



## **Stallholders' Needs for Using English in Advertisements for Cultural Products: A Case Study of Sunday Walking–Street Market in Chiang Mai**

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### **Abstract**

Communicating to foreign tourists about cultural products can be done by means of advertising through the use of written English. The objectives of this study were to study the local stallholders at the Sunday Walking– Street Market, Chiang Mai regarding the use of written English to advertise cultural products and opinions towards language written in English. Survey questionnaires, interviews and participant observation were conducted to collect the data. The results revealed that local stallholders showed a high level of agreement in using English to advertise their products. The needs to use English to name the products, materials, and prices, including the uniqueness and the benefits of the products, were evident. Regarding the opinions towards language written in English, it was found that the local stallholders strongly agreed that concise and informative content were necessary to be written in the text of their signs. Difficulties in communication in English were also observed. An attempt to use words or phrases in chunks and gestures were insufficient in explaining products or continuing the conversation. Consequently, the difficulties in communication between the local stallholders and foreign tourist hinders selling opportunities. Thus, the development of English body text to advertise cultural products and the study of its effectiveness are highly suggested.

**Keywords:** Using English in Advertisements, Cultural Products, Advertisements, Needs Analysis, Case Study

### **Introduction**

Chiang Mai, as one of the provinces in northern Thailand, is known for its richness of cultural capital. The strength of its culture becomes a significant factor drawing attractions to all foreign and local tourists to visit the province. Moreover, local products embedded with Chiang Mai culture are considered as tangible cultural capital, which is classified under heritage product group in creative economy. For the philosophy of creative economy, it drives production strategy to be balanced and sustainable under the principle of value creation of products and services utilizing innovative knowledge, diversity of national resources and Thai cultures (Kusuma Na Ayudthaya, 2010).

The Sunday Walking–Street Market, Chiang Mai, was established at the beginning of the Ninth National Economic and Social Development Plan (2002–2006) with the goal to develop the city under the concept called Livable City. Creating a living city includes setting walking street activities that help to promote culture by selling arts and crafts. The Sunday Walking–Street Market, therefore, is another example of an integration of cultural values reflected through products and economic values. The project has implemented the strategy of urban economic development and conservation tourism in arts and the culture of Chiang Mai Municipality with three main principles:

- 1) To increase the potential of the community economy according to the royal initiative “Sufficiency Economy”
- 2) To develop and promote cultural tourism
- 3) To strengthen the economic fundamentals in order to support investment and tourism while a project for knowledge–based economic development and local wisdom is promoted (Chiangmai Local Administration, n.d.).



Although cultural products selling on Sunday Walking–Street market reflect cultural values, local stallholders still need to rely on marketing factors for sales promotion, especially advertising. Advertising is considered a form of communication that will help the purchase decision. Apparently, few researchers have addressed the issue of communication in English in order to increase the value of cultural products. The ability to communicate the information about the products to foreign tourists in English has not yet been investigated, especially cultural products selling on Sunday Walking–Street. Quite a number of studies mostly focused on marketing studies and desirable physical environment for walking streets in Chiang Mai (Oranratmanee and Musikrairuk, 2004; Pongwiritthon and Pakvipas, 2014).

As known, the use of advertising messages is one–way communication, however; it is considered as an effective way to communicate between sellers and the buyers. In terms of language use, English is regarded as an international language and used for communication globally. Clearly, the use of written text in English to advertise products is an alternative channel that will help the local stallholders who barely speak English or have very a limited communication ability to convey the product content to foreign tourists. The lack of sufficient communication skills in English may cause the loss of sales opportunities. On the contrary, if communication through written English is clear, it might help promote sales opportunities as well.

Thus, it can be said that driving creative economy for Chiang Mai city and cultural development, the factor of foreign languages, particularly English, should not be neglected. People from different languages and cultures can be connected through English. Importantly, the ability to communicate in English will help increase the income for community–based entrepreneurship. As a result, revenue goes to the provincial and national level while cultural walking–street is still be consistent with the strategy of urban economic development and conservation tourism in art and the culture of Chiang Mai City sustainably.

