in Segovie, 2007). The use of wordplay in advertising has been done for many years and its characteristic and impact have been discussed from time to time (Kirchner 1970; Quirk 1951; Radfern 1982; Sheldon 1956, as cited in McQuarrie and Mick, 1992). However, some researchers disagreed with the wordplay. They said that wordplay gives too indirect approach in terms of unfavorable persuasion. It has also been controversy debated about the superiority of hard-sell and soft-sell advertising techniques (Fox, 1997). Cook (1989) also created discourse analysis of advertising referring to the two approaches in language: contextual approach and formal approach in creating persuasiveness in the advertisements. Kannan and Tyagi, (2013) explained that to be successful in communication, the right language is needed. Successful advertisers specifically selected the right words to the right audiences in order to attract them. Similarly, advertising industries carefully select the right vocabularies to be in the advertisements, which lead to success.

Many rhetoric language devices were created and adapted in the field of persuasion and impression in advertisements. Three main theories of rhetorical persuasive device: Logos, Ethos, and Pathos established by the ancient Greece's philosopher, Aristotle, has been adapted and used as an art of persuasion not only in political speech but also on advertising guideline (Kuglich, 2014).

1. Logos is the art of rhetoric to convince the audience by using logic and reason. It is a persuasion technique involving logical reason along with the use of proof and number to strengthen the claim. (European Rhetoric, n.d.)

Example: "More vitamin C than 10 oranges. No peeling required. With 1,000 mg of vitamin C plus other antioxidants' and electrolytes, Emergen-C is making healthy contagious." The advertisement leads to the logical reasons of the result in drinking orange juice with numbers and scientific substance.

2. Ethos is the use of credibility, characteristic or image to create persuasive message. It is a mode of persuasion dealing with the appeal credibility of the speaker. Celebrities often lend their credibility to the products. The significant factor for Ethos includes the use of specific vocabularies, slangs, appearance, and social popularity of the speakers or presenters. (European Rhetoric, n.d.)

Example: "Reboundability built with chocolate milk (Kevin Love)". The advertisement belongs in ethos because it advertises chocolate milk focusing on giving

protein and refuel energy that is claimed to be used by a basketball player. It leads the credibility or professional image of the basketball player.

3. Pathos as the art of persuasion involved with human's emotion or emotional reaction. It is a mode of persuasion, which emotionally influence the audience. The goal is to put the audience to the right emotion stage where the audience can be vulnerable to be persuaded. Pathos originally aims to impair the judge ability of the audience by creating the emotion engaged by using rhetorical language or visual image. (European Rhetoric, n.d.)

Example: "When you start with fresh cheese & aged parmesan on top on hand layered pasta, you get the best lasagna." The advertisement involves emotional chord for consumers to emotionally feel along with, in this advertisement, weasel word and delicious image lasagna.

Another framework related to the persuasive device is the buy button in the brain which is a part of neuromarketing context. Morin (2011) clarified that brain is a human organ that has the largest impact on decisions making. There are three types of brain: the new brain (rational), the middle brain (emotional), and the reptilian brain (instinctual). Neuron-science research often focuses on the reptilian brain which hold the largest capacity and can also related with the role of language in the advertisements. For the advertising techniques to captivate the reptilian brain is to hit the incentive points that appeal to self-center, contrast, tangible, focus on the beginning and ending, visual, and emotion. These techniques involve both verbal and visual part of the advertisements (Haskell, 2015).

1. Self-center is a human instinct of survival and human only interest. Therefore, 'You' is the most appealing word using in the advertisements to capture consumers' attention and interest. The advertisers can also create the advertisements that involve the consumers to be a part of the advertisements to make them feel supportive and important (Haskell, 2015). Carnegie (1981) said that to always make people important as the desire to be important is the deepest root of human nature.

Example: "Crafted by us. Personalized by you." The advertisement uses the word "you" to get the consumer attention and involvement to stimulate the self-center instinct of human.

2. Contrast is the technique to give consumers a visual contrast to show to the consumers that why this product is better than other rival brands in the market.

Contrast creates the obvious message without giving much thought. It generally use the words such as “We are the only” and “We are the best” in the content to make the product stand out from the rival. (Haskell, 2015).

Example: “California walnuts for the best simple veggies ever.” The advertisement uses the statement to imply the superiority over the competitor.

3. Tangible is a technique where only a simple sentence is needed and the visual to make the consumers feel that the claim is real and concrete. Testimonials are the best proof of the claims that convince the reptilian brain in terms of believability and trust in the claims (Haskell, 2015).

Example: “Reach your weight loss goals fast! I’ve reached my goal. –Kim Kardachian.” The advertisement uses a famous celebrity, Kim Kardachian, as a testimonial for more credibility in the products.

4. Focus on the beginning and ending is usually adapted in a TV commercial to convey the important information of the products in the beginning and the end. This method is to tell the reptilian brain that the specific product is special and repeat it for remembering or emphasizing the point in the consumers’ brain (Haskell, 2015).

5. Visual Metaphor is needed to provide a simple visual image of what is offering and convince the consumer why they need the products (Haskell, 2015).

Example: “Get immune Support.” The advertisement shows the missing part of the body which can be fulfilled by Airborne Vitamin.

6. Emotion is the technique to strike the subconscious part as emotional chord does not involve with the cognitive part of the brain. Therefore, the consumers will unconsciously want the certain product without recognizing the complete reason why. The trigger of the negative emotions is more effective than the trigger of positive emotion (Haskell, 2015).

Example: “I forget to take my vitamin this morning.” The advertisement plays with the emotional chord, which creates the feeling fear to forget something important to health as vitamin.

Another language device that makes the advertisements more convincing is advertising claim.

Advertising claims

An advertising claim is a part of rhetorical language where words and linguistic structures play the main role in attracting and persuading the listeners or viewers. Schrank (1976) stated that a claim is the verbal part of advertisements to claim the product superiority over other brands. Most of the claims tend to be carefully selected words and linguistic structures that could mislead the consumers to feel that the statements are true and impressive. Some native might believe that a bunch of lies in the advertisements could influence only the less sophisticated. Their purchases are purely based on their desire with minor support by advertising. However, Schrank (1976) argued that a person unaware of advertising's claim on him or her is precisely the one most defenseless against the ad writer's attack because advertising works below the level of conscious awareness.

In persuasive language, adjectives are often used to convey mood and emotion for creating the products and brand value. The most frequent words found in advertisements are descriptive words such as free, new, better, best, full, fresh, fine, big, real, safe, full, and rich. The descriptive language is used rather than the flowery language for building the mood and tone to create positive images (Brierley, 2002). For example: "Bursting with real fruit, real nut, and real moxie"

Schrank (1976) stated that most products nowadays are parity products, the nearly identical products including soap, beer, coffee, cereal, soft drink, and milk, available in the market. Since most brands provide products with no great deal of distinctive features, the language manipulation for the sense of superiority need to be created to attract consumers. Therefore, the word 'best' and 'better' are commonly used to show consumers the illusion of superiority. According to the legal issue, the company can use the word 'best' in advertisement, which only literally mean the product is as good as another product in the same category because if every brand provides the same quality of product, they are considered the best. However, the word 'better' is only allowed to use to compare the product with other products in the different categories. Mallery (2006) clarified that in the advertising industry, a company can compare that their laundry detergent is better than toothpaste, but cannot claim that their product is better than other company's laundry detergent. Once the

claim is limited by legal issue, the linguistic feature becomes the main topic to mislead the consumers to unconsciously accept the claim.

Schrank's language of advertising claim

Superiority claims are popularly used in advertisements in aiming to persuade and attract the viewers' attention. Schrank (1976) suggested a framework of advertising claim. There are ten types of superiority claim techniques that make the advertising text more trustworthy and truthful: weasel words claim, unfinished claim, uniqueness claim, water is wet claim, vague claim, so what claim, compliment the consumer claim, scientific or statistical claim, endorsement or testimonial claim, and rhetorical question claim. These claims are focused on making the lexical and linguistic feature to make the advertising text vague yet convincing. With the vague words, the meaning lies between the truth and falsehood of the products, yet it isn't against the law. The definition and example of the claims are as follows:

1. The weasel claim

The Weasel word is a claim originated from the weasel's egg eating behavior where it sucks only the inside and leaves the hollow shell of an egg unnoticeable (Schrank, 1976). Therefore, the weasel words are claims which seem good at the first glance but actually meaningless. They usually use a verb or adverb that makes the real meaning of the text weaker, unclear or meaningless.

Examples:

1. '**Helps control** dandruff symptoms with **regular use**'.

The weasel words include 'helps', 'control' and 'regular use'. The claim doesn't state to stop dandruff but only helps and if regularly use. It also doesn't state how often is regular for the product to effectively work. It could be daily, twice a week, or once a week. It can conclude that the claim is unclear.

2. "Listerine **fights** bad breath"

In this mouth washer advertising headline, the word 'fight' is used to weaken the whole meaning of the statement. It makes the advertising text literally mean that the product only fights bad breath not 'stops' it which doesn't entirely serve the purpose of the product benefits.

3. "Leaves dishes **virtually** spotless"

This is an advertisement headline of a dish detergent, which the consumer interpret that the detergent makes the dishes spotless. However, the word ‘virtually’ weakens the true meaning of the statement. In other words, the detergent doesn’t completely leave the dish spotless, but a few spots on the dishes

4. “Hot Nestles’ Cocoa is the very **best**”

The word ‘best’ and ‘better’ are also counted as weasel words. In this sense, the words ‘best’ means that the product is as good as other competitive brands. It only sounds superior, but doesn’t convey in the real meaning.

2. *The unfinished claim*

The unfinished claim is a superior claim for advertisements which the advertisers do not finish the comparison of the ideas or what they have to offer. They claim that their products are better or have something more, but not finishing the comparison. However, the advertisers try to persuade the consumers to jump to their own conclusion without finishing the statement.

The unfinished claim usually revolves around the word ‘more’ or other comparison word but doesn’t finish the comparison. Therefore, the consumers have to assume that what the product is better than or what more the products provide.

Examples:

1. “Magnovox gives you **more**”.

The statement showed the comparison to nothing and leave the consumers conclude the statement themselves. A careful consumers would notice that the advertisement claim doesn’t state that what more does Magnovox give you.

2. “Ford LTD—**700% quieter**”

As the comparison is left unfinished, and the consumer concludes, based on their experiences. The consumers might think that it’s 700% quieter than other brands or the last year model of Ford. However, the truth is when the Federal Trade Commission challenged the claim; Ford explained that the exterior and inside noise as the inside of the car was 700% quieter than the outside.

3. “**You can be sure** if it’s Westinghouse”

The claim stated only that the consumers can be sure about the brand, but it doesn’t state any further detail about what the consumers can be sure about. It leads the consumers to positively assume the rest. Therefore, the company has no responsibility toward falsehood of the unstated assumption.

4. “Scott makes it **better** for you”

The claim tries to make the consumers assume that the product is better, but it doesn't state that what in the product is made to be better. So, it fell into the unfinished claim category.

3. *The “we’re different and unique” claim*

The “We’re Different and Unique” claim is a technique which the advertisers try to convince the consumers that the product is unique or unlike other products of any brands. It's supposed to be interpreted to superiority. For example, Schlitz could put pink food coloring to the beer and claim that ‘there's nothing like new pink Schlitz’. As you can see that the pink color indicates to no superior of the beer or the taste of the beer at all.

The words often seen in this claim are ‘unique’, ‘unlike others’ and some make up words that the certain brand own, which make the products, material, or ingredients seem distinctive unlike other brand in the market.

Examples:

1. “If it doesn't say Goodyear, it cannot be **polyglas**”

It is a unique claim which the company used the intellectual property to claim for the superiority of the product where there might be no different in term of quality as other company could create the same composition component but cannot use the same name. Therefore, the claim can be created to prominent the identical point of the product, yet it doesn't guarantee the superiority of the uniqueness.

2. “Cougar is **like nobody's car**”

With the words ‘like nobody's car’, the claim immediately falls into to the uniqueness claim technique as it claims that the car is not like any cars of other brands.

3. “Only Doral has this **unique** filter system”

The word ‘unique’ shows the sense of uniqueness of the product component as in this case, filter system. However, the claim doesn't state how good or superior the uniqueness performs.

4. “Only Zenith had **chromacolor**”

Similarly to the ‘polyglas’ in the Goodyear tire advertisement, chromacolor is also an intellectual property of the company, which cannot be used by other companies. It conveys the uniqueness in the name but not in quality.

4. *The “water is wet” claim*

The “water is wet” is a technique to claim about detail or quality of the product that is true for all products of any brands in the same product category. For the water is wet claim, the advertisers only state the fact about the product, not the advantages that the products have over the competitors’ brands.

Examples:

1. “Rheingold, the **natural beer**”.

The truth is that all kinds of beer are made from grains and water which are undeniably natural. Therefore, the claim statement of natural beer is only the fact, not an advantage or the key to superiority.

2. “SKIN **smells differently on everyone**”

It claims that ‘SKIN’, a perfume brand, smells differently on everyone. Naturally, every perfume gives distinctive odors depending on individual skin. Therefore, this claim is only a statement of fact and can be generalized to any perfume

3. “Mobil: the **detergent Gasoline**”

The word ‘detergent’ makes the product seem to have more advantages over other brands, but the truth is that any gasoline naturally acts as a cleaning agent.

4. “Great Lash greatly increases the diameter of **every lash**”

The statement may sound impressive with the linguistic structure, but the claim offers consumers the quality that any mascara would do. There’s no real advantage.

5. *The “so what” claim*

The “so what” claim is the claim that the advertisers state the true information about the products without giving the real benefit of the products. It’s similar to the water is wet claim, except that the so what claim doesn’t share the components of other products in the product category but be implicated only to the advertised product. The consumers may say ‘So what!’ to the claims.

Examples:

1. “Campbell’s give you tasty pieces of chicken and **not one, but two chicken stocks**”

This is an advertisement of a chicken soup product which falls into the so what claim. There is a question that the existence of two stocks rather than one makes any difference or improves the taste of the product (Civil and Hearn, 2005).

2. “Geritol **has more than twice the iron** of ordinary supplements”

As the supplement offer twice as much of iron, it leads to the questions that is the addition amount of iron beneficial to the body? If it’s true, doesn’t it make any big difference to the product or the advantages that the consumers may receive?

3. “Strong enough for man but **made for a woman**”

With this claim, the deodorant company only says that the product is aimed at the woman market. So, the information doesn’t really give any benefit to the consumers.

6. The vague claim

The vague claim is an advertising technique where the statement is unclear and subjective, yet cannot be proven. The claim usually elaborates with colorful but meaningless words which often relate to the emotional opinion. It commonly cooperates with other advertising claim. The vague claim can be detected by the use of the fancy and unrealistic words or the unprovable meaning.

Examples:

1. “Lips have never looked so **luscious**”

Luscious (Dictionary.com) means highly pleasing to the taste or smell or richly satisfying in the sense of mind. As the statement is linked with the emotional feather, the claim cannot be proven.

2. “For **skin like peaches and cream**”

The claim cannot be proved or disproved as it’s impossible for skin to be like peach or cream, which are fruit and food. It may sound good, but doesn’t give much of the meaning.

3. “The end of **meatloaf boredom**”

‘Meatloaf boredom’ are fancy word selected in this claim to make the statement sound impressive or catchy, yet no real meaning or benefit given.

4. Fleischmann’s makes **sensible eating delicious**

Similarly to the previous example, ‘sensible eating delicious’ gives the unclear meaning as none can define how the ‘sensible eating delicious’ is.

7. The endorsement or testimonials claim

The endorsement or Testimonial claim is a common used claim to sell most of the products in the advertising industry today. The technique tries to associate a product or service with someone famous. They could be a celebrity or someone with

the authority in the certain field. The people who advertise the product sometimes claim that they use the product while they usually don't.

Examples:

1. “**Joan Fontaine** throws a shot-in-the-dark party and her friends learn a thing or two”

The advertisement used a famous British female actor as a presenter of the product. Her popularity could persuade the consumers into buying the certain product without much detail about its advantages.

2. “Darling, have you discovered Masterpiece? The most exciting men I know are smoking it” (**Eva Gabor**)

Similarly, the highlight of this claim that makes it convincing is the presenter of the advertisement, Eva Gabor. She is a famous female actor in Hollywood.

8. The scientific or statistical claim

The scientific or Testimonial is a method, which make use of scientific proof or experiment. The statements often consist of statistical numbers, percentages, scientific jargons and a remarkable, mysterious ingredient making the claim sound impressive and beneficial where there is probably nothing original. Some company might use a scientist or dentist to prove or claim to use the product for more credibility. Therefore, the number and scientific jargons are commonly used.

Examples:

1. “Cert contains a sparkling drop of **Retsyn**”

The statement of a breath mint advertisement sounds good and superior with the word ‘Retsyn’, which might be assumed to be a favorable ingredient by common consumers, whereas it is only a name for vegetable oil.

2. “Sinarest. Create by a research **scientist who actually gets sinus headaches**”

The medicine company used the career credibility of a scientist who actually gets sinus headaches who is assumed to understand the symptom well as a selling strategy.

3. “Easy-Off have **33% more** cleaning power than another popular brand”

In this claim, ‘another popular brand’ means other kinds of oven cleaner in the market. Moreover, the claim only states that the product has 33% more cleaning

power, but doesn't say that it work 33 % better. However, with percentage data, it sounds more convincing.

4. "Wonder Bread helps build strong bodies **12 ways**"

In this claim statement, the use of the number 12 makes the claims sound more persuasive than without.

9. The "compliment the consumer" claim

The "compliment the consumer" claim is a technique where the advertisers try to flatter the consumers who use the products or service. The purpose of this advertising technique is to make the consumers think that they are special and smart to choose this product. The key is to give the sense that makes the buyer perceive as a superior

Examples:

1. "We think a cigar smoker is **someone special**"

This is an advertisement of a cigar flattering the consumer who smokes cigar to be a special person. As Cigar is not a healthy product, the trick to lure the consumer into buying the product is to make the consumer feel accepted and prior to use the product.

2. "If what you do is right for you, no matter what others do, then **RC Cola is right for you**"

With the words 'RC Cola is right for you, the company tried to complement the selection of the consumers.

3. "You **pride yourself** on your good home cooking"

In this claim, 'pride yourself' are selected words for complimenting the consumers who buy the certain product.

10. The rhetorical question

The rhetorical question is one of the rhetoric feather that use in advertisement technique as a claim. In terms of advertising headline, this technique requires a response from the viewers. The consumers' answer is supposed to confirm the product's benefit.

Examples:

1. "**Shouldn't your family be drinking Hawaiian Punch?**"

It's a rhetorical question which tends to lead the viewers to the idea that they should drink the certain product.

2. **“What do you want most from coffee?”** That’s what you get most from Hills.”

The headline demands a response by letting the viewer think about how they like the coffee before informing them that the product can fulfill their needs.

3. **“Plymouth- isn’t that the king of car American wants?”**

The headline uses rhetorical question trick to demand a response from the viewer by letting the consumers unconsciously think about the product.

However, Mallery (2006) has added more classification in the weasel word claim of Schrank’s framework into 4 types of weasel word according to their functions.

- | | |
|-----------------------|---|
| 1. Action words: | help, fight, control, work, can, prevent, like, |
| 2. Comparison words: | the feel of, looks, as much as, better, best |
| 3. Possibility words: | virtually, thankfully, absolutely, exclusively, exclusive, special, effectively, easier, can be |
| 4. Illusion words: | strengthened, enhanced, fortified |

In conclusion, the advertising claim’s techniques are generally used by advertisers in purpose of creating the believability toward the advertisements.

