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**The Effect of Different Female Sex Role Portrayals
on Thai Women's Advertising Preferences and Purchase Interests**

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Presented for the
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Degree
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Chompunuch Punyapiroje
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DEDICATION

This study is dedicated to my dearest dad and loving mom,

Samuk and Emon Punyapiroje.

สมัคร-เอมอร ปัญญาไพโรจน์

Thank you for giving me an opportunity
to pursue my education to the highest level possible.

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ABSTRACT

This study replicates the Jaffe and Berger study (1994) finding that American married women prefer "egalitarian" images compared to other female role portrayals. The purpose of this study is to investigate which type of images or portrayals women consumers in Thailand would prefer or be comfortable with, because cultural differences may result in different preferences.

The field experiment design was manipulated in 3x2 factorial design. The two independent variables were female role portrayals in the advertisements (traditional, egalitarian and superwoman), and sex role attitudes of Thai women (traditional and egalitarian). Three dependent variables, representing advertising effectiveness, were Thai women's attitudes toward the advertisements, attitudes toward female role portrayals in the advertisements, and their purchase interest. The test advertisements all featured the same product, a laundry detergent product. Additionally, the women's demographics were also analyzed to give a better understanding of Thai women's attitudes.

The experiment was conducted over a three-week period in May 1997 in Thailand. The questionnaire was administered to 102 Thai women at work places and home. Subjects were selected by convenience sampling. They are divided in three groups. Each group was made up of 34 subjects consisting of two-thirds employed women and one-third unemployed women. Each subject in a group was given the

questionnaire and the same advertisement. After examining the advertisement carefully, each answered the questionnaire.

The major finding of this research suggests that there were no significant differences among three different advertisements of "traditional," "superwoman" and "egalitarian" portrayals, in enhancing advertising effectiveness in Thai women consumers.

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CHAPTER I

INTRODUCTION

Historically, the role of women had primarily focused on nurturing and seeing to the needs of the family. Betty Friedan (1963), a feminist, stated in her book, *The Feminine Mystique*, that women's roles were wife and mother. Until the twentieth century there were numerous economic and socio-economic developments promoting American women to participate in the labor force, particularly changing from agriculture to the industrial economy during World War II (Rubin & Riney, 1994).

In the United States, the percentage of women participating in the labor force, between 1890 and 1950 had dramatically increased from 37.7% in the 1960s to 58.9% at the end of 1995 (Davis, 1984; US Bureau of the Census, 1996). The traditional family with the husband as breadwinner and the wife as breadmaker, was replaced by the two-earner family. Having the opportunity to earn money by themselves, women began to fight for equality both inside and outside the home (Jaffe, 1991). One of the frequent issues raised and criticized by women's movement groups was the equal division of household responsibility (Townsend & O'Neil, 1990).

In the early 60s, advertising became heavily criticized by feminist's groups and researchers as not reflecting the changing roles of women in their advertisement images.

Advertisers depicted women as true housewives, underrepresented working women and sex objects, and tried to convince women that dull household chores were in fact creative acts (Courtney & Whipple, 1983; Friedan, 1963).

To assuage these critics, some advertisers responded by modifying the portrayals of women in advertisements. During the past two decades, the portrayals of women in advertising have been an area of great interest in the United States (Ford & LaTour, 1993). However, in the 1970s, some studies indicated that while working women images in advertisements increased, the traditional female stereotype persisted. The presence of the dependent woman became less (Belkaoui & Belkaoui, 1976; Bretl & Cantor, 1988; Schneider & Schneider 1979; Sexton & Haberman, 1974).

One of the many ways in which advertisers tried to accommodate women's changing roles was the creation of the "superwoman" image (see Appendix A) in advertisements (Jaffe & Berger, 1994). Effectively wearing three hats at once; worker, mother and wife, led to many women becoming more stressed. Consequently, most women felt guilty when they could not balance their work and family perfectly. A 1990 Virginia Slims Poll survey suggested that 70% of women agreed that the single most important factor that will help them balance a career and a household would be if their husbands could share in the household chores (Townsend & O'Neil, 1990).

Subsequently, American advertisers revised their approach of portraying women as super human beings. The new image that advertisers tried to accommodate working women with was the "egalitarian" image (see Appendix A). This image showed the husbands helping their wives with household chores (Jaffe & Berger, 1994). However, there had been no research investigating the effectiveness of this appeal. In

1994, Jaffe and Berger investigated the effects among 140 married women by using the "egalitarian" compared to the "traditional" and "superwoman" female portrayals in advertisements. The researchers examined advertising effectiveness through measuring the respondents' feeling toward the advertisements, as well as the purchase interest in the product.

In this experiment, the women were exposed to six different advertisements portraying a woman as "traditional," "superwoman," or "egalitarian." Then, they had to answer questionnaires concerning their attitudes toward the advertisements, their purchase interest, their gender ideology and demographics. The researchers classified these women based on their responses to the gender ideology questions. The adherence to a "more traditional gender ideology" categorized the respondents as women with traditional gender ideology, while the adherence to a "more contemporary gender ideology" categorized the respondents as women with contemporary gender ideology. They also used respondents' demographics, income levels and presence or absence of children, to group the women.

The finding indicated that the most favorable and effective modern role portrayal was the "egalitarian" image. This was not only preferred by working women, but also by women who were non-working wives. Additionally, women with higher incomes, women with more contemporary gender ideologies and women without children preferred this image over the other positioning, as compared to women with lower incomes, women with more traditional gender ideologies and women with children.

STATEMENT OF THE PROBLEM

There has been a dramatic increase in women working outside of the home in the last two decades, the world over. With the changing roles of women from traditional housewives to career women, advertisers have tried to accommodate and depict these changing images in advertisements, mainly due to criticism from women's movement groups and researchers. In American society, studies suggest that women prefer advertising that portrays women in an "egalitarian" image instead of a "traditional" or "superwoman" image (Jaffe & Berger, 1994).

However, adopting this finding to other countries may not be practical because the cultural differences also play important roles in identifying the sex-appropriate attitudes and behaviors of women in each society. Some beliefs in other countries may or may not support the egalitarian role of men and women. To investigate which type of images or portrayals women consumers in Thailand would prefer or be comfortable with, this study replicates the Jaffe and Berger study.

There are two important reasons in choosing Thai women in Thailand to be a subject group. One reason is that Thailand has the potential to become a profitable market. In 1996, the merchandise's import values were estimated at 1797.6 billion bath or \$71.9 billion, and will increase 10.8% in 1997 (TDRI). This is a good sign for international manufacturers to invest their businesses in Thailand. Additionally, to sell the products, particularly household products, manufacturers and advertisers need to understand what appeals to the target audiences, especially Thai women. This is primarily because Thai women play an important role in the purchase decision-making of the family (Petchpud, 1993). If manufacturers understand the consumers' attitudes

and opinions better, their advertising may influence their purchasing of the product more favorably. However, these women's attitudes about sex-appropriate roles are still ambiguous for advertisers. While 68% of Thai women now occupy jobs outside of the home and Western influence is on the increase, Thailand's culture, religion and customs play a major role in defining gender roles (Kamolnavin, 1971; Petchpud, 1993; Schmittroth, 1995).

Thus, this study will be advantageous for manufacturers to understand this target market group and know how to effectively communicate via advertisements. The following are the questions that will be posed in this study:

1. How does image portrayal (i.e. traditional, superwoman and egalitarian) relate to Thai women consumers' attitudes toward the advertisements, attitude toward female role portrayals in the advertisements and purchase interests?
2. How does the sex role attitude of Thai women (i.e. traditional or egalitarian) relate to their attitudes toward the advertisements and purchase interests?
3. How does demographics of Thai women (i.e. income, education, presence of children, and employment status) relate to their attitudes toward the advertisements and purchase interests?

ORGANIZATION OF THE CHAPTERS

Presented in five chapters, this research assesses Thai women's attitudes toward three different advertisements: traditional, superwoman and egalitarian role portrayals.

Chapter One serves as an introduction to some of the issues involving the changes of female role portrayals in advertisements in the United States and reactions from American women consumers, as well as the statement of the problem and the rationale for replicating Jaffe and Berger's study with Thai women consumers in Thailand.

Chapter Two contains a review of related literature on sex role portrayals in advertisements. This chapter details the definition of sex roles, sex role acquisitions, sex role portrayals in the media and sex role portrayals in advertising from 1950s to present.

Chapter Three includes the methods used to conduct the research, utilizing a experimental design, while Chapter Four presents the analysis and research findings. Chapter Five contains the summary, discussions, limitations and implications for future research.

CHAPTER II

LITERATURE REVIEWS OF SEX ROLE PORTRAYALS IN ADVERTISING

This chapter details the portrayals of sex roles in advertising. The research will provide an in-depth look at sex role acquisitions with emphasis on social processes, division of labor in the household and similarities as well as differences across various cultures. This will be followed by many research studies on sex role portrayals in the media and sex role portrayals in advertising since 1950s up to the present, looking mainly at television and magazines in the USA. The last part will focus on the background of Thailand and research studies on sex role portrayals in advertising in that country.

THE DEFINITION OF SEX ROLES

Although sexual identity begins with biological differences, it is mainly determined by the expectations, values and behaviors of the society into which a child is born. Sex roles have been defined as "the expectations of society concerning the appropriate behavior and attitudes of males and females; these expectations are in the form of sex-role stereotypes" (Eysenck, 1996, p. 189). The majority of society defines the

men's sex roles differently from women's. Males are expected to be more assertive and self-reliant, whereas women are expected by societies to play the nurturing and co-operative roles (Jones, Hendrick & Epstein, 1979; Weiten, 1986).

SEX ROLE ACQUISITION

1. SOCIALIZATION PROCESS

The socialization process occurs during the entire human life cycle to prepare people for their appropriate roles in society. Through the socialization process, children acquire a sense of personal identity, and of the norms, values and skills of their culture. Socialization learning is derived from explicit instruction or unconscious modeling (Gelles, 1995; Weiten, 1986).

Like other roles in society, sex roles are acquired through the mechanism of socialization. Three main sources of sex role socialization are the home, school and the media. Parents, peers, teachers or mass media are socialization agents (Eysenck, 1996; Weiten, 1986). The learning of sex role socialization can take place through significant key processes: differential imitation, differential reinforcement and differential self-socialization (Weiten, 1986). The first two are supported by social learning theory, while the other derives from the cognitive-developmental theory.

Based on the social learning theory, Mischel (1970) believed that differential imitation is a process in which a child observes and imitates from the same-sex models more than the opposite-sex models. Two reasons can explain this differential imitation. First, children are thought to imitate someone that they perceive to be similar to them.

Second, boys are more likely to be exposed to male models, while girls get more exposure to female models.

Mischel also describes differential reinforcement as a process in which the socialization agents play important roles to reinforce "sex-appropriate" behavior in children. In contrast, these agents respond negatively to "sex-inappropriate" behavior that the child exhibits. A study by O'Leary (1977) demonstrated that parents use different punishments more than different rewards to shape a child's behaviors. They also pay more attention to shaping behavior in boys than in girls.

Kohlberg (1966), unlike the two previous processes, supports the idea that acquiring sex roles is a stage of cognitive development. He also indicates that children actively participate to find their roles in society in the self-socialization process. The process occurs when children recognize their genders. They investigate how males and females are supposed to behave. Then they select and organize information to fit their own understanding of the world.

2. DIVISION OF LABOR

Sex roles are also related to the division of labor in society. Changes in sex roles not only affect family structure but are influenced by family changes as well. For example, during colonial times, western women's roles gradually changed from producing family goods to being responsible for hearth and home. Then, during the Industrial Revolution, most families needed more money to pay their living expenses, so women joined the laborforce (Gelles, 1995).

Nowadays, women still work outside the home. The number of working women has increased continuously. The US Bureau of the Census (1996) reported that the

percentage of women workers has increased from 37.7% in the 1960s to 58.9% at the end of 1995. The traditional family with the husband as breadwinner and the wife as breadmaker was changed into two-earner family. Women realize alternatives to the traditional role that includes choice in career and relationships. Having the opportunity to earn money by themselves, women started to fight for the equality of sex roles and equality in the workplace (Jaffe, 1991).

A popular issue criticized by women's movement groups is the division of household labors roles, due to the "role overload" of women. Having to be wife, mother and worker at once makes women feel they have more responsibilities than in the past. Most feel that changing gender roles have not brought them more liberation (Gelles, 1995; Townsend & O'Neil, 1990).

3. SIMILARITIES/DIFFERENCES ACROSS CULTURES

While most cultures have been found to share major similarities in sex-role stereotyping, some have been shown to have dramatic differences in sex-role stereotyping. Traditionally Western societies have encouraged boys to be assertive, competitive, and independent (instrumental role) and girls to be supportive, cooperative, and sensitive (expressive role). Nowadays, despite western women attending higher education, joining the workforce and the rise of feminism, many of these sex role stereotypes remain (Eysenck, 1996).

When Barry, Bacon and Child (1957) studied 110 non-industrialized countries, they also found a similar pattern. Their study indicated that there was more pressure on girls than on boys to be nurturant in 75% of the non-industrial societies, with none showing the opposite pattern. The girls were expected to be more responsible than boys

in 50% of the societies, with 10% showing the opposite pattern. The boys were expected to be less obedient in 32% of the societies, with 3% showing the opposite pattern. Boys were more pressured than girls to achieve in 79% of the society and be self-reliance in 77% of the society, with no societies regarding as more important in girls.

However, there are cultural differences concerning sex role stereotyping. One popular study was done by Margaret Mead. She (1935) studied characteristics of males and females in three tribes in New Guinea: Arapesh, Mundugumor and Tchambuli. She questioned whether women are "by nature" nurturant and men "by nature" aggressive. Interestingly, she discovered that there were differences in the characteristics of males and females depending on the tribe. Among the Arapesh tribe, men were as mild-mannered and nurturant as women, while women in Mundugumor tribe were as hot-tempered, combative and uncaring as the men. Women in Tchambuli tribe were plainspoken and practical. Most took care of business matters, while men primped and gossiped in their clubhouses.

SEX ROLE PORTRAYALS IN THE MEDIA

The mass media is one of the socialization agents that shape or cultivate the sex role of people in society. For example, researchers have found that there is a relationship between watching television and sex role socialization in children. This is because children are easily exposed to many influences when they develop their gender identity (Eysenck, 1996). One study suggested that women in general are portrayed as less powerful and less important in stereotypical roles (Signorielli, 1985).

Durkin (1985) reviewed the content of television programs for both children and adults. He found that females in adult programs were less likely to be in the starring role, associated with power or professionally employed. However, male characters in children programs were found to be dominant.

In another study analyzing 25 top-rated television programs between 1972-1981, Degooey and Borah (1982) concluded that while some change in the portrayal of women was found between 1976-1978, the overall image of women changed very little between 1972 and 1981.

In a similar study, Ferguson (1983) demonstrated that fiction in the three largest British women's magazines showed that between 1949 and 1974 love and marriage were the main themes, and that the image of women as "mothers" and "wives" was predominant. By the late seventies and early eighties, women's explicit attachment to men was valued most.

For magazines, Geise (1979) studied themes in non-fiction articles appearing between 1955 and 1979 in *Ladies' Home Journal* and *Redbook*. The researcher found that family, marriage and love were the main themes during that period. Although these themes declined in usage later on, they never lost predominance.

Rickel and Grant (1979) documented the consistent finding of sex role stereotypes in several media such as television programs, television commercials, text books and children's literature. Women appeared less frequently in television programs and commercials. They were also more likely to be victimized, such as being the target of jokes, insults and violent crimes, as well as taking part in self-deprecation. Females were presented as being more emotional and submissive, while males appeared more

active and ambitious. The study also reviewed that women were trivialized in the media and portrayed as a "special interest group," whereas men were seen as universally relevant and important.

According to the literature, there has been a lot of criticism on women and the roles they portrayed in the media, particularly those presenting women in demeaning and unrealistic roles. Therefore, it is evident that the roles women portray did not reflect their changing roles in society.

SEX ROLE PORTRAYALS IN ADVERTISING FROM 1950S TO PRESENT

1. SEX ROLE PORTRAYALS IN ADVERTISING IN USA

1.1 CONTENT ANALYSIS STUDIES

Advertising plays a significant role in sex role attitude formation in children and adults in society (Jones, Hendrick & Epstein, 1979). However, advertising has been criticized by researchers and women's movement groups as not reflecting the reality of people in society. During the 1960s, while the number of working women dramatically increased, one frequent criticism was that the portrayal of women as sex objects, happy housewives, incompetents or low level working women remained (Friedan, 1963). In the opinion of women's movement groups and social critics, these portrayals were unrealistic and blatantly promoted dependence on men. Consequently, the researchers in this field responded by investigating women's depiction in American advertisements. This topic became an active area in the early 1960s.

1.1.1 TELEVISION

Television commercials studies about women's role portrayals used the content analysis method to capture implicit meaning. The factors that were investigated were related to the matter of the sex portrayals such as occupational roles, product-category associations and the sex of the voice-over. The number of women portrayals was also analyzed. Most studies used similar methods of both sampling and coding. Most results were similar (Courtney & Whipple, 1983).

The beginning of research in television began with The New York City chapter of the National Organization for Women (NOW). The first study was conducted in 1972 to investigate 1,241 television commercials that were aired in New York City. The findings revealed that almost all commercials presented women at home. Around 42.6% of women portrayals in commercials involved household tasks. Only 3% of women were presented in independent roles. Hennessee and Nicholson, as the authors, commented that men in advertising took a role of advising women, while women never did it. Most commercials used male voice-overs.

Most researchers who investigated commercials in the 1970s discovered similar results. A great majority of the voice-overs in advertisements were male. Women depicted were associated with household chores' products. Most females in the commercials were much younger than males. The frequent female roles were housewives and mothers, while the number of men depicted as husbands was few. Women were more likely to be pictured at home than males. They were also portrayed as sexual objects, subservient and decorations in advertisements. Even though they were depicted as working outside the home, their jobs were insignificant jobs,

particularly secretarial/clerical. On the other hand, men were presented as authority figures and advisors (Dominick & Rauch, 1972; McArthur & Resko, 1975; Silverstein & Silverstein, 1974).

When Courtney and Whipple (1974) studied longitudinal and comparative data on the portrayal of women in commercials, most of their results were similar to the previous studies. They additionally found that the number of women's products had significantly increased in prime time. Interestingly, the number of males and females who appeared during the prime time and day time commercials differed. Most prime time commercials were dominated more by men than women. Additionally, Schneider (1979) found that men were portrayed more positively than women in prime time, while women were depicted more positively than men in day time commercials.