### Objective of the Research

This project aims to study the local stallholders at the Sunday Walking–Street Market called *Thanon Kon Dern Wan Ahthit*, Chiang Mai, regarding the use of written text to advertise the cultural products and opinions towards written text in English for advertising. The theoretical frameworks of the study are the explanation of the characteristics of cultural products, advertising theory, and language use for advertising related Grice's Cooperation Principles (1975) and Sperber and Wilson's Relevant Theory (1986). Review literature is presented briefly as follows.

#### Cultural Products

Cultural products can be tangible and intangible, which are created from artistic creativity. Such products must have the potential to create distribution of wealth and income by using cultural capital. Cultural products can also be services that use knowledge–based goods and services of traditional and contemporary concepts. The common characteristics of cultural products express creativity and intellectual property representing elements of culture in order to process products or services that have both social and cultural meanings (Heilbrun and Gray, 1993).

Gay (1997) says that cultural products are products that reflect the living culture which is based on the wisdom (know–how) and traditions that represent traditional culture wisely and distinctively. It also includes an emotional component that indicates an identity of society or group of people in that society.

Akraodom (2011) summarizes the concept of cultural products as integrating cultural values into economic. The increasing economic value is caused by promoting through products that embrace cultural characteristics.

Throsby (2011 as cited in Pinkaew, 2011) has divided the concentration levels of products and cultural industries into three groups; core creative art, wider cultural industries, and related industries. The three groups are comparable to the concentric circles. The distance between the center and the circle of each layer will indicate the level of cultural industries. This means if the circle moves outwards far from the center, the proposition of cultural content declines. The classification can be illustrated in Figure 1 below.



**Figure 1** The Concentric Circles Models of the Cultural Industries

When considering products selling on the Sunday Walking-Street Market in Chiang Mai, it can be seen that most products are locally made products that embrace Lanna culture. They are considered as tangible cultural capital and are classified under cultural heritage in creative economy (Kusuma Na Ayudthaya, 2010). Therefore, in terms of marketing, it can be said that culture is a strong selling point of Chiang Mai.

#### **Advertising and Components of Advertising**

Advertising means providing information through various types of media with the goal to motivate or convince the target consumers to behave according to the content of advertisement and eventually lead to a purchase decision to buy products or use services (Pantawongkul, 2008). Classification of advertising can be verified in many ways. It depends on the purpose and target consumer group. Classifying by geographic area that can access to the target residential area is one of the key factors. The classification of advertising by geographic coverage can be divided as follows (Arpavate, 2010).

1. National advertising uses media advertisement that can apply throughout the country, such as radio broadcasting, television, newspapers, magazines, etc. This type of advertising, product owners aim to introduce the product to the consumers. However, there is no particular target group for national advertising level.
2. Regional advertising is a limited advertising area. The advertisers aim to communicate with the target group in a particular region.
3. Local advertising or retail advertising focuses on the promotion of products or services to the general public. It is also considered as a limited advertising as it applies in a particular area, for example, an advertising at the store where the target consumers are motivated to buy products at the store.

To draw the classification of advertising by geographic division to the context of the Sunday Walking-Street in this study, it matches to local advertising or retail store advertising. The stallholders may be product manufacturers or small retailers. It focuses on selling products at the point of sale or the display area. It can also



be considered as the stage of product introduction to the pedestrians or tourists to know the information or benefits that they may have from purchasing such product.

### **Elements of Advertising**

Advertising is a means of communication that provides information about products or services by using media to convey messages from the manufacturers to the consumers in order to buy products or services. Four important elements of advertising compare to the components of communication can be described as follows (Arpavate, 2010).

1. Advertiser is known as the owner of the product, service, or an advertising agency who wants to inform news about products or services to consumers through advertising media. Advertiser is referred to the sender of the message.

2. Advertisement means an essence of content or information that the advertiser wants the target consumers to receive, understand, and remember the product and eventually lead to buying decisions. A piece of advertising acts like a message.

3. Advertising media is a channel that advertiser chooses to publish his advertising to the target audience for the purchase decision purpose. Advertising is therefore considered as a channel in the communication component. Common channels for advertising media can be divided into 4 types.