Believability measurement

Maloney (1963) stated that believability of the advertisements represents the effectiveness of the advertisements on the readers’ mind. Advertisements itself does not have inherent property but it depends on the interaction between the advertisements and the consumers’ attitude and memories accumulated from the past experiences. Griffin and Cass (2003) found that the advertising believability is an important component in consumer’s intention to comply with the advertisements and behavior outcome. Beltramini (1982) and Beltramini and Evan (1985) suggested that advertising believability is a level of perceived believability in advertisements message claim where customers found to be truthful. Perceived claim believability hold strong influence on the effectiveness of the advertisements and the consumers’ intention response in taking action or purchase the product. Believability level of the product claim depends on the brand credibility and attitude of consumers toward the

advertisements which should lead to the consumers' intention to purchase the products or service.

The original believability scale created by Beltramini. The believability scale of Beltramini is a semantic scale with 10 series of bipolar adjectives with opposite meaning separated. Each series has 7 scales for the audience to select the level of words that match their opinion toward the advertisement. According to the bipolar scale, the scale consisted of unbelievable and believable, untrustworthy and trustworthy, not convincing and convincing, not credible and credible, unreasonable and unreasonable, dishonest and honest, questionable and unquestionable, inconclusive and conclusive, not authentic and authentic, unlikely and likely. The adjectives were separated by the scale ranging from 1 to 7, which is for the audience to judge their feeling toward the advertisements from 1 to 7 respective. (See the scale in appendix 1)

The advertising content affect the believable attitude of the consumers. Consequently, the consumer will have more confident to make a purchase. However, the level of believability depends on the advertising informational content which would leave the consumers the different level of purchase intention as well (Planchon, James & Van Hoof, 2011).

Purchase intention measurement

Keller (2001) defied purchase intention as a stage that the consumers intend to buy a product or service because they think they need the product or have positive attitude toward the product. Purchase intention also means that the consumers are willing to buy the product or service after having evaluated the value of the product. To buy or to reject the product depends on the consumers' intention with numbers of external factor. Whitlark, Geurts and Swenson (1993) defined that purchase intention as a probability of purchasing which related to the intention percentage of consumers who actually buy the products.

Most of purchase intention measuring research use Juster 11-point probability scale to measure a predictive of future intention (Armstrong, 2001). Juster (1966) stated that "Since verbal intentions are just disguised probability statements, why not directly capture the probabilities themselves as expressed by the respondents.

The scale focuses on reporting what the consumers would like to do.” He assumed that if the response ranges high probability of purchase intention, the likelihood of actual action is high. Juster (1966) tested the scale by measuring the consumers’ intentions to purchase an automobile by using the likelihood of purchase scale (definite, probable, maybe, I don’t know, and no) and purchase probability scale (No chance, Very slight possibility, Slight possibility, Some possibility, Fair possibility, Fairly good possibility, Good possibility probable, Very probably, Almost sure, and Certain, practically certain) taken many days apart. The result showed the correlation between both scales of response which defied to the accurateness of measurement.

In this study, the Juster 11-point probability scale was also adopted to measure the purchase intention of the audience. The scale consisted of 11 points scale showing the possibility to purchase the product ranging from 0 to 10 with verbal description for each level. According to the scale, there are 0 no chance, 1 Very slight possibility, 2 Slight possibility, 3 Some possibility, 4 Fair possibility, 5 Fairly good possibility, 7 Good possibility probable, 8 Very probably, 9 Almost sure, and 10 certain, practically certain for the audience to select the score that is best fit their intention or their will to buy the products. (See the scale in appendix 2)

Related studies

This section describes the related research of the present study on the advertising language and its effectiveness, which can be discussed in two issues: The studies on the language of advertising and the studies on the relationship between the advertising claim and its perceived believability level. The related studies are to review the perspective numerous researchers from Thailand and abroad including the result of the studies.

The studies focus on the claim techniques and figurative language techniques used in advertisements cover various researches including the analysis of superiority claim to attract consumers in printed advertisements. Most of the research is aimed at content analysis. The study analyzing the advertising claim techniques are Ariffin, Razali, Nikman, Baharum and Wahab (2013), Gutenberg and Quinn (2016), Suvaree (2006), Arroyo (2013), Lapsanska (2006). Ariffin, Razali, Nikman, Baharum and Wahab (2013) investigated the most commonly use claim in the language of

advertising claim of Schrank (1976) framework and the result showed that the weasel claim was in the first rank of the most used claim in CAM (Complementary and Alternative Medicine) advertisements. As the result, the weasel claim was considered the most highly effective claim to use in CAM advertisements. However, Suvaree (2006) analyzed the advertising claim in airline advertisements in airline magazine showed that the scientific or statistical claim was used the most while the water is wet claim and so what claim were used the least because the claims with clear evidence were used more than those without. Ariffin, Razali, Nikman, Baharum and Wahab (2013) continued the sequent study to examine one of the superiority claims, 'The Weasel Claim' to investigate about the type of weasel words used in CAM advertisements. The research divided weasel words into 4 types. The result showed that the weasel words type 1 (Words of action or doing) such as 'help', 'can', 'fight', 'prevent', 'control', and 'work' was commonly used among CAM advertisements for a health claim. Arroyo (2013) presented that scientific language, one of the language of advertising claim techniques, was the prior choice for skin-care product advertisements which make the advertisements more persuasive. The strange language of specialist could take the consumer by surprise. Moreover, Lapsanska (2006) analyzed the linguistic devise used in printed advertisements and found that superlative adjectives, which are a part of weasel claim, are highly used for slogans in food products while numerals, scientific and statistic claim, are majorly used in automobile products. Gutenberg and Quinn (2016) focused on investigating how people interpret the claim that sound literally true, yet intent to deceive the consumer in the research titled "A Further Empirical Investigation into "Up to" advertising Claim: The "as low as" claim." As the result of the study, the research showed that there were substantial numbers of participants misunderstood or misled by the statement. In "as low as price reduction" claim and "up to cost saving" claim, most people tended to expect that the offers were applied to all consumers. Therefore, "as low as" claim and "up to" claim are equally deceptive.

In addition, many studies aimed at analyzing the advertising figurative language techniques are Chetia (2015), Cui and Zhao (2014), Lapsanska (2006), Suvaree (2006), and Thaithiang (2010). Lapsanska (2006) found that metaphor is the most popularly used among the jewelry products slogan while personification majorly used in automobiles and techniques slogan. Similarly, Chetia (2015) presented

rhetorical devices, including simile, metaphor, personification, hypophora, epizeuxis, hyperbole, parallelism, and pun were mostly found in English language advertisements in India. In contrast, Thaithiang (2010) focused only on beauty product advertisements including facial, body, hair treatment, fragrance and cosmetics in Marie Claire Magazine by investigating both verbal language and Suvaree (2006) studies on the language use in airline magazine; both study showed that Alliteration was use the most frequent while simile was used the least. Cui and Zhao (2014) focused on the different figurative language used in translating advertisements. The result showed that the rhetorical device in advertisements are always replaced with a new one when translation from Chinese to English because of the different in need gratification and cultural nuance.

In another focus, the studies aim at the advertising claim and its perceived believability level in the view of the consumer or audience. Most of the research is aimed at quantitative analysis with statistical result. Many advertising language research focused on analyzing the effectiveness of technique in advertising language which could lead to high level of believability and purchase intention of the target audience. The study analyzing on effectiveness of advertisements are Arroyo (2013) Griffin and Cass (2003), Parker (2005), and Mohannad and Alkubise (2012). Arroyo (2013) showed the using of scientific language was found to be more believable in skin-care product advertisements because the consumers tended to consider that if the products resulting from mixing of the surprising scientific components with certain proportions, specific in the formula, would improve their skin condition. As the use of rhetorical play of word and sound to create persuasiveness were the classic techniques for credibility and persuasiveness of the advertisements in various ranges of products (Thaithiang, 2010), Parker (2005) focused on the relationship between brand equity message and consumer respond including the brand trust, perceived ad claim believability and attitude toward the ad. The result revealed that the perceived ad claim believability is correlated to attitude toward the advertisement's credibility. Griffin and Cass (2003) studying on social issue and believability revealed that the more the consumer involve with the social issue such as smoking cigarette, drinking alcohol and taking drug, the more believable the advertisements are. Moreover, the believability found to lead to positive intend and finally the intention to perform according to the persuasive message in the advertisements. Mohammad and Alkubise (2012) suggested

that the significant key to effectiveness in online product advertisements in terms of purchase intention is the advertising language along with other factors including the advertising content, consumers' income, and internet skills. Similarly, Hemamalini and Shree (2014) agreed on the finding that the purchase intention of the advertisements positively correlated with the advertising message as well as the consumers' perception toward the products.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter describes the method of performing the study and analyzing the data in the topics as follows

1. Participants
2. Instruments
3. Data Collection
4. Data Analysis

This study adopted a mixed research method of both qualitative and quantitative. The qualitative and quantitative methods were selected for analyzing and summarizing the result in a descriptive way as well as measuring, and comparing the results of the data collected in a statistical form. Therefore, the data can be clearly classified and identified the level of frequency and correlation of the variations.

The qualitative research method was employed to investigate, describe and present the research findings from data collection of food and supplement products in Women's Health Magazine and interview of the participants. This study also adopted a quantitative method of research to investigate the frequency of the advertising claims, the level of believability and purchase intention as well as the correlation between the believability of the claims in the advertising headlines and body copy and the purchase intention of the advertised products in Women's Health Magazine.

Participants

The population of the study was the international students in Babeş-Bolyai University, Cluj Napoca, Romania. They were from different countries around the world including Algeria, Azerbaijan, Brazil, Belarus, Chile, China, Ecuador, Israel, Japan, Kazakhstan, South Korea, Georgia, Labin, Malaysia, Morocco, Moldova, Peru, Russia, Ukraine, Romania, France, Spain, Italy, and Hungary. All of them were non-native English speakers. The purposive sampling technique was used. The target participants of the study were international female students who lived in A1 dormitory.

The questionnaire were sent to all 78 female students in A1 dormitory, however, only 50 female students participated in this study. All of the students were from Erasmus Plus program at Babeş-Bolyai University in Romania and used English as a second language with the age ranges from 18 to 26.

Stimuli

In this study, there were 3 types of instrument: the instrument for the language of advertising claim, the questionnaire for believability and purchase intention, and the interview for consolidating the result.

1. This instrument for analyzing the language of advertising claim was the framework of Schrank (1976). The analyzing framework consisted of 10 categories of advertising language techniques to persuade readers: the weasel claim, the unfinished claim, the we're different and unique claim, the water is wet claim, the so what claim, the vague claim, the endorsement or testimonials claim, the scientific or statistical claim, the compliment the consumer claim, and the rhetorical question claim. Each type of claim holds different keywords and criteria to categorize the claim into the category. (See Appendix A) The analyzing form was made into two columns. The first column was the advertising claim from the advertisement and the second columns was the explanation of the criteria of the claim. (See Appendix B)

2. In order to collect data for the believability and purchase intention, the instrument for believability level and purchase intention level was a questionnaire. The questionnaire was made online in Google doc software program because it was the most effective way to reach the target audience and collect the data. The questionnaire was divided into 2 parts: general information of the participants, and the believability scale and purchase intention scales. The general information consisted of the participants' gender, continent of origin, native language, and education level. For the second part, the questionnaire showed 3 pieces of advertisements. Three advertisements in the questionnaire were purposively selected based on three most frequently found claims from 172 pieces of food and supplement product advertisements. Only 3 advertisements were selected because there are enough sample to serve the purpose for the three most frequently used claim. Moreover, a long survey may get lower quality answers and could negatively affected the reliability of the

result (Kleeman, 2016). Each piece of advertisement in the questionnaire had believability scale with 10 series of bipolar adjectives of Beltranimi and Juster's 11-point probability scale with percentage and verbal equivalent. (See the questionnaire in appendix C)

Beltranimi's believability scale is a semantic scale with 10 series of bipolar adjectives with opposite meaning separated. Each series has 7 scales for the participants to select the level of words ranging from 1 to 7 respectively to match their opinion toward the advertisements. The bipolar scale consisted of unbelievable and believable, untrustworthy and trustworthy, not convincing and convincing, not credible and credible, unreasonable and reasonable, dishonest and honest, questionable and unquestionable, inconclusive and conclusive, not authentic and authentic, unlikely and likely. For example, in the pair of unbelievable and believable, there are scales ranging from 1 to 7 in between for the participants to judge their feeling how they think of the advertisements. If the participants judge the advertising to be extremely believable, they can choose position 7. If they extremely think that the advertisements are unbelievable, they can choose position 1. However, if they have not formed a judgment, they can select the neutral position 4, which is half-way. Other scale numbers are ranged depending on the level of feeling toward the advertisements (Garland, 1990).

Furthermore, to collect the data for the purchase intention level, the Juster 11-point probability scale consisted of 11 points scale showing the possibility to purchase the product ranging from 0 to 10 with verbal description for each level. According to the scale, there are 0 no chance, 1 Very slight possibility, 2 Slight possibility, 3 Some possibility, 4 Fair possibility, 5 Fairly good possibility, 7 Good possibility probable, 8 Very probably, 9 Almost sure, and 10 certain, practically certain for the audience to select the percentage that is best fit their intention or their will to buy the products. For example, if the audience reads the advertisement and almost certain to buy the product, they can select 9 or if they feel that they have only slight possibility to buy the product, they can select 2.

3. For consolidating the result of the questionnaire, the interview was conducted to double check the reason why or why not the consumers believe and tend to buy the product with a semi- structure pattern. The main questions asked were 'Once you see the advertisement, how do you think of the advertisement?', 'Do you

believe in the claim?', 'Do you think the claim can be trust or is there some trick in the claim?', 'Look at the percentage you choose as a possibility to purchase the product, what attack you the most in the advertisement that make you decide to purchase?' and 'What if you see the text alone without the image, would it change anything is you decision?' Overall, the aim of the interview was to consolidate the result of the study in terms of the level of believability and the intention to purchase the product as well as the reasons toward the answers. (See the semi-structure of the interview in Appendix D)

Data collection

The data collection was preceded as the following orders.

Firstly, the Women's Health Magazine from 2012-2015 was purchased from the online Women's Health Magazine in iTunes application. The magazine was released 10 issues per year and the issues available online only reached back to 2012. Therefore, the data was collected from the magazine in January 2012 issue to December 2015 issue totaling 40 issues and only food and supplement product advertisements were collected. Then, the advertising headlines and body copies were typed in excel program and analyzed for the types of the claim according to the Schrank's framework. After that, the analyzed claims were sent to 3 experts: two were Thai experts in the field of English and business, and one was a native English speaker who was an expert of English language, to check for the accuracy of the analysis.

Secondly, three advertisements were randomly selected based on the limited number of questions that should occur in the questionnaire. Only 3 advertisements were selected because a long survey may get lower quality answers and could negatively affect the reliability of the result (Kleeman, 2016). Moreover, three advertisements could represent 172 advertisements because the frequency of claim types used in all 172 advertisements and in three sampled advertisements were correlated ($r = 0.89$, $p = 0.04$). Then, the questionnaire was designed and divided into two parts: general information and three advertisements along with Beltranimi's believability scale and the Juster 11-point probability scale. After that, the questionnaire was sent to the three experts in English field to check and gained the validity value of 0.86. In the survey, the researcher selected only female students who

live in A1 dormitory in Erasmus program from Babeş-Bolyai University in Romania as participants of the study with the purposive sampling technique. Then, the survey was conducted by sending out the questionnaire to all female students who lived in dormitory A1, which is an international dormitory for multinational students, through online channel. All female participants were kindly asked to fill in the form; however, only fifty female students participated in the survey. The collected data were put in statistic program and computed by statistical methods to find the statistical levels of believability of the advertising claims and purchase intention among the non-native participants as well as the correlation between the variables.

Finally, ten students from the participant group were randomly selected to be a part of the interview. The interview was conducted in form of semi-structured through a video call program. During the interview, the researcher clearly explained about the objectives of the survey and the meaning of the advertising claim. Then, the researcher gave a piece of questionnaire from the survey and had the interviewees do the questionnaire again. Then, the researcher asked the opinions and decision making toward the advertisements based on the answer in the questionnaire. The questions in the interview were about why do the interviewees believe or not believe the claims in the advertisements and why do the interviewees choose the certain level of purchase intention (See the semi-structured interview questions in appendix D). The interview lasted approximately 5 minutes per one person and was voice recorded. The interview was later transcribed into text and analyzed for the mutual key information in the response of the respondents to consolidate the survey results. The finding of the interview was explained in qualitative method to support and double check the results of the survey.

Data analysis

After the data were completely collected, the researched proceeded on the data analysis in following orders.

1. In answering the research question 1: What type of advertising claims is used in the food and supplement product advertisements' headlines and body copy in Women's Health Magazine issued in years 2012 to 2015?

All advertisements were analyzed for the occurrence of the claim techniques based on the framework of Schrank (1976). One advertisement can have more than one advertising claim technique. The advertising claim techniques of both categories were ranked in order of frequency. Descriptive statistics were used to categorize for frequency and percentage of each claim technique by statistical program. Frequency distribution and tables for quantitative data were also illustrated. The following formulas were conducted for frequency and percentage of each claim techniques (Sweeney et al., 2009).

$$\text{Percentage} = \frac{(\text{Frequency of the typed claim techniques})}{n} \times 100$$

Where, n = number of samples

In the claim qualitative analyzing process, the lexical, sentence structure, meaning, and person's reference were focused depending on the types of claim. Therefore, a statement could contain more than one claim technique to pursue the persuasiveness of the advertisements. (See Appendix A) The claim were put in the analyzing form for analyzing the type of claim including explanation why it was categorized in the certain type of claim (See Appendix B). Then, the analyzed claims were sent to 3 experts: two were Thai experts in the field of English and business, and one was a native English speakers who was an expert of English language to check for the accuracy of the analysis. The inter-rater value of the three experts was 0.92.

2. In order to answer the research question 2: Do the advertising claims in food and supplement product advertisements' headlines and body copy in Women's Health Magazine issued in years 2012 to 2015 receive high level of believability and purchase intention from the non-native English speakers?

In terms of quantitative method, the questionnaire results were computed and analyzed by using descriptive statistics such as percentage and mean for the level of believability and purchase intention of the advertisements. The result of believability level and purchase intention level were described in average means and the class interval was calculated to statistically describe the meaning of the results. The interval scale for calculating the class interval was adopted with the interval formula as follows (Serirat, 1998).

$$\text{Interval Scale} = \frac{\text{Maximum score} - \text{Minimum score}}{\text{Number of score}}$$

The interval scale of the believability scale was 0.86. Therefore, the interval classes in the believability scale were as follows.

1.00 – 1.86	means	Strongly low
1.87 – 2.72	means	Low
2.73 – 3.58	means	Moderately low
3.59 – 4.44	means	Moderate
4.45 – 5.30	means	Moderately high
5.31 – 6.16	means	High
6.17 – 7.00	means	Strongly high

With the same method, the interval scale of the purchase intention scale was also calculated and the result was 0.91. Therefore, the interval classes of the purchase intention scale with the linguistic terms (Venkata, R.R, 2007) were as follows.

0.00 – 0.91	means	Exceptionally low
0.92 – 1.82	means	Extremely low
1.83 – 2.73	means	Very low
2.74 – 3.64	means	Low
3.65 – 4.55	means	Moderately low
4.56 – 5.46	means	Moderate
5.47 – 6.37	means	Moderately high
6.37 – 7.28	means	High
7.29 – 8.19	means	Very high
8.20 – 9.10	means	Extremely high
9.11 – 10.00	means	Exceptionally high

3. In order to answer the research question 3: Is there a relationship between the believability level of the advertising claim and the purchase intention level of non-

native speakers of English toward the food and supplement product advertisements' headlines and body copy in Women's Health Magazine issued in years 2012 to 2015?