Schneider and Schneider (1979) found changes of women's roles in commercials. They compared 300 commercials aired in Minneapolis/St. Paul during 1976 to the Dominick and Rauch's (1971) study. Interestingly, 74% women as opposed to 60% of men were portrayed as workers, particularly in the white-collar occupations. In 1980s, women continued to be portrayed in the same manner as the previous studies. Every result was almost the same, except for women's roles in prime time, where they were presented equal to men. In contrast, the portrayals of women in day time advertisements continued to depict them in the traditional way (Courtney & Whipple, 1983). Additionally, Bretl and Cantor (1988) found that women were presented equal to men in the morning and prime time commercials.

In 1990s, most studies showed that the number of women and men were portrayed equally in prime time commercials. However, women were still presented

more in day time commercials than prime time commercials. Craig (1992) investigated the differences in gender portrayal during three time periods: day time, evening prime time and weekend afternoon sportscasts. Day time ads generally still focused on the traditional images associated with the housewife. Products advertised were found to be related with home and family life. Men were still presented in a position of authority and dominance. On the other hand, weekend commercials were different in both content and style. Products that are advertised were associated with life away from the home and family. The commercials excluded women and children. Women who appeared in weekend ads were seen in roles subservient to men or as sex subject.

1.1.2 MAGAZINES

Magazines, a medium that significantly influences a woman's perception of herself, were criticized by women's movement groups and society. This is because magazine advertisements in the late 1960's did not reflect the changes of women's roles in society (Venkatesan & Losco, 1975). Reacting to critics, many researchers began to investigate the role portrayals of women in this medium. The first study was done by Courtney and Lockeretz (1971) by using the content analysis method. They investigated print advertisements in general-interest magazines. Their findings revealed four frequent categories of the depiction of women: "a woman's place is in the home; women do not make important decisions or do important things; women are dependent and need men's protection; men regard women primarily as sexual objects, and they are not interested in women as people" (p.94-95). This finding aroused researchers' interest in this area.

Two years later, Wagner and Banos (1973) were also interested in the role of women in advertisements and replicated the study of Courtney and Lockeretz. Their findings showed that female roles in advertisements had changed both in the number of working women portrayed and the type of job that women were depicted as holding.

Subsequent studies began to use time series analysis to study changes in the number of different female portrayals in advertisements. Most studies used the 1950s representing the prefeminist movement; 1960s represented the developing feminist movements. From the 1970s until now represented social implementation of ideology or post feminist movement (Belkaoui & Belkaoui, 1976; Busby & Leichty, 1993; Mays & Brady, 1990; Sexton & Haberman, 1974; Sullivan & O'Connor, 1988; Venkatesan & Losco, 1975)

In 1974, Sexton and Haberman analyzed the sex-role imagery across six product categories in magazines from 1950-1971. Five magazines investigated were *Good Housekeeping*, *Look*, *Newsweek*, *Sports Illustrated* and *TV Guide*. The findings revealed that women were depicted as alluring, decorative and traditional. Only 16% of advertisements presented women in non-traditional situations. Although the advertisements depicted women in working situations, their work remained traditional. Rarely did advertisements present women in leadership capacities.

Venkatesan and Losco (1975) were interested in the depictions of females in women's and men's general interest magazines in three time periods: 1959-1963, 1964-1968 and 1969-1971. Their findings showed that women's image as sexual objects had decreased considerably in women's magazine since 1961. However, this portrayal was presented in men's magazines.

Similarly, Belkaoui and Belkaoui (1976) studied the images of non-working and working women in advertisements. Interestingly, they found an increase in the depiction of working women. However, the predominant working roles were insignificant jobs, primarily secretarial-clerical, both in 1958 and in 1972, while the primary work role in 1970 was entertainer. In non-working roles, the image of women had changed from family roles to decorative roles.

To investigate the changes of women's roles in magazine advertisement, Sullivan and O'Connor (1988) also replicated the studies of Courtney and Lockeretz (1971) and of Belkaoui and Belkaoui (1976). They had to change two magazines, *Look* and *Saturday Review*, because they were no longer published. The researchers found great changes in female portrayals when comparing the images in the 1950s, the 1970s and 1983. In 1983, women in advertisements were more often portrayed in professional, sales and mid-level business occupations than in the two previous decades. However, the depiction of women as decorative had also increased.

Similarly, Mays and Brady (1990) compared the roles in general readership magazine advertisements in 1955, 1965, 1975 and 1985. Their findings showed that women were portrayed less in the home setting. Women were depicted more in social and business settings and in decorative portrayals. Unlike previous studies, Busby and Leichty (1993) focused on comparison between traditional and non-traditional female roles in women's magazines from 1950s to 1980s. The traditional roles represented the themes of food, fashion and home, while non-traditional roles represented the advancing ideals of gender equality in the commercial and domestic labor market.

Like other findings, Busby and Leichty discovered that the number of women depictions in home setting and family roles decreased. In contrast, the number of women shown without men had increased over time. It implied that advertisers viewed women to be more independent from men than they did in the late 1950s. However, the portrayals of women as decorative roles had increased. Young women were presented more in the advertisements compared to older women.

It is evident from research done in the past twenty years that the overall images of women in various advertisements are dramatically changing. Prime-time television commercials were more likely to present women as equal to men than any at other time of day. Day-time television commercials still portray women and men in their respective traditional roles. Magazines, on the other hand, adjusted the role of women in advertisements more when compared to those in television. Initially, the positions of the working women in advertisements included mostly insignificant jobs, but subsequently they changed to accommodate a more reasonable and realistic portrayals. However, it is also important to keep in mind that traditional roles such as housewives still persist, but to a lesser degree.

These content analysis studies revealed the changing depiction of women in advertising, but, the studies did not suggest to advertisers which depiction would be effective in advertising (Jaffe, 1991). Consequently, one area that researchers have recently focused on is audience-centered analyses. Most researchers use the experimental or survey methods to answer these questions: "(1) how the viewer or audience responds to various types of advertisements, (2) how viewing certain kinds of

advertising affect individuals' reactions to products, and (3) how advertising affects perceptions of women's capabilities or independence" (Duffy, 1994 p.15).

1.2 AUDIENCE-CENTER ANALYSIS STUDIES

In order to find the most effective way of positioning women in advertisements, one popular method used by researchers was studying interaction effects among various female roles in advertisements, female's demographics, and comprehension, attitudes and behavior of audiences. Using the experimental method, numerous studies categorized women in different groups such as masculinity versus femininity groups, liberated versus moderate versus traditional groups, traditional versus modern groups, and low desire-to-work versus medium desire-to-work versus high desire-to-work groups. Some researchers also used demographics to group these women. The advertisements portrayed different women's positioning such as modern and traditional roles. Then, the researchers measured the audiences' attitudes toward advertisements and their purchase interest in a product (Barry, Gilly & Doran, 1985; Jaffe, 1991; Jaffe & Berger, 1994; Leign, Rethans & Whitney, 1987; Lundstrom & Sciglimpaglia, 1977).

It is interesting that each study defined being the "traditional" or "modern" woman slightly differently. Overall, most studies depicted career women as representing the modern role. In the modern role advertising copy, women take a role representing their attitudes toward having sexual equality, making their own decisions, and participating in modern household lifestyles. In contrast, women in the traditional role were mainly portrayed as homemakers, spending their time and interest nurturing

families (Barry, Gilly & Doran, 1985; Jaffe, 1991; Jaffe & Berger, 1994; Leign, Rethans & Whitney, 1987).

Lundstrom and Sciglimpaglia (1977) were the first to investigate attitudes of women and men toward sex role portrayals in advertising. They sent 800 "*Advertising Opinion Survey*" questionnaires by mail in the metropolitan Dallas and Denver markets. The questionnaire contained a series of 17 attitudinal statements concerned with men and women role portrayals in advertising, the images of the advertising firms, the consumer's purchase intentions of the advertising firms' products, and selected demographic characteristics. Lundstrom and Sciglimpaglia categorized women's respondents by demographics data. Their study revealed that women from higher income households, younger women, highly educated women, women with less traditional personal role orientations and women from higher occupational status households had the strongest criticism of contemporary role portrayals. The women, particularly, the younger ones and those who come from higher income households and with higher education, agreed that women in advertising were portrayed as dependent on men, and not doing important things.

Barry, Gilly and Doran (1985) were interested in the reaction of females in different careers toward female role portrayals in advertising. They noted that females in different careers held different levels in the desire to work outside of the home. This affected their attitudes, lifestyles, media usage and shopping behaviors. Their hypothesis was that low desire-to-work women would respond most favorably to "homemaker" advertising, while high desire-to-work women should react most favorably to "career" advertising.

The researchers sampled 249 women and categorized respondents based upon their answers with regard to their employment status. This included current employment intention to be employed in the next 3-5 years, as well as their perception on evaluating present employment or intended employment as a "work" or a "job." Women who were presently employed or intended to be employed within the next 3-5 years and considered work as a career were "career-oriented." On the other hand, if the same group considered the employment as job, they were grouped in "job-oriented." Women who neither work outside nor intended to be employed within 3-5 years were categorized as "home-oriented."

To check whether females were work oriented or not, researchers asked three female groups to answer a desire-to-work scale to measure their career motivation. The results showed significant differences in two groups. The career-oriented respondents had the higher or more scores within the high desire-to-work category than within the low desire-to-work category. On the other hand, the home-oriented respondents had more scores within the low and moderate desire-to-work categories as opposed to the high desire-to-work category. For the job-oriented group, there was no significant differences. Their score distribution was high in the moderate desire-to-work category, followed by the low and then the high desire-to-work categories.

These groups were then shown three magazine advertisements. The product used in this experiment was *Women Magazine*. Three copies were designed in different appeals: career partner, homemaker's helper and woman's best friend. The results indicated that there were consistent interactions between attitudes toward work-orientation and advertisements. The homemaker-oriented advertisement was favored

by the low desire-to-work women group, while the high desire-to-work women group was affected by the career women advertisement. There were no significant differences in the moderate desire-to-work group. The researchers suggested that using the neutral portrayal, the woman's best friend appeal, may be suitable for advertising in the largest women's market.

Two years later, Leigh, Rethans and Whitney (1987) investigated the relationship among role portrayals of women in advertising, cognitive responses and advertising effectiveness. The researchers adopted the cognitive response framework. This framework showed a relationship between advertising exposure and cognitive responses. The spontaneous thought of the audience to an advertisement influenced the audience's attitude toward the advertising and the product. If advertising stimulated the positive role-related thought of respondents, their attitudes would be more favorable to advertisements, while stimulating the negative role-related thought could be less favorable to advertisements.

Leigh, Rethans and Whitney investigated the relationship of role orientation attitudes and attitudes toward female role portrayals in advertisements classifying women respondents in traditional and modern groups, using a role orientation scale. This scale, developed by Roberts and Wortzel in 1979, reflected the women's beliefs concerning women and their lifestyles and role in society. For cognitive responses, the respondents were also asked to list what they thought or how they reacted to advertisements while exposed to them. A frozen-food entree product was created in storyboard-formed commercials. Household lifestyle, career orientation, and attitudes toward sexual equality that reflected being traditional or modern women were

translated to respondents by a spokesperson. The spokesperson stated that she was either homemaker or working woman, and either mainly or partially responsible for household care and meal preparation.

The study found that "for both traditional and modern women, attitudes were more favorable when the role portrayal in the ad was consistent with their role orientation" (Leigh, Rethans & Whitney, 1987 p. 57). However, the advertisement that portrayed women in the traditional role received the most favorable response from the traditional women and the least favorable response from the modern women. To reduce the risk in mismatching between advertisements' copy and the women target audiences, the researchers suggested that using the modern woman role in advertisements was safer.

Like the other studies, Jaffe (1991) was interested in the relationship between sex role identity and female role positioning in a product. Jaffe held the idea that a person learns sex-role identity within society's definition of masculinity and femininity. Holding different views in masculinity and femininity levels of sex role identity in persons may affect their attitudes toward role portrayal in advertisements and their purchase intention toward a product.

To investigate this relationship, Jaffe studied the effect of positioning on the purchase probability of financial services among 200 adult women with varying sex-role identities. Women respondents were divided into two groups--masculinity and femininity--using the sex role inventory scale. The product used was a financial service. The female role portrayals in advertisements were presented in two different ways: traditional or modern. The modern positioning presented career women making their

own decisions, while the traditional positioning showed a woman in a nurturing role, focusing on her family's security.

The findings revealed that women who got a high score on being masculine had high purchase interest if the product's advertisement presented a modern woman. On the other hand, there were no significant differences between modern and traditional positioning in women who got the low masculinity's score. Jaffe commented that presenting modern women roles in a financial service product gave more advertising effectiveness than presenting traditional women roles because the modern image installed more trust than traditional image.

Ford and LaTour (1993) were also interested in the different reactions of different women groups toward the female role depictions in advertising because previous research found that feminist consciousness negatively affected female attitudes in sex role portrayals. Based on this belief, Ford and LaTour distributed questionnaires to ordinary women who were non-members and women who were members of National Organization for Women (NOW) and the League of Women Voters (LOWV). All lived in the South Hampton Road of Virginia. To measure being feminist or liberal and traditional, conservative or moderate, the respondent had to answered the Arnott's Female Autonomy Inventory. Also, they answered attitude measurements toward general advertisements and company images and purchase intention.

Their study revealed that women who were members of NOW and LOWV were likely to be more critical of the women's positioning in advertising than non-members. This study correlated their attitudes toward company images and their purchase

intention for that brand. Women being in NOW's sample indicated that they would be against advertisers who used offensive female portrayals in advertisements.

Overall, it can be summarized that presenting women in modern roles was better and safer in getting their approval and purchase interest when advertisers wanted to reach the largest target market. However, every modern role that was used did not guarantee that advertisers had created an effective advertisement. The "superwoman" image, one of the many modern roles, was still questionable. This image presented women as balancing homemaking and working outside of the home, without the help of the husband (Jaffe & Berger, 1994). The researchers found that women who tried to balance homemaking and careers felt more stressed (Townsend & O'Neil, 1990).

Jaffe and Berger (1994) decided to investigate the effects of modern female sex role portrayals on advertising effectiveness. They conducted a field experiment with 140 married females, between the ages 21 and 50. All respondents were exposed to six advertisements followed by a questionnaire. The purpose of the questionnaire was to assess their feelings toward advertisements, their purchasing interest in a product, as well as the gender ideology and demographics. The gender ideology questions were used to group women into contemporary and traditional gender ideology categories. The researchers used their demographics, income levels and presence or absence of children, to group the women as well.

Based on previous studies, they found sex role portrayals to be one of the important factors influencing advertising effectiveness. These findings revealed that women, nowadays, preferred modern female role portrayals as opposed to traditional

female roles. Thus, their hypothesis was "each of the two modern portrayals will yield higher advertising effectiveness than will a traditional portrayal" (p.34).

Furthermore, the previous studies indicated that women also felt the portrayals of modern female role of superwoman to be unrealistic. Their hypothesis was "of the two modern portrayals, superwoman and egalitarian portrayal will yield higher advertising effectiveness than will the superwoman portrayal" (p.34).

Based on the economic resource theory, women who had their own incomes expect to share in the power at home as well as to negotiate the division of household chores with their spouses. Thus, their hypothesis was "women with higher incomes will respond more favorably to the egalitarian portrayals than to the other portrayals to a large degree than women with lower incomes" (p.34).

Based on the division of household tasks in sociology theory, children learn from their parents by observing and imitation. In a traditional role, household chores were mainly viewed as women's work. Consequently, both men and women did not view housework as men's work. However, changing female's work role affects the household chores. Women and men presently did not view household chores as women's work anymore. So, their hypothesis was "women with more contemporary gender ideologies will respond more favorably to the egalitarian portrayals than to the other portrayals to a large degree than women with more traditional gender ideologies" (p.35).

The last hypothesis was "women with no children will respond more favorably to the egalitarian portrayals than to the other portrayals as opposes to women with no children" (p.35). This originates from the belief that childless women would be more

likely to lead a lifestyle that equals their spouses. Also, they contributed to the joined income and hence, would be more involved in most decision making.

Their finding indicated that women with higher incomes, women without children and women with more contemporary gender ideology tended to prefer the egalitarian positioning over other positioning as opposed to women with lower income, women with children and women with traditional gender ideology. But the egalitarian depiction was favored the most with both working women and non-working women. Overall there was an interaction between women's attitudes and intentions in different women groups, and different positioning of women in the advertisements.

In conclusion, the career women's depiction was effective to use with target audiences who were modern women, while the portrayals of women in traditional roles was also effective with the traditional women. However, in advertising to a broad women's market, almost all of research suggested that using modern women portrayals is safer to prevent the audience's alienation than using the traditional women's positioning. Among the modern women's roles, portraying women in egalitarian image is also more favorable with women's audiences than portraying women as super human beings.

2. SEX ROLE PORTRAYALS IN ADVERTISING IN THAILAND

2.1 BACKGROUND OF COUNTRY AND ECONOMIC OF THAILAND

Thailand is situated in Southeast Asia with Bangkok as its capital. The population of approximately 58 million, in 1993, consists of a nearly equal proportions of men and women. While the number of working women in this country has increased compared to the past, men still make up the majority of the workforce. The *Statistical*

Record of Women Worldwide indicates that about 68% of Thai women worked outside the home compared to 85% of Thai men in 1990 (NESDB & the Bank of Thailand, 1997; Petchpud, 1993; Schmittroth, 1995).

Traditionally, Thailand has been mainly an agricultural country. In the past 37 years, Thailand went through a dramatic change with the Promotion of the Industrial Investment Act of 1960. The Board of Investment (BOI) started to protect tariffs and to assist Thai manufacturers. This change has resulted in Thailand making its mark as a developing industrialized nation (Suphacahalsai, 1995). Nowadays, the economy in Thailand has the potential to allow a conducive market for international manufacturers. In 1996, the merchandise import values were estimated at 1797.6 billion bath or US \$71.9 billion, and is expected to increase 10.8% in 1997 (TDRI).

2.2 THAI SOCIETY CHARACTERISTICS

Suphap (1993) explains in her book the characteristics of Thai society and summarizes them under seven headings. The first states that Thai society tends to have a loosely-structured social system. John F. Embree defines a loosely-structured culture as "a culture in which considerable variation of individual behavior is sanctioned" (Suphap, 1993 p.30). This means that individuals can do almost anything they desire, in the sense that the society does not put a lot of emphasize on discipline. These characteristics may decrease relationship conflicts, while they lead the society toward a disorderly system. However, categorizing Thai culture as loosely-structured remains controversial, because some researchers argue that being loosely-structured depends on the comparison to other countries. Hence, loosely-structured can be seen as a relative term (Yoddumnern-Attig, 1992).