3.1 Broadcasting Media

3.2 Print Media

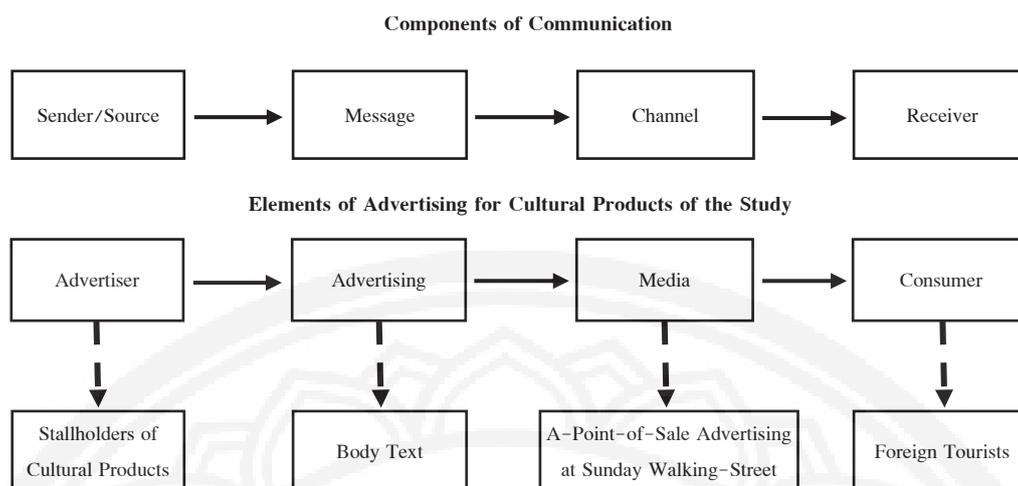
3.3 Outdoor Media

3.4 Other media includes mail, movies, souvenirs, internet, a point-of-sale advertising, etc.

When considering types of advertising media mentioned above, it can be seen that the use of advertising media on the Sunday Walking-Street in Chiang Mai matches to a point-of-sale advertising. Flyers, brochures, signs, and product demonstrations are also considered as kinds of media that attract the pedestrian. They could motivate or convince consumers, who may not have had intention or demand for that product before, but eventually purchase decision is triggered.

4. Target consumers refer to those who receive information about advertising. The decision to buy products or services will be made when the consumers feel like or appreciate a product or service. The target consumers also include those who use the product, but do not purchase by themselves. Thus, it can be said that the target consumers are the receivers in the communication component.

Based on the importance of communication components and the advertising elements mentioned above, they can be concluded to the context of the advertising of cultural products selling at Sunday Walking- Street, Chiang Mai, as shown in Figure 2 below.



**Figure 2** Communication Components and Advertising Elements in the Context of Cultural Product Advertising at the Sunday Walking-Street Market, Chiang Mai

### Linguistics in Advertising Language

The conceptual frameworks for the use of English to advertise cultural products in this study are based on the Grice's Cooperative Principle (CP) (1975) and Sperber and Wilson's Relevance Theory (1986). The two theories are in pragmatics field that studies human activities through the usage of language (Intajak, 2007). Therefore, the implication of the use of advertising language to motivate the buying behavior can be cooperated into Cooperative Principle and Relevance Theory as described below.

#### Cooperative Principle

Grice's Cooperative Principle (1975) consists of the four maxims as follows.

1. Maxim of Quantity is to communicate or give as much information as necessary for the purpose of the conversation and do not give more information than is required.
2. Maxim of Quality is the truth. It means do not say things that do not know whether true or false and do not say things that do not have enough evidence for.
3. Maxim of Relation is to say only things that are related to that conversation.
4. Maxim of Manner is to speak in perspicuous manner. Obscure expressions and extravagant language must be avoided. Speaking in an order manner is required.

The four maxims of Grice's Cooperative Principle (1975) mentioned above is in accordance with advertising language. The advertisers aim to communicate to consumers to know the content of the product which is true, clear, unambiguous and informative. In doing so, it allows consumers to have the desire of that product or service accordingly to clear and relevant information.

However, human behavior of communication does not often follow the framework of Cooperative Principle in their communication at all times. Each maxim is focused unequally in practice. Consequently, Sperber and Wilson (1986) suggest that the maxim of relation can help the communication to be the most effective. So, the concept of Relevance Theory has been introduced.



