English Adjectives in Skin Care Products from Online Advertisements

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Abstract

Adjectives are one of the best persuasive powers for customers. The purposes of this study are to 1) survey the English adjectives occurring in skin care products from online advertisements and 2) analyze the structures of English adjectives. The data was collected from top five advertising websites with 8,531 skin care products and classified all words was classified using the program named "TagAnt". The results show that there are 57,610 words with 1,183 adjectives. It is also found that 1) there are 10 adjectives most frequently that was classified using the program named "AntConc" that there are *facial, anti, pure, fresh, perfect, clear, soothing, natural, ultra, and super.* 2) Two categories of adjective structures are shown; adjectives follow the order of adjectives that they are three types physical description which are *origin, material, and qualifier* and those that do not follow them that they are three types physical description which are *observation, color, and age.*

Keywords: Skin care product, Online advertisement, English adjectives

บทคัดย่อ

คำคุณศัพท์เป็นปัจจัยหลักที่โน้มน้าวให้ผู้บริโภคซื้อสินค้า งานวิจัยนี้มีวัตถุประสงค์เพื่อ
1) ศึกษาคำคุณศัพท์ในผลิตภัณฑ์บำรุงผิวออนไลน์ 2) วิเคราะห์คำคุณศัพท์ในผลิตภัณฑ์บำรุงผิวตัวอย่าง โดย
รวบรวมผลิตภัณฑ์บำรุงผิวจากเว็บไซต์ออนไลน์ยอดนิยม 5 เว็บไซต์ และแยกประเภทของคำโดยโปรแกรม
Tagant พบคำภาษาอังกฤษทั้งหมด 57,610 คำ และคำคุณศัพท์ 1,183 คำ จากการค้นคว้าดังกล่าว 1) พบ
ความถี่ของคำคุณศัพท์ที่เกิดขึ้นมากที่สุดในผลิตภัณฑ์ 10 อันดับโดยโปรแกรม AntConc ได้แก่ facial, anti,
pure, fresh, perfect, clear, soothing, natural, ultra, super. 2) พบโครงสร้างของคำคุณศัพท์เกิดขึ้น
สองกลุ่มคือ คำที่เรียงตามหลักการวาง 3 คุณศัพท์ได้แก่ origin, material, and qualifier และคำที่ไม่เรียง
ตามหลักการวาง 3 คุณศัพท์ได้แก่ observation, color, and age.

คำสำคัญ: ผลิตภัณฑ์บำรุงผิว, โฆษณาออนไลน์, คำคุณศัพท์

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Introduction

Advertising texts are known as complex notions that the readers have to understand the messages on products. Many companies use various strategies to draw customers' undivided attention. Commercial product advertising texts is one of resources for language students in order to develop both language skills and perception in business trends.

For this study, English adjectives in skin care product advertisement is chosen. Ke & Wang (2004) said Skin care product advertisement is a business of words 50 to 75 percent of selling power is advertising. Words are important. They are one of the essential tools' individuals use to communicate their idea. As people involved in the field of communication of art, then using the right words can mean the difference between being misunderstood or being clear in communications. (Ryans, 1996) stated that the way the information is presented can have just as much of an impact on customers' perceptions.

Kennedy (1905) explains that it is bound to keep on booming with innovative tech, trending ingredients, and customized products for individual skin concerns. The skin health is important not only for appearance working life. It can be kind of hard to decide which products you need and which ones your skin can use to live its best. In this case, what makes one stand above the rest? The difference is in how the skin care is promoted, therefore advertising is a powerful factor to convince people to purchase products

Moreover, Rayner, Miller & Rotello (2007) stated that in our lives we can see skin care product advertisements everywhere. It is well known that living in the digital world, one kind of selling skin care product advertisement is on online. Most of customers are uncomfortable for going out to shop as a result that buying skin care products online is becoming a main part for promoting your skin care business.

It is found that an adjective is a kind of presenting skin care product qualities and customer perception. There are also many researchers who have studied it from different angles for improving their product advertisement strategy. For language learners, it is interesting to investigate the ad texts. It is not easy to look into varieties of English adjectives in skin care products from online advertisements.