The second characteristic of Thai society is that it is less dynamic. Urban people seem to adapt more easily to change as compared to rural folks. The third characteristic is linked to the society being agrarian. Eighty percent of Thai people are farmers or gardeners, leading a simple life. The majority are generous and maintain close family relations. The fourth characteristic may result from the third. Suphap (1993) contends that most Thai people are poor and less educated. They have less opportunities to study in higher education, particularly in the rural areas where parents prefer children to work with them instead of going to school.

The fifth characteristic is said to tie in with the tradition and values of Thai society. Most rural people refuse to adopt innovations if they contradict with their beliefs or traditions. However, the highly-educated people and people living in urban areas are more likely to adapt their life styles to the changing world. Next, most Thai people dislike moving to other places. However, they would move in search for more education and better job opportunities.

The last characteristic is Thai society has a class structure. Wealth, status, prestige, power and righteousness are the main values that rank people in this society. People tend to respect the elderly, influential individuals or persons of higher class, more, and the majority of Thai people are more passive than assertive in behavior.

2.3 SEX ROLE IN THAI CULTURE

Thailand was primarily an agricultural country, featuring a traditional extended family society. Most family members lived together or resided in close proximity to one another. The rural community resembled one big family, though not blood-related, they treated each as such (Komin, 1995).

The roles of men and women were not equal in the Thai society due to many factors. One such significant factor was religion (Vichit-Vadakan, 1994). As the main religion in Thailand, Buddhism had many taboos aimed against women. One was prohibiting women from becoming monks. Instead, women were responsible for serving and supporting the monks. Physical contact between a woman and a monk was also forbidden. Consequently, Thai females had inferior roles and inferior status in the society. Thai boys were assigned higher status, like being prepared as future heads of households or families. In addition they were bestowed with opportunities to study with monks, while the girls primarily learned domestic and culinary skills and waited to be married (Sirimonkkala, 1991; Vichit-Vadakan, 1994).

When both sexes became adults, most selected their mates by themselves. However, some women from wealthy families left the decision up to their parents. After marriage, couples usually divided tasks and household chores by gender. The daily tasks of the husband included heavy duty work such as attending to livestock, field work and fetching water. A wife, on the other hand, was responsible for the household chores and worked in the fields during the planting and harvesting seasons. In addition, some housewives made handicrafts to sell or sold agricultural products from their fields (Sirimonkkala, 1991).

The women rights issues were raised and considered in the era of King Rama IV and King Rama V. Some laws that used to limit women's rights were eliminated. Women got more opportunities to study. Thai women's right to vote came into effect in the 1930s. In 1974, Thailand had a new constitution which stated clearly the equal rights of men and women (Thomson & Bhongsvej, 1995). Following the industrial revolution

in the 1980s, the Thai social and economic system changed tremendously. Consequently, women had more opportunities to attend school and subsequently earn their own money. Men were no longer the sole breadwinners. Women started to share power in the family. This change affected both rural men and women even more, because they had to move to Bangkok or adjacent areas in search of employment in the factories.

The traditional Thai family system was shattered and transformed into more or less a nuclear or neolocal family system, particularly in Bangkok. Despite the change, the division of household chores in the contemporary Thai family remains ambiguous. Researchers found that while more and more Thai men are sharing in the household chores, there are still those who consider house work as unmanly. Consequently, many Thai working women are expected to take responsibility in domestic work, child rearing, and outside employment (Kamolnavin, 1971; Komin, 1995; Petchpud, 1993).

In summary, it seems that while the numbers of Thai women in the labor force has increased in the past 20 years, the women's role and status is still inferior to men's. Although it seems that Thai women, like American women, are taking on professional roles, Thailand culture still endorses a strong traditional view of women as homemakers in their culture, despite the current social changes.

2.4 RESEARCH FINDINGS

A few research studies do exist in Thailand concerning women's sex roles in advertising. Most used content analysis and opinion survey methods. The findings showed there were four frequent women roles in advertising; sex object, housewife/housekeeper, career woman and motherhood. The sex object portrayals

were used most, while the motherhood depiction were presented least. The career woman image presented women as working efficiently like a man. Interestingly, every household product used the housewife image. Vongkoltoot (1988) suggested that although Thai women have the opportunity to work outside the home, they were still expected to take responsibility for household chores more so than men because mass media still continued to cultivate the traditional roles for women.

When Sirimonkkala (1991) surveyed Thai women's opinion about women's roles and status in television advertising, her research found that half of the women respondents liked the traditional women images of housewife and mother. Most women thought that this image reflected the warmth and love in the family. Only one-fourth of respondents wanted to change this image because it limited alternative roles for women. Some women also thought that husbands should share household tasks with housewives.

Kanjanaurairoj (1995) was also interested in women's images in daily newspapers during 1985-1994. Data were collected from six Thai daily newspapers: Thairat, Daily News, Siam Rath, Matthichon, Banmuang and Naew Nah. The study revealed that Thai daily newspapers mostly presented women in beauty images through photographs. The images of modern woman in public were mostly depicted by influential women. Furthermore, the findings of the study concerning comparisons of images of women in the newspaper revealed the following:

- (1) On the front pages of daily newspapers, women were mostly presented as victims of violence. The news was presented through a neutral point of view.

In addition, women had roles as sex objects. Most women on the front pages were ordinary people.

(2) On the women's pages, modern women and their public lives were mostly presented through a neutral point of the view. The women had the roles of the ones who take action. Most of women presented on these pages were leading women.

(3) On other pages, the role of women in sports was mostly presented through a neutral point of view. Again these women had the roles of the ones who take action in public. Most of women presented on these pages were leading women.

In sum, the portrayals of women in Thai advertising have changed, like those of American advertising. The number of career women has increased because of the changing roles of women in Thai society versus 20 years ago, while Thai traditional women roles still persist. Interestingly, most Thai women are not offended by traditional role portrayals as much as American women. The cultural differences cause them to perceive the sex-appropriate roles toward household tasks differently.

CHAPTER III

METHODOLOGY

This research study used a field experiment design to answer questions concerning female role portrayals in Thai advertisements. The study looked at Thai women consumer's attitudes toward advertisements, their attitudes toward female role portrayals, as well as their purchase interests. The two independent variables were female role portrayals in the advertisements (traditional, egalitarian and superwoman) and sex role attitudes of Thai women (traditional and egalitarian). The three dependent variables, representing advertising effectiveness, were Thai women's attitudes toward the advertisements, attitudes toward female role portrayals in the advertisements and their purchase interests. They were manipulated in 3×2 factorial design. The test advertisements all featured the same product, a laundry detergent.

Furthermore, demographics such as income, presence of children, education, and employment status, were analyzed to give a better understanding of Thai women's attitudes. Every demographic variable was categorized in two groups; high income and low income, high education and low education, presence of children and absence of children, as well as employed and unemployed. They were also manipulated in 3×2 factorial design.

HYPOTHESES

This research study replicates the Jaffe and Berger study (1994) with some modifications. Unlike the original study the subject group made up of American married women is replaced in this study by Thai married women. The researcher explored the type of female portrayals (traditional versus egalitarian) Thai women preferred in advertising and how they compare to American women, who preferred the egalitarian portrayals. Demographic data were also added to give a better understanding of Thai female consumers. The following hypotheses, borrowed from Jaffe and Berger (1994), were tested in this study:

1. Role Portrayals

H1a : Each of the two modern portrayals (superwoman and egalitarian) will yield higher advertising effectiveness than will a traditional portrayal.

H1b : Of the two modern portrayals, superwoman and egalitarian, the egalitarian portrayal will yield higher advertising effectiveness than will the superwoman portrayal.

H1c : There will be a positive correlation between attitudes toward female role portrayals and advertising effectiveness.

2. Sex role attitudes

H2 : Women with more egalitarian sex-role attitudes will respond more favorably to the egalitarian positioning than to the other positionings as opposed to women with more traditional sex-role attitudes.

3. Demographic Influences

H3 : Women with higher incomes will respond more favorably to the egalitarian portrayal than to the other portrayals compared to women with lower incomes.

H4 : Women without children will respond more favorably to the egalitarian portrayal than to the other portrayals compared to women with children.

Additionally, two variables were added to give a better understanding of Thai women's attitudes. Education was an important variable because it also affected attitudes towards the perception of traditional, egalitarian and superwoman female portrayals in advertisements. Lundstrom and Sciglimpaglia (1977) found that more highly educated women as well as younger women were found to be more critical of female role portrayals in advertising compared to other women. Thus, the fifth hypothesis was set as follow:

H5 : Women with higher education will respond more favorably to the egalitarian portrayal than to the other portrayals compared to women with lower education.

Working status was another variable added because this might also affect attitudes towards the perception of traditional, egalitarian and superwoman female portrayals in advertisement. Barry, Gilly and Doran (1985) found consistent interactions between attitudes toward work-orientation and advertisements. The homemaker-oriented advertisement was favored by the low desire-to-work women group. The majority of women in this group neither worked outside the home nor intended to be employed within 3-5 years, and were categorized as home oriented. On the other hand, the high desire-to-work women group were affected by the career women

advertisement. Women in this group were presently employed or intended to be employed within the next 3-5 years and were considering work as a career. Thus, the sixth hypothesis was set as follows:

H6 : Working women will respond more favorably to the egalitarian portrayal than to the other portrayals compared to unemployed women.

INDEPENDENT VARIABLES

There were two independent variables in this study. First, three women role portrayals treatments were examined. The definition of the three role portrayals (see Appendix A) were derived from the study of Jaffe and Berger (1994). The female role portrayals were judged according to how the women were dressed as well as the written message in the advertisement. It was concluded as follows:

- (1) The first treatment was the "traditional" role in an advertisement. This role portrayal presented a woman who focused on doing the household chores by herself and did not work outside the home. The picture showed a woman dressed in casual attire. The copy expressed how she gave extra attention to household chores. It also described how she took responsibility in doing household chores alone. The pronoun 'I' was used to represent only the woman doing the household chores alone (see in Appendix B and Appendix D).
- (2) The second treatment was the "superwoman" role in an advertisement. This role portrayal presented a woman who worked outside the home and did housework by herself. The woman was dressed in business attire. Also, the

copy told that she worked all day at the office. When she came home, she took care of all her family's needs. The pronoun 'I' was used to represent the woman doing household chores alone (see in Appendix B and Appendix D).

- (3) The third treatment was the "egalitarian" role in an advertisement. This role portrayal presented a couple who appeared to share household chores. A woman was dressed in casual or business attire. She and her husband were portrayed in equal roles in the advertisement. The copy was expressed in term of 'we,' representing the sharing of household chores (see in Appendix B and Appendix D).

A laundry detergent, *Breeze*, was used in this experiment because (1) it was a household product and (2) laundry tasks were and continued to be the responsibility of Thai women. The pictures of both the women and the product used in this experiment were selected from a number of Thai women magazines printed in the 1990s. Each advertisement copy was tailored to suit the three respective role portrayals shown to the subjects (See Appendix B and Appendix D).

1. MANIPULATION CHECK

To verify the advertisements' ability to capture the various roles, the researcher had six Thai women evaluate the role that the woman in each advertisement portrayed. The six judges were Thai women living in Knoxville, Tennessee. Three of the judges worked or had worked in Thailand or Knoxville, while the other three had never been employed. After being exposed to the three female role portrayals and copy in the advertisements, the judges were given an advertising rating form that consisted of the list of phrases describing each of three categories (see Appendix C). These categories'

concepts were copied from Jaffe and Berger study (1994). However, the researcher changed wording slightly to make interpretation easier for Thai judges. Using a five-point likert scale (5 representing strongly agree and 1 representing strongly disagree), all judges rated each advertisement in each of three categories. Three categories were expressed as follows:

1. "The woman and the ad copy show that she is a housewife who is mainly responsible for the household chores (traditional role)."
2. "The woman and the ad copy show that she is a housewife who works outside and is mainly responsible for household chores (superwoman role)."
3. "The woman and the ad copy show that she is a housewife who works outside and shares household chores with her husband (egalitarian role)."

Analysis of variance (ANOVA) was used to verify that each category represented a specific role portrayal. There were significant differences among the three advertisements ($\text{prob} > |F| = .0001$).

The other independent variable was sex-role attitudes. The scale that measured these attitudes was the *Attitude Toward Women Scale* (AWS) developed by Spence and Helmreich (1973). The purpose of the *Attitude Toward Women Scale* was "to assess people's beliefs about the responsibilities, privileges, and behaviors in a variety of spheres that had traditionally been divided along gender lines but could, in principle, be shared equally by men and women" (Spence & Hahn, 1997 p.19). This scale allowed for comparisons of responses over time, across cultures and among different respondent groups (McHugh & Frieze, 1997). It consisted of 15 items that had unifactorial structure, cronbach alphas in the mid-.80s or higher, and satisfactory test-retest reliability.

The score range was modified from 0-3 (0 representing strongly agree and 3 representing strongly disagree) to 1-6 (1 representing strongly agree and 6 representing strongly disagree) so that women were clearly divided in two groups, traditional and egalitarian. Also, the item in question seven was separated in two questions (see Appendix E).

The scale was translated to the Thai language. In two questions, items were slightly reworded, so that they could fit the culture context better. The marriage ceremony, for example, is different in Thailand. Hence, the item in question three asserting, "it is insulting to women to have the 'obey' clause in the marriage service," was changed to, "women should not be taught to 'obey' and 'follow' their husbands in matrimony." The item in question nine asserting, "it is ridiculous for a woman to run a locomotive and for a man to darn socks" was changed to "it is ridiculous that women are heads of households while men are homemakers."

2. MANIPULATION CHECK

The scale translated to Thai language was approved by four Thai women living in the United States. The scale was approved when all judges interpreted and understood the meaning in each sentence in the same way. All Thai women judges were native Thai speakers.

DEPENDENT VARIABLES

The Jaffe and Berger study (1994) measured only attitudes toward advertisements and purchase interest to imply advertising effectiveness. In the current study, the researcher added attitudes toward female role portrayal to give a clearer

understanding of Thai women's attitudes toward each female role portrayal in the three advertisements. Furthermore, demographic variables were measured. All scales measuring these variables were designed in forced choices because research suggested Thai women were not likely to express their opinion, but instead, tended to answer with neutral opinions. The scales were concluded as follows:

- (1) Attitudes toward the advertisements were measured by six-point semantic differential scales. These scales were designed in forced choice because Thai subjects are not likely to express their opinions. Thus, if these scales had a neutral point, they would choose it first. Also, each end point had a phrase describing the degree of attitude from the most to the least, so that Thai women who were not accustomed to the semantic differential scales understood how to answer correctly. The respondents indicated their feeling toward advertisements along 5 dimensions such as favorable/unfavorable, good/bad and so on.
- (2) Attitudes toward female role portrayals in the advertisements were measured by six-point semantic differential scale ranking. These scales were designed in forced choice because Thai subjects are not likely to express their opinions. Thus, if these scales had a neutral point, they would choose it first. Also, each end point had a phrase describing the degree of attitude from the most to the least, so that Thai women who were not accustomed to the semantic differential scales understood how to answer correctly. The respondents indicated their feeling toward female role portrayals along 5 dimensions such as favorable/ unfavorable, modern/out-dated and so on.

- (3) Consumers' purchase interest toward a product was measured by using four-point likert scale (4 representing strongly agree/1 representing strongly disagree). These scales were designed in forced choice because Thai subjects are not likely to express their opinions. Thus, if these scales had a neutral point, they would choose it first. Also, each point was translated into a sentence showing the degree of attitude from the most likely to buy to the most unlikely to buy. This was done to make it easier on the subjects who were not familiar with the likert scale.
- (4) Consumer's demographics (i.e. income, presence of children, education and employment status) were measured in ordinal scales.

SUBJECTS

The subjects in this study consisted of 102 Thai married women in the age range 18 to 55 and over. The convenience method was used in this research because it was necessary to have a variety of people for the group. The researcher divided subjects in three equal groups to have an even subject size across the three advertisements. Hence, each group consisted of 34 subjects.

As shown in Table 1, because of the few numbers of unemployed women, the researcher decided to collect in the proportion of 2 by 1. This meant the researcher collected 2 employed housewives to every 1 unemployed housewife. Two-thirds of subjects in each group were employed (i.e. part-time or full-time outside the home), while one-third of subjects was unemployed. Additionally, to get variation in income, education and in presence of children, the researcher collected data from various places:

TABLE 1 DEMOGRAPHICAL DATA (n=102)

VARIABLES	FREQUENCY	PERCENTAGE
<u>Income</u>		
• below 4,500 baht	5	4.9%
• 4,500-8,000 baht	21	20.6%
• 8,001-15,000 baht	27	26.5%
• 15,001-20,000 baht	13	12.7%
• 20,000 bath up	36	35.3%
<u>Presence of Children</u>		
• with children	69	67.7%
• without children	33	32.4%
<u>Education</u>		
• elementary	24	23.5%
• secondary	31	30.4%
• technical	8	7.8%
• undergraduate	37	36.3%
• graduate	2	2.0%
<u>Employment</u>		
• employed	69	67.7%
• unemployed	33	32.4%

public companies, government services and households in urban and rural areas. Thirty-four subjects in each group were exposed to the same advertisement.

PROCEDURE

The experiment was conducted over a three-week period in May 1997 in both urban and rural areas to get various data. The questionnaire was administered to 102 Thai women at workplaces and homes in Thailand. Subjects were selected by convenience sampling. The subjects were divided in three groups. Each group was made up of thirty-four subjects consisting of two-thirds working women and one-third unemployed women.

Each subject in a group was given the questionnaire and the same advertisement. After examining the advertisement carefully, each answered the questionnaire that consisted of five sections. The first section concerned the laundry detergent purchasing behavior. The second section concerned attitudes toward the advertisement and attitudes toward female role portrayal in the advertisement; the third asked about their purchase interest; the fourth was the *Attitude Toward Women Scale*; the last section included demographical data. The questionnaire (see Appendix E) took approximately 10 minutes for each subject to complete.