### **Relevance Theory**

The Relevance Theory is grounded on the maxim of relation based on Grice's Cooperative Principle (1975) stating that participants in a talk will connect the communication process if they believe or consider that they are related to that situation. In other words, it means the recipients or listeners will process the recognition of the message if that information has an impact on their cognitive environment, which is also called contextual effects. The degree of cognition whether the message is relevant to listener or receiver depends on 1) explicit utterance, 2) encyclopedic knowledge, and 3) situation. Therefore, assessing the impact that the audience has on the message is necessary to consider cognitive environment of the receiver and, most importantly, the audience's presumption and background.

Therefore, the conceptual framework of the Relevance Theory is consistent with the general principles of written text for advertising with the abbreviation of AIDA. The principles comprise of calling attention or eye-catching (Attention-A) in order to make consumers interested (Interest-I) in the advertising immediately that will lead them to a desire to be the owner of the product (Desire-D) and then make a purchase decision finally (Action-A). It can be seen that the process from calling attention to decision making is derived from the relationship between the context of advertising in relation to consumers' cognitive processes (Ogilvy, 1985). Thus, if the consumers perceive that the content of advertisement is more personalized or relevant to them, purchase acceleration is higher as well.

### **Research Methodology**

The sample group of this study was stallholders who sell cultural products on Sunday Walking-Street, Chiang Mai, from Ratchadamnoen Road to Phra Pokklao Road during operational time from 16.00–22.00 p.m. It was purposive sampling group of 100 stallholders who cooperated for the study and sold the products that exhibited arts, culture and local wisdom of Lanna culture. The criteria for classifying cultural products was based on Throsby's classification (2011 as cited in Pinkaew, 2011) in a group of art core. The products include handicraft items, performing arts, music, visual arts, literature, etc.

Instruments used for data collection were questionnaire and interview. Interview questions were from the questionnaire in order to obtain insights qualitative data. It was used as confirmation data correspondingly to the level of opinions that stallholders had on using written text in English to advertise their cultural products. The statements in the questionnaire were designed based on the literature review relating to the principles of advertising and advertising language based on theoretical frameworks selected. Content validity in accuracy and appropriateness of the statements corresponding to the conceptual framework of Grice's Cooperation Principle (1975) and Sperber and Wilson's Relevance Theory (1986) were evaluated by the experts in language use for advertising. In addition, participatory observation was also conducted in order to observe ways of providing product information given by the stallholders, level of English usage, and communication barriers between the stallholders and the foreign tourists.

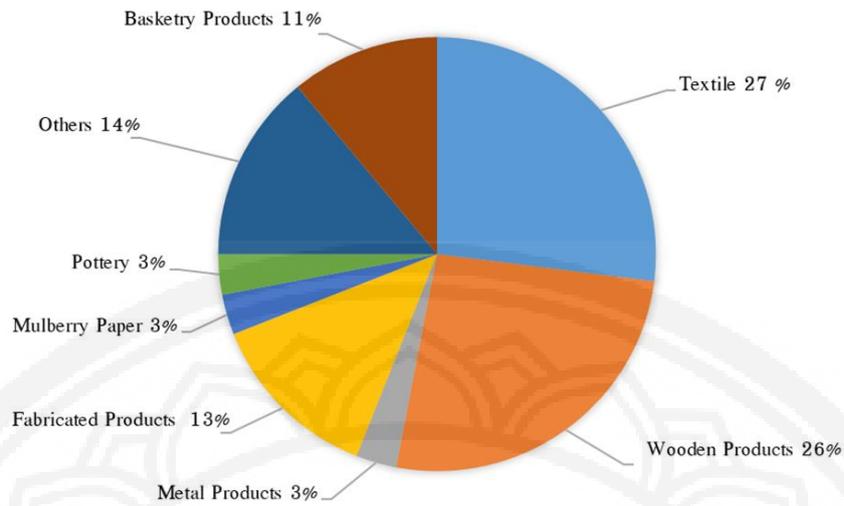
### **Findings**

The results from the first part of the questionnaire collected from 100 stallholders selling cultural products are presented in Table 1 below.