The result from the questionnaire was also used to analyze the correlation between believability level and purchase intension level by using referential statistics according to Pearson product-moment correlation coefficient. The statistical formulas were used as follows.

$$\text{Where, } s^2 \text{ (Variance)} = \frac{\sum (xi - \bar{x})^2}{n-1}$$

$$\text{Correlation Coefficient } (r_{xy}) = \frac{S_{xy}}{S_x S_y}$$

Where, S_{xy} = covariance of x and y

S_x = standard deviation of x

S_y = standard deviation of y

In terms of qualitative method, the interview of the ten interviewees, which were random from the participants, was conducted through video call program. The interview sessions were recoded. The process of analysis was conducted as follows.

3.1 The interview records of the interviewees were transcribed into text for further analysis.

3.2 The response of the interviewees was reviewed and synthesized for the mutual key information that could consolidate the result of the claim as well as the additional information beneficial to the study.

In conclusion, the interview records were analyzed to find the consistency in the result of the claim, the believability and the purchase intention received in the study.

CHAPTER 4

RESEARCH FINDINGS

This chapter presents the results of data analysis. The data presented in this chapter were based on the purposes of the study which were to investigate the type of claim found on food and supplement advertisements' headline and body copy in Women's Health Magazine in year 2012-2015, and the relationship between the believability toward the advertising claims and purchase intention among female non-native English speakers toward to advertising products.

The results presented in this chapter are divided into five parts

Part I presents the basic information of the respondents

Part II presents the occurrence frequency of the language of advertising claims in headline and body copy of the advertisements.

Part III presents the means of believability level and purchase intention level among non-native English speakers toward the advertisements.

Part IV presents the correlation between believability the purchase intention of the advertisements.

Part V presents the result from the interview

Part I Basic Information of the Respondents

In this section, the basic information of the respondents in the survey including the home continent and education was presented as follows

Table 1 The continents of the respondents

Continents	Number	Percentage
Europe	31	62
Asia	14	28
South America	2	4
Africa	3	6
Total	50	100

As shown in Table 1, from the total numbers of the participants of 50 people, the majority of respondents were from Europe consisting of 31 people or 62% of the total respondents. Others 14 people accounted as 28% were from Asia, 3 people accounted as 6% were from Africa, and 2 people accounted as 4% were from South America.

Table 2 Education levels of the respondents

Education Levels	Number	Percentage
Undergraduate	34	68
Post graduate	15	32
Total	50	100

As shown in Table 2, in demographic level, the highest education level at undergraduate level or bachelor degree consists of 34 people or 68% of the total respondents. Others had Post graduate degree consisting of 15 people or 32% of the total respondents.

Part II: The occurrence frequency of the language of advertising claims in headline and body copy of the advertisements

In order to investigate the type of advertising claims found in the 172 pieces of advertisements in Women's Health Magazine, all of the selected advertisements were selected based on the product categories and only food and supplement product advertisements were selected from the magazines. The results of level of frequency on types of the language of advertising claims found in the advertisements' headline and body copy were analyzed and showed in this part. (See the analyzed advertisements in appendix E)

Table 3 The occurrence frequency and percentage of the advertising claim types found in the headline of 172 advertisements

Type of claim	Occurrence Frequency	Occurrence Percentage
The Weasel Claim	34	22.37
The Unfinished Claim	5	3.29
The “We’re Different and Unique” Claim	4	2.63
The “Water is Wet” Claim	16	10.53
The “So What” Claim	10	6.58
The Vague Claim	41	26.97
The Endorsement or Testimonials	4	2.63
The Scientific or Statistical Claim	17	11.18
The “Compliment the Consumer” Claim	11	7.24
The Rhetorical Question Claim	10	6.58
Total	152	100

As shown in Table 3, the result revealed the frequencies and percentages of the language of advertising claim types in the headline section of the advertisements. The table showed that the advertising claim type with the highest frequency in the headline section was the vague claim, which was found 41 times in the headline, with the percentage of 26.97 and the second highest frequency was the weasel claim, which was found 34 times on the headline section, with the percentage of 22.37, followed by the scientific or statistical claim which was found 17 times in the headline section with the percentage of 11.18.

Here were the examples of three most frequently found claim in the headline: the vague claim, the weasel claim, and the scientific or statistical claim. Firstly, the example for the vague claim in the headline was “Flourish from the inside out”. The phrase is a vague claim because it uses colorful word, and cannot be proven. No one can prove to be flourish from the inside out. Secondly, the example for the weasel claim in the headline was “Protein won't change your love of chocolate cake but it will fight hunger long enough to not want seconds”. “Fight” is in the categories of weasel

word to weaken the whole meaning. It means that the protein will fight your hunger, not stop it. Lastly, the example for the scientific or statistical claim in the headline was “More vitamin C than 10 oranges. No peeling required”. The claim contained a number “10 oranges”, to make the claim look impressive and more convincing.

The other advertising claims found in the advertisements with insignificant amounts were the water is wet claim, the compliment the consumer claim, the so what claim, the rhetorical question claim, the unfinished claim, the endorsement or testimonials, and the we’re different and unique claim, respectively.

Table 4 The occurrence frequency and percentage of the advertising claim types found in the body copy of 172 advertisements

Type of claim	Occurrence Frequency	Occurrence Percentage
The Weasel Claim	56	24.24
The Unfinished Claim	5	2.16
The “We’re” Claim	9	3.90
The “Water is Wet” Claim	30	12.99
The “So What” Claim	18	7.79
The Vague Claim	15	6.49
The Endorsement or Testimonials	7	3.03
The Scientific or Statistical Claim	72	31.17
The “Compliment the Consumer” Claim	9	3.90
The Rhetorical Question Claim	10	4.33
Total	231	100

As shown in Table 4, it was found that the language of advertising claim type with the highest frequency in the body copy section was the scientific or statistical claim, which was found 72 times on the body copy section from 172 advertisements with the percentage of 31.17 and followed by the weasel claim, which was found 56 times on the body copy section, with the percentage of 24.24. The water is wet claim

ranged the third highest frequency, which occurred 30 times on the body copy section, with percentage of 12.99.

Here were the examples of three most frequently found claims in the body copy: the scientific or statistical claim, the weasel claim, and the water is wet claim. Firstly, the example for the scientific or statistical claim in the body copy was “With 6 high potency B vitamins: Fat 7 Carb metabolism, Protein metabolism, Cellular Energy”. The claim contains numbers to make the claim look good. Secondly, the example for the weasel claim in the body copy was “Isopure protein, the highest quality 100% whey protein isolate. For Energy to be the highest quality humans.” We're all more than muscle”. The superlative form is weasel words as in this case is “the highest quality” because it means that the product is as good as other competitive brands but only sounds superior. Lastly, the example for the scientific or statistical claim in the body copy was “With 1,000mg Vitamin C plus other antioxidants and electrolytes, Emergen-C is making healthy contagious”. The claim, “1,000mg Vitamin”, has a number, which is a part of the Scientific or Statistical Claim. There are also some scientific jargons such as antioxidants and electrolytes.

The other advertising claims found in the advertisements with insignificant amounts were the so what claim, the vague claim, the rhetorical question claim, the we're different and unique claim, the compliment the consumer claim, the unfinished claim, and the compliment the consumer claim, respectively.

Part III: The means of believability level and purchase intention level among non-native English speakers toward the advertisements.

According to the questionnaire, the means of the believability level and purchase intention level were presented in this part. The data of the believability level and purchase intention level received were calculated with statistic program for the effectiveness of the advertisements that used the language of advertising claims as persuasive techniques.

Table 5 The claims in headline and body copy of the selected advertisements

Advertisements	Claim in Headline	Claim in Body Copy
Advertisement1	The Scientific or Statistical Claim	The Scientific or Statistical Claim
Advertisement 2	The Weasel Claim	The “Water is Wet” Claim
Advertisement 3	The Vague Claim	The Weasel Claim

As shown in Table 5, based on the advertising claim in the headline, advertisement 1 represented the scientific or statistical claim ranged the third most frequently found claim, advertisement 2 represented the weasel claim ranged the second most frequently found claim, and advertisement 3 represented the vague claim ranged the most frequently found claim.

Based on the advertising claim in the body copy, advertisement 1 represented the scientific or statistical claim ranged the most frequently found claim, advertisement 2 represented the water is wet claim ranged the third most frequently found claim in the body copy, and advertisement 3 represented the weasel claim ranged the second most frequently found claim in the body copy.

Table 6 The means of the believability level toward the advertising claim in three advertisements

Believability	Means Scores			Average
Scale	Ad 1	Ad 2	Ad 3	Means
Believability	4.58	4.66	4.90	4.71
Trustworthy	4.44	4.62	4.76	4.61
Convincing	4.34	4.76	4.56	4.55
Credible	4.36	4.68	4.42	4.49
Reasonable	4.72	4.72	4.88	4.77
Honest	4.28	4.32	4.46	4.35
Conclusive	4.36	4.56	4.46	4.46
Questionable	4.22	4.44	4.32	4.33

Table 6 (Continued)

Believability Scale	Means Scores			Average Means
	Ad 1	Ad 2	Ad 3	
Authentic	4.38	4.62	4.44	4.48
Likely	4.38	4.78	4.72	4.63
Average Means	4.41	4.62	4.59	4.54

As shown in Table 6, the believability results of the three advertisements in the questionnaire were calculated for their means. The means of advertisement 2 and advertisement 3 received moderately high level of believability and advertisement 1 received moderate level of believability. In term of headline, advertisement 3 with the vague claim and advertisement 2 with the weasel claim received moderately high level of believability, whereas advertisement 1 with the scientific or statistical claim received moderate level of believability. In term of body copy, advertisement 2 with water is wet claim and advertisement 3 with the weasel claim received moderately high level of believability, whereas advertisement 1 with the scientific or statistical claim received moderate level of believability. According to the semantic categories of the believability scale, most of the scales including believability, trustworthy, convincing, credible, reasonable, conclusive, authentic, and likely received moderately high level, whereas the scale including honest and questionable received moderate level. However, the results revealed that the means of the believability level of all semantic categories from all three advertisements were moderately high with the average mean of 4.54 out of 7-point scale.

Table 7 The means of the purchase intention level toward the selected advertisements

Purchase Intention	Means Scores
Advertisement 1	5.10
Advertisement 2	5.46
Advertisement 3	4.94
Average Means	5.17

As shown in Table 7, the purchase intention result of the three advertisements in the survey data were calculated for the means of the level of intention to buy the products. It was found all three advertisements received moderate level of purchase intention. Therefore, the average mean of the purchase intention level from all three advertisements was moderate with the level of 5.17 out of 11-point scale.

Part IV: The correlation between believability the purchase intention of the advertisements.

This part presented the further analysis of the correlation between believability level and purchase intention level of the advertisements. Correlation analysis was the approach to determine the relationship between variables as in this case were believability level and purchase intention level. By applying this analysis method, the data can be consolidated in order to draw conclusions to the study. This could be measured by the value of Pearson- correlation (r-value).

Table 8 The summary of the correlation coefficient value between the believability and purchase intention

	Advertisement 1	Advertisement 2	Advertisement 3
	Purchase Intention	Purchase Intention	Purchase Intention
Believability	.660**	.450**	.551**
Trustworthy	.712**	.490**	.543**
Convincing	.848**	.808**	.710**
Creditable	.939**	.838**	.838**
Reasonable	.650**	.606**	.582**
Honesty	.844**	.709**	.907**
Questionable	.833**	.705**	.890**
Conclusive	.894**	.668**	.771**
Authentic	.874**	.752**	.778**
Likely	.673**	.466**	.466**
Average Means	.793**	.648**	.704**

The data illustrated in Table 8 revealed the summary results of the believability and purchase intention correlation from three advertisements. The results indicated that there were significant correlations between believability level of all semantic categories and purchase intention level among the respondents in advertisement 1, 2 and 3 with the correlation coefficient values of .793, .648 and .704, respectively.

Part V: The results from the interview

The interview of 10 interviewees was conducted in order to support and validate the research data. The interview showed that the result was consistent with the results of the questionnaire. According to the interview, the claim messages in the advertisements played one of the major roles in convincing the consumers about the benefit of the products. Six interviewees informed that they believe the claim due to the claim. Some of the interviewee stated as follows.

“I think it’s convincing because there is so much vitamin C, benefit and all.”

“I think the phrase sounds influencing for me.”

“I think the phrase is good. It’s like it’s full of protein and grain and also delicious in combination.”

“I believe because it’s something containing vitamin and nutrition.”

The responses of the interviewees showed the believability toward the advertisement, which lead to the intention to purchase the products. Five interviewees showed the intention to purchase the products once they were asked whether they want to buy the product. Some of the interviewees stated as follows.

“Yes, because I think that it’s useful for body or health”

“Yes, I think it will give benefit when eating it.”

“I will have this in mind. If I need the product, I will probably go for it.”

As the result, the interview showed that those interviewees who believed the claim tend to have a high intention to buy the products than those who didn’t believe. Therefore, the result of the interview could validate the questionnaire results that the believability level perceived by the consumers could affect the purchasing intention level for the consumers.

Additionally, in terms of the advertising text, the image was seen as an eye catching part as most of the interviewees also agreed that the possibility of buying the product was lower if there isn't the image. Eight out of ten interviewees perceived that the text was an important factor that convinced them to buy the products as it showed the benefits of the products.

“The text helps me know what does the product helps.”

“Just text is good for me but the picture is just for fulfilling.”

“The picture without the text would be nothing that can convince me.”

“The text can persuade me but it's more entertaining and more eye-catching with the picture.”

In conclusion, the result of the interview conformed to the survey results that the advertising language had an influence on the believability of the products' benefits as most of the interviewees believe the claim because of the text, and the believability also affected the intention of purchasing the products.

CHAPTER 5

RESEARCH DISCUSSION

The current study strived to explore the language claims used in food and supplement products, the level of believability and purchase intention among non-native English speakers, and the relationship between the believability level and purchase intention level. In this chapter, the analyzed data are concluded and discussed according to the objectives of the study as described. As the results, the conclusions and discussions are presented respectively as well as the suggestions for further research at the end.

Conclusion

The conclusions of the study are described related to the purposes of the study that plan to find out the followings:

1. According to the claims found on the advertising headline and body copy, the claim results of the headline showed that the highest frequency of occurrence was the vague claim (26.97%) and the second highest was the weasel claim (22.37%) followed by the scientific or statistical claim (11.18%). On the other hands, the claim results of the body copy showed that the highest frequency of occurrence was the scientific or statistical claim (31.17%) and the second highest was the weasel claim (24.24%) following by the water is wet claim (12.99%).

2. For the level of the believability and purchase intention from the questionnaire, the data indicated that the means of believability were moderately high with the average mean of 4.53 and the means of purchase intention were in moderate level with the average mean of 5.17, considered based on the interval scale on page 37.

3. In the analysis for the correlation results between believability and purchase intention, it was found that there were positively significant relationships between the believability levels of all semantic categories and the purchase intention levels among non-native English speakers.

Discussions

Based on these findings, the following discussion can be made:

The findings reported that the most frequency claim found in headline was the vague claim. In the study, the vague claim was the most common used technique for the advertising headline. The example of the use of the vague claim in the headline:

“Eat adventurously with our new broth bowls”

In this advertising headline, “Eat adventurously” is the vague claim that use fancy, colorful but meaningless word, which is unprovable because eating adventurously cannot be explained. The use of the word “adventurously” to modify the verb “eat” is a metaphor, which is also a part of rhetorical style of language. Certainly, it cannot be realistically proven.

The use of the vague claim in the headline could be explained that the headline techniques including rhetorical language such as the judicious used of puns and words play were used for attracting the attention and encouraging the memory of the consumers. Those techniques overlap the vague claim technique classification because the vague claim usually involves the use of fancy and unrealistic vocabularies for the play of words (Grow and Altstiel, 2013). Furthermore, the vague claim was popularly used as an advertising language because it gives the vague and unclear meaning to the claim. It makes the claim unable to be proved whether the statement is true or not true in order to avoid the law of Federal Trade Commission, which looks closely at the truthfulness in the advertising claim of products that affects consumers’ health including food and supplements (Federal Trade Commission). Thus, this technique is considered one of the best ways to immediately attract attention of the readers, persuade the readers, and encourage the memory of the readers (Thaithiang, 2010; Grow & Altstiel, 2013).

The result was in line with the study of Suvaree (2006) who investigated on the study of language use in the airlines advertisements. The vague claim is found to be used as the second most frequency in the advertisements along with the weasel claim. Therefore, the issue of the vague claim, which is a part of the word play, can be proved as an effective and widely used method as there are many studies investigating on the rhetorical language in advertisements. As in the study of Chetia (2015), who

studied on the rhetorical language, presented the rhetorical device, including simile, metaphor, personification, and pun were mostly found in English language advertisements as persuasive techniques.

Referring to the result of claim in the body copy, the scientific or statistical claim was the most frequently used claim, which acquired high percentage of frequency. The example of the use of the scientific or statistic claim in the advertisement:

“With 1,000mg Vitamin C plus other antioxidants and electrolytes, Emergen-C is making healthy contagious”

This body copy of the advertisement is a good example of the scientific or statistical claim because it contains both number and scientific words as seen in the phrase “1,000 mg Vitamin C plus other antioxidants and electrolytes”. However, the claim categorized in the scientific or statistical claim type can contain either statistically numbers or impressive scientific jargons or both to make the statement catch the attention and convince the readers at first glance

The scientific and statistical claim is popularly and widely used in various types of product because people tend to trust quantitative data including the statistical number and percentage because of its exactness with no ambiguity. Therefore, the advertising message that is filled with numbers, percentage, or statistical data, is a great intrigue for the consumer (Kramer, 2017). Moreover, the claim could also become more impressive with the scientific jargons and remarkable, mysterious ingredients and more credible with the use of scientist’s or dentist’s proof (Schrank, 1976).

The results conformed to the studies on the language claim of Suvaree (2006) and Lapsanska (2006). They found that the scientific or statistic claim was used the most frequently in the airline advertisements and the automobile advertisements. Arroyo (2013), who investigated science language in skin-care advertisements: persuading through opacity, also revealed that the scientific or statistical claim was found the most frequently in skin-care products advertisements, which is considered a health product as well as the food and supplement. These previous studies from different types of products and different time showed the analysis of advertising claim, which led to rational results of the high frequency of the scientific or statistical claim in food and supplement products in Women’s Health magazine. All in all, the

statistical and the scientific claim could help convincing the consumers with the first impression because people perceive that statistic is trustworthy and the scientific ingredients are beneficial.

Furthermore, the study showed that the weasel claim was the second highest frequently found claim in both headline and body copy. The example of the use of the weasel claim in the advertisement:

“Enjoy our range of over 90 tastes and nutritious snacks. Made with only the best quality ingredients”

In this body copy of the advertisement, it contains superior type of weasel word as seen in the phrase “the best quality ingredients”. It conforms to the statement that the word ‘best’ and ‘better’ are commonly used to show consumers the illusion of superiority (Schrack, 1976). Hemamalini and Shree (2014) and Mohammad and Alkubise (2012) agreed that the advertising language positively correlated with the purchase intention along with the consumer’s perception toward the products. As the result, it leads to the believability and purchase intention issues.