STATISTICAL ANALYSIS

The answers from the questionnaires were tabulated, and appropriate statistical tests were performed using the statistical computer software SAS. Analysis of Variance (ANOVA) was used to compare the means of each attitude with three advertisements

(traditional, superwoman and egalitarian role portrayals) in hypothesis 1a. For hypothesis 1b, t-tests were used to compare to means of each attitude with two modern women role portrayal advertisements (superwoman and egalitarian). The correlation was used for hypothesis 1c to investigate the relationship between Thai women attitudes toward female role portrayals in the advertisements and advertising effectiveness.

In hypothesis 2, to test significant differences in attitudes toward the advertisements, attitudes toward female role portrayals in the advertisements and purchase interest, the respondents were grouped in two classes: traditional and egalitarian categories, based on their responses to the *Attitudes Toward Women Scale*. Then, ANOVA and two-way ANOVA were used for analysis.

Also, the demographic data were grouped as class variables and compared with the attitudes toward the advertisements, attitudes toward female role portrayals in the advertisements and purchase interest. ANOVA and two-way ANOVA were also used to analyze the demographic data. The level of significance for all tests was .05.

CHAPTER IV

ANALYSIS AND RESULTS

To answer which female role portrayals (traditional, superwoman and egalitarian) are preferable among Thai women consumers under various conditions, an analysis of variance (ANOVA), two-way analysis of variance (two-way ANOVA), correlation and t-tests were used to analyze the data. The level of significance was .05. The analysis printouts from SAS are in Appendix F.

This study consisted of six main hypotheses. To measure advertising effectiveness, the questionnaire asked Thai women about their attitudes toward the advertisements, attitudes toward female role portrayals in the advertisements and their purchase interest in a product. The hypotheses 1a, 1b, 2, 3 and 4 replicated the Jaffe and Berger study (1994), while the hypotheses 1c, 5 and 6 were added to give this study more depth. The results were as follows:

ROLE PORTRAYALS

H1a : Each of the two modern portrayals (superwoman and egalitarian) will yield higher advertising effectiveness than will a traditional portrayal.

H1b : Of the two modern portrayals, superwoman and egalitarian, the egalitarian portrayal will yield higher advertising effectiveness than will the superwoman portrayal.

Measuring the advertising effectiveness, hypothesis 1a said that Thai women would prefer the two modern portrayals to the traditional portrayal, and have a greater interest in purchasing the product whose advertisement portrayed women in the modern rather than the traditional roles. To test hypothesis 1a, ANOVA was used. Attitudes toward the advertisement were averaged from 5 six-point scales of question 1 of part 2 in the questionnaire (see Appendix E). Each point on the six-point scale represent the degree of attitudes, one representing strongly negative attitudes, while six representing strongly positive attitudes. Attitudes toward the woman role in the advertisement added to better understanding of Thai women's attitudes were also averaged from 5 six-point scales of question 2 of part 2 in the questionnaire (see Appendix E). Each point on the six-point scale represented the degree of attitudes, one representing strongly negative attitudes, while six representing strongly positive attitudes. The purchase interest was measured by the mean derived from a four-point scale question in part 3 (see Appendix E). Each point on the four-point scale represented the degree of attitudes, one representing strongly unlikely to buy, while four representing strongly likely to buy.

Inspection of Table 2 shows that there were no significant differences based on the version of the advertisements and the Thai women's attitudes toward the advertisement, attitudes toward the woman role in the advertisement or purchase interest. Therefore, hypothesis 1a is rejected.

TABLE 2 MEAN ADVERTISING EFFECTIVENESS BY POSITIONING (n=102)

Mean of Effectiveness	Positioning			Prob > F
	Traditional	Superwoman	Egalitarian	
Purchase interest	2.88 ^a	2.97	2.65	0.3797
Attitude toward advertisement	4.78 ^b	4.96	4.84	0.6880
Attitude toward woman	4.75 ^c	5.11	5.04	0.2224

a) on a four-point scale where 1 = strongly unlikely to buy to 4 = strongly likely to buy.

b) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

c) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

Hypothesis 1b said that comparing two modern-portrayed advertisements, superwoman and egalitarian, Thai women would prefer the egalitarian to superwoman depictions. Hypothesis 1b was analyzed using t-tests. Table 3 indicates that there were no significant differences based on the version of the advertisement and Thai women's attitudes toward the advertisement, attitudes toward the woman role in the advertisement or purchase interest in a product, when comparing two modern portrayals. Also, analyzing the data by t-tests, the results reveal that $\text{prob} > |T|$ was greater than .05 (see Table 3). Thus, the hypothesis 1b is also rejected.

TABLE 3 MEAN ADVERTISING EFFECTIVENESS BY MODERN POSITIONING (n=68)

Mean of Effectiveness	Modern Positioning		Prob > T
	Superwoman	Egalitarian	
Purchase interest	2.97	2.65	0.1690
Attitude toward advertisement	4.96	4.84	0.5348
Attitude toward woman	5.11	5.04	0.6614

a) on a four-point scale where 1 = strongly unlikely to buy to 4 = strongly likely to buy.

b) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

c) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

H1c : There will be a positive correlation between the attitudes toward female role portrayals and advertising effectiveness.

Hypothesis 1c predicted that there would be a positive correlation between the attitudes toward the roles of women in the advertisements and advertising effectiveness. To test hypothesis 1c, correlation was used for analysis.

The attitudes of Thai women toward the advertisements were significantly correlated to their attitudes toward the roles of women in the advertisements ($r=0.37$, $\text{prob}>|R|=0.0001$). This positive correlation indicated that the more positive attitudes Thai women had toward the advertisements, the more positive attitudes they had toward the roles of women in the advertisements. And, the more negative attitudes Thai women had toward the advertisements, the more negative attitudes they had toward the roles of women in the advertisements.

Additionally, the attitudes toward the roles of women in the advertisements were significantly correlated with purchase interest in a product ($r=0.39$, $\text{prob}>|R|=0.0001$). This positive correlation indicated that the more positive attitudes Thai women had toward the roles of women in the advertisements, the more positive attitudes they had in the purchase interest of a product. And, the more negative attitudes Thai women had toward the roles of women in the advertisements, the more negative attitudes they had in the purchase interest of a product. Thus, hypothesis 1c is supported.

SEX ROLE ATTITUDES

H2 : Women with more egalitarian sex-role attitudes will respond more favorably to the egalitarian positioning than to the other positionings as opposed to women with more traditional sex-role attitudes.

To answer hypothesis 2, the researcher categorized Thai women in two groups: egalitarian and traditional attitudes by using the subjects' total scores in the *Attitude toward Woman Scale* measurement (see Figure 1). As can be seen, the least score of this scale was 16, whereas the highest score was 96. The halfway point of the *Attitude toward Woman Scale* measurement between 16 and 96 was 56. Thus, the 32 subjects' scores that were below or equal to 56 were categorized as traditional attitudes, while 70 subjects' scores that were higher than 56 were categorized as egalitarian attitudes (see Figure 1).

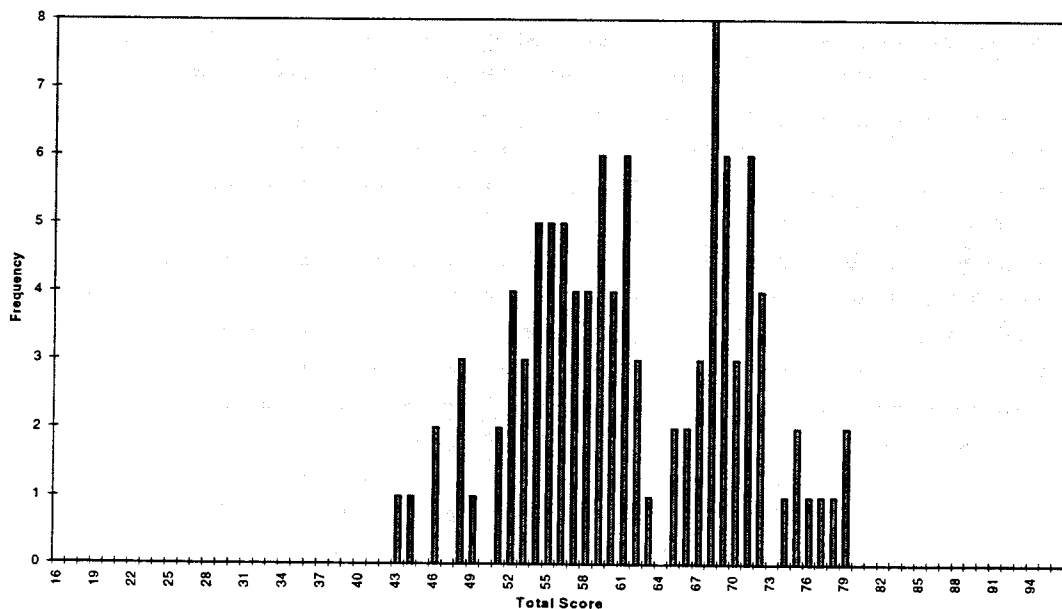


FIGURE 1 THE TOTAL SCORES OF THAI WOMEN ATTITUDES AND FREQUENCY (n=102)

The two-way ANOVA was used to analyze the interaction of sex role attitudes with advertising effectiveness for the three different advertisements. As shown in Table 4, The F-test results do not support hypothesis 2.

ANOVA was used to compare advertising effectiveness among women with egalitarian attitudes. The F-test results (see Table 4) also do not support the prediction that women with more egalitarian sex-role attitudes would respond more favorably to the egalitarian than to the other positionings. There were no significant differences among the three different advertisements.

Among women in the group with traditional attitudes, ANOVA was used for analysis. The F-test results (see Table 4) do not support the prediction that the women with more traditional sex-role attitudes respond more favorably to the egalitarian than to the other positionings. There were no significant differences among the three different advertisements.

TABLE 4 MEAN ADVERTISING EFFECTIVENESS BY SEX ROLE ATTITUDES AND POSITIONING COMPARING WOMEN WITH EGALITARIAN ATTITUDES (n=70) AND TRADITIONAL ATTITUDES (n=32)

Mean of Effectiveness	Attitude toward Woman Scale						
	Egalitarian			Traditional			Prob > F
	Positioning			Positioning			
	T	M1	M2	T	M1	M2	
Purchase interest	2.73 ^a	3.00	2.65	3.17	2.92	2.63	0.5884
Attitude toward advertisement	4.78 ^b	4.97	4.81	4.78	4.93	4.95	0.9256
Attitude toward woman	4.84 ^c	5.11	4.97	4.60	5.12	5.25	0.5720

Positioning : T = Traditional; M1 = Superwoman; M2 = Egalitarian

- a) on a four-point scale where 1 = strongly unlikely to buy to 4 = strongly likely to buy.
- b) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.
- c) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

DEMOGRAPHIC INFLUENCES

H3 : Women with higher incomes will respond more favorably to the egalitarian portrayal than to the other portrayals compared to women with lower incomes.

To answer hypothesis 3, the researcher categorized Thai women according to their household incomes: higher incomes (more than 20,000 baht per month or US\$666.7 over) and lower incomes (less than 20,000 baht per month or below US\$666.7). The two-way ANOVA was used to analyze the interaction of incomes with advertising effectiveness for the three different advertisements. As shown in Table 5, The F-test results do not support hypothesis 3.

ANOVA was used to compare advertising effectiveness among women with higher incomes. The F-test results (see Table 5) also do not support the prediction that women with higher incomes respond more favorably to the egalitarian than to the other

TABLE 5 MEAN ADVERTISING EFFECTIVENESS BY INCOME AND POSITIONING COMPARING WOMEN WITH HIGH INCOMES (n=36) AND LOW INCOMES (n=66)

Mean of Effectiveness	Attitude toward Woman Scale						
	High Income			Low Income			Prob > F
	Positioning			Positioning			
	T	M1	M2	T	M1	M2	
Purchase interest	2.82 ^a	3.09	2.38	2.94	2.91	2.73	0.5804
Attitude toward advertisement	4.45 ^b	5.15	4.60	5.12	4.87	4.92	0.0906
Attitude toward woman	4.48 ^c	5.18	4.75	5.02	5.08	5.12	0.5512

Positioning : T = Traditional; M1 = Superwoman; M2 = Egalitarian

a) on a four-point scale where 1 = strongly unlikely to buy to 4 = strongly likely to buy.

b) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

c) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

positionings. There were no significant differences among three different advertisements. Among women in the group with less incomes, ANOVA was used for analysis. The F-test results (see Table 5) do not support the prediction that the women with less incomes respond more favorably to the egalitarian than to the other positionings. There were no significant differences among the three different advertisements.

H4 : Women without children will respond more favorably to the egalitarian portrayal than to the other portrayals compared to women with children.

To answer the hypothesis 4, the researcher categorized Thai women according to the presence or absence of children. The two-way ANOVA was used to analyze the interaction of the presence or absence of children by advertising effectiveness of the three different advertisements. The F-test results do not support the hypothesis 4 (see Table 6).

However, compared to the advertising effectiveness among women with children, the F-test result (see Table 6) shows a significant difference in Thai women's attitudes toward the roles of women in the advertisements. This means Thai women with children responded more favorably to the superwoman-portrayed advertisement ($\bar{X}=5.23$) than to the egalitarian-portrayed ($\bar{X}=5.14$) and traditional-portrayed ($\bar{X}=4.58$) advertisements ($\text{prob}>|F|=0.04$). There were no significant differences in their attitudes toward the roles of women in the advertisements when perceiving a superwoman-portrayed advertisement and an egalitarian-portrayed advertisement.

There were no significant differences in their attitudes toward the advertisement and purchase interests in the product.

Among women without children, the F-test results (see Table 6) also do not support hypothesis 4 that the women without children would respond more favorably to the egalitarian than to the other positionings. There were no significant differences among three different advertisements. However, there was a significant difference in their purchase interest in a product. Women without children would be likely to buy the product when receiving the traditional-portrayed advertisement ($\bar{X}=3.38$) than superwoman-portrayed ($\bar{X}=2.62$) and egalitarian-portrayed advertisements ($\bar{X}=2.42$) significantly ($\text{Prob} > |F| = 0.04$). However, there was no significant difference in their purchase interest when perceiving a superwoman-portrayed advertisement and an egalitarian-portrayed advertisement.

TABLE 6 MEAN ADVERTISING EFFECTIVENESS BY PRESENCE OF CHILDREN AND POSITIONING COMPARING WOMEN WITH CHILDREN (n=69) AND WITHOUT CHILDREN (n=33)

Mean of Effectiveness	Presence of Children						
	No Children			Children			Prob > F
	Positioning			Positioning			
	T	M1	M2	T	M1	M2	
Purchase interest	3.38 ^a	2.62	2.42*	2.73	3.19	2.77	0.0545
Attitude toward advertisement	4.80 ^b	4.88	4.62	4.78	5.01	4.96	0.6605
Attitude toward woman	5.30 ^c	4.92	4.85	4.58	5.23	5.14*	0.0596

*Significant differences = 0.05

Positioning : T = Traditional; M1 = Superwoman; M2 = Egalitarian

a) on a four-point scale where 1 = strongly unlikely to buy to 4 = strongly likely to buy.

b) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

c) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

H5 : Women with higher education will respond more favorably to the egalitarian portrayal than to the other portrayals compared to women with lower education.

To answer hypothesis 5, the researcher categorized Thai women by their education: higher education (undergraduate and up) and lower education (below undergraduate). The two-way ANOVA was used to analyze the interaction of education by advertising effectiveness of the three different advertisements. The F-test results do not support hypothesis 5 (see Table 7).

ANOVA was used to compare advertising effectiveness among women with higher education. The F-test results (see Table 7) also do not support the prediction that women with higher education respond more favorably to the egalitarian than to the other positionings. There were no significant differences among three different

TABLE 7 MEAN ADVERTISING EFFECTIVENESS BY EDUCATION AND POSITIONING COMPARING WOMEN WITH HIGH EDUCATION (n=39) AND LOW EDUCATION (n=63)

Mean of Effectiveness	Education						
	High Education			Low Education			
	Positioning			Positioning			
	T	M1	M2	T	M1	M2	Prob > F
Purchase interest	2.38 ^a	2.50	2.62	3.33	3.17	2.67	0.1556
Attitude toward advertisement	4.65 ^b	4.72	4.62	4.90	5.06	4.98	1.0000
Attitude toward woman	4.40 ^c	5.02	4.68	5.07	5.15	5.26	0.8160

Positioning : T = Traditional; M1 = Superwoman; M2 = Egalitarian

a) on a four-point scale where 1 = strongly unlikely to buy to 4 = strongly likely to buy.

b) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

c) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

advertisements. Among women in the group with less education, ANOVA was used for analysis. The F-test results (see Table 7) do not support the prediction that less-educated women respond more favorably to the egalitarian than to the other positionings. There were no significant differences among three different advertisements.

H6 : Working women will respond more favorably to the egalitarian portrayal than to the other portrayals compared to unemployed women.

To answer the hypothesis 6, the researcher categorized Thai women by their employment; employed (full-time or part-time jobs) and unemployed (not working outside). The two-way ANOVA was used to analyze the interaction of employment by advertising effectiveness for the three different advertisements. The F-test results do not support hypothesis 6 (see Table 8).

TABLE 8 MEAN ADVERTISING EFFECTIVENESS BY EMPLOYMENT AND POSITIONING COMPARING EMPLOYED WOMEN (n=69) AND UNEMPLOYED WOMEN (n=33)

Mean of Effectiveness	Employment						
	Employed			Unemployed			
	Positioning			Positioning			
	T	M1	M2	T	M1	M2	Prob > F
Purchase interest	2.83 ^a	2.87	2.61	3.00	3.18	2.73	0.9281
Attitude toward advertisement	4.72 ^b	4.88	4.89	4.91	5.13	4.75	0.6452
Attitude toward woman	4.55 ^c	5.16	5.04	5.18	5.02	5.02	0.1988

Positioning : T = Traditional; M1 = Superwoman; M2 = Egalitarian

- a) on a four-point scale where 1 = strongly unlikely to buy to 4 = strongly likely to buy.
- b) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.
- c) on a six-point scale where 1 = strongly negative attitude to 6 strongly positive attitude.

ANOVA was used to compare advertising effectiveness among employed women. The F-test results (see Table 8) also do not support the prediction that employed women respond more favorably to the egalitarian than to the other positionings. There were no significant differences among three different advertisements.

Among unemployed women, ANOVA was used for analysis. The F-test results (see Table 8) do not support the prediction that the unemployed women respond more favorably to the egalitarian than to the other positionings. There were no significant differences among three different advertisements.