**Table 1** Demographic Information of Stallholders Selling Cultural Products at the Sunday Walking-Street, Chiang Mai

Stallholders' Information	No (%)	Stallholders' Information	No (%)
<b>Gender</b>		<b>Income/Sundays</b>	
Male	59	Below 500 baht	8
Female	41	501 - 1,500 baht	23
<b>Age</b>		1,501 - 2,500 baht	11
Below 20 yrs	14	2,501 - 3,500 baht	22
21 - 30 yrs	16	3,501 - 4,500 baht	11
31 - 40 yrs	29	More than 4,500 baht	25
More than 40 yrs	41	<b>Years of Selling on Sunday Walking-Street</b>	
<b>Educational Level</b>		Less than 1 yr	3
Under Elementary School	30	1 - 3 yrs	16
Lower/Higher Primary School	14	4 - 5 yrs	14
Lower/Higher Secondary School	29	6 - 7 yrs	9
Vocational Certificate/High Vocational Degree	6	8 - 9 yrs	15
Bachelor's Degree/Higher	21	More than 9 yrs	43
<b>Occupation</b>		<b>Selling at Walking-Street</b>	
College Student	9	Only at Sunday Walking-Street	47
Government Officer/State Enterprise Employee	3	Other Walking-Streets	53
Private Sector	7		
Self-Employed	42		
Others	39		

From the demographic information of cultural product stallholders on Sunday Walking-Street, Chiang Mai, shown in Table 1, it can be seen that the stallholders are male by 59% who slightly outnumbered female who formed the participants by 41%. The majority of the age group is over 30 years (70%). Their educational levels are varied. Most of them have primary and secondary education (43%) followed by lower than primary school (30%) and bachelor's degree or higher (21%). For occupation, most stallholders are self-employed (42%) and other occupations (39%), which are not specified in the questionnaire. However, from the interview asking other occupations they have, it is found that most of them are merchants. Some are general employees. Making musical instruments, gardening, pensioners, and independent artist are also activities they make for living. Regarding the average income per day of Sunday sales, most of them earn more than 4,500 baht per day (25%), followed by the average income between 501-1,500 baht per day (23%). Other average income is 2,501-3,500 baht (22%), 3,501-4,500 baht (11%), 1,501-2,500 baht (11%) and less than or equal to 500 baht per day (8%) respectively. Number of years selling products at the Sunday Walking-Street are more than 3 years (81%) with the highest selling period of more than 9 years (43%). Most of them have been moved from the old walking street at Tha Phae Road to Rajapakinai Road. At present, the findings regarding to the area where the stallholders selling products in addition to the Sunday Walking-Street, it is found that more than half of them (53%) operate in other places such as at Wualai Walking Street, Night Bazaar, Kad Suan Kaew, JJ Market, other fairs, etc. Those who only sell products on the Sunday Walking-Street from 47% out of the group. Moreover, groups of cultural products are also explored. The results of this are divided and shown in Figure 3 below.



**Figure 3** Classifications of Cultural Products Selling of Sunday Walking-Street, Chiang Mai

Figure 3 shows that product groups of cultural products selling at the Sunday Walking-Street are mostly textile products (27%), wood products (26%), fabricated products (13%), and basketry products (11%) respectively. Products from mulberry paper, metal products, and pottery are only 3% of all products. In addition, there are cultural products that are mixed in types (14%) selling in the same stall.

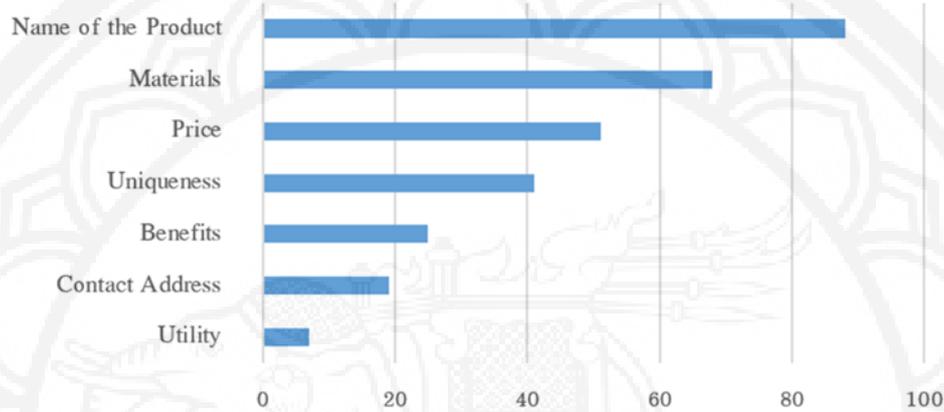
The second part of the questionnaire asked the needs of cultural products stallholders in the advertising using written text in English. The results are shown in Table 2 below.

