

# **Selected Factors of Mae Fah Luang University Students' Perception towards Lanna Arts and Culture**

Tawipas Pichaichanarong

*Department of Communication Arts, Rattana Bundit University,  
Bangkok, Thailand*

*Corresponding Author: tawipas.p@gmail.com*

## **Abstract**

The main objectives of this study were to examine the situations, to analyze selected factors and to investigate the perceptions toward Lanna Arts and Culture (LA&C) of Mae Fah Luang University (MFU) students. Data from 412 undergraduate student questionnaires were analyzed. Research findings were as follows: 1) Both all situations of selected factors in terms of Graphic Image and Photographic aspects were significantly at the .05 high level; 2) As a result of factor analysis, the following crucial components of LA&C were found: a) three components in Graphic Image [namely, Aesthetic, Advertising Value, and Northern Thai Arts and Culture], and b) three components in Photographs [namely, Visual Communication, Visual Culture, and Positive Persuasion] ; and 3) As a result of LA&C selected factors affecting persuasive communications of MFU students by Stepwise-multiple regression correlation analysis, it was found that: a) four crucial variables had influent to persuasion on Graphic Image at the .05 level of significance, 69.20 percent for predicting the variance of Graphic Images persuasion, namely Trustworthy, Likable, Attractive, and Beautiful. The best predictor of all four crucial variables was "Trustworthy", 56.50% for predicting the Graphic Image persuasion at the .05 level of significance; and b) five crucial variables had influent to persuasion on Photographs at the .05 level of significance, 56.60% for predicting the Photographs persuasion, namely Trustworthy, Likable, Noble, Northern Arts, and Attractive. The best predictor of all 5 crucial variables was "Trustworthy", 45.80% for predicting the Photographs

persuasion at the .05 level of significance.

**Keywords:** Selected Factors, Lanna Arts and Culture, Perception, Persuasive Communication Theory, Graphic Images, Photographs

## **Introduction**

Since cave painting to modern time, visuals have portrayed a significant factor in human society. They used visuals to communicate to each others. As a result, the earliest recorded drawing in the cave from human's predecessor, there has been used visuals in human's society continuously (Belmore, 1987; Brewer et al., 1981; Burnstein and Schul, 1982; Chaiken, 1980; Domke et al., 2002). Visuals have played an important role in many forms of communication such as interpersonal, small group, and mass media (Supa, 2006). Indeed, we can monitor visuals that we have been encountered in a day through persuasion. We can measure the impact of visuals have on the persuasion process (Supa, 2006). One form of visual communication characteristics is mass media; comprise with print and television (Supa, 2006). In addition, visuals have been used seamlessly in mass media platform to reach audience in large.

The aim of the study was to find out how visuals in mass media could be effectively used in perception towards Lanna Arts and culture of Mae Fah Luang university students. Two selected visuals medium in this study were Graphic images and Photographs. Persuasive communication theory has been introduced in this study. In 1953, Hovland, Janis, and Kelly defined persuasive communication as “the process by which an individual (the communicator) transmits stimuli (usually verbal) to modify the behavior of other individuals (the audience)” (Tan, 1985). Previous research confirmed that visuals play an integral role in persuasion. On the other hand, visuals are not a key persuasion factor. It came from various aspects (Domke et al., 2002). This study investigated five characteristics of communication sources: attractiveness, believability, liking, persuasion, and trustworthiness as applied to the apprehension of Lanna Arts and Culture (LA&C) by Mae Fah Luang University students (MFU). It attempts to better understand the LA&C selected factors affecting the two persuasive communications of MFU students; which are persuasion on Graphic images, and persuasion on Photographs.

Throughout this research there are factor analysis have affected on Graphic images and Photographs in relation to MFU students?

perception. There are various components that define values of medium. The components on Graphics images consisted of Aesthetic, Advertising Value, and Northern Thai Arts and Culture. The components on Photographs consist of Visual Communication, Visual Culture, and Positive Persuasion.

### **Definition of Terms**

**Aesthetic:** Sensitive to or appreciative of art or beauty (retrieved from Urban Dictionary, n.d.).

**Advertising Value:** the research has focused on ability of visuals in advertising to affect self-image (Brown et al., 1990; Feldman and Ruble, 1977; Martin and Gentry, 1997; Polly, 1986; Richins, 1991; Soloman et al., 1992; Stice and Shaw, 1994).