SUMMARY OF RESULTS

In summary, there were no significant differences among the three different advertisements and Thai women's attitudes toward the advertisements, attitudes toward the roles of women in the advertisements or purchase interest. Although the subjects were categorized according to sex role attitudes or the demographics, there were no significant differences in interaction between the three different advertisements and their attitudes as well as purchase interest.

However, among women with children, the F-test result (see Table 6) shows a significant difference in the attitudes of Thai women toward female role portrayals in the advertisements. Specifically, Thai women with children respond more favorably to the superwoman-portrayal than to the egalitarian-portrayal and traditional-portrayal advertisements.

Also, among women without children, there was a significant difference in their purchase interest in a product. Women without children tended to be more interested in buying the product when receiving the traditional-portrayal as opposing to the superwoman-portrayal or egalitarian-portrayal advertisements.

CHAPTER V

DISCUSSION

The major finding of this research suggests that there is no significant difference among three different advertisements of traditional, superwoman and egalitarian portrayals, in enhancing advertising effectiveness and increasing purchasing interest in the laundry detergent product. Even though Thai women differ in sex role attitudes and demographics like income, education, presence of children and employment, their attitudes toward the advertisements, attitudes toward female role portrayals in the advertisements and purchase interests in a product are not significantly different. The study's results contradict with Jaffe and Berger's study (1994) that suggested that American women prefer the "egalitarian" image to other positionings. This main reason for the outcome of the study may result from the strong influence of the Thai culture.

SEX ROLE PORTRAYALS

Hypothesis 1 suggests there are no significant differences in Thai women's attitudes toward the three different role portrayals and their purchase interest in a product. However, considering each mean in their attitudes and their purchase interests from Table 2, the superwoman advertisement got the highest mean among

three advertisements. Comparing only the two modern role portrayals of superwoman and egalitarian, there is also no significant difference in Thai women's advertising attitudes and their purchase interest in a product.

The reason that this study's results are different from the Jaffe and Burger study may be due to cultural differences. Unlike American women, Thai women live in extended families. They have close relationships among their relatives and families. Hence, harmony should always be maintained and direct confrontations always avoided. Most of them, particularly rural people, are likely to follow the old traditional ways rather than change or adopt to new innovations. They are also encouraged to be more passive rather than assertive (Suphap, 1993).

It is possible that women born in the Thai society may be socialized to these values and attitudes by their parents and society. They are more likely to follow social expectations rather than fight for their rights. Household chores is one job that Thai women are expected by their society to do. Pramualratana states in her article (1992, p.51) that "Daughters are expected to do this and are brought up in this way; to cook, clean, wash, socialize only on a limited basis and to be conscientious at school. Though these attributes are seen as good for boys as well, they are not as strongly emphasized." Consequently, most Thai women still hold these values and beliefs that a good wife constitutes a good homemaker.

Thus, it is not surprising that Thai women would not have different opinions in the three advertisements because they believe that women should be mainly responsible for household chores. Thai women are generally not offended by the "superwoman" or "traditional" portrayal in advertisements as they reflect their own lives. Therefore,

having husbands sharing in household chores or not is not a major concern for the majority of Thai women.

This is congruent with the results. The average score for the attitude toward superwoman-portrayed advertisement was the highest, compared to the traditional and egalitarian portrayals. This suggests that Thai women preferred the superwoman image, portraying a woman working outside and doing household chores by herself more so than any other image.

The other reason may result from advertising as an institution in a society that can influence audience's attitudes and values. Vongkoltoot's study (Sirimonkkala, 1991) found that most Thai commercials presented women in four different ways: mother, housewife, sex object and working woman. The "sex object" comes in first and "housewife" image comes in second most in advertisements. Interestingly, while Thai women's roles changed from housewives to working women more than 30 years ago, Thai advertisements or commercials still continue to present "sex object" and "housewife" the most. When Sirimonkkala (1991) interviewed Thai women about how they felt about each women's image in television commercials, the data revealed that 50% of the respondents liked the "housewife" image, while only one-third of respondents indicated that commercials distort the real roles of women. These two research studies imply that Thai women who are also socialized by advertisements distorting real images still believe that the wife should be responsible for housework.

SEX ROLE ATTITUDES

There were no significant differences between women with different sex role attitudes concerning their attitudes toward the three different advertisements, and their purchase interest in the product. When considering their sex role attitude scores from the *Attitude toward Women Scale*, it is interesting to note that Thai women's scores ranged between 43-79 (see Exhibit 1). There were no extreme scores placed at the end of each side of the egalitarian or traditional categories.

This may result from the Thai culture again. Thai people are likely to compromise everything in their lifestyles. Most of them, particularly rural people, do not want to confront disagreements or express opinions that could contradict Thai cultures and values. It is possible that some Thai women still go against their traditional beliefs. Although they may want and prefer equal rights, they still treat men as leaders and head of households.

Thai women could vote in the 1930's, however, it was only until the early seventies that Thai laws protecting female rights came into effect (Thomson & Bhongsvej, 1995). On the other hand, American women have had suffrage movements since the 1900s, they could vote since the 1920s, and begun to work increasingly outside the home since the 1960s. Their characteristics and life styles are obviously different. Therefore, they will be more likely to know, understand, and fight for their rights, as compared to Thai women. Since it has been less than three decades, it is understandable that attitudes and values, that are cultivated for a long time, remain mostly unchanged. It is possible that Thai women do not always know and understand much about their rights.

Consequently, Thai women who still believe in traditional Thai values of household responsibilities transfer these beliefs to their children. Parents that leave children with grandmothers and grandfathers while working away from home expose children to these traditions as well. All these things can be attributed to a new generation of Thai women clinging to the traditional beliefs of household responsibilities.

DEMOGRAPHICS

1. INCOME

There were no significant differences between women with different incomes concerning their attitudes of the three different advertisements, and their purchase interest in the product. Results from the Jaffe and Berger's study in 1994 suggested that women with higher incomes who contributed to the family income, expected to share equal power in the households as well as having their husbands sharing in household chores.

Modern Thai women play an important role in household management, particularly economic matters, but they still treat their husbands as heads or leaders, unlike women in western societies (Yoddumnern-Attig, 1992). Both lower income and higher income Thai women tend not to ask their husbands' help in sharing household chores but for different reasons. Women with lower incomes rely financially on their husbands so it is more difficult for them to ask their husbands' help in household chores. On the other hand, having an income can allow Thai women to make decisions in dividing household chores. However, instead of negotiating with their husbands to

divide household chores, most women will opt to hire maids. Therefore, their expectations of help from their husbands in sharing household chores are less than those of American women. According to statistics, women working as maids in Bangkok are estimated at approximately 1 million (Thomson, 1992). Hence, this indicates that hiring maids are preferred over negotiating with husbands in sharing household chores.

2. PRESENCE OR ABSENCE OF CHILDREN

There were no significant differences between women with children versus women without children concerning their attitudes toward the three different advertisements, and their purchase interest in the product. However, women with children responded more favorably to the role portrayal of a woman in a superwoman position ($\bar{X}=5.23$) compared to the role portrayal of a woman positioned in an egalitarian-portrayal ($\bar{X}=5.14$) as well as to the role portrayal of a woman positioned in a traditional-portrayal ($\bar{X}=4.58$).

As stated previously, this may be due to the strong influence of the Thai culture that household chores are women's responsibilities. Not surprisingly then, Thai women with children prefer the superwoman role portrayal more so than any other roles because that specific role better reflects their real lives.

Furthermore, this study suggests that among women without children, there is a significant difference in their purchase interest of a product. Women without children would be more likely to buy the product when perceiving the traditional-portrayal advertisement ($\bar{X}=3.38$) than superwoman-portrayal ($\bar{X}=2.62$) and egalitarian-

portrayal ($\bar{X} = 2.42$). This may also result from the strong influence of the Thai tradition. In reality, Thai women who have no children are more likely to have more time to do household tasks than Thai women who have children. Preferring the traditional portrayals is congruent with their beliefs.

3. EDUCATION

There were no significant differences between women with high education versus women with low education concerning their attitudes of the three different advertisements, and their purchase interest in the product.

Thai culture, as stated previously, may again be considered a factor in the outcome of these results. The culture expects women to be responsible for household chores. Another reason may be related to the teaching style and the quality of the Thai education system. Although women currently get more opportunities to study in higher education and get better jobs, Thai education does not provide for the development of critical and independent thinking. Furthermore, the education system treats the teacher as the center rather than the students in the classroom and reinforces mostly the memorizing of contents (Bernard, 1991). Most teachers evaluate students' knowledge by measuring how much the students can remember the contents. This may decrease their potential for critical thinking. Besides, Thai education system concentrates more on academics and less on women's rights protection or modern social responsibilities (Thomson & Bhongsvej, 1995). It is possible that Thai women miss out on opportunities to understand more about their rights.

Consequently, the quality of education, the limited teaching on women's rights in Thai education as well as Thai culture may be major factors influencing the outcome

of these results. It is possible that highly-educated Thai women still think like less-educated Thai women regarding the division of household chores that implies that women should be mainly responsible for this job. It is evident that at present the tradition, culture, and beliefs continue to overshadow the education and the changes of modern day life. Hence, there are no significant differences among the three advertisements in affecting their attitudes.

4. EMPLOYMENT

There were no significant differences between employed women versus unemployed women concerning their attitudes toward the three different advertisements, and their purchase interest in the product. Nowadays, women get more opportunities for better jobs and higher incomes as compared to those in the past. However, they receive lower wages and are pass over for promotion when compared to men in similar position. In 1993, only 20% of Thai women were promoted in managerial positions (Thomson & Bhongsvej, 1995).

IMPLICATIONS FOR ADVERTISING IN THAILAND

Based on the examination of the results in this study, there were no significant differences among the perception of Thai women consumers with regard to the three different advertisement portrayals. This may be due to the strong influence from the Thai culture that teaches Thai women to regard household chores as their responsibility only. Currently they do not feel offended or annoyed when these images are presented through advertisements to them. Seeing women portrayed doing household chores is a normal occurrence and overall they do not experience any problems with it.

Although the study indicates that women currently do not really have a significant preference for one or the other women portrayal in the advertisements, the researcher recommends that it is the social responsibility of local and international advertisers to promote and accommodate the new and changing role women are playing in society. The research studies have found that portraying women in the old, traditional roles may have an effect on children as well as women in any society:

Effect on Children

There is significant differences between children who are exposed to occupational female roles and their career aspirations. Selecting their careers can be influenced by their exposures to occupational roles in commercials (O'Bryant & Corder-Bolz, 1978; Pingree, 1978). However, none of these studies demonstrated that traditional commercials creates the occupational stereotypes held by children, but they all strongly suggest that such commercials play a role in reinforcing stereotypes. Despite the commonly held belief that socialization effects occur only after repeated exposures to stereotypes over long-time periods, these studies show that the attitudes of children exposed to even one counter-stereotypical commercial can be affected, at least in the short term. This also may occur in Thai girls because of socialization process.

Effect on Women

Beside limiting the alternatives in women's occupations, the housewife role can affect an individual's self-esteem and others' perception of the housewife. It also affects the structure of the family and divorce law, ability of women to organize, and job access and salaries (Whipple & Courtney, 1978).

Another problem that may occur is unequal rights of opposite sexes in the society. This could contribute to a feeling of worthlessness and hopelessness among the unemployed women.

Thus, local and international advertisers and advertising agencies should also take into consideration this point too, because reinforcing and perpetuating the old traditional images may promote the unequal and unfair treatment of Thai women in society. They should help in the gradual promotion of a new and changing image of Thai women so that Thai women and young girls will become aware of their rights. Housewives who play an important role in raising children may think more about their rights and teach children as well. Although it may be difficult to change Thai women's attitudes in this generation, it is possible that the attitudes of Thai people, particularly concerning the division of household chores, will be changed in the next generation. This may be one responsibility of advertisers toward Thai women.

LIMITATIONS AND IMPLICATIONS FOR RESEARCH IN THAILAND

The main limitation of this study stems from collecting data from Thai women who have lower education and incomes. The problem was in expressing opinions or attitudes of these women tended to be difficult. For example, when asked the degree of their opinion in each question, some can tell only that they like or they do not like it. This may be due to a lack of communication skills. Additionally, this behavior could be attributed to the customary passive characteristics of Thai culture. Furthermore, some Thai women felt uncomfortable and unwilling to talk about their inner feelings with the researcher as well as the interviewers who were unfamiliar to them.

This suggests that the researchers who would like to investigate Thai women consumers, have to understand and spend some time with them , before collecting data. As soon as they become more familiar and more comfortable, Thai women open up and express themselves better.

IMPLICATIONS FOR FUTURE RESEARCH

The future research could perhaps investigate other types of household products. This might result in a different outcomes concerning Thai women perceptions. Also, if the study is done in the next 10 or 20 years, Thai women would most probably have become more aware of their rights, compared to the women today, and this might lead to a different outcome.

Another suggestion is that the questionnaire should contain some questions asking about husbands' behavior in the division of household chores and their expectations about their husbands' help. This can give the study a clearer view about Thai women's attitudes toward the division of household chores. It will also be advantageous for international advertisers to have better knowledge how to position images in their products in the Thai society.

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APPENDICES

APPENDIX A

DEFINITION

- Traditional image** This type shows a woman focusing her attention primarily on home and family (Jaffe and Berger, 1994).
- Superwoman image** This type of ad shows a woman, herself, as being able to run smoothly a household and a career at the same time, reflecting society's belief that a woman should be able to do that (Jaffe and Berger, 1994).
- Egalitarian image** This portrayal showed the husbands helping their wives with household chores (Galanti 1985; Gelfand, 1985).

APPENDIX B
EXAMPLE OF COPY

COPY #1 (Traditional Role Portrayal)

Running a household and keeping my family organized can be quite a task. I wake up every morning to prepare for every family member, and then spend half a day to clean home. And with the family's massive pile of laundry, my task becomes even greater. But, thanks to Breeze, I don't have to worry about removing those tough, ugly stains before hand. Breeze does that all for me. It keeps colors bright and all I'll feel is clean. With Breeze I have that extra time to take care my husband and kids. Uhh... Now, do I need anything more?

COPY #2 (Superwoman Role Portrayal)

Working all day long outside of the home is quite tough, and the added burden of managing a household is even more exhausting, especially doing the family's massive daily laundry. But, thanks to Breeze, I don't have to worry about removing those tough, ugly stains before hand. Breeze does that all for me. It keeps colors bright and all I'll feel is clean. With Breeze I have that extra time for taking care my family and for preparing my work the next day. Uhh... Now, do I need anything more?

COPY #3 (Egalitarian Role Portrayal)

Having a full-time job and running a household and a family can be quite demanding for both my husband and I, especially the time consuming pile of laundry. But, thanks to Breeze, we don't have to worry about removing those tough, ugly stains before hand. Breeze does that all for us. It keeps colors bright and all we'll feel is clean. With Breeze we have that extra time to with our kids and our work. Uhh... Now, do we need anything more?

APPENDIX C
EXAMPLE OF ADVERTISING RATING FORM

Advertising Rating Form

Please rate women role portrayals in each advertisement that best describes your opinion. Five represents strongly agree, one represent strongly disagree.

	Strongly Agree 5	4	3	2	Strongly Disagree 1
<u>Advertisement #1</u>					
1. The woman and the ad copy show that she is a housewife who is mainly responsible for household chores.	...	...	...	...	...
2. The woman and the ad copy show that she is a housewife who works outside and is mainly responsible for household chores.	...	...	...	...	...
3. The woman and the ad copy show that she is a housewife who works outside and shares household chores with her husband.	...	...	...	...	...
<u>Advertisement #2</u>					
1. The woman and the ad copy show that she is a housewife who is mainly responsible for household chores.	...	...	...	...	...
2. The woman and the ad copy show that she is a housewife who works outside and is mainly responsible for household chores.	...	...	...	...	...
3. The woman and the ad copy show that she is a housewife who works outside and shares household chores with her husband.	...	...	...	...	...
<u>Advertisement #3</u>					
1. The woman and the ad copy show that she is a housewife who is mainly responsible for household chores.	...	...	...	...	...
2. The woman and the ad copy show that she is a housewife who works outside and is mainly responsible for household chores.	...	...	...	...	...
3. The woman and the ad copy show that she is a housewife who works outside and shares household chores with her husband.	...	...	...	...	...

APPENDIX D
EXAMPLE OF ADVERTISEMENTS

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D1	Traditional Role Portrayal.....	87
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Traditional Role Portrayal



“สำหรับแม่บ้านคนช้ยอย่างเรา งานบ้านไม่เคยมีวันหยุด ตั้งแต่เช้าเพื่อมาเตรียมอาหารให้สามีและลูก พอดกสายก็ต้องทำความสะอาดบ้าน เท่านั้นยังไม่พอยังมีผ้าสกปรกกองโตรอให้ซักอยู่ แต่ดิฉันก็ไม่กังวลเพราะดิฉันมี “บรีส” เป็นผู้ช่วยคนช้ย บรีสช่วยจัดรอยเประเบื้อนออกจนหมดโดยไม่ต้องช้ย แค่เพียงซักคนเดียวแค่ทั้งไว้ 30 นาที คราบสกปรกก็หมดไป ผ้าขาวขาวสดใส ผ้าสีสวยสด ดมได้ลึกถึงความสะดวก เพราะบรีสดิฉันจึงมีเวลาดูแลสามีและเจ้าตัวเล็กมากกว่าเดิม แล้วยังมีอะไรที่ดิฉันต้องการอีกเล่า”

ปฎิวัติพลังซัก....ใหม่
เหนือกว่าพลังซักทั่วไป
สะอาดลึก ยิ่งกว่าลึก



Superwoman Role Portrayal



คุณณิชนันต์ อรุณวงษ์ ณ จุลยา

“วิ่งวันทั้งวันในที่ทำงานจนเหนื่อย พอถึงบ้านก็ต้องสวมบทบาทแม่บ้านตัวอย่างค่ะ ทั้งทำความสะอาดบ้าน ทั้งทำอาหารเย็นต้อนรับสามีและลูก เท่านั้นยังไม่พอ ยังมีผ้าสกปรกกองโตรอให้ดิฉันซักอยู่ แต่ดิฉันก็ไม่กังวล เพราะดิฉันมี “บรีส” เป็นผู้ช่วยคนชยัน บรีสช่วยจัดการรอยเปื้อนอะเปื้อนออกจนหมดโดยไม่ต้องซัก แค่เพียงซักคนเดียว แซ่ทั้งไว้ 30 นาที คราบสกปรกก็หมดไป ผ้าขาวสะอาดใส ผ้าสีก็สวยสดคมได้ลึกถึงความสะอาด เพราะบรีสดิฉันจึงมีเวลาพิเศษให้กับพ่อบ้านและเจ้าตัวเล็ก และยังมีแรงให้ลุยงานนอกบ้านต่อ แล้วอย่างนี้จะยังมีอะไรที่ดิฉันต้องการอีกเล่า”

ปฎิวัติพลังซัก....ใหม่
เหนือกว่าพลังซักทั่วไป
สะอาดลึก ยิ่งกว่าลึก



Egalitarian Role Portrayal



“ทั้งงานราษฎร์งานหลวงไม่เคยขาด กลับมาบ้านนึกว่าจะได้พัก กลับมีผ้าสกปรกกองโตรอदिฉนั้นและสามชักอยู่ แต่เราทั้งคู่ก็ไม่กังวลเพราะเรามี “บรีส” เป็นผู้ช่วยคนขยัน บรีสช่วยจัดรอยเประะเปื้อนออกจนหมดโดยเราไม่ต้องขยี้ แค่เพียงซักคนเดียว แซ่ทั้งไว้ 30 นาที คราบสกปรกก็หมดไป ผ้าขาวขาวสดใส ผ้าสีสีสวยสดคมได้ลึกถึงความสะอาด เพราะบรีสदिฉนั้นและสามชักมีเวลาพิเศษให้กับเจ้าตัวเล็ก และยังมีแรงให้ลุยงานนอกบ้านต่อ แล้วอย่างนี้จะยังมีอะไรที่เราต้องการอีกเล่า”

ปฎิวัติพลังซัก....ใหม่
เหนือกว่าพลังซักทั่วไป
สะอาดลึก ยิ่งกว่าลึก



APPENDIX E

QUESTIONNAIRE

CONTENTS—APPENDIX E

E1	English Version.....	92
E2	Thai Version.....	100

Ad Version_____

ID_____

Questionnaire

This is an experiment of thesis project designed to measure how female role portrayals in advertisement effect on Thai women's attitudes toward advertisement and the purchase intention. There are no right or wrong answers, and all answers will remain anonymous. Please answer as honestly as you can.