**Table 2** Opinions towards the Use of Written Text for Advertising

Items	Mean	S.D.	Level
Written text needs to be placed in eye-catching site.	4.59	0.67	Strong Agree
Written text is means to introduce products to foreigners.	4.47	0.88	Strong Agree
Written text represents the information or details of products.	4.42	0.82	Strong Agree
Written text overcomes communication barriers between sellers and foreigners.	4.31	0.93	Strong Agree
Written text helps foreigners to have the purchasing decision.	4.29	1.06	Strong Agree
Written text promotes product image and creates good attitudes to the foreigners.	4.26	0.91	Strong Agree
Written text is suitable for cultural products.	4.19	0.84	Agree
Written text helps promote products and Sunday Walking-Street activities.	4.00	1.06	Agree
Written text creates the uniqueness of the products.	3.99	1.22	Agree
Written text increases confidences in products to the foreigners.	3.88	1.23	Agree
Written text can persuade foreigners instead of using verbal words.	3.46	1.14	Agree
Written text is considered as a form of art or creative work.	3.39	1.32	Neither
Written text needs modern media.	2.79	1.49	Neither
Written text is another form of entertainment.	2.73	1.50	Neither

From Table 2, it can be seen that most stallholders have opinions at the highest level of agreement if there is written text in English to advertise their products. The first top three are that written text needs to be placed in a clear and located in eye-catching site ( $\bar{X} = 4.59$ ), helps introduce products to foreigners ( $\bar{X} = 4.47$ ), and

represents the information or details of the products sold ( $\bar{X} = 4.42$ ). The top three opinions at high level of agreement show that written text is suitable for cultural or local products ( $\bar{X} = 4.19$ ), written text helps promote products purchase and the Sunday Walking-Street activities ( $\bar{X} = 4.00$ ), and written text helps create a uniqueness of the products ( $\bar{X} = 3.99$ ). For opinions towards written text as a form of creative work, sign that needs modern technology media, and as another type of entertainment are in a degree of neither with the means score of 3.39, 2.79, and 2.73 respectively. In addition, the exploration of the needs that stallholders want to identify three specific content in the written text to advertise the products is also conducted. The results are shown in Figure 4 as follows.



**Figure 4** The Content Needed for Written Text in English to Promote Cultural Products

From Figure 4, it shows that the top three messages that the stallholders want to write or specify in the written text in English are the product name, the material used in the production, and the price respectively. The uniqueness of the product, benefits to be received from the product, address contact, and value of the products are followed ranking respectively.

The third part of the questionnaire is statements asking opinions of the cultural product stallholders towards language used in written text in English. The results are shown in Table 3 below.

**Table 3** Opinions towards Advertising Language for Written Text in English

Items	Mean	S.D.	Level
Language that is concise, informative, and easy to remember is able to motivate purchase decision.	4.55	0.75	Strong Agree
Word reduction can also communicate an importance of product content.	3.94	1.15	Agree
Written text should be grammatically correct.	3.74	1.21	Agree
Informal language can convince the consumers.	3.22	1.34	Neither
Descriptive language can convince the consumers.	2.94	1.44	Neither
Question sentence in the written text can persuade the consumers.	2.66	1.55	Neither
Language that expresses request intention can convince the consumers.	2.52	1.45	Disagree
Language that uses command statement can convince the consumers.	2.27	1.31	Disagree
Language that needs interpretation can convince the consumers.	1.79	1.18	Strongly Disagree
Exaggerated language can convince the consumers.	1.71	1.01	Strongly Disagree



Table 3 (Cont.)