The weasel claim is popularly used in the advertisements because consumers usually interpreted the weasel words in the way that it fulfills the advertising claims by using words such as help or fight that misleads the consumer’s understanding about the effectiveness of the products. The weasel words only help creating illusions of the ability to solve the problems for the consumers especially those who are having health problems (Ariffin, Razali, Nikman, Baharum & Wahab, 2013). Furthermore, the weasel words are selected to convince the consumers by getting around the law that does not allow the advertisers to make health claims without the authorities’ approval. The study also reveals that regular consumers may not understand the differences in wording. Thus, it is important for the consumers to be educated about the word choice and the intention behind the words for more understanding in the actual messages in the advertisements. (Parker, 2013)

The result conformed to the result of Suvaree (2006). However, the occurrence of the claim also depended on the type of products as shown in the study of Schrank (1976), which showed that weasel claim was used with the highest frequency in complementary and alternative medicine advertisements. The weasel word claim is popularly used and widely adapted in many parts of the advertisement including slogan as seen in the study of Lapsanska (2006), which found that that superlative

adjectives, which are a part of the weasel claim, are highly used for slogans in food products.

The difference of the advertising claim in headline and body copy could be explained that the headline and body copy have different functions. The headline functions as attracting attention whereas the body copy functions as giving details about the products (Brooking, 2016). Thus, the researcher believes, according to all evidences, that the headline, as an eye attracting part, should use the style of writing to be words play to attract immediate attention from the readers and guide the readers to the body copy while the body copy, as a product convincing detail part, should use the technique to give more information about the products as well as explain the key benefits to persuade the consumers.

In addition to focus on the level of believability and purchase intention, the means from all three advertisements showed that the believability toward the advertisements was in moderate level and the purchase intention toward the advertised products was also in moderate level.

It could be explained that the advertising claim is only one of the persuasive techniques in a written language used to persuade and convince the consumers into believing the messages. There are many other factors in the message that lead to the effectiveness of the persuasive devices such as rhetoric language, figurative language, and move as in the analysis of Suvaree (2006). Because only language of the advertising claim was focused, it resulted the moderate level received in the believability of the advertisements. Moreover, the degree of perceived believability level is one of the factors that influence the perceived believability of the consumers. There are other factors that could impact the believability including the personal backgrounds and experiences, and the social issues as the more involved consumers are in the issue, the more consumers would tend to believe the certain type of message in the advertisements. The believability influences attention and attitude, and attitude affects the intention of action (Griffin and O'Cass, 2003). Thus, this could lead to the reason that consumers who are involved with or concerned about health and diet would be more interested in food and supplement products than those who aren't. Consequently, this could explain the moderate level of believability scale. Since the believability level is moderate, it influences the purchase intention level to be as well

moderate, which is relevant to the result of the correlation test between the two variables.

According to the Pearson correlation tests, the believability level and purchase intention level were found significantly correlated, which means the more the consumers are exposed to the advertisements related to food and supplement products, the more they believe and have a purchase intention to the products. Similarly to the research of Irandust and Bamdad (2014), who studied on “The Role of Customer’s Believability and Attitude in Green Purchase Intention”, found that the customer’s believability about the advertisements was significantly related to the purchase intention. In addition, positive attitude toward the products also significantly influence the purchase intention. The research findings of Owhal (2015) also showed a significant relation between advertisement believability, persuasiveness and purchase behavior with the consumers’ attitudes towards the advertisements. Thus, it can be concluded that the believability does have a great impact on the perceived intention among consumers along with the important role of attitude toward the products.

As the believability scale has an influence on the purchase intention, it has an important role in consumers’ perception and leads the consumers to the intention to purchase the products. As seen in the research of Chowtanapanich and Chaipoopirutana (2014) titled “Identifying Factors influencing Purchase Intentions of Non-Blackmores Users”, it indicated that the level credibility perceived by the consumers played one of the major roles in driving the purchase intention. The study revealed the factors affecting the perceived purchase intention. The factors such as word of mouth and brand knowledge held strong and positive relation with the purchase intention. Words of mouth and brand knowledge can represent the perceived credibility of the consumers. Word-of-mouth recommendations are one of the most trustworthy factors which leads to the credible perception toward the products (Nielsen, 2015). Thaithiang (2010) also stated that the credibility is also linked to the persuasiveness of action by the rhetorical play of word which mostly found in the headline of the advertisements. In short, there are link between the purchase intention and the believability, which are caused by the language of advertisement.

In conclusion, the variables conducted in this research including the language of advertising claims, believability levels and purchase intention level were all highly related. On the other hands, the research findings and the supported studies showed

that the language of advertising claims and believability are the factors that lead to the purchase intention of the products in the advertisements of food and supplement in Women's Health Magazine.

Recommendations for future studies

The study intended to explore the relationship between the language of advertising claims, believability, and purchase intention among the English non-native speakers from many counties in 4 different continents: Europe, Asia, South America and Africa. For the future studies, the focus on the differences of perspective among consumers in different continents should be implemented because there might be some promising pattern of perception influenced by difference background and culture which might shed the light to the perception through their language filter.

Additionally, as this study was only conducted to investigate in the perspective of female consumers toward the advertising believability and purchase intention. There should be differences in the perspective of male consumers as both gender hold different levels of neurochemicals and thinking patterns, which could affect the decision making process and result. Therefore, the research on advertising language, believability, and purchase intention should be conducted by focusing on male consumers to gain the complete insight of the consumers' mind.

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APPENDICES

APPENDIX A

Schrank's Language Advertising of Claims

Schrank's Language Advertising of Claims

Claim	Analysis	Key words
The Weasel Claim	The analysis is based in <i>lexicon</i> and <i>meaning</i> . The weasel claim technique consists of weasel words which are a kind of word that make the phrases or sentences seem good but actually meaningless or unclear. If the sentence contains the weasel words, it will be considered as a weasel claim.	help, fight, control, work, can, prevent, like, promote, the look of, the feel of, looks, as much as, better, best, virtually, thankfully, absolutely, exclusively, special, effectively, easier, can be, strengthened, enhanced, fortified, etc.
The Unfinished Claim	The analysis is based on <i>lexicon</i> and <i>meaning</i> showing the comparison but the comparison does not finish or complete and leave the reader imagine the rest themselves. The words used are comparative adjectives such as more.	Comparative words including More, better, etc. The claim that hold the unfinished meaning or benefic of the products.
The "We're Different and Unique" Claim	The analysis is based on the <i>lexicon</i> such as unique, unlike others or invented names, and <i>meaning</i> that imply to the uniqueness of the products.	Words or phrases expressing the uniqueness of the products including unique, different, like nobody, like no other, etc.
The "Water is Wet" Claim	The analysis is based on <i>meaning</i> that shows the fact of the product which can apply to any other product brands.	The fact but not the benefit of the product

Appendix A (Continued)

Claim	Analysis	Key words
The “So What” Claim	The analysis is based on the <i>meaning</i> that shows the fact of the product not the advantage that product have over the competitors.	The unique fact but not the benefit of the product
The Vague Claim	The analysis is based on fancy and unrealistic <i>words</i> with unprovable meaning.	Fancy and unrealistic words
The Endorsement or Testimonials	The analysis is based on <i>the use of celebrity</i> who claims to use the product to advertise the products.	Celebrities or testimonials reference
The Scientific or Statistical Claim	The analysis is based on the <i>lexicon</i> and <i>number</i> . The scientific jargon or remarkable, mysterious ingredients making the statement sound impressive and statistical number or percentage are included in the Scientific or Statistical Claim.	Number, percentage, statistic, research or studies, scientific jargon or remarkable, mysterious ingredients
The “Compliment the Consumer” Claim	The analysis is based on the <i>meaning</i> where imply to the consumers that they are special and smart to choose the products.	Phrases expressing that the consumers are special and smart.
The Rhetorical Question Claim	The analysis is based on the <i>sentence structure</i> which is question sentence structure.	Question structure

APPENDIX B

Analyzing Form of the Language of Advertising Claims

Analyzing Form

The sample of the analyzing headline form

Headline	Description
<u>It's a better water</u> for a better you.	The superior form including better is in the weasel claim. The product claims to be better, which only means that the product is as good as others brand brands.

The sample of the analyzing body copy form

Body Copy	Description
Isopure protein, <u>the highest quality</u> 100% whey protein isolate. For Energy to be <u>the highest quality humans</u> . We're all more than muscle.	The superlative form is weasel words as in this case is “the highest quality” because it means that the product is as good as other competitive brands but only sounds superior.

APPENDIX C

Questionnaire

Advertising Survey for Believability and Purchase Intention

This survey was developed for the purpose of conducting graduate research on persuasive language in advertising headlines and body copy on food and supplement products; and their effects on purchase intention. The survey data shall be confidential.

In the survey, you will find 8 different advertisements with 2 sections each. You may answer to the first section by ranking the believability scale and the second section by predicting your purchase intention based on your attitude towards the persuasiveness of the claims in the advertising headline and body copy.

* a claim is a statement with persuasive techniques that is often used in an advertisement for the purpose of convincing consumers to buy their product's brand instead of competitor's.

Thank you very much in advance for your participation.

Part 1. Personal Information

What is your gender?

☐

Male

☐

Female

Are you native speaker of English?

☐

Yes

☐

No

Where are you from?

☐

Europe

☐

Asia

☐

Africa

☐

South America

☐

Other.....

What is the highest level of education?

☐

High school or

☐

lower

☐

Undergraduate

☐

Post graduate

Part 2 Advertisement

Advertisement 1

Please read the headline and body copy of the advertisement and rate its credibility and persuasiveness.



After seeing the printed advertisement, rate how you feel toward the claims in the advertisement headline and body copy. Please tick the number in this semantics scale that most expresses your feelings and attitudes toward the advertising claim.

Unbelievable	1	2	3	4	5	6	7	believable
Untrustworthy	1	2	3	4	5	6	7	Trustworthy
Not convincing	1	2	3	4	5	6	7	Convincing
Not credible	1	2	3	4	5	6	7	Credible
Unreasonable	1	2	3	4	5	6	7	Reasonable
Dishonest	1	2	3	4	5	6	7	Honest
Questionable	1	2	3	4	5	6	7	Unquestionable

Inconclusive	1	2	3	4	5	6	7	Conclusive
Not authentic	1	2	3	4	5	6	7	Authentic
Unlikely	1	2	3	4	5	6	7	Likely

After seeing the printed advertisement, how likely would you be to buy the product in the advertisement instead of competing products available from other. Please tick the most likely to be your purchasing intention percentages of the certain products.

Verbal equivalent	Score
<input type="radio"/> No chance, almost no chance	0
<input type="radio"/> Very alight possibility	1
<input type="radio"/> Slight possibility	2
<input type="radio"/> Some possibility	3
<input type="radio"/> Fair possibility	4
<input type="radio"/> Fairly good possibility	5
<input type="radio"/> Good possibility	6
<input type="radio"/> Probable	7
<input type="radio"/> Very probably	8
<input type="radio"/> Almost sure	9
<input type="radio"/> Certain, practically certain	10

Advertisement 2

Please read the headline and body copy of the advertisement and rate its credibility and persuasiveness.

**A WHOLESOME, FLAVORFUL,
AND OH SO SATISFYING SNACK.**

Sargento® Natural Cheese Snacks are a good source of calcium
and have at least 4 grams of protein per cheese stick.
It's one snack sure to satisfy, bite after delicious bite.

**Sargento Natural Cheese Snacks are a good source of calcium
and have at least 4 grams of protein per cheese stick. It's one
snack cure to satisfy, bite after delicious bite.**

After seeing the printed advertisement, rate how you feel toward the claims in the advertisement headline and body copy. Please tick the number in this semantics scale that most expresses your feelings and attitudes toward the advertising claim.

Unbelievable	1	2	3	4	5	6	7	believable
Untrustworthy	1	2	3	4	5	6	7	Trustworthy
Not convincing	1	2	3	4	5	6	7	Convincing
Not credible	1	2	3	4	5	6	7	Credible
Unreasonable	1	2	3	4	5	6	7	Reasonable
Dishonest	1	2	3	4	5	6	7	Honest
Questionable	1	2	3	4	5	6	7	Unquestionable

Inconclusive	1	2	3	4	5	6	7	Conclusive
Not authentic	1	2	3	4	5	6	7	Authentic
Unlikely	1	2	3	4	5	6	7	Likely

After seeing the printed advertisement, how likely would you be to buy the product in the advertisement instead of competing products available from other. Please tick the most likely to be your purchasing intention percentages of the certain products.

Verbal equivalent	Score
<input type="radio"/> No chance, almost no chance	0
<input type="radio"/> Very alight possibility	1
<input type="radio"/> Slight possibility	2
<input type="radio"/> Some possibility	3
<input type="radio"/> Fair possibility	4
<input type="radio"/> Fairly good possibility	5
<input type="radio"/> Good possibility	6
<input type="radio"/> Probable	7
<input type="radio"/> Very probably	8
<input type="radio"/> Almost sure	9
<input type="radio"/> Certain, practically certain	10

Advertisement 3

Please read the headline and body copy of the advertisement and rate its credibility and persuasiveness.

and prevent gas, bloating and discomfort*

Be natural with
beano[®]
and prevent gas, bloating and discomfort.*

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, or prevent any disease.

Beano's natural food enzymes help digest foods that cause gas.
Safe to take before every meal.

beanogas.com

SCROLL DOWN

Beano's natural foods enzymes help digest food that cause gas.

After seeing the printed advertisement, rate how you feel toward the claims in the advertisement headline and body copy. Please tick the number in this semantics scale that most expresses your feelings and attitudes toward the advertizing claim.

Unbelievable	1	2	3	4	5	6	7	believable
Untrustworthy	1	2	3	4	5	6	7	Trustworthy
Not convincing	1	2	3	4	5	6	7	Convincing
Not credible	1	2	3	4	5	6	7	Credible
Unreasonable	1	2	3	4	5	6	7	Reasonable
Dishonest	1	2	3	4	5	6	7	Honest
Questionable	1	2	3	4	5	6	7	Unquestionable

Inconclusive	1	2	3	4	5	6	7	Conclusive
Not authentic	1	2	3	4	5	6	7	Authentic
Unlikely	1	2	3	4	5	6	7	Likely

After seeing the printed advertisement, how likely would you be to buy the product in the advertisement instead of competing products available from other. Please tick the most likely to be your purchasing intention percentages of the certain products.

Verbal equivalent	Score
<input type="radio"/> No chance, almost no chance	0
<input type="radio"/> Very alight possibility	1
<input type="radio"/> Slight possibility	2
<input type="radio"/> Some possibility	3
<input type="radio"/> Fair possibility	4
<input type="radio"/> Fairly good possibility	5
<input type="radio"/> Good possibility	6
<input type="radio"/> Probable	7
<input type="radio"/> Very probably	8
<input type="radio"/> Almost sure	9
<input type="radio"/> Certain, practically certain	10

APPENDIX D

Interview questions

The Interview Questions

The interview was conducted in a semi structure with main question as follows;

1. Once you see the advertisement, how do you think of the advertisement?
2. Do you believe in the claim?
3. Do you think the claim can be trust?
4. Do you notice any trick in the claim that try to persuade you?
5. In what percentage would you likely to buy the product?
6. What attract you the most in the advertisement that make you decide to purchase?'
7. What if you see the text alone without the image, would it change anything in you decision?

APPENDIX E

Claim analyses

Examples of Analysis

Advertising headline containing the Weasel Claim	
Headline	Description
It's a <u>better water</u> for a better you.	The superior form including better is in the weasel claim. The product claims to be better, which only means that the product is as good as others brand brands.
Nutrition to <u>energize your healthy</u> and active life	It only imply that it boost life but it doesn't indicate to make health better.
Stick it to temptation. Special K Protein. Crunchy and hearty to <u>help satisfy</u> you hunger.	"Help" is in the categories of weasel word to weaken the whole meaning. It means that the food only help your hunger, not stop your hunger.
Breakfaster. Made with invigorating whole gains and real fruit to <u>help you move at the speed of morning</u> .	"Help" is in the categories of weasel word and the claim only imply to only help you do thing at the speed of morning but it doesn't indicate that the speed of morning mean fast.
Protein won't change your love of chocolate cake but it will <u>fight hunger</u> long enough to not want seconds.	"Fight" is in the categories of weasel word to weaken the whole meaning. It means that the protein will fight your hunger, not stop it.
We're all <u>more than muscle</u> .	The word 'best' and 'better' are also counted as weasel words as it only sound more superior. It claims that the product is more than muscle which doesn't practically mean any superiority.
<u>Better snacks by mail</u>	The word 'best' and 'better' are also counted as weasel words. The claim "better snacks" only means that the product is as good as other brands.
When you start with fresh cheese & aged parmesan on top of hand layered pasta. You get <u>the best lasagna</u> .	The word "best" is counted as weasel words because it means that the product is as good as other competitive brands but only sounds superior.

Appendix E (Continued)

Advertising headline containing the Weasel Claim	
Headline	Description
The juice is <u>greener here</u>	The comparative form is counted as weasel words as in this case is “greener here”. The claim only say that the juice is greener, which could mean the color or the ingredient of vegetable. However, this claim only means that the product is as good as other competitive brands but only sounds superior.
<u>Supporting your immune system</u> is nothing to sneeze at.	The word “support” is a weasel word. It means that the product only supports your immune not cure it.
Alive! Multi-Vitamins. Complete formulas made with high potency B-Vitamins to <u>help convert food into energy</u> plus fruits and vegetables.	“Help” is in the categories of weasel word to weaken the whole meaning. It means that the product only helps converting into energy not giving the energy.
Kellogg's cereal and milk, <u>Protein to help rebuild. Grains to help recharge</u>	“Help” is in the categories of weasel word to weaken the whole meaning. It only help rebuild and recharge not rebuild and recharge your energy.
Add GNC's whole body vitapak. Add <u>the most complete nutritional system in one pack.</u> Add GNC.	The superlative form is counted as weasel words as in this case is “the most complete nutritional system, which means the product is as complete as other brands.
<u>The tastiest flavors</u> stay that way with new Kashi Steam Meal	The superlative form is counted as weasel words as in this case is “the tastiest flavors” because it means that the product is as good as other competitive brands but only sounds superior.
<u>Healthy protein can be tough</u> to get when you need it.	“Can be” is a weasel word. It weakens the meaning of the sentence.
Introducing the EveryDrop water filter. <u>Freshly filtered</u> water at home & on the go.	The product claims that the water is only freshly filtered, but it doesn't confirm that the water is fresh or makes you fresh when drinking.

Appendix E (Continued)

Advertising headline containing the Weasel Claim	
Headline	Description
"my Emergent-C <u>helps me</u> weather the weather".	“Help” is in the categories of weasel word to weaken the whole meaning. It only help me endure the weather not stop the cold.
We created the <u>best oatmeal</u> ever and made it to go.	The word “best” is counted as weasel words because it means that the product is as good as other competitive brands but only sounds superior.
Just for women. Gummy vitamins that <u>support a healthy and active lifestyle</u> .	The word “support” is a weasel word. It means that the product only supports your lifestyle but doesn’t say that it will make your healthier.
Be natural with beano and <u>prevent gas, bloating and discomfort</u> .	The word “prevent” is weasel word because it only prevents from happening not stop.