Background

There are two main topics to be reviewed as background of the study; discuss about skin care product this study as follow advertisement and order of adjective structure in English.

Skin care product advertisement

1.What is skin care product advertisement?

Customers normally get familiar with the concept of skin care product advertisement because it can be seen by buyers from many ads. However, it is still hard for scholars to define it. The original meaning of skin care product advertisement was at the 20th and early 21st Century. It appeals to women, aiming at improving skin through the use of soaps to clean and smell attractive. In the 1920s and 30s, when skin care product advertising in print, radio, and television, it encouraged women to enhance their natural beauty and hide imperfections through the use of cosmetics. We can assume the definition that advertising is words or groups of words used between consumer and producer. It is used by the seller to inform, remind and persuade consumers as a basic form of communication

2. Functions of skin care product advertisement

Eire (2004) and Cánovas (2007) said skin care product advertisement performs a variety of functions for any business with a product or service to sell. One of the most basic functions of them is to identify products and differentiate them from others. It is called informational function. Advertising is used to communicate information about the product or service advertised, to inform, report, and describe the features and its location of sale. This persuasive function is ultimately responsible for making advertising a highly elaborate and very attractive type of discourse. Cánovas (2000) and Ávila (2004) said the concept of elaboration, however, cannot be mistaken for the classical art of ornament, but rather should be taken as an approach to the expressive power of language.

Orders of adjective structures

It is common to use more than one adjective in a sentence. 7ESL (2019) concludes that the order of adjectives consists of eight types:

1) **Determiner** is a group of words that work as articles and other limiters including numbers - for example; a, an, the, both, either, some, many, my, your, our, their, his, her, five, each, every, this, and that.

2) **Observation** is an opinion adjective explains what you think about something (other people may not agree with you), for example; good, bad, great, terrible, pretty, lovely, silly, beautiful, horrible, difficult, and comfortable.

3) **Size and Shape** is adjectives that describe a factual or objective quality of the noun, for example; huge, big, large, tiny, enormous, triangular, square, and round.

4) **Age** is an age adjective (adjectives denoting age) tells you how young or old something or someone is, for example; young, old, new, ancient, six-year-old, and antique.

5) **Color** is a color adjective (adjective denoting color), of course, describes the color of something, for example; red, black, pale, bright, faded, and shining.

6) **Origin** is denominal adjectives denoting source of noun. An origin adjective describes where something comes from. For example; French, American, and Canadian.

7) **Material** is denominal adjectives denoting what something is made of. For example; woolen, wooden, silk, metal, paper, and gold.

8) **Qualifier** (Purpose) is final limiter, often regarded as part of the noun. A purpose adjective describes what something is used for. They often end with "-ing". For example; writing as in "writing paper" it is shown in Table 1 The order of adjectives.

Table 1 The order of adjectives

Determiner	Physical Description					Qualifier	Nouns (skin care types)
	Observation Size Shape	Age	Color	Origin (brand)	Material		
A	wonderful	old		French			clock
The		new	blue		silk		T-shirt
This	round	new				kitchen	table

From this point, the English advertisement involves in many types and order of adjectives. Thus, this study focuses on the structure of adjective from skin care ads.

Objectives

This study aims to:

1. Survey the English adjectives that occurred in skin care products from online advertisement.

2. Analyze the structures of English adjectives that occurred in skin care products form online advertisement collected as research samples.

With the concepts and literature reviewed, the method is as follow:

This study is a word appeared in 5 websites advertising skin care product.

1) Study the adjectives in skin care products from Top 5 Beauty and Cosmetics, 2019. There are Konvy, Sephora, Watson, Beauticool, and The Cosmetic.

They are:

1. https://www.konvy.com/

2. https://www.sephora.com/

3. https://www.thecosmetics.co.th/

4. https://www.beauticool.com/

5. https://www.watsons.co.th/

2) Determine the data steps format.

3) Collect all words and put them into Form no. 1 Product ads from websites: they are 8,531 products.

