

## Abstract

The relationship between appeals values has so far been mostly ignored in advertising research. Values are naturally or intentionally ascribed more to the products than to the ad whereas the appeal is more clearly related to the ad, yet it makes sense that some values will be correlated with certain appeals. Therefore this research was aimed at examining the relationship between Thai cultural values and advertising appeals.

A survey research design has been used in this research. Komin's nine cultural values-ego orientation, grateful relationship orientation, smooth interpersonal relationship orientation, flexibility and adjustment orientation, religio-psychical orientation, education and competence orientation, interdependence orientation, fun-pleasure orientation, and achievement-task orientation were considered as dependent variables, while advertising appeals, which are emotion, humor, fear, rational, and sex, were the independent variables. To identify the sample of this analysis, non-probability was used in this study. The research was conducted on a sampling of 277 respondents from students taking communication arts and advertising as their major subjects in Assumption University.

Experimental research on the 277 respondents who were shown ads on video related to the five appeals while answering the questionnaire. Product moment correlation or Pearson correlation coefficient was used to test the relationship between dependent and independent variables.

The research results indicated that of the nine cultural values and five appeals there was a relationship between grateful relationship orientation, achievement-task orientation, and emotional appeal. For humorous appeal there is a relation between ego orientation, and education and competence orientation. In addition there is a relation between flexibility and adjustment orientation, education and competence orientation, interdependence orientation, achievement-task orientation and fear appeal. For rational appeal there is a relation between ego orientation, grateful relationship orientation, education and competence orientation. Finally, for sexual appeal there is a relationship between ego orientation, grateful relationship

orientation, smooth interpersonal relationship, education and competence orientation, and fun-pleasure orientation.

Based on these findings, the researcher recommends that advertisers should design ads to match with the cultural values of their target groups. The advertisers should also match their products with cultural values as for this research, most relationships existed between cultural values and sexual appeal hence it is advisable to use sexual appeal in advertising to target respondents within the age group of 18 to 23. Another suggestion is that out of all nine cultural values, grateful relationship orientation scored the highest mean hence marketers should emphasize on this value in designing the marketing strategy as well as advertising campaigns.

