**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

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**บทคัดย่อ**

 คำคุณศัพท์เป็นปัจจัยหลักที่โน้มน้าวให้ผู้บริโภคซื้อสินค้า งานวิจัยนี้มีวัตถุประสงค์เพื่อ

1) ศึกษาคำคุณศัพท์ในผลิตภัณฑ์บำรุงผิวออนไลน์ 2) วิเคราะห์คำคุณศัพท์ในผลิตภัณฑ์บำรุงผิวตัวอย่าง โดยรวบรวมผลิตภัณฑ์บำรุงผิวจากเว็บไซต์ออนไลน์ยอดนิยม 5 เว็บไซต์ และแยกประเภทของคำโดยโปรแกรม Tagant พบคำภาษาอังกฤษทั้งหมด 57,610 คำ และคำคุณศัพท์ 1,183 คำ จากการค้นคว้าดังกล่าว 1) พบความถี่ของคำคุณศัพท์ที่เกิดขึ้นมากที่สุดในผลิตภัณฑ์ 10 อันดับโดยโปรแกรม AntConc ได้แก่ facial, anti, pure, fresh, perfect, clear, soothing, natural, ultra, super. 2) พบโครงสร้างของคำคุณศัพท์เกิดขึ้นสองกลุ่มคือ คำที่เรียงตามหลักการวาง 3 คุณศัพท์ได้แก่ origin, material, and qualifier และคำที่ไม่เรียงตามหลักการวาง 3 คุณศัพท์ได้แก่ observation, color, and age.

คำสำคัญ: ผลิตภัณฑ์บำรุงผิว, โฆษณาออนไลน์, คำคุณศัพท์

**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**

 2.1Adjective 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****(skin care type)** |
| **Origin (brand)** | **Material** | **Qualifier** |
| 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****(skin care type)** |
| **Origin (brand)** | **Material** | **Qualifier** |
| 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.

|  |  |  |  |
| --- | --- | --- | --- |
| DeterminerAgeColor | 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~~.~~

|  |  |  |  |
| --- | --- | --- | --- |
| DeterminerObservationSizeShapeAge | 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.

|  |  |  |  |
| --- | --- | --- | --- |
| DeterminerObservationSizeShapeColor | 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* ALGENIST vitamin 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.

|  |  |  |
| --- | --- | --- |
| DeterminerAgeColor | 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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