4) Classify all words and put them into Form no.2 Content words by using a program called "AntConc" for classifying content of ad texts (Anthony, 2015). There are 57,610 words, 5,432 word types and 54,032 word tokens.

5) Classify all word types and put them into Form no.3. Part of speech by using a program called "TagAnt" for classifying Part of speech of ad texts (Anthony, 2019). There are 2,600 nouns, 264 verbs, 1,183 adjectives, 254 prepositions, 508 conjunctions, and other 623 words.

6) Analyze the data with the order of adjectives.

7) Conclude; summarize and report the results.

Results

The results mainly found into two parts as following:

1) Frequency of English Adjectives found in the websites chosen.

2) English adjective structures found in the samples data.

1. Frequency of English Adjectives

It is found that the most 10 adjective occurrences are facial (171), anti (144), pure (86), fresh (85), perfect (83), clear (76), soothing (73), natural (70), bright, ultra (60), super (58) as shown in table 2 below.

Table 2 Frequency of English Adjectives

Adjectives	Frequency	Examples of words containing adjectives
facial	171	Beauty Buffet scentio white collagen mild *facial* foam
anti	144	Aesop parsley seed *anti*-oxidant facial serum
pure	86	Dermaction Plus by Watsons *pure* anti-acne purifying facial gel
fresh	85	La Roche Posay anthelios invisible *fresh* mist anti-shine spf 50++++
perfect	83	Beauty Buffet lansley gold *perfect* anti wrinkle eye gel
clear	76	Paulas choice deluxe resist anti-aging *clear* skin hydrator
soothing	73	Physiogel *soothing* care anti-redness night cream
natural	70	Garnier skin *natural* pure active sensitive anti-acne cleansing
ultra	60	Lancome renergie multi lift *ultra* full spectrum anti-ageing cream
super	58	Paula's choice resist *super* antioxidant concentrate serum

2. Order of adjective structures in English

2.1 Adjective following the order of adjectives

It is found that there are 7,250 products follow the order of adjective. They are origin (306), material (466), qualifier (144). Determiner, observation, size, shape, age, and color do not appear in this group of skin care product advertisement as shown in Table 3 below:

Table 3 Adjectives follow the order of adjectives

Adjective types	Vocabulary number	Examples of words in the list of adjective types
Origin	306	Clinique (206), SK II (69), and Aesop (45)
Material	466	water (415), vitamin (145), and aqua (102).
Qualifier	144	facial (441), cleansing (611), and essential (66)

2.2 Adjectives do not follow the order of adjective.

It is found that there are 1,407 products that not follow the order of adjectives; they are observation (6), age (3), and color (50) but they are also origin (33), material (41), and qualifier (20) appeared among them. Determiner, size, shape do not appear in skin care product advertisement as in table 4 below.

Table 4 Adjectives do not follow the order of adjective.

Adjective types	Vocabulary number	Examples of words in the list of adjective types
Observation	6	Beauty (264), Perfect (187), Sweet (50),
Age	3	youth (118), aging (94), and younger (3)
Color	50	white (619), gold (85), black (115)

2.3 Examples of skin care products follow the order of adjectives

There are 50 examples of skin care products follow the order of adjectives as shown in table 5 below.

Table 5 Skin care products follow the order of adjectives.