Appendix E (Continued)

Advertising headline containing the Unfinished Claim	
Headline	Description
It's a <u>better water</u> for a better you.	The word “better” is a part of the unfinished claim. The claim states that the water is better, but doesn't state the benefit of the product which make the product better than others.
<u>A change for the better</u> tasted so good.	The word “better” is a part of the unfinished claim. The claim try to state that the change in the product is better, but doesn't state that what is changed and what makes it better.
<u>More protein</u> your edge	The word “more” is a part of the unfinished claim. The claim doesn't finish the comparison of more protein than what.
Achieving a <u>better form</u> is within reach	The word “better” is a part of the unfinished claim. The claim doesn't finish the comparison of better form than whom.
We're all <u>more than</u> muscle.	The word “more” is a part of the unfinished claim. The claim doesn't finish the comparison. It doesn't state that what benefit is added to make it better.
<u>The juice is greener</u> here	The word “greener” is a part of the unfinished claim. The claim doesn't finish the comparison of what is it greener than and when benefit does it make.
<u>More of what families want</u> in nutrition and everything they love about pasta.	The word “more” is a part of the unfinished claim. The claim try to state that the product have more in nutrition, but doesn't state that what's more in the nutrition.
Go go squeeze. <u>We're not just apple sauce.</u> We're awesome sauce!	“We're not just apple sauce” expresses as if there is something in the product that is more than the apple sauce, but doesn't finish the detail.

Appendix E (Continued)

Advertising headline containing the “We’re Different and Unique” Claim	
Headline	Description
<u>You won't believe it's gluten free!</u>	The claim try to state that the product is different from others with the expression of “you won’t believe it”
One thing we all have in common: <u>we're all different.</u>	The word “different” is a key word of the claim. The claim try to state that the product is different from others.
<u>There's nothing like feeling Alive!</u>	“Nothing like” The claim try to state that the product is different from others.
We add something exciting to our immune support. Plus Energy!	The claim state that the product is added something for the consumers’ immune, but doesn’t finish the claim of what ingredient is added in the product.

Appendix E (Continued)

Advertising headline containing the “Water is Wet” Claim	
Headline	Description
Pure spark. Pure <u>unflavored water</u> + Gatorade-level electrolytes.	“Unflavored water” is a part of this claim because any still water is unflavored, so how is it different from other brands.
<u>Protein designed for life</u>	“Protein designed for life” is the water is wet claim because protein is a nutrition necessary to the body, so it’s normal for the protein to be designed for the life.
Stick it to temptation. Special K Protein. Crunchy and hearty to help <u>satisfy your hunger</u> .	The claim state that the product can satisfy your hunger, yet any cereal products are for satisfying your hunger or make you full.
An excellent source of can-do <u>in every crunch</u> .	Any products hold the taste in every crunch and the statement doesn’t convey the real benefit of the product.
<u>Protein designed for essential nutrition</u> .	Protein of any brand is important for nutrition.
Alive! Multi-Vitamins. <u>Complete formulas</u> made with high potency B-Vitamins to help convert food into energy plus fruits and vegetables.	“Complete formulas” is a part of this claim because any brand of vitamin also have their complete formula in the product. So, it doesn’t convey the difference or special benefits.
<u>Average cannot wait for the end of the skinny jean era</u> .	“Average cannot wait for the end of the skinny jean era” is the water is wet because it is only a true statement which can be applied to any products.
Bursting with real fruit, <u>Real nuts</u> and real moxie.	Nut is naturally real, so any other brands would also serve the real nut.
<u>Get real immune support</u>	“Get real immune support” is the water is wet claim. It is common to get real immune support because No brand would claim to have fake immune support.

Appendix E (Continued)

Advertising headline containing the “Water is Wet” Claim	
Headline	Description
Great nutrition and great flavor. <u>(Yep, all in the same bite)</u>	“Great nutrition and great flavor. (Yep, all in the same bite)” is the water is wet claim. It is common for the supplement product to provide nutrition with even only a bite of the product.
<u>Real fruit + real nut + real multigrain = real delicious</u>	Fruit, nut, and grain are natural products, so any other brand would also have real fruit, real nut, and real multigrain.
What's your dinner made of? <u>Ours has nutrients in every slice and succulence in every bite.</u>	Any food with nutrients would also have nutrients in every part of the food, so this doesn't convey the real benefit
<u>Drumstick, wing, breast. Finally, a hot dog made with high quality chicken</u> breast and no artificial preservatives.	“Drumstick, wing, breast. Finally, a hot dog made with high quality chicken” is the water is wet claim because the drumstick, wing, and breast are normally made of chicken. Drumstick, wing, and breast of any product brand are naturally from chicken.
<u>Staying in fire ain's hard if you keep cool.</u>	“Staying in fire ain's hard if you keep cool” is the water is wet claim because it is only a true statement which can be applied to any products.
Lundbert Rice. <u>Delicious, sustainable, quality rice</u> collections. Now in an easy-to-use re-closable stand-up porch.	“Delicious, sustainable, quality rice” is the water is wet claim because any rice of any brand is sustainable.
California walnuts, <u>natural defenders of the human body.</u>	Walnut is a food from nature. So, walnut of any other brands are natural defender for body.

Appendix E (Continued)

Advertising headline containing the “So What” Claim	
Headline	Description
<u>Half the calories of butter</u>	“Half the calories of butter” is the so what claim because the decreasing amount of calories doesn’t convey to the benefit to the body.
It's not "packed with protein". <u>It's protein. In a pack.</u>	The product only claim that it provides protein in a pack.
Wisely selected American fruit. Naturally fermented <u>amberglass</u> <u>protected</u> .	The claim states that the fruit is protected by amberglass during the process. Even if it’s true, it doesn’t state the real benefit of being protected by the amberglass.
Get the most from every workout. <u>Hydrate with flavor.</u>	It claims that the water has flavor but it doesn’t confirm the real benefit from the favor
<u>A healthy balance of nutrients</u> <u>plus taste.</u>	“A healthy balance of nutrients plus taste” is the so what claim because even the nutrients have taste, it doesn’t guarantee any more beneficial than without.
<u>More vitamin C than</u> 10 oranges. No peeling required.	“ <u>More vitamin C than</u> 10 oranges” is considered as the “so what” claim because it leads to the questions: is the additional vitamin C beneficial to the body or does it make any difference to the advantages that the consumers may receive?
<u>Vitamin C never tasted so good.</u>	It claims the vitamin C product tastes good, but it’s only the taste not the real benefit of the vitamin.
Women's <u>ultra mega vitapak</u>	“Ultra mega vitapak” is the so what claim because it only claims that the product provided ultra mega portions of vitamin without giving the detail. It leads to the question that is the ultra mega portion of vitamin beneficial to the body.

Appendix E (Continued)

Advertising headline containing the “So What” Claim	
Headline	Description
Less is more. <u>Every peanut butter chocolate chip Larabar is made with only dates, peanuts, chocolate chips and sea salt.</u>	“Every peanut butter chocolate chip Larabar is made with only dates, peanuts, chocolate chips and sea salt” is the so what claim because the claim only shows the ingredients in the product without any additional benefits.
<u>As much protein as an egg</u> , now found in a bowl.	“As much protein as an egg” is the so what claim because it leads to the question that is the amount of protein equal to an egg beneficial to the body.

Appendix E (Continued)

Advertising headline containing the Vague Claim	
Headline	Description
<u>Power to keep you rolling right along.</u>	“Power to keep you rolling right along” is a vague claim. The consumers cannot be rolling right along when eating the product.
<u>Flourish from the inside out</u>	“Flourish from the inside out” is a vague claim because it uses colorful word, and cannot be proven. One cannot prove to be flourish from the inside out.
<u>Protein's new look</u>	“Protein's new look” is a vague claim because protein is always in form of protein. How can protein change the look?
<u>An excellent source of can-do in every crunch.</u>	“An excellent source of can-do” is a vague claim that uses the fancy and unrealistic word like source of can-do. Source of can-do is abstract and unprovable.
<u>A little goodness is a step towards greatness.</u>	“A little goodness is a step towards greatness” is a vague claim because goodness and greatness cannot be touched, cannot be measured, and cannot be proven.
Real turkey. Nothing artificial. <u>Carved thick.</u> Eaten well.	“Carved thick” is a fancy and unrealistic word because “thick” cannot be eaten, so it is not possible to practically eat thick.
<u>Deliciously heart healthy</u>	“Deliciously heart healthy” is a vague claim for it consists of fancy words, which cannot be proven.
<u>Reboundability built with chocolate milk</u>	“Reboundability” built with chocolate milk” are written with unrealistic meaning because reboundability is an abstract word, so it cannot be made of chocolate milk.
<u>Eat adventurously</u> with our new broth bowls	“Eat adventurously” is a Vague Claim because the claim use fancy but meaningless word. How can one eat adventurously?

Appendix E (Continued)

Advertising headline containing the Vague Claim	
Headline	Description
<u>The extra mile built with chocolate milk.</u>	“The extra mile built with chocolate milk” is the vague claim because of the unrealistic meaning. The extra mile cannot be literally made of chocolate milk.
<u>New finish lines built with chocolate milk.</u>	“New finish lines built with chocolate milk.” is a vague claim because of the unrealistic meaning. New finish lines cannot be literally made of chocolate milk.
<u>Good morning, satisfaction.</u>	“Good morning, satisfaction” is the vague claim because it is impossible to greet to satisfaction, which is not a human being.
<u>Fill up on silk.</u>	“Fill up on silk” is a claim playing with words like silk, which doesn’t convey the realistic meaning.
<u>Add fresh flavor</u> to any fiesta.	“Fresh flavor” is a vague claim because it is a fancy and unrealistic word. No one can tell the fresh flavor and the taste of the fresh flavor.
<u>Domination built with chocolate milk.</u>	“Domination built with chocolate milk” are written with unrealistic meaning because domination is abstract word, so it cannot be made of chocolate milk.
<u>The greatness of goodness</u>	“The greatness of goodness” is a vague claim where the meaning cannot be proven and meaningless.
<u>A handful of your heart's desire</u>	“A handful of your heart's desire” is a vague claim because the claim use the fancy and unrealistic word. Your heart’s desire cannot be measured in a handful.
<u>A handful of chocolate-covered permission</u>	“A handful of chocolate-covered permission” is a vague claim with an abstract word like permission because permission cannot be covered with chocolate.

Appendix E (Continued)

Advertising headline containing the Vague Claim	
Headline	Description
<u>A handful of sudden sophistication.</u>	“A handful of sudden sophistication” is the vague claim because the claim use the fancy and unrealistic word. “Sophistication” cannot be measured.
<u>A handful of good intentions.</u>	“A handful of good intentions” is the vague claim because the claim use the fancy and unrealistic word. Your good intentions cannot be measured in a handful.

Appendix E (Continued)

Advertising headline containing the Endorsement or Testimonials	
Headline	Description
<u>Kelley O'Hara</u> built with chocolate milk	The claim uses an athlete, Kelley O'Hara, as the endorsement to convince the consumers.
<u>Sponsors of fastest mom on the street.</u>	The advertisement claims a mom as a testimonials to convince the consumers.
<u>Thomas' Bagel Thins</u> . The thin side of delicious. 110 calories, 4 grams fiber	The claim uses an athlete, Thomas' Bagel Thins, as the endorsement to convince the consumers.
The meal that has <u>bloggers gushing and us blushing.</u>	The advertisement claims the bloggers as a testimonials to convince the consumers

Appendix E (Continued)

Advertising headline containing the Scientific or Statistical Claim	
Headline	Description
Pure spark. Pure unflavored water + <u>Gatorade-level electrolytes.</u>	“Gatorade-level electrolytes” is the Scientific or Statistical Claim because it’s a kind of scientific jargons that look impressive.
<u>7</u> pure wisely chosen grains.	The claim contained a number “7”, to make the claim sounds more persuasive and impressive than without the number.
<u>100% fruit applesauce.</u> Goodness on the go!	The claim contained the percentage “100%”, to make the claim sounds more persuasive, but it doesn’t claim that the juice is purely from apple juice.
Full of fiercely focused, free <u>radical-annihilating antioxidants.</u>	“radical-annihilating antioxidants” belongs to the Scientific or Statistical Claim because it’s a kind of scientific jargons that look impressive.
Average wants to have its cake and eat yours, too. Delivers nearly <u>2x total weight loss.</u>	The claim contained a statistical number, “2x” to make the claim looks impressive and more convincing.
<u>12 veggie burgers.</u> All a good source of protein. All ready to be grilled up, piled on and taken down.	The claim contained a number “12”, so it is put in the category of the Scientific or Statistical Claim.
<u>The scientific name for this protein</u> is "Meat, cheese, and nuts."	The claim uses the word “scientific” to back up the claim and make the claim more convincing.
No toast, Muffins, mochi, pancakes... <u>100% pure fruit butter.</u>	The claim, “100% pure fruit butter”, has number to make the claim more convincing, but it doesn’t mean that the product is 100% fruit.

Appendix E (Continued)

Advertising headline containing the Scientific or Statistical Claim	
Headline	Description
<u>Drink 1lb.</u> Of fruit. Do more of what you love.	The claim contained a number “1 lb”, to make the claim more convincing, but it doesn’t mean it the product contains 1lb of pure fruit.
More vitamin C than <u>10 oranges</u> . No peeling required.	The claim contained a number “10 oranges”, to make the claim look impressive and more convincing.
Switch from milk to Silk and <u>save 350 calories a week</u> .	The claim, “save 350 calories a week”, doesn’t mean that the milk has 350 calories less per unit.
<u>1 oz pocket snacks</u>	The claim contained a number “1 oz”, to make the claim more convincing, but doesn’t give the real benefit to the product.
A frosty, vanilla sleigh ride down a <u>hundred-calories</u> mountaintop	“Hundred-calories” is a number
Pure protein offers delicious, convenient, high-quality protein products with three benefits: High quality protein, <u>1-2 Grams of sugar</u> , Great tasting.	The claim contained a number “1-2 grams of sugar”, to make the claim more convincing, but it doesn’t mean that contain only 1-2 grams of sugar.
Lose the Fat. Not the flavor. <u>57% less fat than regular ground beef</u>	The claim contained a statistical number “57%”, to make the claim more convincing, but it doesn’t specific how much fat it is decreased from the regular ground beef, how much fat is in the regular ground beef, and it gives any benefits to the consumers.
<u>The#1 ingredient</u> in soup is broth. So why not use the <u>#1</u> broth?	The claim contained a number “The #1ingredient” and “The #1 broth”. The claim only sounds impressive, but gives no additional benefit to the product.

Appendix E (Continued)

Advertising headline containing the “Compliment the Consumer” Claim	
Headline	Description
It's a better water <u>for a better you.</u>	“For a better you” is used to compliment the consumers that if they consume the product they can be better.
<u>Achieving a better from is within reach</u>	“Achieving a better from is within reach” is a claim that compliments those who buy the product to have the ability to achieve better things.
Heart health <u>for those with heart.</u>	“Heart health for those with heart” is a claim that compliments those who consume the product to have a heart.
California walnuts for the <u>best simple veggies ever.</u>	“Best simple veggies ever” is the claim that compliments the consumers to be the best veggies when consuming the product, California walnut.
Organic roasted dandelion root. Plant power <u>for a better you</u>	“For a better you” is used to compliment the consumers that if they consume the product they will improve in a better way.
Organic throat coat. Plant power <u>for a better you.</u>	“For a better you” is used to compliment the consumers that if they consume the product they will improve in a better way.
I don't ignore my sweet tooth. <u>I outsmart it.</u>	“I outsmart it” compliments the consumers to be smart if they choose to consume the product.
<u>One thing we all have in common: we're all different.</u>	<u>One thing we all have in common: we're all different</u> compliments the consumers to be unique which is very valuable in the Individualistic culture.
Every plate is a clean slate. <u>Make your next meal a smart ones.</u>	The claim, “make your next meal a smart ones”, compliments the consumers by saying if they will be smart if they choose the product.
<u>Cop at the bar wants to cuff you.</u> <u>He's off duty</u>	The claim compliments the consumers that if they use the product, they will be attractive.

Appendix E (Continued)

Advertising headline containing the “Compliment the Consumer” Claim	
Headline	Description
<u>It's the smart breakfast you know you need.</u> And the pancakes you know you crave.	“It's the smart breakfast you know you need” compliments the consumers to be smart if they choose to consume the product for breakfast.
<u>The 30-calorie almond milk</u> enjoyed by guy who rescue cats and girls on yoga mats	The claim, “the 30-calorie almond milk”, has number to make the claim more convincing, but doesn't state the benefit of the 30-calorie almond milk.

Appendix E (Continued)

Advertising headline containing the Rhetorical Question Claim	
Headline	Description
<u>What the best mornings are made of.</u>	“ <u>What the best mornings are made of</u> ” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
<u>How good can you feel?</u>	“How good can you feel?” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
<u>Are we nut?</u> Yes. And we're also organic dark chocolate.	“ <u>Are we nut?</u> ” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
<u>What's your dinner made of?</u> Ours has nutrients in every slice and succulence in every bite.	“ <u>What's your dinner made of?</u> ” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
Life doesn't always stay on schedule. <u>Why should you vitamins?</u>	“Why should your vitamins?” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
<u>What's your dinner made of?</u> Ours has B Vitamins. That's right, steak had vitamins.	“ <u>What's your dinner made of?</u> ” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
<u>What helps me succeed?</u> I start the day with dry toast. A breakfast sandwich!	“What helps me succeed?” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.

Appendix E (Continued)

Advertising headline containing the Rhetorical Question Claim	
Headline	Description
The #1 ingredient in soup is broth. <u>So why not use the #1 broth?</u>	“ <u>So why not use the #1 broth?</u> ” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
<u>Who says multivitamins have to taste like multivitamins?</u>	“Who says multivitamins have to taste like multivitamins?” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
The #1 ingredient in soup is broth. <u>So why not sue the #1 broth?</u>	“So why not use the #1 broth?” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.

Appendix E (Continued)

Advertising body copy containing the Weasel Claim	
Body Copy	Description
Isopure protein, <u>the highest quality</u> 100% whey protein isolate. For Energy to be <u>the highest quality humans</u> . We're all more than muscle.	The superlative form is weasel words as in this case is “the highest quality” because it means that the product is as good as other competitive brands but only sounds superior.
Meet the new water form Ocean Spray. It's made with PACs, or proanthocyanidins powerful elements found deep inside cranberries-to cleanse and <u>purify better than water alone</u> .	The word ‘best’ and ‘better’ are also counted as weasel words. The claim only say that the product is better than plain water with no any superiority.
Show your body some love and <u>help it</u> flourish with ZICO. Premium Coconut Water. With five electrolytes, including potassium, you body will thank you.	“Help” is in the categories of weasel word to weaken the whole meaning. It is explained that it only helps not actually do it.
Naturally wholesome rBGH-free Whey. Now with acti-blend to <u>help your protein work harder</u> . 100 calored & 18g protein per serving. Certified gluten-free & chef's best award winning taste/ Naturally flavored & sweetened with no added sugar.	“Help” is a weasel word to weaken the whole meaning of the sentence. It is explained that it only helps not actually do it.
From Yoga to the gym, it you workout, chances are you need more protein to get stronger. But do you want to add 2 more ounces of peanuts to you diet, daily? That's why EAS have the protein your body needs in the forms your love to <u>help you get stronger, get better and get there quicker</u> . All you have to do is reach.	“Help” is also a weasel word that weaken the meaning because it only means to help, not actually do it. Moreover, the superior structure including “stronger”, “better” and “quicker” is a part of the weasel word because it only sounds superior, but it does not mean that the product is superior to others.