Thank you for your help.

Part 1

Instruction : Please, answer the question by check-mark items expressing your behavior closely. Please answer honestly and answer every question.

1. How often do you buy the laundry product? (Mark one)

- ☐ Once every two months
- ☐ Once a month
- ☐ Twice a month
- ☐ Other _____

2. Which brand do you usually use? (Check all that apply)

- ☐ FAB
- ☐ BIG
- ☐ BREEZE
- ☐ PAO
- ☐ PRO
- ☐ HANDFORCE
- ☐ EXTRA PLUS
- ☐ ATTACK
- ☐ OMO
- ☐ PAQUE
- ☐ Others_____

Part 2

Instruction : After considering this advertisement carefully, You are to rate the item on each of these scales in order. Please, answer the question by check-mark each item expressing your attitudes closely. Here is how you are to use these scales.

(Stop to look the advertisement)

Example :

Your impression of advertisement that you saw is

Favorably _____ : _____ : _____ : _____ : _____ : _____ *Unfavorably*

If you feel that the item at the top of the page is **very closely related** to strong favorably, you should place your check-mark as follows:

Favorably X : _____ : _____ : _____ : _____ : _____ *Unfavorably*

If you feel that the item at the top of the page is **quite closely related** to strong unfavorably, you should place your check-mark as follows:

Favorably _____ : _____ : _____ : _____ : X : _____ *Unfavorably*

Question 1

Your impression of advertisement that you saw is

Favorably _____ : _____ : _____ : _____ : _____ : _____ Unfavorably

Good _____ : _____ : _____ : _____ : _____ : _____ Bad

Modern _____ : _____ : _____ : _____ : _____ : _____ Out-dated

Attractive _____ : _____ : _____ : _____ : _____ : _____ Unattractive

Unique _____ : _____ : _____ : _____ : _____ : _____ Predictable

Question 2

Your impression of woman role in advertisement that you saw is

Favorably _____ : _____ : _____ : _____ : _____ : _____ Unfavorably

Modern _____ : _____ : _____ : _____ : _____ : _____ Out-dated

Attractive _____ : _____ : _____ : _____ : _____ : _____ Unattractive

Smart _____ : _____ : _____ : _____ : _____ : _____ Dumb

Warm _____ : _____ : _____ : _____ : _____ : _____ Cold

Part 3

Instruction : Please, answer the question by check-mark item expressing your attitudes closely. Please answer honestly.

1. Next time you need to buy laundry detergent, how likely are you to buy the advertising brand, Breeze? (Mark one)
- ☐ strongly likely to buy
- ☐ moderately likely to buy
- ☐ moderately unlikely to buy
- ☐ strongly unlikely to buy

Part 4

Instruction : Please, answer the question by check-mark item expressing your attitudes closely. Please answer honestly.

Example :

1. Swearing and obscenity are more repulsive in the speech of a woman than a man.

If you feel strongly disagree with the sentence above, you should place your check-mark as follows:

___Strongly agree ___Agree ___Probably agree ___Probably disagree ___Disagree _X_Strongly disagree

Question :

1. Swearing and obscenity are more repulsive in the speech of a woman than a man.

☐ Strongly agree ☐ Agree ☐ Probably agree ☐ Probably disagree ☐ Disagree ☐ Strongly disagree

2. Under modern economic conditions with women being active outside the home, men should share the household tasks such as washing dishes and doing the laundry.

☐ Strongly agree ☐ Agree ☐ Probably agree ☐ Probably disagree ☐ Disagree ☐ Strongly disagree

3. It is insulting to women to have the "obey" clause in the marriage service.

☐ Strongly agree ☐ Agree ☐ Probably agree ☐ Probably disagree ☐ Disagree ☐ Strongly disagree

4. A woman should be as free as a man to propose marriage.

☐ Strongly agree ☐ Agree ☐ Probably agree ☐ Probably disagree ☐ Disagree ☐ Strongly disagree

5. Women should worry less about their rights and more about becoming good wives and mothers.

☐ Strongly agree ☐ Agree ☐ Probably agree ☐ Probably disagree ☐ Disagree ☐ Strongly disagree

6. Women should assume their rightful place in business and all professions along with men.

☐ Strongly agree ☐ Agree ☐ Probably agree ☐ Probably disagree ☐ Disagree ☐ Strongly disagree

7. A woman should not expect to go exactly the same places as man.

☐ Strongly agree ☐ Agree ☐ Probably agree ☐ Probably disagree ☐ Disagree ☐ Strongly disagree

8. A woman should not have quite the same freedom of action as man.

☐ Strongly agree ☐ Agree ☐ Probably agree ☐ Probably disagree ☐ Disagree ☐ Strongly disagree

9. It is ridiculous for a woman to run a locomotive and for a man to darn socks.
 ___Strongly ___Agree ___Probably ___Probably ___Disagree ___Strongly
 agree agree agree disagree disagree disagree
10. The intellectual leadership of a community should be largely in the hands of men.
 ___Strongly ___Agree ___Probably ___Probably ___Disagree ___Strongly
 agree agree agree disagree disagree disagree
11. Women should be given equal opportunity with men for apprenticeship in the various trades.
 ___Strongly ___Agree ___Probably ___Probably ___Disagree ___Strongly
 agree agree agree disagree disagree disagree
12. Women earning as much as their dates should bear equally the expense when they go out together.
 ___Strongly ___Agree ___Probably ___Probably ___Disagree ___Strongly
 agree agree agree disagree disagree disagree
13. Sons in a family should be given more encouragement to go to college than daughters.
 ___Strongly ___Agree ___Probably ___Probably ___Disagree ___Strongly
 agree agree agree disagree disagree disagree
14. In general, the father should have greater authority than the mother in bringing up the children.
 ___Strongly ___Agree ___Probably ___Probably ___Disagree ___Strongly
 agree agree agree disagree disagree disagree
15. Economic and social freedom is worth far more to women than acceptance of the ideal of femininity which has been set up by men.
 ___Strongly ___Agree ___Probably ___Probably ___Disagree ___Strongly
 agree agree agree disagree disagree disagree
16. There are many jobs which men should be given preference over women in being hired or promoted.
 ___Strongly ___Agree ___Probably ___Probably ___Disagree ___Strongly
 agree agree agree disagree disagree disagree

Part 5

Age: ☐ 18-24
 ☐ 25-34
 ☐ 35-44
 ☐ 45-54
 ☐ over 55

Province :

Education: ☐ elementary
 ☐ secondary
 ☐ technical
 ☐ undergraduate
 ☐ graduate

Household Income:
 ☐ below 4,500 baht
 ☐ 4,500-8,000 baht
 ☐ 8,001-15,000 baht
 ☐ 15,001-20,000 baht
 ☐ 20,000 baht up

Employment : ☐ Full-time job
 ☐ Part-time job
 ☐ Unemployed

Do you have children? ☐ Yes if yes, how many?
 ☐ No

(Thai Version)

ภาพโฆษณา.....

ฉบับที่.....

แบบสอบถาม

แบบสอบถามฉบับนี้มีวัตถุประสงค์ที่จะวัดทัศนคติเกี่ยวกับงานโฆษณา และการตัดสินใจเลือกซื้อสินค้า ไม่มีคำตอบข้อใดถูกหรือผิด และจะไม่มีการระบุชื่อของผู้ตอบแบบสอบถาม ขอความกรุณาตอบแบบสอบถามให้ตรงตามความเป็นจริง และตรงกับความคิดเห็นของคุณให้มากที่สุด และตอบให้ครบทุกข้อ

ขอขอบคุณทุกท่านที่ให้ความร่วมมือมา ณ ที่นี้

ตอนที่ 1

คำชี้แจง จงกากบาท (X) ในช่องสี่เหลี่ยม [] หน้าข้อความที่ตรงกับพฤติกรรมการซื้อสินค้าผงซักฟอกของคุณมากที่สุด ขอความกรุณาตอบตามความเป็นจริง และกรุณาตอบทุกข้อ

1. คุณซื้อผงซักฟอกบ่อยแค่ไหน (เลือกตอบเพียง 1 ข้อ)

☐ สองเดือนครั้ง

☐ เดือนละครั้ง

☐ เดือนละสองครั้ง

☐ อื่นๆ โปรดระบุ.....

2. ผงซักฟอกยี่ห้อไหนที่คุณใช้อยู่ (เลือกตอบได้มากกว่า 1 ข้อ)

☐ แฟ้ม

☐ บิ๊ก

☐ บริส

☐ เปา

☐ โพร

☐ แชนด์ฟอช

☐ เอ็กซ์ตรา พลัส

☐ แอทแทค

☐ โอโม

☐ เพค

☐ อื่นๆ โปรดระบุ.....

ตอนที่ 2

คำชี้แจง คำถามตอนนี้เกี่ยวกับความรู้สึกของคุณที่มีต่อแผ่นภาพโฆษณาที่คุณได้เห็น โปรดดูภาพโฆษณาและอ่านข้อความอย่างละเอียดก่อนตอบคำถามต่อไปนี้

(หยุดดูภาพโฆษณา)

คำชี้แจง หลังจากดูภาพโฆษณาและอ่านข้อความอย่างละเอียดแล้ว พิจารณาตอบคำถามแต่ละข้อที่สามารถบรรยายความรู้สึกของคุณต่อ งานโฆษณา ที่คุณเห็นได้ดีที่สุด ตอบโดยใช้วิธีกากบาท (X) ลงบนเส้นตรงที่มีข้อความข้างล่างตรงกับความรู้สึกของคุณ

ตัวอย่างเช่น

ความรู้สึกของคุณต่อ “งานโฆษณา” ที่ได้เห็น คือ

ชอบ _____ ไม่ชอบ _____
 มาก ปานกลาง น้อย น้อย ปานกลาง มาก

ถ้าคุณรู้สึกชอบงานโฆษณาที่เห็นมากที่สุด ให้คุณกากบาทบนเส้นตรงอย่างข้างล่างนี้

ชอบ X _____ ไม่ชอบ _____
 มาก ปานกลาง น้อย น้อย ปานกลาง มาก

ถ้าคุณรู้สึกไม่ชอบงานโฆษณาที่เห็น ระดับปานกลาง ให้คุณกากบาทบนเส้นตรงอย่างข้างล่างนี้

ชอบ _____ ไม่ชอบ _____
 มาก ปานกลาง น้อย น้อย ปานกลาง มาก

คำถาม

1. ความรู้สึกของคุณต่อ "งานโฆษณา" ที่ได้เห็น คือ

ชอบ

 มาก ปานกลาง น้อย น้อย ปานกลาง มาก

ไม่ชอบ

ดี

 มาก ปานกลาง น้อย น้อย ปานกลาง มาก

เลว

ทันสมัย

 มาก ปานกลาง น้อย น้อย ปานกลาง มาก

ล้าสมัย

ดึงดูดความสนใจ

 มาก ปานกลาง น้อย น้อย ปานกลาง มาก

ไม่ดึงดูดความสนใจ

สร้างสรรค์

 มาก ปานกลาง น้อย น้อย ปานกลาง มาก

ไม่สร้างสรรค์

2. ความรู้สึกของคุณต่อ "บทบาทของผู้หญิง" ในโฆษณาที่ได้เห็น คือ

ชอบ

ไม่ชอบ

มาก ปานกลาง น้อย น้อย ปานกลาง มาก

ทันสมัย

ล้าสมัย

มาก ปานกลาง น้อย น้อย ปานกลาง มาก

ดึงดูดความสนใจ

ไม่ดึงดูดความสนใจ

มาก ปานกลาง น้อย น้อย ปานกลาง มาก

ฉลาด

ไม่ฉลาด

มาก ปานกลาง น้อย น้อย ปานกลาง มาก

อบอุ่น

ไม่อบอุ่น

มาก ปานกลาง น้อย น้อย ปานกลาง มาก

ตอนที่ 3

คำชี้แจง จงกากบาท (X) ในช่องสี่เหลี่ยม [] หน้าข้อความที่ตรงกับความรู้สึกของคุณมากที่สุด ขอ
ความกรุณาตอบตามความเป็นจริง

คำถาม หลังจากดูภาพโฆษณา ในการเลือกซื้อสินค้าประเภทผงซักฟอกในครั้งต่อไป คุณมีแนวโน้ม
มากแค่ไหนที่จะซื้อผงซักฟอกยี่ห้อ “บริส” (เลือกตอบเพียง 1 ข้อ)

- ☐ มีแนวโน้มที่จะซื้อ
 - ☐ มีแนวโน้มที่จะซื้อค่อนข้างมาก
 - ☐ มีแนวโน้มที่จะซื้อค่อนข้างน้อย
 - ☐ มีแนวโน้มที่จะซื้อน้อยมาก
-

ตอนที่ 4

คำชี้แจงให้อ่านประโยคนำให้เข้าใจ แล้วพิจารณาว่าคุณมีความรู้สึกกับข้อความนั้นอย่างไร จากนั้น
ให้ขีดกากบาท (X) ในช่องสี่เหลี่ยม [] หน้าข้อความที่ตรงกับความรู้สึกของคุณมากที่สุด เพียง 1 แห่ง
ต่อข้อ ขอความกรุณาตอบตามความเป็นจริง และตอบให้ครบทุกข้อ

ตัวอย่าง

1. การพูดหยาบและลามกดูเป็นสิ่งที่น่ารังเกียจมากกว่าถ้าออกมาจากปากของผู้หญิง

ถ้าคุณรู้สึกไม่เห็นด้วยกับข้อความข้างบนอย่างมาก ให้กากบาท X ลงในช่องสี่เหลี่ยมอย่างข้างล่างนี้

[] เห็นด้วยมาก [] เห็นด้วย [] ค่อนข้างเห็นด้วย [] ค่อนข้างไม่เห็นด้วย [] ไม่เห็นด้วย [x] ไม่เห็นด้วยมาก

คำถาม

1. การพูดหยาบและลามกดูเป็นสิ่งที่น่ารังเกียจ ถ้าออกมาจากปากของผู้หญิง
☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก
2. ในสถานะเศรษฐกิจปัจจุบันที่ผู้หญิงต้องออกไปทำงานนอกบ้าน ผู้ชายควรช่วยแบ่งเบาภาระงานบ้าน เช่น ล้างจาน และ/หรือ ซักผ้า
☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก
3. ผู้หญิงไม่ควรถูกสอนให้เชื่อฟังและยอมทำตามผู้ชายในชีวิตการแต่งงาน
☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก
4. ผู้หญิงควรมีสិทธิขอผู้ชายแต่งงาน
☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก
5. ผู้หญิงควรให้ความสำคัญเกี่ยวกับสิทธิของสตรีน้อยลง ในทางกลับกันผู้หญิงควรให้ความสำคัญกับการทำตัวเป็นภรรยาที่ดี และแม่ที่ดีมากขึ้น
☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก
6. ผู้หญิงควรจะได้รับคามยุติธรรมในตำแหน่งหน้าที่การงานเช่นเดียวกับผู้ชาย
☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก
7. ผู้หญิงไม่ควรจะคาดหวังที่จะไปสถานที่ต่างๆ ในสังคม เท่าเทียมกับผู้ชาย
☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก
8. ผู้หญิงไม่ควรจะคาดหวังที่จะมีอิสระในการแสดงออกเท่าเทียมกับผู้ชาย
☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก

9. เป็นเรื่องที่ไม่เหมาะสมที่ผู้หญิงจะเป็นผู้นำครอบครัว และผู้ชายรับผิดชอบทำงานบ้าน

☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก

10. ตำแหน่งของผู้นำในสังคม เช่น นายอำเภอ, ผู้ว่าราชการจังหวัด ควรจะอยู่ในมือของผู้ชาย

☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก

11. ผู้หญิงควรจะได้รับโอกาสในการฝึกงานเท่าเทียมกับผู้ชาย

☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก

12. ในกรณีที่เป็นการคู่รักกัน และออกไปเที่ยวด้วยกัน ผู้หญิงควรช่วยผู้ชายแบ่งเบาภาระในการใช้จ่ายครั้งหนึ่งถ้าทั้งคู่มีรายได้เท่ากัน

☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก

13. ลูกชายควรได้รับการสนับสนุนให้เรียนต่อในระดับสูงมากกว่าลูกสาว

☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก

14. พ่อควรมีอำนาจในการอบรมสั่งสอนลูกมากกว่าแม่

☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก

15. ผู้หญิงควรมีอิสระในการใช้จ่ายเงินและการเข้าสังคม มากกว่าการทำตัวเป็นผู้หญิงในอุดมคติของผู้ชาย

☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก

16. ในงานบางชนิด ผู้ชายควรจะได้รับสิทธิพิเศษในการว่าจ้าง หรือเลื่อนตำแหน่งมากกว่าผู้หญิง

☐ เห็นด้วยมาก ☐ เห็นด้วย ☐ ค่อนข้างเห็นด้วย ☐ ค่อนข้างไม่เห็นด้วย ☐ ไม่เห็นด้วย ☐ ไม่เห็นด้วยมาก

ตอนที่ 5

ข้อมูลส่วนตัว

อายุ 18-24 ปี
.....25-34 ปี
.....35-44 ปี
.....45-54 ปี
.....มากกว่า 55 ปีขึ้นไป

ภูมิลำเนาเดิม

ระดับการศึกษา ประถมศึกษา หรือ เทียบเท่า
.....มัธยมศึกษา หรือ เทียบเท่า
.....อนุปริญญา หรือ เทียบเท่า
.....ปริญญาตรีหรือเทียบเท่า
.....ปริญญาโทหรือเอก
.....อื่นๆ โปรดระบุ.....