Items	Mean	S.D.	Level
Wordy expressions can convince the consumers.	1.62	0.94	Strongly Disagree
An ambiguous language can convince the consumers.	1.56	0.84	Strongly Disagree

Table 3 shows that the stallholders agree in the highest level that language used for advertising written text must be concise, informative, easy to remember, and be able to convince the consumers ( $\bar{X} = 4.55$ ). They also agree in a high level that word reduction can convey an importance of product content of ( $\bar{X} = 3.94$ ); however, language should be grammatically correct ( $\bar{X} = 3.74$ ). For the degree of disagree items, most fell into opinions towards language that needs interpretation ( $\bar{X} = 1.79$ ), is exaggerated ( $\bar{X} = 1.71$ ), uses wordy expressions ( $\bar{X} = 1.62$ ), and is ambiguous ( $\bar{X} = 1.56$ ) respectively.

For the confirmation of the results collected from the questionnaire, the interview was conducted to collect insightful data. Most stallholders agree that the written text in English for advertising must be placed in eye-catching site without blocking the display of the products. The written text is considered as a channel to help introduce products to the foreigners, which brings more benefits than displaying the products solely. The characteristics of the product from textiles, woodwork, wickerwork, or fabrication exhibit the uniqueness of local and Lanna culture. However, adding the written text is like promoting or advertising the products that will help increase understanding to foreign tourists and then motivate them to buy for gifts or souvenirs. In addition to the observation of interaction between stallholders and foreign tourists in using English, it can be seen that most stallholders' English communication was limited. However, they attempt to use various communication strategies in English. Using single word or phrases are commonly used. Some use mixing Thai and English words including coining non-existent English words, but using them to negotiate the meaning they want to convey. They also ask foreign tourists to repeat words or sentences if they do not understand including appealing for assistance from Thai customers or the next door shop to help them to communicate. In the situation of bargaining, the stallholders just punch the calculators instead of negotiating the price. The use of gestures and body language are also applied when they have linguistic difficulties. In the case that the stallholders assess the situation that they are not be able to continue the conversation, they simply say "I don't know" to avoid stretching the communication.

### Discussion

From the results of opinions of stallholders selling cultural products at Sunday Walking-Street, Chiang Mai, have on written text for advertising and language used in written English for advertising, the results can be discussed as follows.

1. The results from the needs of the use of written text in English to advertise for cultural products show that most stallholders agree that advertising signs are important. Written text should be displayed in a clear position since the message sign is considered as a means to introduce products to foreign tourists. A message representing information or details of the product cooperate with advertising media that advertisers choose to publish advertisement to the target consumers. It helps audiences understand the product and motivates them informing buying decision. The written text acts as a local advertising that focuses on selling products at the point of sale or the area where the product is displayed. It creates the recognition and helps the pedestrians know the information or benefits that they will have from purchasing that product (Pantawongkul, 2008; Arpavate, 2010).



In addition, data obtained from participatory observation focusing on how the stallholders provide product information to foreign tourists shows that the stallholders commonly use single words or short phrases in English to explain the content of the product. They also use facial expressions or sound to imitate when describing the product. Humors such as laughing or smiling are also used when they face difficulties while communicating. Therefore, it can be said that the information obtained from participatory observation supports the results from the questionnaire that most stallholders agree that written text will reduce communication barriers between Thai sellers and foreign tourists. In addition, it will drive foreign tourists towards buying decision while promoting an image of the product or creating a good attitude for foreign tourists as well.

When considering the stallholders' personal information, it is found that most of them have primary and secondary levels of schooling. The majority of the group is above 40 years old. It also appears that their English communication ability was in low or beginner level. The difficulties in communication with foreigners are evidently found due to the lack of English language in daily life communication and lack of continuous training. Thus, cultural product stallholders highly agree that the written text in English should be applied for cultural products or local products as it will help promote products and create the uniqueness of the products. However, the application for the use of creative work, modern technology, or entertainment form to advertise the products through the written text are unlikely to lead to a purchase decision. This findings correspond to Ogilvy's advertisement principles (1985) that an advertising is neither a form of entertainment nor any form of arts. What advertising creators really want are having consumers get attraction and buy the product, not having consumers to recognize whether an advertisement is creative or not. Their opinions also agree to Arpavate (2010) who says that written text for advertisement suits for local advertising or retail store advertising. The nature of advertising in this study specially focuses on specific customers who are foreigners and Thai tourists. Therefore, it is unnecessary to use modern advertising media or create any entertainment forms when comparing to national advertising which needs media as a tool to reach across the nation, not for one particular group of customers.