**Northern Thai Arts and Culture** is Lanna Arts and Culture, which represents the Northern part of Thailand, which is known as “the Kingdom of Lanna.” The Lanna region consists of 8 provinces (Chiang Mai, Chiang Rai, Lamphang, Lamphun, Payao, Phrae, Nan and Mae Hong Son) (Amranand and Warren, 2000).

**Visual Communications** is an exploration of the idea that memorable visual messages with text have the greatest power to inform, educate, and persuade an individual (Martin and Gentry, 1997 ). The study of visual communication theory is a multi-disciplinary and multi-dimensional effort. People who write on this topic come from mass communication, film and cinema studies, education, art, anthropology, psychology, philosophy, linguistics, semiotics, architecture, and archaeology among other fields (Moriarty, 2008).

**Visual culture** is a field of study within cultural studies focusing on aspects of culture that rely on visual representations. Among cultural studies theorists working with contemporary culture, this often overlaps with film studies and the study of television, although it can also include video game studies, comics, traditional artistic mediums, advertising, and any other medium that has a crucial visual component. (Available from Urban Dictionary, n.d.)

## **Objectives of the Study**

1. To examine the situation of selected factors towards Lanna Arts and Culture (LA&C) of Mae Fah Luang University (MFU) students.
2. To analyze selected factors in terms of LA&C perceptions of MFU students
3. To investigate the LA&C selected factors affecting the two persuasive communications of MFU students:
  - 3.1) Persuasion on Graphic images
  - 3.2) Persuasion on Photographs.

## **Research Methodology**

This research study was survey and descriptive research studies. Data of 412 LA&C perceptual questionnaire, adapted from Bucholz and Smith (1991), were drawn from the undergraduate students at Mae Fah Luang University, Chiang Rai province, Thailand, by purposive sampling technique. This study was divided into two formats: Graphic images and Photographs. Also, it was measured by using two bipolar adjectives with the 9-point rating scales, ranging from 1 (very disagree) to 9 (very agree), to measure the 12-items attributes which derived from persuasive communication theory. The following statistics were analyzed: means, standard deviation, one-sample t-test, factor analysis, and Stepwise-multiple regression correlation analysis.

## **Procedures**

To examine the situation of selected factors towards Lanna Arts and Culture (LA&C) of Mae Fah Luang University (MFU) students, information was gathered by a questionnaire with the consent of the student. To ensure instrument reliability and to prevent respondent sensitization, respondents were instructed to answer the questionnaire with conditions of Lanna Arts and Culture in general, and of Lanna Arts and Culture in Graphic Images and Photographs.

## Results

1. Participants: Most of students in this study were as female (60.5%), average aging 21.22 years. Again, most of them were freshmen (57.6%), sophomores (20.1%), juniors (6.3%), and seniors (1.9%), respectively.

2. The total and all situations of selected factors perceptions towards the LA&C of MFU students by one-sample t-test with criteria  $\geq 3.5$  (high level), it revealed that Both total and all situations in terms of Graphic Image and Photographic aspects were at the high level and significant at the .05 level (As shown in Table 1 and Table 2)

**Table 1:** Selected Factors Perception toward the LA&C of MFU students in the Graphic Images Aspect

Attributes on Graphic Images	Test Value = 5			
	$\bar{X}$	S.D	t-value	Interpretation
1. Beautiful	5.74	1.12	13.47*	high
2. Attractive	5.61	1.06	11.71*	high
3. Noble	5.38	1.15	6.63*	high
4. Appreciate	5.53	1.04	10.40*	high
5. Northern Arts	5.71	1.23	11.70*	high
6. Northern Culture	5.87	2.71	6.51*	high
7. Thai Arts	5.77	1.17	13.32*	high
8. Original	5.35	1.35	5.26*	high
9. Believable	5.38	1.20	6.35*	high
10. Likable	5.44	1.15	7.68*	high
11. Persuasive	5.41	1.13	7.32*	high
12. Trustworthy	5.38	1.12	6.80*	high
Total	5.54	0.93	11.85*	high