รายได้ครอบครัว ต่ำกว่า 4,500 บาท
.....4,500 บาท -8,000 บาท
.....8,001 บาท -15,000 บาท
.....15,001 บาท -20,000 บาท
.....มากกว่า 20,000 บาท

สถานภาพการทำงาน ทำงานประจำนอกบ้าน
.....ทำงานพิเศษนอกบ้าน
.....ไม่ได้ทำงานนอกบ้าน

จำนวนบุตร (ที่มีอายุน้อยกว่า 18 ปี หรือ อาศัยอยู่ด้วยกัน) คน

APPENDIX F

SAS PRINTOUT

Hypothesis1a: Sex Role Portrayals and Thai women Attitudes

Analysis of Variance Procedure
Class Level Information

Class	Levels	Values
VERSION	3	2 3 4

Number of observations in data set = 102

Hypothesis1a: Sex Role Portrayals and Thai women Attitudes

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.54901961	0.27450980	0.38	0.6880
Error	99	72.39411765	0.73125371		
Corrected Total	101	72.94313725			

R-Square	C.V.	Root MSE	ADTOTAL Mean
0.007527	17.59251	0.8551337	4.86078431

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.54901961	0.27450980	0.38	0.6880

Hypothesis1a: Sex Role Portrayals and Thai women Attitudes

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	2.42901961	1.21450980	1.53	0.2224
Error	99	78.77764706	0.79573381		
Corrected Total	101	81.20666667			
	R-Square	C.V.	Root MSE	WOTOTAL Mean	
	0.029912	17.96052	0.8920391	4.96666667	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	2.42901961	1.21450980	1.53	0.2224

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	1.90196078	0.95098039	0.98	0.3797
Error	99	96.26470588	0.97237077		
Corrected Total	101	98.16666667			
	R-Square	C.V.	Root MSE	WILLBUY Mean	
	0.019375	34.80313	0.9860886	2.83333333	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	1.90196078	0.95098039	0.98	0.3797

Hypothesis1a: Sex Role Portrayals and Thai women Attitudes

Analysis of Variance Procedure

Level of VERSION	N	-----ADTOTAL-----		-----WOTOTAL-----		-----WILLBUY-----	
		Mean	SD	Mean	SD	Mean	SD
2	34	4.95882353	0.71989799	5.11176471	0.55090268	2.97058824	0.99955427
3	34	4.84117647	0.83088768	5.03529412	0.85062628	2.64705882	0.91725390
4	34	4.78235294	0.99253901	4.75294118	1.16625152	2.88235294	1.03761690

Hypothesis 1b: Comparison 2 Modern Role Portrayals

TTEST PROCEDURE

Variable: ADTOTAL

VERSION	N	Mean	Std Dev	Std Error	Variances	T	DF	Prob> T
2	34	4.95882353	0.71989799	0.12346149	Unequal	0.6240	64.7	0.5348
3	34	4.84117647	0.83088768	0.14249606	Equal	0.6240	66.0	0.5348

For H0: Variances are equal, F' = 1.33 DF = (33,33) Prob>F' = 0.4145

Variable: WOTOTAL

VERSION	N	Mean	Std Dev	Std Error	Variances	T	DF	Prob> T
2	34	5.11176471	0.55090268	0.09447903	Unequal	0.4400	56.5	0.6616
3	34	5.03529412	0.85062628	0.14588120	Equal	0.4400	66.0	0.6614

For H0: Variances are equal, F' = 2.38 DF = (33,33) Prob>F' = 0.0147

Variable: WILLBUY

VERSION	N	Mean	Std Dev	Std Error	Variances	T	DF	Prob> T
2	34	2.97058824	0.99955427	0.17142214	Unequal	1.3906	65.5	0.1691
3	34	2.64705882	0.91725390	0.15730775	Equal	1.3906	66.0	0.1690

For H0: Variances are equal, F' = 1.19 DF = (33,33) Prob>F' = 0.6244

hypothesis 1c: Relation between ad toward woman role and ad effectiveness

Correlation Analysis

3 'WITH' Variables: ADTOTAL WOTOTAL WILLBUY
3 'VAR' Variables: ADTOTAL WOTOTAL WILLBUY

Simple Statistics

Variable	N	Mean	Std Dev	Sum	Minimum	Maximum
ADTOTAL	102	4.860784	0.849829	495.800000	1.200000	6.000000
WOTOTAL	102	4.966667	0.896675	506.600000	1.200000	6.000000
WILLBUY	102	2.833333	0.985874	289.000000	1.000000	4.000000

Pearson Correlation Coefficients / Prob > |R| under Ho: Rho=0 / N = 102

	ADTOTAL	WOTOTAL	WILLBUY
ADTOTAL	1.00000 0.0	0.37325 0.0001	0.43291 0.0001
WOTOTAL	0.37325 0.0001	1.00000 0.0	0.39014 0.0001
WILLBUY	0.43291 0.0001	0.39014 0.0001	1.00000 0.0

Hypothesis 2: Sex Role Attitudes

Analysis of Variance Procedure Class Level Information

Class	Levels	Values
VERSION	3	2 3 4
SEXATTI	2	0 1

Number of observations in data set = 102

Hypothesis 2: Sex Role Attitudes

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	0.68497875	0.13699575	0.18	0.9688
Error	96	72.25815851	0.75268915		
Corrected Total	101	72.94313725			
	R-Square	C.V.	Root MSE	ADTOTAL Mean	
	0.009391	17.84849	0.8675766	4.86078431	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.54901961	0.27450980	0.36	0.6954
SEXATTI	1	0.01953011	0.01953011	0.03	0.8724
VERSION*SEXATTI	2	0.11642903	0.05821451	0.08	0.9256

Hypothesis 2: Sex Role Attitudes

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	3.34552448	0.66910490	0.82	0.5349
Error	96	77.86114219	0.81105356		
Corrected Total	101	81.20666667			
	R-Square	C.V.	Root MSE	WOTOTAL Mean	
	0.041198	18.13259	0.9005851	4.96666667	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	2.42901961	1.21450980	1.50	0.2289
SEXATTI	1	0.00505952	0.00505952	0.01	0.9372
VERSION*SEXATTI	2	0.91144534	0.45572267	0.56	0.5720

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	3.46008159	0.69201632	0.70	0.6237
Error	96	94.70658508	0.98652693		
Corrected Total	101	98.16666667			
	R-Square	C.V.	Root MSE	WILLBUY Mean	
	0.035247	35.05555	0.9932406	2.83333333	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	1.90196078	0.95098039	0.96	0.3850
SEXATTI	1	0.50595238	0.50595238	0.51	0.4756
VERSION*SEXATTI	2	1.05216842	0.52608421	0.53	0.5884

Hypothesis 2: Sex Role Attitudes

----- VERSION=2 SEXATTI=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	12	4.9333333	0.6568981	3.8000000	6.0000000
WOTOTAL	12	5.1166667	0.5219428	4.2000000	6.0000000
WILLBUY	12	2.9166667	0.9003366	2.0000000	4.0000000

----- VERSION=2 SEXATTI=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	22	4.9727273	0.7666761	3.4000000	6.0000000
WOTOTAL	22	5.1090909	0.5780996	3.4000000	6.0000000
WILLBUY	22	3.0000000	1.0690450	1.0000000	4.0000000

----- VERSION=3 SEXATTI=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	8	4.9500000	0.3338092	4.4000000	5.4000000
WOTOTAL	8	5.2500000	0.3505098	4.6000000	5.8000000
WILLBUY	8	2.6250000	1.1877349	1.0000000	4.0000000

----- VERSION=3 SEXATTI=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	26	4.8076923	0.9354884	1.2000000	6.0000000
WOTOTAL	26	4.9692308	0.9494290	1.2000000	6.0000000
WILLBUY	26	2.6538462	0.8458041	1.0000000	4.0000000

Hypothesis 2: Sex Role Attitudes

----- VERSION=4 SEXATTI=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	12	4.7833333	1.2430412	2.0000000	5.6000000
WOTOTAL	12	4.6000000	1.4422205	1.6000000	6.0000000
WILLBUY	12	3.1666667	1.0298573	1.0000000	4.0000000

----- VERSION=4 SEXATTI=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	22	4.7818182	0.8594773	2.4000000	6.0000000
WOTOTAL	22	4.8363636	1.0135019	1.8000000	6.0000000
WILLBUY	22	2.7272727	1.0319569	1.0000000	4.0000000

hypothesis 2a: Egalitarian Attitudes and Ad Version

Analysis of Variance Procedure
Class Level Information

Class	Levels	Values
VERSION	3	2 3 4

Number of observations in data set = 70

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.48003197	0.24001598	0.32	0.7249
Error	67	49.73482517	0.74231082		
Corrected Total	69	50.21485714			
R-Square		C.V.	Root MSE	ADTOTAL Mean	
	0.009560	17.75919	0.8615746	4.85142857	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.48003197	0.24001598	0.32	0.7249

hypothesis 2a: Egalitarian Attitudes and Ad Version

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.81838162	0.40919081	0.54	0.5874
Error	67	51.12447552	0.76305187		
Corrected Total	69	51.94285714			
	R-Square	C.V.	Root MSE	WOTOTAL Mean	
	0.015755	17.57097	0.8735284	4.97142857	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.81838162	0.40919081	0.54	0.5874

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	1.53746254	0.76873127	0.80	0.4528
Error	67	64.24825175	0.95892913		
Corrected Total	69	65.78571429			
	R-Square	C.V.	Root MSE	WILLBUY Mean	
	0.023371	35.15254	0.9792492	2.78571429	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	1.53746254	0.76873127	0.80	0.4528

hypothesis 2b : Traditional Attitudes and Ad Version

Analysis of Variance Procedure
Class Level Information

Class	Levels	Values
VERSION	3	2 3 4

Number of observations in data set = 32

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.18541667	0.09270833	0.12	0.8879
Error	29	22.52333333	0.77666667		
Corrected Total	31	22.70875000			

R-Square	C.V.	Root MSE	ADTOTAL Mean
0.008165	18.05453	0.8812869	4.88125000

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.18541667	0.09270833	0.12	0.8879

hypothesis 2b : Traditional Attitudes and Ad Version

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	2.52208333	1.26104167	1.37	0.2706
Error	29	26.73666667	0.92195402		
Corrected Total	31	29.25875000			

R-Square	C.V.	Root MSE	WOTOTAL Mean
0.086199	19.37320	0.9601843	4.95625000

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	2.52208333	1.26104167	1.37	0.2706

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	1.41666667	0.70833333	0.67	0.5173
Error	29	30.45833333	1.05028736		
Corrected Total	31	31.87500000			

R-Square	C.V.	Root MSE	WILLBUY Mean
0.044444	34.88801	1.0248352	2.93750000

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	1.41666667	0.70833333	0.67	0.5173

Hypothesis 3: Income

Analysis of Variance Procedure Class Level Information

Class	Levels	Values
VERSION	3	2 3 4
INC	2	0 1

Number of observations in data set = 102

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	5.54626390	1.10925278	1.58	0.1730
Error	96	67.39687336	0.70205076		
Corrected Total	101	72.94313725			
	R-Square	C.V.	Root MSE	ADTOTAL Mean	
	0.076035	17.23764	0.8378847	4.86078431	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.54901961	0.27450980	0.39	0.6774
INC	1	1.53939988	1.53939988	2.19	0.1419
VERSION*INC	2	3.45784441	1.72892220	2.46	0.0906

Hypothesis 3: Income

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	5.84972463	1.16994493	1.49	0.2001
Error	96	75.35694203	0.78496815		
Corrected Total	101	81.20666667			
	R-Square	C.V.	Root MSE	WOTOTAL Mean	
	0.072035	17.83861	0.8859842	4.96666667	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	2.42901961	1.21450980	1.55	0.2181
INC	1	2.47959596	2.47959596	3.16	0.0787
VERSION*INC	2	0.94110906	0.47055453	0.60	0.5512

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	3.02933948	0.60586790	0.61	0.6914
Error	96	95.13732719	0.99101382		
Corrected Total	101	98.16666667			
	R-Square	C.V.	Root MSE	WILLBUY Mean	
	0.030859	35.13518	0.9954967	2.83333333	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	1.90196078	0.95098039	0.96	0.3867
INC	1	0.04292929	0.04292929	0.04	0.8356
VERSION*INC	2	1.08444940	0.54222470	0.55	0.5804

Hypothesis 3: Income

----- VERSION=2 INC=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	23	4.8695652	0.7968317	3.4000000	6.0000000
WOTOTAL	23	5.0782609	0.6112257	3.4000000	6.0000000
WILLBUY	23	2.9130435	0.9960396	1.0000000	4.0000000

----- VERSION=2 INC=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	11	5.1454545	0.5066826	4.0000000	5.8000000
WOTOTAL	11	5.1818182	0.4142902	4.4000000	5.8000000
WILLBUY	11	3.0909091	1.0444659	1.0000000	4.0000000

----- VERSION=3 INC=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	26	4.9153846	0.5401424	3.8000000	5.6000000
WOTOTAL	26	5.1230769	0.5186966	3.4000000	5.8000000
WILLBUY	26	2.7307692	0.7775702	1.0000000	4.0000000

----- VERSION=3 INC=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	8	4.6000000	1.4579830	1.2000000	6.0000000
WOTOTAL	8	4.7500000	1.5259657	1.2000000	6.0000000
WILLBUY	8	2.3750000	1.3024702	1.0000000	4.0000000

Hypothesis 3: Income

----- VERSION=4 INC=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	17	5.1176471	0.6521458	3.0000000	6.0000000
WOTOTAL	17	5.0235294	0.9270446	1.8000000	6.0000000
WILLBUY	17	2.9411765	1.0289915	1.0000000	4.0000000

----- VERSION=4 INC=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	17	4.4470588	1.1694644	2.0000000	5.4000000
WOTOTAL	17	4.4823529	1.3380187	1.6000000	6.0000000
WILLBUY	17	2.8235294	1.0744356	1.0000000	4.0000000

hypothesis 3a: High Income and Ad Version

Analysis of Variance Procedure
Class Level Information.

Class	Levels	Values
VERSION	3	2 3 4

Number of observations in data set = 36

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	3.34926322	1.67463161	1.41	0.2596
Error	33	39.32962567	1.19180684		
Corrected Total	35	42.67888889			
	R-Square	C.V.	Root MSE	ADTOTAL Mean	
	0.078476	23.25513	1.0916990	4.69444444	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	3.34926322	1.67463161	1.41	0.2596

hypothesis 3a: High Income and Ad Version

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	3.26781937	1.63390969	1.16	0.3273
Error	33	46.66106952	1.41397180		
Corrected Total	35	49.92888889			

R-Square	C.V.	Root MSE	WOTOTAL Mean
0.065449	25.00455	1.1891054	4.75555556

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	3.26781937	1.63390969	1.16	0.3273

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	2.38420974	1.19210487	0.95	0.3957
Error	33	41.25467914	1.25014179		
Corrected Total	35	43.63888889			

R-Square	C.V.	Root MSE	WILLBUY Mean
0.054635	39.85298	1.1180974	2.80555556

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	2.38420974	1.19210487	0.95	0.3957

hypothesis 3b: Low Income and Ad Version

Analysis of Variance Procedure
Class Level Information

Class	Levels	Values
VERSION	3	2 3 4

Number of observations in data set = 66

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.65760080	0.32880040	0.74	0.4821
Error	63	28.06724769	0.44551187		
Corrected Total	65	28.72484848			

R-Square	C.V.	Root MSE	ADTOTAL Mean
0.022893	13.48005	0.6674667	4.95151515

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.65760080	0.32880040	0.74	0.4821

hypothesis 3b: Low Income and Ad Version

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.10230930	0.05115465	0.11	0.8939
Error	63	28.69587252	0.45549004		
Corrected Total	65	28.79818182			
	R-Square	C.V.	Root MSE	WOTOTAL Mean	
	0.003553	13.28068	0.6749000	5.08181818	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.10230930	0.05115465	0.11	0.8939

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.60220044	0.30110022	0.35	0.7046
Error	63	53.88264804	0.85528013		
Corrected Total	65	54.48484848			
	R-Square	C.V.	Root MSE	WILLBUY Mean	
	0.011053	32.46686	0.9248135	2.84848485	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.60220044	0.30110022	0.35	0.7046

Hypothesis 4: Presence of Children

Analysis of Variance Procedure Class Level Information

Class	Levels	Values
VERSION	3	2 3 4
CHILD	2	0 1

Number of observations in data set = 102

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	1.62823549	0.32564710	0.44	0.8207
Error	96	71.31490176	0.74286356		
Corrected Total	101	72.94313725			
	R-Square	C.V.	Root MSE	ADTOTAL Mean	
	0.022322	17.73161	0.8618953	4.86078431	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.54901961	0.27450980	0.37	0.6920
CHILD	1	0.46039681	0.46039681	0.62	0.4331
VERSION*CHILD	2	0.61881908	0.30940954	0.42	0.6605

Hypothesis 4: Presence of Children

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	6.94597736	1.38919547	1.80	0.1209
Error	96	74.26068931	0.77354885		
Corrected Total	101	81.20666667			
	R-Square	C.V.	Root MSE	WOTOTAL Mean	
	0.085535	17.70838	0.8795162	4.96666667	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	2.42901961	1.21450980	1.57	0.2133
CHILD	1	0.02194993	0.02194993	0.03	0.8666
VERSION*CHILD	2	4.49500781	2.24750391	2.91	0.0596