Appendix E (Continued)

Advertising body copy containing the Weasel Claim	
Body Copy	Description
Many people believe dandelions are nothing more than pesky weeds. But considering the dandelions we harvest from wild meadows in places like Poland <u>help support you body's</u> natural detoxification process we'd argue your body believe otherwise.	“Help support” are weasel words that weaken the meaning because it only means to help or support, not actually do the benefit.
Enjoy our range of over 90 tastes and nutritious snacks. Made with only <u>the best quality ingredients</u> .	The word “best” is counted as weasel words because it means that the product is as good as other competitive brands but only sounds superior.
If, like us, you're vocal sustainability, you'll like that we partner with rural Appalachian families who harvest limited amounts of slippery elm by hand to <u>help, well, make you even more vocal</u> . Literally.	“Help” is a weasel word to weaken the meaning. The claim only means to help the vocal not cure it.
With protein to rebuild and wholesome grains to recharge. Kellogg's Cereal & milk are a delicious combination that <u>helps refuel your body</u> .	The word “help” is a weasel word to weaken the whole meaning. It means that the protein only helps refuel your body not completely fuels your body.
Kashi Crunch Granola and Seed bars have chia seed, which add to the nutritional goodness in our tasty bar. And that <u>helps you eat positive</u> , no matter where the day takes you.	The word “help” is a weasel word to weaken the meaning. The claim only helps you eat positive, not be the positive thing for eating.

Appendix E (Continued)

Advertising body copy containing the Weasel Claim	
Body Copy	Description
New silk Vanilla Protein + Fiber <u>may help guise your hunger</u> with its winning combination of protein, fiber and delicious taste. Watch out, snack time. Also enjoy it in Original flavor.	“May help guise” is obviously weasel words. They make the meaning weaker because it only may help guise you hunger, not stop it at all.
Kerri Walsh Jennings: wife, proud mother of three, beach volleyball player, 3 times Olympic Gold Medalist, lover of life and chaser of dreams. She fuels her day with <u>the best tasting and highest quality whey protein in the world</u> . Just one scoop provides over one-third of your daily protein with only 100 calories.	The word “best” and the superlative form are counted as weasel words because it means that the product is as good as other competitive brands but only sounds superior.
Harness the power of American-grown pistachios. During training and on race day, natural American pistachios grown in the American West contribute to the nutrients every athlete needs for peak performance. Heart-healthy and with 6 grams of protein per serving, pistachios <u>help build muscle tissue and help maintain</u> endurance for every finish line.	The word “help” is a weasel word to weaken the meaning. The claim only says that the product will help build muscle tissue, not actually build muscle tissue. It also claims to only help maintain endurance, not actually maintain endurance.
Quaker real medley bars come in a taste variety of real fruit, nut and multigrain combos, like sweet apples and crunchy walnuts. With good energy, it's how we're <u>fighting the human energy crisis</u> one are at a time.	“Fight” is a weasel word to weaken the meaning. The product only claims to fight the energy crisis, not stop energy crisis.

Appendix E (Continued)

Advertising body copy containing the Weasel Claim	
Body Copy	Description
Sweet apple. Crunchy walnuts. Yummy multigrain. Quaker real medley had all the real, delicious fruit and nut combos a go-getter like you wants, in a cup that's just as on -the-go as you are. With good energy, it's how <u>we're fighting the human energy crisis</u> one cup at a time.	“Fight” is a weasel word to weaken the meaning. The product only claims to fight the energy crisis, not stop energy crisis.
Drinking Silk unsweetened Almondmilk instead of skim milk for one week can save you 350 calories. That's just one serving a day. Cut the calories without cutting the delicious creamy taste. That's how Silk <u>help you bloom</u> .	The word “help” is a weasel word to weaken the meaning. It only claims to help the consumers bloom or have nice skin, not actually make their skin good or flawless.
Try out specially crafted formula with vitamins, minerals, and herbs to <u>support you immune system</u> .	The word “Support” is a weasel word to weaken the meaning. It only claims to support, not actually increase or strengthen the immune system
There's a surprising way to get protein at breakfast. Kashi GOLEAN cereals with protein plus fiber, they <u>help keep you full all morning</u> . Try GOLEAN, and find out even more about protein at Kashi.com.	The word “help” is a weasel word to weaken the meaning. It only claims to help the consumers full.
Beano's natural food enzymes <u>help digest food</u> that cause gas. Safe to take before every meal.	The word “help” is a weasel word to weaken the whole meaning. It means that the product only helps digest food, but not completely do the action of digesting.

Appendix E (Continued)

Advertising body copy containing the Weasel Claim	
Body Copy	Description
Smart Ones knows breakfast <u>helps control hunger</u> all morning long. It's one of the 6 Smart Eating Principles we use to make all out food. And the reason we crated our new Pancakes with Turkey Sausage. When you 're smart, it shows.	The word “help” and “control” are a weasel word to weaken the meaning. It means that the product only helps control hunger not stop it.

Appendix E (Continued)

Advertising body copy containing the Unfinished Claim	
Body Copy	Description
Ever find yourself in lunchmeat limbo thinking, "do I get the meat with ingredients I cannot even pronounce, or the super expensive fancy 'hey, look at me' stuff" It's either affordable or natural. Guess what: you can have both. <u>Have more,</u> not less! Stack it high to the sky! Now that you know, it's easy to make the natural choice.	The word “more” is a part of the unfinished claim. The claim try to state that the consumer can have more from the product, but doesn’t state that what’s more.
As soon as your places are lied, you're off. Another personal best under your belt. But this time it's different. <u>This time you aim to experience more.</u> This time you have a team behind you. Pushing you, driving you, and celebrating every burst, sprint, push and breathe. We sponsor you, our Champion-in-training. Nourish your goals. Realize results.	The word “more” is a part of the unfinished claim. The claim states that the consumer will experience more, but doesn’t state what the consumer will experience more.
New Airborne Plus Energy- immune support <u>with something extra.</u> B vitamin for energy support.	“Extra” is a part of the unfinished claim. The claim states that the product gives something extra, but doesn’t state what is added as an extra.
If, like us, you're vocal sustainability, you'll like that we partner with rural Appalachian families who harvest limited amounts of slippery elm by hand to help, well, <u>make you even more vocal.</u> Literally.	The word “more” is a part of the unfinished claim. The claim doesn’t finish the comparison of more vocal than what or whom.

Appendix E (Continued)

Advertising body copy containing the Unfinished Claim	
Body Copy	Description
Whether you're into fly fishing or yoga, Naked Juice <u>have more than enough good stuff</u> to keep you going. Our 100% juice smoothes help you do 110% of the stuff you love to do. Now go get'em.	The word “more” is a part of the unfinished claim. The claim tries to state the product have more good stuff, but doesn't specify what's more

Appendix E (Continued)

Advertising body copy containing the “We’re Different and Unique” Claim	
Body Copy	Description
Nutrilite <u>is the only global vitamin and mineral brand to grow, harvest, and process plants on our own certified organic farms.</u>	The word “only” is a key word of this claim. The claim states that the product is no like others because it is the only vitamin and mineral brand.
There's <u>only one way to make a good turkey sandwich.</u> The right way to eat it, is however you eat it.	The word “only” is a key word of this claim. The claim states that the product seems different from others.
We purposely choose form over 100 botanicals to create <u>60 unique blends</u> that support things like energy, clarity, awareness and general feel-goodness. From sweet to spicy, the same things that make Yogi tastes delicious, make them work.	The word “unique” is a key word of the claim. The word shows the sense of uniqueness or difference, but the claim doesn’t state how good or superior is the brand or how it is better than others.
New silk Vanilla Protein + Fiber may help quite your hunger with its winning combination of protein, fiber and delicious taste. Watch out, snack time. <u>Also enjoy it in Original flavor.</u>	This word “original” can be implied to the uniqueness of the product as the claim leads the consumers to think that this brand has original flavor unlike other brands. However, the originality doesn’t mean more beneficial.
The Ronzoni <u>Gluten Free Difference:</u> Made in a dedicated gluten-free facility, White pasta taste the whole family will love, 19g of whole grains preserving.	The word “different” is a key word of the claim. The claim tries to state that the product is different from others, but it might not have the real benefit in the differences of the pasta.
Complete multivitamins plus added nutrition tailored to <u>your specific needs.</u>	The words “your specific needs” sounds unique to the consumers, which fits the “We’re Different and Unique” Claim

Appendix E (Continued)

Advertising body copy containing the “We’re Different and Unique” Claim	
Body Copy	Description
Try out <u>specialty crafted formula</u> with vitamins, minerals, and herbs to support your immune system.	“Specialty crafted formula” sounds customization and unique to the consumers, making it different from other brands.
Nothing get you going quite like the real fruit, nuts, and multigrain in Quaker Real Medleys. <u>Try all your unique and delicious combinations</u> in both snack bars and oatmeal cups.	The word “unique” is a key word of the claim. The word shows the sense of uniqueness or difference, but the claim doesn’t state how good or superior is the combination.
Quaker Real Medleys. For delicious flavors packed with multigrain and chunks of real fruit or nuts. <u>You’ve never seen oatmeal like this.</u>	“You’ve never seen oatmeal like this” sounds like this is the products unlike other products the consumers see in the market. The claim only makes the product seem unique as well as makes it different from other brands.

Appendix E (Continued)

Advertising body copy containing the “Water is Wet” Claim	
Body Copy	Description
It keeps you fueled. It keeps you satisfied. Because Sargento String Cheese is a <u>natural source of protein</u> . With 8 grams per serving, it beats out almonds, eggs and peanut butter-every time.	“Cheese is a natural source of protein” is the water is wet claim because cheese of any brand is a natural source of protein. Firstly, cheese is made of milk which is naturally from cow or other mammal. Secondly, any cheese gives protein.
Meet the new water form Ocean Spray. It's made with PACs, or proanthocyanidins powerful <u>elements found deep inside cranberries-to cleanse</u> and purify better than water alone.	“Elements found deep inside cranberries” is the water is wet claim because any other brand of cranberries juice would have the elements that is found inside cranberries.
Crust. Not cash. Deliciously crispy crust. All natural toppings. Plus all profits to charity. <u>That's good no matter how you slice it.</u>	“That's good no matter how you slice it” is the water is wet claim because any food products is good in any side and any slice of the food.
Whatever you take on, take it on with almonds. Get 6g of energy-giving protein and 4g of <u>hunger slaying fiber</u> to really bring it all day, every day.	Any fiber products can get rid of hanger because it is the properties of fiber.
Introducing new <u>Maxwell House iced coffee concentrate made from coffee beans</u> . With water or milk and the simple squeeze of a bottle, you can mix a perfect, lightly sweetened iced coffee-to-go, while you're on-the-go. Get the great taste of Maxwell House, now on ice. Good to the last drop.	“Maxwell House iced coffee concentrate made from coffee beans” is the water is wet claim because any coffee are made from coffee beans.

Appendix E (Continued)

Advertising body copy containing the “Water is Wet” Claim	
Body Copy	Description
There's a passion for life in the crunch of almonds. Get 6g of protein, 4g of fiber and <u>essential nutrients in every heart-healthy handful</u> to really bring it all day every day.	“Essential nutrients in every heart-healthy handful” is the water is wet claim because it is normal for a supplement product to provide essential nutrients in every piece of the product.
<u>Balance nutrition of a healthy & delicious in every serving</u> , 22g complete, plant-based protein, equivalent antioxidant value of 10 servings of fruit & veggies, no artificial colors, sweeteners, flavors or preservatives.	“Balance nutrition of a healthy & delicious in every serving” is the water is wet claim because it is normal for a supplement product to provide nutrition in all the product content as same as other product brands.
Barilla ProteinPLUS is ready to fuel the whole family. With 17g of protein from <u>all-natural vegetarian ingredients</u> , Barilla ProteinPLUS is the delicious, wholesome pasta that pumps them up.	“All-natural vegetarian ingredients” is the water is wet claim because the vegetarian ingredients are normally made of vegetable and other natural sources. Therefore, the claim of natural vegetarian ingredients is true to any brands of this kind of product.
Making balances food choices is important to all of us. We raise <u>all-natural chicken</u> with no antibiotics ever. Our products feature simple ingredients you know and minimal processing. It's all the extra care we take that helps you feel confident that you are giving you family great food.	“We raise <u>all-natural chicken</u> ” is a part of the water is wet claim because all chicken are natural

Appendix E (Continued)

Advertising body copy containing the “Water is Wet” Claim	
Body Copy	Description
Introducing POM Coconut. It's pure POM <u>juice blended with the hydrating power of coconut water.</u> And guess what? It is amazingly light and refreshing. So you can have all the replenishing benefits of electrolytes, like potassium, without giving up any of the flavor. Hey, what's not to love?	“POM juice blended with the hydrating power of coconut water” is the water is wet claim because it is the same as saying coconut juice with the power of coconut water. Any coconut juice brand must as well give coconut water.
SARGENTO Natural Cheese Snacks are a good source of calcium and have a least 4 grams of protein per cheese stick. <u>It's one snack sure to satisfy, bite after delicious bite.</u>	According to the statement that “It's one snack sure to satisfy, bite after delicious bite”, any snack would satisfy the consumers bite after bite
<u>Whole grains. Wholesome fiber.</u> Made with real fruit. And not high fructose corn syrup. Kellogg's Nutri-grain helps take care of you so you can take care of everything.	As stated that “Whole grains. Wholesome fiber”, whole grains is naturally a wholesome fiber.
Mmmm. The original green stuff billions of taste buds fell in love with. A super-delicious blend of 100% <u>all-natural juices</u> with antioxidant vitamins A & C, wheat grass, barley grass, and 1,500mg of Spirulina- not to mention a bunch of other super-good stuff. Odwalla. Goodness grows here.	According to the phrase “natural juices”, juice is from fruit and the fruit is normally from nature. So, the claim of natural juice seems to be able to be applied to any juice brands.

Appendix E (Continued)

Advertising body copy containing the “Water is Wet” Claim	
Body Copy	Description
Say no to Sodium benzoate, potassium lactate & Sodium diacetate. Things only a chemist would love. Say yes to <u>natural lunchmeat</u> with flavors like cherrywood, cracked	“Natural lunchmeat” is the water is wet claim because meat is naturally natural. Meat of any other brands is natural.
<u>Eating less meat and more delicious veggie protein is good for you and the Earth.</u>	“Eating less meat and more delicious veggie protein is good for you and the Earth” is the water is wet claim because it provides the fact of human body that eating less meat and more vegetable is good for health. Other brands of veggie protein products are also good for health.
Silk Fruit & Protein- a smooth and refreshing juice blend with the nourishing power of protein. <u>Deliciousness in every drop.</u>	Any brand of juice would have the taste in every drop. Therefore, the claim that Deliciousness in every drop is definitely the water is wet claim, which could apply to any other brands.
<u>Eating less meat and more delicious veggie protein is good for you and the Earth.</u>	“Eating less meat and more delicious veggie protein is good for you and the Earth” is the truth no matter what brand the product is.
There's power in the crunch of almonds. 6g of energy-giving protein and 4g of <u>hunger-slaying fiber</u> , ready whenever you need it most.	Any fiber products can get rid of hunger because it is the properties of fiber.
Good is contagious. Good refreshes our lives. <u>Good is in every carton.</u> Get your good going.	“Good is in every carton” is the water is wet claim because good products must be in every piece of product and certainly every package like other brands.

Appendix E (Continued)

Advertising body copy containing the “So What” Claim	
Body Copy	Description
Good is <u>in every blue diamond almonds</u> . Good is contagious. Good adds flavor to our lives.	“Good is in every blue diamond almonds” is so what claim because the given name “blue diamond almonds” doesn’t give any special benefits.
<u>The finest nuts, seeds, and dried fruit that can be found not in single serve packets that go anywhere with ease.</u>	“The finest nuts, seeds, and dried fruit that can be found not in single serve packets that go anywhere with ease” is the so what claim. The claim only give details about the ingredients of the product.
Nutrilite is the only global vitamin and mineral brand to grow, <u>harvest, and process plants on our own certified organic farms.</u>	“Harvest, and process plants on our own certified organic farms” is the so what claim because it doesn’t give any benefit to the product. It only claims to grow plants in their own farm.
If, like us, you're vocal sustainability, you'll like that we partner with rural Appalachian families <u>who harvest limited amounts of slippery elm by hand</u> to help, well, make you even more vocal. Literally.	The sense of harvesting by hand is the so what claim because there is no prove that harvesting by hand or not by hand gives any different benefits.
Make time for a good lunch. Between work and holiday feasts, eating a wholesome lunch is challenging with <u>Minute Ready to Serve Rice, you can enjoy perfectly portioned microwaveable rice in just 60 seconds.</u> Try varieties like our 100% whole grain, gluten-free brown rice.	“You can enjoy perfectly portioned microwaveable rice in just 60 seconds” is the so what claim. Although the 60 seconds microwaveable rice is probably different from other brands in term of the cooking time, it doesn’t give additional benefits to the product whether its deliciousness or superior in nutrition.

Appendix E (Continued)

Advertising body copy containing the “So What” Claim	
Body Copy	Description
Eden pastas, 24 of them, are one or a blend of two of these superlative organic grains. Each step in making the pasta contributes to and protects flavor, texture, and nutritional value. <u>Eden pastas is hand crafted at the Eden Organic Pasta Company</u> , a Detroit landmark using traditional pasta making techniques and vintage Italian equipment continuously since 1923.	“Eden pastas is hand crafted at the Eden Organic Pasta Company” is the so what claim because it claims to make the hand crafted product, but it doesn’t state the additional benefits of the product that is hand crafted.
Many people believe dandelions are nothing more than pesky weeds. But <u>considering the dandelions we harvest form wild meadows</u> in places like Poland help support you body's natural detoxification process we'd argue your body believe otherwise.	“The dandelions we harvest form wild meadows” is the so what claim because it claims that the ingredients, which is dandelions, is harvested from wild meadows. The origin of ingredient might be different from other brands, but it doesn’t show any additional benefits.
Hint of <u>natural flavor</u> . Unsweetened, zero calories.	By giving the natural flavor, it doesn’t confirm the real benefits of the favor
Smooth and creamy Silk Soymilk Original <u>had as much protein as dairy milk and 50% more calcium</u> . And because Silk is plant-based, it's naturally low in saturated fat and has no cholesterol. Now you can enjoy the good without the bad.	“Had as much protein as dairy milk and 50% more calcium” is the so what claim because it leads to the question is the among of protein and the additional amount of calcium beneficial to the body?

Appendix E (Continued)

Advertising body copy containing the “So What” Claim	
Body Copy	Description
Kerri Walsh Jennings: wife, proud mother of three, beach volleyball player, 3 times Olympic Gold Medalist, lover of life and chaser of dreams. She fuels her day with the best tasting and highest quality whey protein in the world, Just one scoop <u>provides over one-third of your daily protein</u> with only 100 calories.	“Provides over one-third of your daily protein” is the so what claim because it leads to the questions: is the specific amount of protein beneficial to the body?
Harness the power of American-grown pistachios. During training and on race day, <u>natural America pistachios grown in the American West</u> contribute to the nutrients every athlete needs for peak performance. Heart-healthy and with 6 grams of protein per serving, pistachios help build muscle tissue and help maintain endurance for every finish line.	“The pistachios was grown in the American west” is the so what claim because it is questionable about the benefit of growing the pistachio in the American West or it is just a farm’s name. Moreover, what’s is good about growing in that place or it’s just a farm
Get clean slate from Smart Ones. Every meal should be a chance to wipe the slate clean and move on. That's why Smart Ones Pasta with Rocotta and Spinach features our new Fiberful Pasta, <u>with twice the fiber of regular pasta.</u>	“With twice the fiber of regular pasta.10 oranges” is considered so what claim because it leads to the questions: is the additional fiber beneficial to the body or does it make any differences to the advantages that the consumers may receive?
Introducing Campbell's Homestyle new England clam chowder. <u>Made with tender clams caught fresh off the Atlantic coast.</u> For a taste that's authentically delicious.	“Made with tender clams caught fresh off the Atlantic coast” is the so what claim. The brand claims to use clams from the Atlantic coast, which doesn’t give any special benefit from the ordinary clams.