Physical Description			Noun
Origin (brand)	Material	Qualifier	(skin care type)
Abhaibhubejhr	cucumber plus	facial	cream
Abonne	milk	scrub	mask
Aesop	parsley seed	anti-oxidant facial	serum
AHC	hyaluronic	skin care ahc	cream
ALLIES OF SKIN	molecular_saviour	toning	mist
ALPHA-H	multi vitamin	super	cream
Alteya Organics	rose	water	spray
Amini	rose water 99%	facial	spray
ARCONA	raspberry	clarifying	pads
Ariul	aqua	blast balancing	serum
Bancream	charcoal and aloe vera	cleansing facial	foam
BARONESS	aloe vera	soothing	gel
Beauty Buffet	collagen q10	foam	cleanser
Bewitch By BSC	organic rose	mineral	water
Bio-Essence	bio-bounce collagen	essence	cream
Biore	3 fusion milk	cleansing pure	hydration
Biotherm	aqua	glow super	concentrate
Blackmores	vitamin e	cream firm & smooth	skin
BONNYHILL	bird's nest	vitality	mask
BOSCIA	charcoal	blotting	linens
Carmex	cherry	lip balm	sunscreen spf 15
Cathy Doll	99% aloe vera & snail	serum soothing	gel
CAUDALIE	glycolic	peel	mask
Charcoalogy	bamboo charcoal	detoxifying face	wash
Chupa Chups	coconut & pineapple	body	serum
CLARINS	water	comfort one-step	cleanser
CLEANSING	research aha	wash	cleansing
Clinelle	caviar	firming	cleanser
Clinique	2-in-1 cleansing micellar	gel+ light makeup	remover
Coreana Ample n	hyaluron	shot	toner

Physical Description			Noun
Origin (brand)	Material	Qualifier	(skin care type)
Dermaction Plus by Watsons	alive plankton	intensive facial	mask
Dermasensa	alpha + beta	hydroxy	cleanser
Dii	collagen	time	reversal
Divinia	amino acid	cleansing	essence
Doctor's Recipe	rose	sunscreen	cream spf 50 pa+++
D'ora	nano boosting rose	essential series night	cream
Dot Free	medicated arbutin vitamin c	cleansing	foam
DR. DENNIS GROSS	alpha beta	exfoliating	moisturizer
Dr. Somchai	extra sensitive micellar	cleansing	water
DR.CiNK	crystal	deep cleansing purifying	gel
Encharis	birdnest premium	skin rejuvenating	serum
Esfolio	collagen	peeling	gel
Esfolio	snail	peeling	gel
ESTEE LAUDER Nutritious	nutritious super pomegranate	radiant energy moisture	creme
Eucerin	aquaporin	active gel	cream
Fresh	rose	face	mask
Fuji	bee venom	eye	serum
Garnier	sakura	night	cream
Glow Mori	angel milk	face	soap
Gomiso	goat milk	edelweiss	soap

2.4 Examples of skin care products do not follow the order of adjectives.

It is found that there are 2 categories of physical description in order of adjectives that they occurred after origin and qualifier.

2.4.1 Adjectives occurred after origin

It is found that there are 49 products with the structure of adjective order as the following; 3 physical description; observation, age, and color occurred after origin. The adjectives are; Observation; *sweet, beauty, and perfect.*

Color; *blue, white, green, gold and pink.*

Age; *younger, youth, and aging.* They can be shown in table 6 a-c below:

Table 6 a-c physical description occurred after origin examples;

Table 6a. Observation occurred after origin.

Determiner Age Color	Physical Description			Qualifier	Noun (skin care types)
	Origin (brands)	*Observation Size/ Shape*	Material		
-	Bsc	*sweet*	honei bear	facial bubble	foam
-	Dove	*beauty*	milk	self-foaming facial	cleanser
-	L'Oréal Paris UV	*perfect*	super aqua	essence	cream

From the table 6a.

According to the order of adjectives, it should be written in the following form;

1. *Sweet* Bsc Honei bear facial bubble foam.
2. *Beauty* Dove Milk self-foaming facial cleanser.
3. *Perfect* L'Oréal Paris UV super aqua essence cream.

Table 6b. Color occurred after origin.

Determiner Observation Size Shape Age	Physical Description			Qualifier	Noun (skin care types)
	Origin (brands)	*Color*	Material		
-	Aesop	*blue*	chamomile	facial hydrating	masque
-	Anessa	*whitening*	-	facial uv	sunscreen
-	Paul Frank	*green*	clay	facial	foam
-	Yoko	*gold*	milk	aura facial	mask
-	Beauty Buffet	*pink*	collagen	radiant facial foam	scrub

From the table 6b.