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	8.08096071	1.61619214	1.72	0.1368
Error	96	90.08570596	0.93839277		
Corrected Total	101	98.16666667			
	R-Square	C.V.	Root MSE	WILLBUY Mean	
	0.082319	34.18965	0.9687067	2.83333333	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	1.90196078	0.95098039	1.01	0.3668
CHILD	1	0.54874835	0.54874835	0.58	0.4463
VERSION*CHILD	2	5.63025157	2.81512578	3.00	0.0545

Hypothesis 4: Presence of Children

----- VERSION=2 CHILD=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	13	4.8769231	0.7327504	3.6000000	6.0000000
WOTOTAL	13	4.9230769	0.2650593	4.6000000	5.4000000
WILLBUY	13	2.6153846	0.8697185	1.0000000	4.0000000

----- VERSION=2 CHILD=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	21	5.0095238	0.7251929	3.4000000	6.0000000
WOTOTAL	21	5.2285714	0.6489552	3.4000000	6.0000000
WILLBUY	21	3.1904762	1.0304876	1.0000000	4.0000000

----- VERSION=3 CHILD=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	12	4.6166667	1.1645002	1.2000000	5.6000000
WOTOTAL	12	4.8500000	1.1973455	1.2000000	5.8000000
WILLBUY	12	2.4166667	0.9003366	1.0000000	4.0000000

----- VERSION=3 CHILD=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	22	4.9636364	0.5744939	3.8000000	6.0000000
WOTOTAL	22	5.1363636	0.5964542	3.4000000	6.0000000
WILLBUY	22	2.7727273	0.9223065	1.0000000	4.0000000

Hypothesis 4: Presence of Children

----- VERSION=4 CHILD=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	8	4.8000000	1.2094863	2.0000000	5.8000000
WOTOTAL	8	5.3000000	0.5014265	4.4000000	6.0000000
WILLBUY	8	3.3750000	0.5175492	3.0000000	4.0000000

----- VERSION=4 CHILD=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	26	4.7769231	0.9437405	2.4000000	6.0000000
WOTOTAL	26	4.5846154	1.2648138	1.6000000	6.0000000
WILLBUY	26	2.7307692	1.1156233	1.0000000	4.0000000

hypothesis 4a: With children and Ad Version

Analysis of Variance Procedure
Class Level Information

Class	Levels	Values
VERSION	3	2 3 4

Number of observations in data set = 69

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.73121864	0.36560932	0.61	0.5477
Error	66	39.71515818	0.60174482		
Corrected Total	68	40.44637681			

R-Square	C.V.	Root MSE	ADTOTAL Mean
0.018079	15.80769	0.7757221	4.90724638

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.73121864	0.36560932	0.61	0.5477

hypothesis 4a: With children and Ad Version

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	5.86195283	2.93097641	3.46	0.0372
Error	66	55.88761239	0.84678201		
Corrected Total	68	61.74956522			

R-Square	C.V.	Root MSE	WOTOTAL Mean
0.094931	18.56559	0.9202075	4.95652174

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	5.86195283	2.93097641	3.46	0.0372

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	2.85534755	1.42767378	1.34	0.2684
Error	66	70.21711622	1.06389570		
Corrected Total	68	73.07246377			

R-Square	C.V.	Root MSE	WILLBUY Mean
0.039076	35.76396	1.0314532	2.88405797

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	2.85534755	1.42767378	1.34	0.2684

hypothesis 4a: With children and Ad Version

Analysis of Variance Procedure

T tests (LSD) for variable: WOTOTAL

NOTE: This test controls the type I comparisonwise error rate not the experimentwise error rate.

Alpha= 0.05 Confidence= 0.95 df= 66 MSE= 0.846782
Critical Value of T= 1.99656

Comparisons significant at the 0.05 level are indicated by '***'.

VERSION Comparison		Lower Confidence Limit	Difference Between Means	Upper Confidence Limit	
2	- 3	-0.4683	0.0922	0.6527	
2	- 4	0.1049	0.6440	1.1830	***
3	- 2	-0.6527	-0.0922	0.4683	
3	- 4	0.0195	0.5517	1.0840	***
4	- 2	-1.1830	-0.6440	-0.1049	***
4	- 3	-1.0840	-0.5517	-0.0195	***

hypothesis 4b: Without Children and Ad Version

Analysis of Variance Procedure
Class Level Information

Class	Levels	Values
VERSION	3	2 3 4

Number of observations in data set = 33

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.43662005	0.21831002	0.21	0.8140
Error	30	31.59974359	1.05332479		
Corrected Total	32	32.03636364			

R-Square	C.V.	Root MSE	ADTOTAL Mean
0.013629	21.54480	1.0263161	4.76363636

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.43662005	0.21831002	0.21	0.8140

hypothesis 4b: Without Children and Ad Version

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	1.06207459	0.53103730	0.87	0.4304
Error	30	18.37307692	0.61243590		
Corrected Total	32	19.43515152			

R-Square	C.V.	Root MSE	WOTOTAL Mean
0.054647	15.68969	0.7825828	4.98787879

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	1.06207459	0.53103730	0.87	0.4304

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	4.67686480	2.33843240	3.53	0.0420
Error	30	19.86858974	0.66228632		
Corrected Total	32	24.54545455			

R-Square	C.V.	Root MSE	WILLBUY Mean
0.190539	29.83969	0.8138097	2.72727273

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	4.67686480	2.33843240	3.53	0.0420

hypothesis 4b: Without Children and Ad Version

Analysis of Variance Procedure

T tests (LSD) for variable: WILLBUY

NOTE: This test controls the type I comparisonwise error rate not the experimentwise error rate.

Alpha= 0.05 Confidence= 0.95 df= 30 MSE= 0.662286
Critical Value of T= 2.04227

Comparisons significant at the 0.05 level are indicated by '***'.

VERSION Comparison		Lower Confidence Limit	Difference Between Means	Upper Confidence Limit	
4	- 2	0.0128	0.7596	1.5065	***
4	- 3	0.1997	0.9583	1.7169	***
2	- 4	-1.5065	-0.7596	-0.0128	***
2	- 3	-0.4666	0.1987	0.8641	
3	- 4	-1.7169	-0.9583	-0.1997	***
3	- 2	-0.8641	-0.1987	0.4666	

Hypothesis 5: Education

Analysis of Variance Procedure Class Level Information

Class	Levels	Values
VERSION	3	2 3 4
EDU	2	0 1

Number of observations in data set = 102

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	2.95949989	0.59189998	0.81	0.5440
Error	96	69.98363736	0.72899622		
Corrected Total	101	72.94313725			
	R-Square	C.V.	Root MSE	ADTOTAL Mean	
	0.040573	17.56533	0.8538127	4.86078431	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.54901961	0.27450980	0.38	0.6872
EDU	1	2.63739855	2.63739855	3.62	0.0602
VERSION*EDU	2	0.00000000	0.00000000	0.00	1.0000

Hypothesis 5: Education

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	9.01616117	1.80323223	2.40	0.0428
Error	96	72.19050549	0.75198443		
Corrected Total	101	81.20666667			
	R-Square	C.V.	Root MSE	WOTOTAL Mean	
	0.111027	17.45981	0.8671703	4.96666667	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	2.42901961	1.21450980	1.62	0.2042
EDU	1	6.28065934	6.28065934	8.35	0.0048
VERSION*EDU	2	0.30648222	0.15324111	0.20	0.8160

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	12.83974359	2.56794872	2.89	0.0179
Error	96	85.32692308	0.88882212		
Corrected Total	101	98.16666667			
	R-Square	C.V.	Root MSE	WILLBUY Mean	
	0.130795	33.27436	0.9427736	2.83333333	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	1.90196078	0.95098039	1.07	0.3471
EDU	1	7.56593407	7.56593407	8.51	0.0044
VERSION*EDU	2	3.37184874	1.68592437	1.90	0.1556

Hypothesis 5: Education

----- VERSION=2 EDU=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	24	5.0583333	0.7186441	3.4000000	6.0000000
WOTOTAL	24	5.1500000	0.4943155	4.2000000	6.0000000
WILLBUY	24	3.1666667	0.9168313	1.0000000	4.0000000

----- VERSION=2 EDU=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	10	4.7200000	0.7004760	3.6000000	5.8000000
WOTOTAL	10	5.0200000	0.6892830	3.4000000	5.8000000
WILLBUY	10	2.5000000	1.0801234	1.0000000	4.0000000

----- VERSION=3 EDU=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	21	4.9809524	0.5363013	4.0000000	6.0000000
WOTOTAL	21	5.2571429	0.4249370	4.2000000	6.0000000
WILLBUY	21	2.6666667	1.0165300	1.0000000	4.0000000

----- VERSION=3 EDU=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	13	4.6153846	1.1531451	1.2000000	5.6000000
WOTOTAL	13	4.6769231	1.2097891	1.2000000	5.6000000
WILLBUY	13	2.6153846	0.7679476	1.0000000	4.0000000

Hypothesis 5: Education

----- VERSION=4 EDU=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	18	4.9000000	1.0610760	2.0000000	6.0000000
WOTOTAL	18	5.0666667	0.9279959	1.8000000	6.0000000
WILLBUY	18	3.3333333	0.7669650	1.0000000	4.0000000

----- VERSION=4 EDU=1 -----

Variable.	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	16	4.6500000	0.9252027	2.4000000	5.4000000
WOTOTAL	16	4.4000000	1.3286585	1.6000000	5.6000000
WILLBUY	16	2.3750000	1.0878113	1.0000000	4.0000000

hypothesis 5a: High Education and Ad Version

Analysis of Variance Procedure
Class Level Information

Class	Levels	Values
VERSION	3	2 3 4

Number of observations in data set = 39

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.06297436	0.03148718	0.03	0.9665
Error	36	33.21292308	0.92258120		
Corrected Total	38	33.27589744			

R-Square	C.V.	Root MSE	ADTOTAL Mean
0.001892	20.62771	0.9605109	4.65641026

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.06297436	0.03148718	0.03	0.9665

hypothesis 5a: High Education and Ad Version

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	2.37835897	1.18917949	0.89	0.4211
Error	36	48.31907692	1.34219658		
Corrected Total	38	50.69743590			
	R-Square	C.V.	Root MSE	WOTOTAL Mean	
	0.046913	24.90780	1.1585320	4.65128205	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	2.37835897	1.18917949	0.89	0.4211

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.41666667	0.20833333	0.21	0.8097
Error	36	35.32692308	0.98130342		
Corrected Total	38	35.74358974			
	R-Square	C.V.	Root MSE	WILLBUY Mean	
	0.011657	39.82855	0.9906076	2.48717949	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.41666667	0.20833333	0.21	0.8097

hypothesis 5b: Low Education and Ad Version

Analysis of Variance Procedure Class Level Information

Class	Levels	Values
VERSION	3	2 3 4

Number of observations in data set = 63

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.25912698	0.12956349	0.21	0.8100
Error	60	36.77071429	0.61284524		
Corrected Total	62	37.02984127			

R-Square	C.V.	Root MSE	ADTOTAL Mean
0.006998	15.69675	0.7828443	4.98730159

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.25912698	0.12956349	0.21	0.8100

hypothesis 5b: Low Education and Ad Version

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.35714286	0.17857143	0.45	0.6405
Error	60	23.87142857	0.39785714		
Corrected Total	62	24.22857143			
	R-Square	C.V.	Root MSE	WOTOTAL Mean	
	0.014741	12.21950	0.6307591	5.16190476	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.35714286	0.17857143	0.45	0.6405

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	4.85714286	2.42857143	2.91	0.0620
Error	60	50.00000000	0.83333333		
Corrected Total	62	54.85714286			
	R-Square	C.V.	Root MSE	WILLBUY Mean	
	0.088542	29.95358	0.9128709	3.04761905	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	4.85714286	2.42857143	2.91	0.0620

Hypothesis 6: Employment

Analysis of Variance Procedure Class Level Information

Class	Levels	Values
VERSION	3	2 3 4
EMPLOY	2	0 1

Number of observations in data set = 102

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	1.42060761	0.28412152	0.38	0.8605
Error	96	71.52252964	0.74502635		
Corrected Total	101	72.94313725			
	R-Square	C.V.	Root MSE	ADTOTAL Mean	
	0.019476	17.75740	0.8631490	4.86078431	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.54901961	0.27450980	0.37	0.6928
EMPLOY	1	0.21565372	0.21565372	0.29	0.5918
VERSION*EMPLOY	2	0.65593428	0.32796714	0.44	0.6452

Hypothesis 6: Employment

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	5.56714097	1.11342819	1.41	0.2264
Error	96	75.63952569	0.78791173		
Corrected Total	101	81.20666667			
R-Square		C.V.	Root MSE	WOTOTAL Mean	
0.068555		17.87203	0.8876439	4.96666667	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	2.42901961	1.21450980	1.54	0.2193
EMPLOY	1	0.54874835	0.54874835	0.70	0.4060
VERSION*EMPLOY	2	2.58937301	1.29468651	1.64	0.1988

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	5	2.95718050	0.59143610	0.60	0.7028
Error	96	95.20948617	0.99176548		
Corrected Total	101	98.16666667			
R-Square		C.V.	Root MSE	WILLBUY Mean	
0.030124		35.14850	0.9958742	2.83333333	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	1.90196078	0.95098039	0.96	0.3870
EMPLOY	1	0.90711462	0.90711462	0.91	0.3413
VERSION*EMPLOY	2	0.14810509	0.07405255	0.07	0.9281

Hypothesis 6: Employment

----- VERSION=2 EMPLOY=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	11	5.1272727	0.5676106	3.8000000	6.0000000
WOTOTAL	11	5.0181818	0.5250108	4.2000000	6.0000000
WILLBUY	11	3.1818182	0.8738629	2.0000000	4.0000000

----- VERSION=2 EMPLOY=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	23	4.8782609	0.7809997	3.4000000	6.0000000
WOTOTAL	23	5.1565217	0.5687515	3.4000000	6.0000000
WILLBUY	23	2.8695652	1.0576280	1.0000000	4.0000000

----- VERSION=3 EMPLOY=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	11	4.7454545	0.6578201	3.8000000	6.0000000
WOTOTAL	11	5.0181818	0.7180782	3.4000000	6.0000000
WILLBUY	11	2.7272727	1.1037127	1.0000000	4.0000000

----- VERSION=3 EMPLOY=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	23	4.8869565	0.9121923	1.2000000	5.6000000
WOTOTAL	23	5.0434783	0.9223616	1.2000000	5.8000000
WILLBUY	23	2.6086957	0.8387832	1.0000000	4.0000000

Hypothesis 6: Employment

----- VERSION=4 EMPLOY=0 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	11	4.9090909	0.9353658	2.4000000	5.8000000
WOTOTAL	11	5.1818182	0.4423080	4.2000000	5.8000000
WILLBUY	11	3.0000000	0.8944272	1.0000000	4.0000000

----- VERSION=4 EMPLOY=1 -----

Variable	N	Mean	Std Dev	Minimum	Maximum
ADTOTAL	23	4.7217391	1.0335097	2.0000000	6.0000000
WOTOTAL	23	4.5478261	1.3473440	1.6000000	6.0000000
WILLBUY	23	2.8260870	1.1140497	1.0000000	4.0000000

hypothesis 6a: Employed and Ad Version

Analysis of Variance Procedure Class Level Information

Class	Levels	Values
VERSION	3	2 3 4

Number of observations in data set = 69

hypothesis 6a: Employed and Ad Version

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Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.39768116	0.19884058	0.24	0.7892
Error	66	55.22434783	0.83673254		
Corrected Total	68	55.62202899			

R-Square	C.V.	Root MSE	ADTOTAL Mean
0.007150	18.94251	0.9147308	4.82898551

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.39768116	0.19884058	0.24	0.7892

hypothesis 6a: Employed and Ad Version

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	4.82202899	2.41101449	2.42	0.0968
Error	66	65.77043478	0.99652174		
Corrected Total	68	70.59246377			
	R-Square	C.V.	Root MSE	WOTOTAL Mean	
	0.068308	20.30657	0.9982593	4.91594203	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	4.82202899	2.41101449	2.42	0.0968

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.89855072	0.44927536	0.44	0.6459
Error	66	67.39130435	1.02108037		
Corrected Total	68	68.28985507			
	R-Square	C.V.	Root MSE	WILLBUY Mean	
	0.013158	36.50444	1.0104852	2.76811594	

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.89855072	0.44927536	0.44	0.6459

hypothesis 6b: Unemployed and Ad Version

Analysis of Variance Procedure
Class Level Information

Class	Levels	Values
VERSION	3	2 3 4

Number of observations in data set = 33

Analysis of Variance Procedure

Dependent Variable: ADTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.80727273	0.40363636	0.74	0.4842
Error	30	16.29818182	0.54327273		
Corrected Total	32	17.10545455			

R-Square	C.V.	Root MSE	ADTOTAL Mean
0.047194	14.95899	0.7370703	4.92727273

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.80727273	0.40363636	0.74	0.4842

hypothesis 6b: Unemployed and Ad Version

Analysis of Variance Procedure

Dependent Variable: WOTOTAL

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	0.19636364	0.09818182	0.30	0.7441
Error	30	9.86909091	0.32896970		
Corrected Total	32	10.06545455			

R-Square	C.V.	Root MSE	WOTOTAL Mean
0.019509	11.30671	0.5735588	5.07272727

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	0.19636364	0.09818182	0.30	0.7441

Analysis of Variance Procedure

Dependent Variable: WILLBUY

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	2	1.15151515	0.57575758	0.62	0.5442
Error	30	27.81818182	0.92727273		
Corrected Total	32	28.96969697			

R-Square	C.V.	Root MSE	WILLBUY Mean
0.039749	32.42587	0.9629500	2.96969697

Source	DF	Anova SS	Mean Square	F Value	Pr > F
VERSION	2	1.15151515	0.57575758	0.62	0.5442

VITA

Chompunuch Punyapiroje was born in Bangkok, Thailand, in October 1966. She attended Rajinee Bon School and graduated in 1984. The following June, 1984, she entered Chulalongkorn University, and in March, 1988, graduated with a Bachelor of Education, majoring in English.

She received a Master of Education with a concentration in Audio-Visual Education in June, 1992. She developed a keen interest in advertising and the media during her employment at various places. In August, 1995, Chompunuch Punyapiroje was awarded a scholarship by the Royal Thai Government to study Advertising at the University of Tennessee, Knoxville where she received a Master of Science in Communications August 1997.