Appendix E (Continued)

Advertising body copy containing the “So What” Claim	
Body Copy	Description
Protein, fiber and omega-3, combined for a more balanced meal. One box of Barilla PLUS <u>provides the approximate nutritional equivalent of: the fiber in 35 leaves of Swiss chard, the Omega-3 in 6 ounces of walnuts and the protein in 11 eggs.</u>	“Provides the approximate nutritional equivalent of: the fiber in 35 leaves of Swiss chard, the Omega-3 in 6 ounces of walnuts and the protein in 11 eggs” is the so what claim because it is questionable that the amount of fiber, Omega-3, and protein is beneficial to the body.
Quaker real medley <u>bars come in a taste variety of real fruit, nut and multigrain combos</u> , like sweet apples and crunchy walnuts. With good energy, it's how we're fighting the human energy crisis one at a time.	“Bars come in a taste variety of real fruit, nut and multigrain combos” is the so what claim because the product is only claimed to have taste and give details of ingredients. However, it doesn't give any benefit from either the taste or the ingredients.
<u>Silk pure almond unsweetened</u> . The taste our appetites crave. <u>With 50% more calcium to help keep you standing strong.</u>	“With 50% more calcium” is the so what claim because it is questionable that the additional calcium is beneficial to the body or it makes any differences to the advantages that the consumers may receive.
Introducing Starbucks Refreshers beverage, <u>made with Green Coffee Extract-a breakthrough in natural energy.</u> It's a thirst-quenching, low-calories beverage made with real fruit, for an afternoon pick-me-up you can feel good about. Re-energize your day in one of three ways.	“Made with Green Coffee Extract-a breakthrough in natural energy” is the so what claim because it doesn't show the additional benefits of the coffee that is made with Green Coffee Extract-a breakthrough in natural energy.

Appendix E (Continued)

Advertising body copy containing the “So What” Claim	
Body Copy	Description
Start the day with a clean slate from Smart Ones. Our <u>Apples & Cinnamon Oatmeal is warm and satisfying with topping of real fruit and granola</u> . It's just one of many breakfast offerings from Smart Ones that lets you wipe the slate clean and get back on track.	“Apples & Cinnamon Oatmeal is warm and satisfying with topping of real fruit and granola” is the so what claim because the product is only claimed to give detail of ingredients. It doesn't say about the benefit of the ingredients.

Appendix E (Continued)

Advertising body copy containing the Vague Claim	
Body Copy	Description
Show your body some love and help <u>it flourish with ZICO</u> . Premium Coconut Water. With five electrolytes, including potassium, your body will thank you.	“It flourish with ZICO” is the vague claim because it uses fancy word such as flourish, which doesn’t have the literal meanings and cannot be proven.
<u>Start your day on the plus side of delicious</u> with Quaker Real Medleys. Try new Summer Berry Granola as a delicious snack to topping that's loaded with crunchy clusters plus real fruit. And there's new Banana Walnut Oatmeal, complete with super grains and packed with banana and crunchy nuts.	“Start your day on the plus side of delicious” is a vague claim with unrealistic meaning because no one can literally start a day on the plus side of delicious. The statement cannot be proven.
In the morning, discover the natural and tasty flavor of BelGioioso Mascarpone on toast with fresh fruit. Then, add it to you pasta for a <u>sweet creamy touch</u> . Our Mascarpone if or you all day long.	“Sweet creamy touch” is unclear and subjective, and cannot be proven.
A sprinkle of crunchy California walnuts adds flavor, texture and <u>heart-healthy goodness</u> to alll your favorite recipes for these recipes and more.	“Heart-healthy goodness” is the vague claim because colorful and fancy words are used with unprovable meaning.
More than 20b studies support the benefits of recovering with the high-quality protein and nutrients in Chocolate milk after a tough workout. Whatever you're building, <u>build it with Chocolate milk</u> .	“Build it with Chocolate milk” is the vague claim because fancy and unrealistic words are used and it is impossible for anyone to build anything with chocolate milk.

Appendix E (Continued)

Advertising body copy containing the Vague Claim	
Body Copy	Description
<p>We don't add anything to our juices that nature didn't put there. No added sugar. No preservatives. No extra flavoring. No nothing. So that each bottle overflows with the juice of a lush pound of veggies and 10g or less of sugar per 8 fl oz serving. (<u>And just the right fruit and snips of herbs to delight your taste buds</u>)</p> <p>Now that, to us, is deliciously green.</p>	<p>"To delight your taste buds" is a vague claim because it uses fancy words with unrealistic meaning. It cannot literally be proven that the product will delight ones' taste buds.</p>
<p><u>There's a warrior in every bottle of POM</u></p> <p>Wonderful 100 % Pomegranate Juice.</p> <p>And he's ready to defend your health with one swift sip. It's loaded with super-powerful antioxidants from the original super fruit-pomegranates. POM Wonderful. Crazy Healthy.</p>	<p>"There's a warrior in every bottle of POM" is a vague claim because it uses fancy and unrealistic words with unprovable meaning. The warrior cannot be in the bottle or in the water.</p>
<p>Every tiny win deserves a celebration.</p> <p>Like delicious low calories Crystal Light.</p> <p><u>A sip in the right direction.</u></p>	<p>"A sip in the right direction" is a vague claim with unrealistic meaning because it cannot be proven that which is the right direction to sip and it doesn't convey any benefit of the product.</p>
<p>With whole grain wheat on one side and <u>a touch of sweetness</u> on the other, Frosted mini-wheats give you nutrition you want with the taste you love.</p>	<p>"A touch of sweetness" is a vague claim, which uses fancy words. In this case, a touch of sweetness is elaborated with colorful words, but cannot be proven. It cannot be explained what the touch of sweetness is like.</p>

Appendix E (Continued)

Advertising body copy containing the Vague Claim	
Body Copy	Description
Introducing the new special L collection of snack bars. 100 feel-good calories, <u>rolled into bar of delight</u> .	“Rolled into bar of delight” is the vague claim because fancy and unrealistic words are used like “a bar of delight.”
Introducing Crytal Light Liquid. Six flavors. Zero calories. <u>Endless possibilities for every shade of you</u> .	“For every shade of you” is a vague claim because it is consisted to have fancy and meaningless words. The phrase cannot be literally proven about the shade of consumers
All the benefits of Gatorade in g five light and crisp flavors including glacier cherry. <u>Win from within</u> .	“Win from within” is a vague claim, which cannot be proven because it is literally meaningless. Ones cannot be proven to win from within.
Help rebuild muscles with 20 grams of protein to get the most out of you workout. <u>Win from within</u> .	“Win from within” is a vague claim, which cannot be proven because it is literally meaningless. Ones cannot be proven to win from within.
Mmmm. The original green stuff billions of taste buds fell in love with. A super-delicious blend of 100% all-natural juices with antioxidant vitamins A & C, wheat grass, barley grass, and 1,500mg of Spirulina- not to mention a bunch of other super-good stuff. Odwalla. <u>Goodness grows here</u> .	“Goodness grows here” is a vague claim with fancy but meaningless words. Goodness is an abstract word, so it cannot be grown anywhere. Therefore, the sentence cannot also literally happen.

Appendix E (Continued)

Advertising body copy containing the Endorsement or Testimonials	
Body Copy	Description
Studies show what elite athletes like <u>Apolo Ohno</u> have known for years: Chocolate milk have high-quality protein to build lean muscle and nutrients to refuel your body after a hard workout. So you can keep on going strong. Whatever you're building, build it with Chocolate Milk.	The claim uses an athlete, Apolo Ohno, as the endorsement to convince the consumers.
<u>Kerri Walsh Jennings</u> : wife, proud mother of three, beach volleyball player, 3 times Olympic Gold Medalist, lover of life and chaser of dreams. She fuels her day with the best tasting and highest quality whey protein in the world, Just one scoop provides over one-third of your daily protein with only 100 calories.	The claim uses a celebrity, Kerri Walsh Jennings, as the endorsement to convince the consumers.
Studies show what elite athletes like 2013 IRONMAN <u>World Champion Mirinda Cafrae</u> already know: Chocolate Milk has high-quality protein to build lean muscle and nutrients to refuel your body after a hard workout. Whatever you're building, build it with Chocolate Milk.	The claim uses an World Champion athlete, Mirinda Cafrae, as the endorsement to convince the consumers.
Food blogger <u>Ashley Whitmore</u> was <u>given a complimentary</u> . Honestly good entrée. She was so impressed, she posted this pic.	The advertisement claims a food bloggers, Ashley Whitmore, as a testimonials to convince the consumers.

Appendix E (Continued)

Advertising body copy containing the Endorsement or Testimonials	
Body Copy	Description
Studies show what elite athletes like the <u>U.S. Women Ski Jumpers</u> have known for years: Chocolate Milk have high-quality protein to build lean muscle and nutrients to refuel your body after a hard workout. Whatever you're building, build it with Chocolate Milk.	The claim uses an elite athlete, U.S. Women Ski Jumpers, as the endorsement to convince the consumers
The ironman would championship in Kona will push me to the limit. And then some. So after every workout, I drink chocolate milk. It's got protein my muscles need to get ready. <u>That's something scientists know now you do, too.</u>	The claim uses testimonial, which in this case is scientist, to make the product more trustworthy.
Nutritious California Walnuts are a convenient source of energy for hard working bodies. They're rich in the essential plant-based omega-3 fatty acid ALA. And the <u>American Heart Association certifies foods, including walnuts, for the contribution they can make to an overall heart-healthy diet.</u>	The claim uses the official organization to make the product more trustworthy, In this case, American Heart Association is mentioned as a claim in the advertisement.

Appendix E (Continued)

Advertising body copy containing the Scientific or Statistical Claim	
Body Copy	Description
It keeps you fueled. It keeps you satisfied. Because Sargento String Cheese is a natural source of protein. With <u>8 grams per serving</u> , it beats out almonds, eggs and peanut butter-every time.	The claim contains numbers, “8 grams per serving”. However, it does not stated about the benefit of the precisely 8 grams of the product to the body when consuming.
Just the stuff that matters. <u>Only three ingredients</u> : cherries, almond and dates.	The claim contains a number in the phrase “only three ingredients.” The claim seems more impressive with numbers, but it doesn’t convey any benefit. It only give the details of the ingredients in the product.
Isopure protein, the highest quality <u>100% whey</u> protein isolate. For Energy to be the highest quality humans. We're all more than muscle.	The claim contains a statistic number of percentage, which in this case is “100% whey protein” to make the claim sounds impressive.
Hint of natural flavor. Unsweetened, <u>zero calories</u> .	“Zero calories” is a claim to attract those who are on diet. There is no other benefits.
Nutrients to refuel, protein to rebuild, <u>backed by science</u> .	The claim has a phrase “backed by science”, which makes use of scientific proof or experiment.
With <u>6 high potency B vitamins</u> for: fat & carb metabolism, protein metabolism, cellular Energy.	The claim contains a number, which in this case is “6 high potency B vitamin”. The number makes the claim more attractive and convincing.
Show your body some love and help it flourish with ZICO. Premium Coconut Water. With <u>five electrolytes, including potassium</u> , your body will thank you.	The claim contains number and impressive scientific ingredients as in “five electrolytes, including potassium”. However, it only makes the claim look impressive.

Appendix E (Continued)

Advertising body copy containing the Scientific or Statistical Claim	
Body Copy	Description
In the morning, discover the natural and tasty flavor of <u>BelGioioso Mascarpone</u> on toast with fresh fruit. Then, add it to you pasta for a sweet creamy touch. Our Mascarpone if or you all day long.	“BelGioioso Mascarpone” are scientific words that make the statement look impressive without the real prove that it is beneficial to the body.
Pure in flavored <u>water + gatorade - level electrolytes</u> .	“Water + gatorade - level electrolytes” is a claim that contains remarkable ingredients to make the claim look impressive and beneficial.
With <u>6 high potency B vitamins: Fat 7 Carb metabolism</u> , Protein metabolism, Cellular Energy.	The claim contains numbers to make the claim look good, which in this case is “6 high potency B vitamins: Fat 7 Carb metabolism.”
There's a passion for life in the crunch of almonds. <u>Get 6g of protein, 4g of fiber</u> and essential nutrients in every heart-healthy handful to really bring it all day every day.	The claim contains numbers, which in this case is “6g of protein, 4g of fiber” to make the claim sound impressive.
Balance nutrition of a healthy & delicious in every serving, <u>22g complete, plant-based protein</u> , equivalent antioxidant value <u>of 10 servings of fruit & veggies</u> , no artificial colors, sweeteners, flavors or preservatives.	The claim contains numbers, which in this case is “22g complete, plant-based protein, equivalent antioxidant value of 10 servings of fruit & veggies.” The numbers only make the claim more convincing without the real benefits of the product.
Nutrients to refuel, protein to rebuild, <u>backed by science</u> .	“Backed by science” is a part of scientific experiment, which is put in the claim to make the product more trustworthy because people tend to believe in science.

Appendix E (Continued)

Advertising body copy containing the Scientific or Statistical Claim	
Body Copy	Description
<p><u>Studies show what elite athletes like</u> Apolo Ohno have known for years: Chocolate milk have high-quality protein to build lean muscle and nutrients to refuel your body after a hard workout. So you can keep on going strong. Whatever you're building, build it with Chocolate Milk.</p>	<p>The claim is considered the Scientific or Statistical Claim because it has a phrase “the studies show...”, which makes use of scientific proof or experiment.</p>
<p>Alive is nutrition you can feel. That's because new and improved Alive! Multivitamins give you <u>100% or more of the daily value of 20 vitamins & minerals</u>. Plus they're made with fruit & vegetables and high-potency B-vitamins for energy.</p>	<p>The claim contains statistic numbers, which in this case is 100% or more of the daily value or 20 vitamins and minerals.” The numbers make the claim more convincing in the eyes of consumers.</p>
<p>With <u>1,000mg Vitamin C plus other antioxidants and electrolytes</u>, Emergen-C is making healthy contagious.</p>	<p>The claim, “1,000mg Vitamin”, has a number, which is a part of the Scientific or Statistical Claim. There are also some scientific jargons such as antioxidants and electrolytes.</p>
<p>Good protein, quality <u>carbohydrates</u>, <u>phytonutrients</u></p>	<p>“Carbohydrates, phytonutrient” is a scientific word that make the statement look impressive without the real prove that it is beneficial to the body.</p>
<p>Silk pure almond unsweetened. The taste bog appetites crave. <u>With 50% more calcium to help keep you standing strong.</u></p>	<p>The claim contains a statistic number of percentage, which in this case is “50% more calcium”. However, it doesn't state that the additional amount is beneficial to the body.</p>

Appendix E (Continued)

Advertising body copy containing the Scientific or Statistical Claim	
Body Copy	Description
Convenient meal replacement supports your diet with <u>25g of high-quality protein, 3g of hunger-satisfying fiber and 24 vitamins and minerals with just 170 calories</u> per serving. Suitable for a low carb diet and lactose free.	The claim contains numbers, which in this case is “25g of high-quality protein, 3g of hunger-satisfying fiber and 24 vitamins and minerals with just 170 calories.” A lot of numbers make the claim more impressive and convincing.
This new year, feel your best <u>with 50% less sugar & calories.</u>	The claim, “with 50% less sugar & calories.”, has a number, which is a part of the scientific or statistical claim.
Protein for a different kind of sport. All it takes is one scoop of <u>100-calorie Designer Whey to get 18g of 100% premium whey protein, over one-third of your daily protein needs.</u> It's the perfect formula for increasing strength and providing the energy you need to take on the competition of a sport called life.	The claim contains statistic numbers, which in this case is “100-calorie Designer Whey to get 18g of 100% premium whey protein, over one-third of your daily protein needs.” The numbers in the claim including percentage, and proportion of the ingredients make the claim look convincing. However, no benefit from the certain amount of ingredients is mentioned.

Appendix E (Continued)

Advertising body copy containing the “Compliment the Consumer” Claim	
Body Copy	Description
There's only one way to make a good turkey sandwich. <u>The right way to eat it, is however you eat it.</u>	The claim, “The right way to eat it, is however you eat it”, tries to compliment the consumers that they will make the right choice if they choose this product.
One of the most difficult challenges of staying fit is finding convenient, quality protein sources that you can enjoy. Fit & Lean Protein Pudding gives protein a new look for your new look. Fit & Lean Protein Pudding tastes so good you won't believe it provides 15 grams of protein with only 100 calories, plus it's sugar free, lactose free and gluten free. <u>Fit & Lean Protein Pudding is a healthy dieter's delight</u> when you're looking for a quick, convenient protein-packed snack.	The claim, “Fit & Lean Protein Pudding is a healthy dieter's delight”, implies that consumers are smart to choose the product for diet because it will be beneficial and delightful.
As soon as your places are lined, you're off. Another personal best under your belt. But this time it's different. This time you aim to experience more. This time you have a team behind you. Pushing you, driving you, and <u>celebrating every burst, sprint, push and breathe. We sponsor you, our Champion-in-training. Nourish your goals. Realize results.</u>	The claim, “We sponsor you, our Champion-in-training”, makes the consumers feel special to choose the product

Appendix E (Continued)

Advertising body copy containing the “Compliment the Consumer” Claim	
Body Copy	Description
Support healthy weight loss. Healthy meal replacements packed with high-quality protein and fiber-available in both powder and ready-to-drink formulas <u>for your unique lifestyle</u> needs in a variety of delicious flavors.	“For your unique lifestyle” is considered the “Compliment the Consumer” Claim because the uniqueness is encourage and praised in the western culture
<u>It just doesn't get any better than your Sunday brunch with your best friends and Thomas Bagel Thins bagels.</u> Everything you love about a bagel, nut with 110 calories. You just have to toast it, top it and taste it to believe it. How could you top this?	“It just doesn't get any better than your Sunday brunch with your best friends and Thomas Bagel Thins bagels” is a compliment that the consumers are smart to choose to the product and their life will be better.
Smart Ones knows breakfast helps control hunger all morning long. It's one of the 6 Smart Eating Principles we use to make all out food. And the reason we crated our new Pancakes with Turkey Sausage. <u>When you're smart, it shows.</u>	The claim, “When you’re smart, it shows.”, makes the consumers think that they are smart to choose this product.
Make a little, make a lot, and <u>sweeten just the Way you like it</u>	The claim, “just the Way you like it”, makes the consumers feel special to choose the product
Great nutrition and great flavor (Yep, all in the same bite) Kashi frozen meals bring nutrition and great taste to the table, From spinach and artichoke pasta to chicken and chipotle BBQ, <u>you get flavor you want and goodness you need.</u>	The claim, “You get flavor you want and goodness you need”, implies that consumers is smart to choose the product because they will get what they want from food.

Appendix E (Continued)

Advertising body copy containing the “Compliment the Consumer” Claim	
Body Copy	Description
When you’re working hard to get lean and toned, you need smart nutrition to support your efforts. EAS Lean &Toned products fuel you day with great tasting, ready-to-drink shakes, powders, and bars that give you the protein you want, without the stuff you don't. <u>Add EAS Lean & Toned products to your routine for a leaner, for you.</u>	The claim, “for you”, makes the consumers feel special to choose the product.