2. The results from investigating the opinions of the cultural products stallholders on written English text to advertise the products selling at Sunday Walking-Street, Chiang Mai, reveal that the stallholders agree at the highest level that language used to attract foreign tourists' purchase decision must be concise, informative, easy to remember, and convincing. The stallholders also agree in a high level degree if the written text is shorten, but still intelligibly communicative. However, the usage of correct grammar should be considered as well. Regarding to the degree of disagreement aspect, it has been found that most stallholders disagree if readers must interpret advertising language. Language that is exaggerated, wordy, and ambiguous cannot be convincing for purchasing action. Thus, it can be said that the stallholders' opinions towards language used in advertisement are in a line with the four maxims of Grice's Cooperation Principle (1975), namely maxims of quantity, quality, relation, and manner. Language used must be true, clear, unambiguous and informative. In doing so, it allows consumers to have desire of that product or service according to clear and relevant information. In addition, the stallholders' opinions towards the language used in advertisement incorporate with Sperber and Wilson's Relevance Theory (1986), which is the continuum theory from Grice's Cooperation Principles (1975). It refers to that humans will process their cognitions in a context that is only relevant to them and select the circumstances that are most closely to their lives. This means if the recipient conveys the idea received from the message quickly and easily, that is that information is very relevant to him. On the other hand, if the recipient has to give an effort in processing the message, it shows that message is less essential to them relatively. Thus, in the context of local advertising of this



study, the results affirm that the four maxims of Grice's Cooperative Principle and Relevance Theory can be used to support the features of advertising language. Consumers want information that is mostly relevant to their cognitions. They can be convinced if advertising language is informative, easy to understand, and unambiguous. An effort in interpreting the message does not lead to a purchase action. Therefore, opinions that the cultural products stallholders have on written English text to advertise the products correspond to Cooperative Principle, Relevance Theory, and general principles of AIDA as mentioned. If consumers perceive the content from the advertisement highly related to them, the tendency to purchase the products is higher as well.

### **Conclusion**

This study shows that local stallholders selling cultural products at Sunday Walking-Street, Chiang Mai, need written English to advertise their products to foreign tourists as they have limitations in using English to describe the content of their products that exhibit Lanna culture. The written text in English is considered as an advertising piece, which is one component of advertising by using advertising media at the point of sale or at the stall on the pedestrian street. In addition, the results show that the stallholders' opinions towards language in advertisement for cultural products cooperate with Grice's Cooperation Principle (1975) and Sperber and Wilson's Relevance Theory (1986). These two theories related to the language used in the advertising with the scope of pragmatics, which goal is to communicate to the consumers about the product content that is true, informative, relevant information without wordy phrases, and unambiguous messages. Consequently, the desire to consume that product or service can be triggered. Therefore, the development of an advertisement message for cultural products in English will be considered as a value added with the combination of the value of the product itself and communication channel in English through the written text. It is considered as an increase of economic value while the local language and uniqueness of Chiang Mai walking street in Lanna style are still preserving. It also increases communication channel which will help increase income for local people, small entrepreneur, and medium entrepreneurs from community level. Then the growth of the revenue goes to the provincial and nation level finally.

### **Research Recommendations**

1. There should be the development of communication channels for cultural products stallholders to convey product content in English to the target group who is foreign tourists to see the advantages or benefits that they would get from the products and eventually make a purchase decision. Theoretical concepts of the Cooperative Principle by Grice and Relevance Theory by Sperber and Wilson can be applied for advertising language pragmatically. The study of its effectiveness should be further conducted as well.
2. It is suggested that the content of cultural products which are considered as the representative of Lanna culture should be integrated into English teaching both in school and university levels where courses or curriculum of tourism hospitality is offered. Content of tourist attraction and arts and handicraft products that are considered as the hallmarks of the community or Chiang Mai Province should be integrated in language teaching. Then, localized content knowledge relating to cultural products with communicative language skills should be trained and offered to the representatives of the community or the local entrepreneurs to develop their ability to use English for communication for their products. This will promote the cultural capital of Lanna more distinctively corresponds



to the strategy of urban economic development and sustainable tourism and cultural conservation of Chiang Mai city

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