According to the order of adjectives, it should be written in the following form;

     1. _Blue_ Aesop chamomile facial hydrating masque

     2. _Whitening_ Anessa facial uv sunscreen spf50+/pa++++

     3. _Green_ Paul Frank clay facial foam

     4. _Gold_ Yoko milk aura facial mask

     5. _Pink_ Beauty Buffet Collagen radiant facial foam scrub

Table 6c. Age occurred after origin.

Determiner Observation Size Shape Color	Physical Description			Qualifier	Noun (skin care types)
	Origin (brands)	_Age_	Material		
-	Skinsista V	_Younger_	milk	Facial	Cream
-	FOREO	_Youth_	Collagen	Infused UFO Activated	Mask
-	ALGENIST	_Anti-Aging_	Vitamin C	Genius Ultimate	Serum

From the table 6c.

According to the order of adjectives, it should be written in the following form;

     1. _Younger_ Skinsista V milk facial cream

     2. _Youth_ FOREO collagen infused ufo activated mask

     3. _Anti-Aging_ ALGENISTvitamin c genius ultimate serum

  2.4.2 Adjectives occurred after qualifier

     It is found that there are 13 products; 1 physical description in order rules occurred after qualifier. It is observation as shown in table 7 below.

Table 7: Observation occurred after qualifier.

Determiner Age Color	Physical Description				Noun
	Origin (brands)	Material	Qualifier	*Observation*	
-	Fresh	black tea	instant	***perfect***	mask
-	Bsc	honei	facial bubble foam	***happy***	face

From the table 7

According to the order of adjectives, it should be written in the following form;

      1. *Perfect* Fresh black tea instant mask

      2. *Happy* Bsc honei facial bubble foam face

Conclusion

Adjectives can be a very helpful advertisement tool to better describe the skin care products add some interest to the products powerful effect toward consumers. The adjective is a kind of method based on order of adjective analysis.

Statistics of adjective showed frequency of words are 1,183 from top 5 online advertisements. It was also found two main results as the following;

1) the most 10 adjectives from skin care products are facial, anti, pure, fresh, perfect, clear, soothing, natural, ultra, and super.

2) Two categories order of adjectives are shown; adjectives follow the order and that do not follow them. One does not appear in them as shown in diagram adjective relationship in skin care products 1 below.
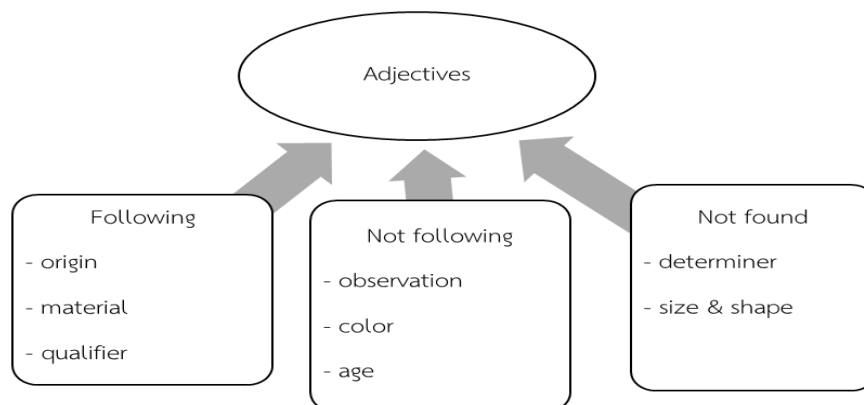

Figure1 Adjective relationship in skin care products.

From this diagram,

following the order of adjectives that they are three types physical description which are origin, material, and qualifier for examples; *Abhaibhubejhr cucumber plus facial* cream.

Not following the order of adjectives that they are three types physical description which are observation, age, color for examples; *Bsc sweet honei bear facial bubble* foam

Not found in the order of adjectives that they are three types physical description which are determiner, size and shape.

With this purpose that advertisers do their best to make buyers lured by using the right order of adjectives (84%) more than the wrong order of them (16%). Then, using good English adjective follow the order of adjectives for making your text make sense becomes the best way which describe the products vividly are the best weapons. This research is shown some adjectives which have best persuasive power. They are the ones in the list of adjective frequency.

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