Appendix E (Continued)

Advertising body copy containing the Rhetorical Question Claim	
Body Copy	Description
No matter how you workout, you need more protein to increase your strength. <u>But do you really want to add 2 more cups of quinoa to your diet, daily?</u> That's why EAS has nutrition options such as AdvantEDGE Carb Control with 17g of plant-based protein to help you find your edge. If you've got the will, we've got you protein.	“But do you really want to add 2 more cups of quinoa to your diet, daily?” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
From Yoga to the gym, if you workout, chances are you need more protein to get stronger. But <u>do you want to add 2 more ounces of peanuts to your diet, daily?</u> That's why EAS have the protein your body needs in the forms your love to help you get stronger, get better and get there quicker. All you have to do is reach.	“do you want to add 2 more ounces of peanuts to your diet, daily?” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
<u>Looking to maximize goodness are minimize guilt?</u> Satisfy more than just your sweet tooth with the antioxidant-rich duo of dark chocolate and California Almonds.	“Looking to maximize goodness are minimize guilt?” is considered the rhetorical question claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
It just doesn't get any better than you, Sunday brunch with your best friends and Thomas Bagel Thins bagels. Everything you love about a bagel, nut with 110 calories. You just have to toast it, top it and taste it to believe it. <u>How could you top this?</u>	“How could you top this?” is considered the Rhetorical Question Claim because it requires a response from the viewer and the answer will confirm the product’s benefit.

Appendix E (Continued)

Advertising body copy containing the Rhetorical Question Claim	
Body Copy	Description
Introducing POM Coconut. It's pure POM juice blended with the hydrating power of coconut water. And guess what? It is amazingly light and refreshing. So you can have all the replenishing benefits of electrolytes, like potassium, without giving up any of the flavor. Hey, <u>what's not to love?</u>	“what's not to love?” is considered the rhetorical question claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
Introducing POM Coconut. It's pure POM juice blended with the hydrating power of coconut water. And guess what? It is amazingly light and refreshing. So you can have all the replenishing benefits of electrolytes, like potassium, without giving up any of the flavor. Hey, <u>what's not to love?</u>	“what's not to love?” is considered the rhetorical question claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
<u>Planning on breakfast carrying you over til lunch?</u> Let a handful of crunchy California Almonds fulfill your commitment. With 6 grams of protein and 3.5 grams of fiber, Long-term satisfaction never tasted so good.	“Planning on breakfast carrying you over til lunch?” is considered the rhetorical question claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
<u>Want a snack that lives you back?</u> Reach for deliciously heart-smart California Almond. Just handful a day can nourish your heart by helping you maintain healthy cholesterol levels.	“Want a snack that lives you back?” is considered the rhetorical question claim because it requires a response from the viewer and the answer will confirm the product’s benefit.

Appendix E (Continued)

Advertising body copy containing the Rhetorical Question Claim	
Body Copy	Description
With busy life, it's easy to forget your vitamins. That's why Vitamins come in a portable tin so you can enjoy minty, quick dissolving Vitamins without water, any time you want. <u>Recommended Daily Allowance of vitamins and minerals?</u>	“Recommended Daily Allowance of vitamins and minerals?” is considered the rhetorical question claim because it requires a response from the viewer and the answer will confirm the product’s benefit.
<u>Need some instant culinary credibility?</u> Let the silicate crunch and delectable flavor of a handful of well-placed almonds do the trick.	“Need some instant culinary credibility?” is considered the rhetorical question claim because it requires a response from the viewer and the answer will confirm the product’s benefit.

APPENDIX F

Letter of Requesting for Permission



บันทึกข้อความ

ส่วนงาน คณะมนุษยศาสตร์และสังคมศาสตร์ งานจัดการเรียนการสอน โทร. ๒๓๒๗

ที่ ศธ ๖๒๑๐/

วันที่ ๒๘ มีนาคม พ.ศ. ๒๕๖๑

เรื่อง ขอบความอนุเคราะห์วิเคราะห์กลวิธีการใช้ภาษาจูงใจในหัวข้อและเนื้อหาโฆษณา
ที่ปรากฏในนิตยสารวีเมนเฮลท์

เรียน Mr. John Peter Brennan

ด้วย นางสาวปิยพร พรสุริยา นิสิตระดับบัณฑิตศึกษา คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยบูรพา หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร ได้รับอนุมัติให้ทำวิทยานิพนธ์ เรื่อง ความสัมพันธ์ระหว่างภาษาจูงใจ ระดับความน่าเชื่อถือ และความตั้งใจซื้อของโฆษณาอาหารและอาหารเสริมในนิตยสารวีเมนเฮลท์ (RELATIONSHIP BETWEEN ADVERTISING CLAIMS, BELIEVABILITY, AND PURCHASE INTENTION IN ADVERTISEMENTS ON FOOD AND SUPPLEMENT PRODUCTS APPEARING IN WOMEN'S HEALTH MAGAZINE) โดยอยู่ในความควบคุมดูแลของ ดร.สุชาดา รัตนวานิชย์พันธ์ ประธานกรรมการควบคุมวิทยานิพนธ์ โดยนิสิตได้วิเคราะห์ข้อมูลเรียบร้อยแล้ว และอยู่ในขั้นตอนการตรวจสอบความเชื่อมั่นของข้อมูลที่วิเคราะห์ในการนี้ ภาควิชาภาษาตะวันตก คณะมนุษยศาสตร์และสังคมศาสตร์ จึงใคร่ขอความอนุเคราะห์จากท่านในการวิเคราะห์กลวิธีการใช้ภาษาจูงใจในหัวข้อและเนื้อหาโฆษณาที่ปรากฏในนิตยสารวีเมนเฮลท์ของนิตินี้ (ดังเอกสารแนบ) คณะฯ หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่าน และขอขอบคุณอย่างสูงมา ณ โอกาสนี้ (เบอร์โทรศัพท์ผู้วิจัย ๐๙-๘๘๕๔-๔๖๗๑)

จึงเรียนมาเพื่อโปรดพิจารณา

(ผู้ช่วยศาสตราจารย์บุญรอด บุญเกิด)
คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์



บันทึกข้อความ

ส่วนงาน คณะมนุษยศาสตร์และสังคมศาสตร์ งานจัดการเรียนการสอน โทร. ๒๓๒๗

ที่ ศธ ๖๒๑๐/

วันที่ ๒๘ มีนาคม พ.ศ. ๒๕๖๑

เรื่อง ขอบความอนุเคราะห์วิเคราะห์กลวิธีการใช้ภาษาจูงใจในหัวข้อและเนื้อหาโฆษณา
ที่ปรากฏในนิตยสารวีเมนเฮลท์

เรียน ดร.ณัฐภัทร พัฒนา

ด้วย นางสาวปิยพร พรสุริยา นิสิตระดับบัณฑิตศึกษา คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยบูรพา หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร ได้รับอนุมัติให้ทำวิทยานิพนธ์ เรื่อง ความสัมพันธ์ระหว่างภาษาจูงใจ ระดับความน่าเชื่อถือ และความตั้งใจซื้อของโฆษณาอาหารและอาหารเสริมในนิตยสารวีเมนเฮลท์ (RELATIONSHIP BETWEEN ADVERTISING CLAIMS, BELIEVABILITY, AND PURCHASE INTENTION IN ADVERTISEMENTS ON FOOD AND SUPPLEMENT PRODUCTS APPEARING IN WOMEN'S HEALTH MAGAZINE) โดยอยู่ในความควบคุมดูแลของ ดร.สุชาดา รัตนวานิชย์พันธ์ ประธานกรรมการควบคุมวิทยานิพนธ์ โดยนิสิตได้วิเคราะห์ข้อมูลเรียบร้อยแล้ว และอยู่ในขั้นตอนการตรวจสอบค่าความเชื่อมั่นของข้อมูลที่วิเคราะห์ในการนี้ ภาควิชาภาษาตะวันตก คณะมนุษยศาสตร์และสังคมศาสตร์ จึงใคร่ขอความอนุเคราะห์จากท่านในการวิเคราะห์กลวิธีการใช้ภาษาจูงใจในหัวข้อและเนื้อหาโฆษณาที่ปรากฏในนิตยสารวีเมนเฮลท์ของนิตินี้ (ดังเอกสารแนบ) คณะฯ หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่าน และขอขอบคุณอย่างสูงมา ณ โอกาสนี้ (เบอร์โทรศัพท์ผู้วิจัย ๐๙-๘๘๕๔-๔๖๗๑)

จึงเรียนมาเพื่อโปรดพิจารณา

(ผู้ช่วยศาสตราจารย์บุญรอด บุญเกิด)
คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์



บันทึกข้อความ

ส่วนงาน คณะมนุษยศาสตร์และสังคมศาสตร์ งานจัดการเรียนการสอน โทร. ๒๓๒๗
ที่ ศธ ๖๒๑๐/ วันที่ ๒๙ มีนาคม พ.ศ. ๒๕๖๑

เรื่อง ขอความอนุเคราะห์วิเคราะห์กลวิธีการใช้ภาษาจูงใจในหัวข้อและเนื้อหาโฆษณา
ที่ปรากฏในนิตยสารวีเมนเฮลท์

เรียน ผู้ช่วยศาสตราจารย์ ดร.ชมพูนุช ปัญญาไพโรจน์

ด้วย นางสาวปิยพร พรสุริยา นิสิตระดับบัณฑิตศึกษา คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยบูรพา หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร ได้รับอนุมัติให้ทำวิทยานิพนธ์ เรื่อง ความสัมพันธ์ระหว่างภาษาจูงใจ ระดับความน่าเชื่อถือ และความตั้งใจซื้อของโฆษณาอาหารและอาหารเสริมในนิตยสารวีเมนเฮลท์ (RELATIONSHIP BETWEEN ADVERTISING CLAIMS, BELIEVABILITY, AND PURCHASE INTENTION IN ADVERTISEMENTS ON FOOD AND SUPPLEMENT PRODUCTS APPEARING IN WOMEN'S HEALTH MAGAZINE) โดยอยู่ในความควบคุมดูแลของ ดร.สุชาดา รัตนวานิชย์พันธ์ ประธานกรรมการควบคุมวิทยานิพนธ์ โดยนิสิตได้วิเคราะห์ข้อมูลเรียบร้อยแล้ว และอยู่ในขั้นตอนการตรวจสอบค่าความเชื่อมั่นของข้อมูลวิเคราะห์ในการนี้ ภาควิชาภาษาตะวันตก คณะมนุษยศาสตร์และสังคมศาสตร์ จึงใคร่ขอความอนุเคราะห์จากท่านในการวิเคราะห์กลวิธีการใช้ภาษาจูงใจในหัวข้อและเนื้อหาโฆษณาที่ปรากฏในนิตยสารวีเมนเฮลท์ของนิสิตในครั้งนี้ (ดังเอกสารแนบ) คณะฯ หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่าน และขอขอบคุณอย่างสูงมา ณ โอกาสนี้ (เบอร์โทรศัพท์ผู้วิจัย ๐๙-๘๘๕๔-๔๖๗๑)

จึงเรียนมาเพื่อโปรดพิจารณา

(ผู้ช่วยศาสตราจารย์บุญรอด บุญเกิด)
คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์

ที่ ศธ ๖๒๑๐/๒๐๖๗



คณะมนุษยศาสตร์และสังคมศาสตร์
มหาวิทยาลัยบูรพา ๑๖๙ ถ. ลาดยาวบางแสน
แสนสุข อ. เมือง จ. ชลบุรี ๒๐๑๓๑

๒๓ มิถุนายน ๒๕๖๐

เรื่อง ขอบความอนุเคราะห์ในการตรวจสอบความเที่ยงตรงของเครื่องมือเพื่อการวิจัย

เรียน ดร.คมเดือน โพธิ์สุวรรณ

สิ่งที่ส่งมาด้วย คำร้องขอวิทยานิพนธ์ และเครื่องมือเพื่อการวิจัย จำนวน ๑ ชุด

ด้วย นางสาวปิยพร พรสุริยา นิสิตระดับบัณฑิตศึกษา คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยบูรพา หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร ได้รับอนุมัติให้ทำวิทยานิพนธ์ เรื่อง ความสัมพันธ์ระหว่างภาษาจูงใจ ระดับความน่าเชื่อถือ และความตั้งใจซื้อของโฆษณาอาหารและอาหารเสริมในนิตยสารวีเมนเฮลท์ (RELATIONSHIP BETWEEN ADVERTISING CLAIMS, BELIEVABILITY, AND PURCHASE INTENTION IN ADVERTISEMENTS ON FOOD AND SUPPLEMENT PRODUCTS APPEARING IN WOMEN'S HEALTH MAGAZINE) โดยอยู่ในความควบคุมดูแลของ ดร.สุชาดา รัตนวณิชช์พันธ์ ประธานกรรมการควบคุมวิทยานิพนธ์ ขณะนี้อยู่ในขั้นตอนการสร้างเครื่องมือเพื่อการวิจัย ในการนี้คณะมนุษยศาสตร์และสังคมศาสตร์ ได้พิจารณาแล้วเห็นว่าท่านเป็นผู้เชี่ยวชาญในเรื่องดังกล่าวเป็นอย่างดี จึงใคร่ขอความอนุเคราะห์จากท่านในการตรวจสอบความเที่ยงตรงของเครื่องมือเพื่อการวิจัยของนิสิตในครั้งนี้

จึงเรียนมาเพื่อโปรดพิจารณา คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยบูรพา
หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านด้วยดี และขอขอบคุณอย่างสูงมา ณ โอกาสนี้

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์บุญรอด บุญเกิด)

คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์ ปฏิบัติการแทน

ผู้ปฏิบัติหน้าที่อธิการบดีมหาวิทยาลัยบูรพา

งานจัดการเรียนการสอน

โทรศัพท์ ๐-๓๘๑๐-๒๓๒๗

โทรสาร ๐-๓๘๓๙-๐๓๕๕

ผู้วิจัย โทร ๐๙-๘๘๕๕-๔๖๗๑

ที่ ศร ๖๒๑๐/ ๒๐๖๘



คณะมนุษยศาสตร์และสังคมศาสตร์
มหาวิทยาลัยบูรพา ๑๖๙ ถ. หนองบางแสน
แสนสุข อ. เมือง จ. ชลบุรี ๒๐๑๓๓

๒๓ มิถุนายน ๒๕๖๐

เรื่อง ขออนุญาตเคราะหในการตรวจสอบความเที่ยงตรงของเครื่องมือเพื่อการวิจัย

เรียน ดร.สุภาภรณ์ ยัมวิสัย

สิ่งที่ส่งมาด้วย คำโครงการวิทยานิพนธ์ และเครื่องมือเพื่อการวิจัย จำนวน ๑ ชุด

ด้วย นางสาวปิยพร พรสุริยา นิสิตระดับบัณฑิตศึกษา คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยบูรพา หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร ได้รับอนุมัติให้ทำวิทยานิพนธ์ เรื่อง ความสัมพันธ์ระหว่างภาษาจูงใจ ระดับความน่าเชื่อถือ และความตั้งใจซื้อของโฆษณาอาหารและอาหารเสริมในนิตยสารวีเมนเฮลท์ (RELATIONSHIP BETWEEN ADVERTISING CLAIMS, BELIEVABILITY, AND PURCHASE INTENTION IN ADVERTISEMENTS ON FOOD AND SUPPLEMENT PRODUCTS APPEARING IN WOMEN'S HEALTH MAGAZINE) โดยอยู่ในความควบคุมดูแลของ ดร.สุชาดา รัตนวณิชช์พันธ์ ประธานกรรมการควบคุมวิทยานิพนธ์ ขณะนี้อยู่ในขั้นตอนการสร้างเครื่องมือเพื่อการวิจัย ในการนี้คณะมนุษยศาสตร์และสังคมศาสตร์ ได้พิจารณาแล้วเห็นว่าท่านเป็นผู้เชี่ยวชาญในเรื่องดังกล่าวเป็นอย่างดี จึงใคร่ขอความอนุเคราะห์จากท่านในการตรวจสอบความเที่ยงตรงของเครื่องมือเพื่อการวิจัยของนิสิตในครั้งนี้

จึงเรียนมาเพื่อโปรดพิจารณา คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยบูรพา
หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านด้วยดี และขอขอบคุณอย่างสูงมา ณ โอกาสนี้

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์บุญรอด บุญเกิด)
คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์ ปฏิบัติการแทน
ผู้ปฏิบัติหน้าที่อธิการบดีมหาวิทยาลัยบูรพา

งานจัดการเรียนการสอน

โทรศัพท์ ๐-๓๘๑๐-๒๓๒๗

โทรสาร ๐-๓๘๓๙-๐๓๕๕

ผู้วิจัย โทร ๐๙-๘๘๕๕-๔๖๗๑

ที่ ศธ ๖๒๑๐/ ๒๑๓/๑



คณะมนุษยศาสตร์และสังคมศาสตร์
มหาวิทยาลัยบูรพา ๑๖๙ ถ. ลาดยาว
แสนสุข อ. เมือง จ. ชลบุรี ๒๐๑๓๑

๒๑ มิถุนายน ๒๕๖๐

เรื่อง ขอบความอนุเคราะห์ในการตรวจสอบความเที่ยงตรงของเครื่องมือเพื่อการวิจัย

เรียน ดร.วไลพร ฉายา

สิ่งที่ส่งมาด้วย คำขอวิจัยวิทยานิพนธ์ และเครื่องมือเพื่อการวิจัย จำนวน ๑ ชุด

ด้วย นางสาวปิยพร พรสุริยา นิสิตระดับบัณฑิตศึกษา คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยบูรพา หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาภาษาอังกฤษเพื่อการสื่อสาร ได้รับอนุมัติให้ทำวิทยานิพนธ์ เรื่อง ความสัมพันธ์ระหว่างภาษาจูงใจ ระดับความน่าเชื่อถือ และความตั้งใจซื้อของโฆษณาอาหารและอาหารเสริมในนิตยสารวีเมนเฮลท์ (RELATIONSHIP BETWEEN ADVERTISING CLAIMS, BELIEVABILITY, AND PURCHASE INTENTION IN ADVERTISEMENTS ON FOOD AND SUPPLEMENT PRODUCTS APPEARING IN WOMEN'S HEALTH MAGAZINE) โดยอยู่ในความควบคุมดูแลของ ดร.สุชาดา รัตนวณิชชัยพันธ์ ประธานกรรมการควบคุมวิทยานิพนธ์ ขณะนี้อยู่ในขั้นตอนการสร้างเครื่องมือเพื่อการวิจัย ในการนี้คณะมนุษยศาสตร์และสังคมศาสตร์ ได้พิจารณาแล้วเห็นว่าท่านเป็นผู้เชี่ยวชาญในเรื่องดังกล่าวเป็นอย่างดี จึงใคร่ขอความอนุเคราะห์จากท่านในการตรวจสอบความเที่ยงตรงของเครื่องมือเพื่อการวิจัยของนิสิตในครั้งนี้

จึงเรียนมาเพื่อโปรดพิจารณา คณะมนุษยศาสตร์และสังคมศาสตร์ มหาวิทยาลัยบูรพา หวังเป็นอย่างยิ่งว่าจะได้รับความอนุเคราะห์จากท่านด้วยดี และขอขอบคุณอย่างสูงมา ณ โอกาสนี้

ขอแสดงความนับถือ

(ผู้ช่วยศาสตราจารย์บุญรอด บุญเกิด)
คณบดีคณะมนุษยศาสตร์และสังคมศาสตร์ ปฏิบัติการแทน
ผู้ปฏิบัติหน้าที่อธิการบดีมหาวิทยาลัยบูรพา

งานจัดการเรียนการสอน

โทรศัพท์ ๐-๓๘๑๐-๒๓๒๗

โทรสาร ๐-๓๘๓๔-๐๓๕๕

ผู้วิจัย โทร ๐๙-๘๘๕๕-๔๖๗๑