\*  $P < .05$

**Table 2:** Selected Factors Perception toward the LA&C of MFU students in the Photographs Aspect

Attributes on Photographs	Test Value = 5			
	$\bar{X}$	S.D	t-value	Interpretation
1. Beautiful	6.02	0.96	21.459	high
2. Attractive	5.80	0.96	16.873	high
3. Noble	5.70	1.04	13.610	high
4. Appreciate	5.70	1.02	13.872	high
5. Northern Arts	5.96	1.02	18.987	high
6. Northern Culture	5.97	1.03	19.036	high
7. Thai Arts	5.92	1.05	17.594	high
8. Original	5.72	1.20	12.078	high
9. Believable	5.73	1.01	14.565	high
10. Likable	5.68	1.00	13.852	high
11. Persuasive	5.69	0.98	14.140	high
12. Trustworthy	5.69	0.98	14.213	high
Total				high

\*  $P < .05$

3. As a result of selected factors in terms of LA&C perception of MFU students , it was found that:

3.1 In the Graphic Images Aspect with Factor Analysis: 3 crucial components were found as follows: Component 1 “Aesthetic” consisted of 4 issues, namely Beautiful, Attractive, Noble, and Appreciate; Component 2 “Advertising Value” consisted of 4 issues, namely believable, likable, persuasive, and trustworthy; and Component 3 “Northern Thai Arts and Culture” consisted of 3 issues, namely northern arts, Thai arts, and original. (As shown in Table 3)

**Table 3:** LA&C Selected Factors of MFU students in the Graphic Images Aspect with Factor Analysis

Attributes on Graphic Images	Component 1: Aesthetic	Component 2: Advertising Value	Component 3: Northern Thai Arts and Culture
1. Beautiful	0.774		
2. Attractive	0.778		
3. Noble	0.742		
4. Appreciate	0.713		
5. Northern Arts			0.599
6. Northern Culture			
7. Thai Arts			0.575
8. Original			0.611
9. Believable		0.720	
10. Likable		0.733	
11. Persuasive		0.768	
12. Trustworthy		0.762	

3.2 In the Photographs Aspect with Factor Analysis: 3 crucial components were found as follows: Component 1 “Visual Communication” consisted of 5 issues, namely Beautiful, Attractive, Noble, Appreciate, and Original; Component 2 “Visual Culture” consisted of 3 issues, namely Northern Arts, Northern Culture, and Thai Arts; and Component 3 “Positive Persuasion” consisted of 4 issues, namely Believable, Likable, Persuasive, and Trustworthy. (As shown in Table 4)

**Table 4:** LA&C Selected Factors of MFU students in the Photographs Aspect with Factor Analysis

Attributes on Photographs	Visual Communication	Visual Culture	Positive Persuasion
1. Beautiful	0.711		
2. Attractive	0.708		
3. Noble	0.691		
4. Appreciate	0.724		
5. Northern Arts		0.582	
6. Northern Culture		0.573	
7. Thai Arts		0.651	
8. Original	0.643		
9. Believable			0.620
10. Likable			0.714
11. Persuasive			0.780
12. Trustworthy			0.730

4. As a result of LA&C selected factors affecting persuasive communications of MFU students by Stepwise-multiple regression correlation analysis, it was found that:

4.1 There were 4 crucial variables that had influent to persuasion on Graphic Image at the .05 level of significance, 69.20 percent for predicting the variance of Graphic Images persuasion, namely Trustworthy, Likable, Attractive, and Beautiful. It was also found that the best predictor of all 4 crucial variables as “Trustworthy”, 56.50% for predicting the variance of Graphic Image persuasion at the .05 level of significance. (As shown in Table 5)

**Table 5:** LA&C Selected Factors of MFU students affecting the Persuasion on Graphic Images with Stepwise-multiple regression correlation analysis

Model	Crucial Variables	R <sup>2</sup>	R <sup>2</sup> -Change	B	Beta	F
1	Trustworthy	.565	.565	.417	.414	529.54*
2	Likable	.662	.096	.286	.291	397.38*
3	Attractive	.685	.023	.158	.148	293.30*
4	Beautiful	.692	.007	.127	.125	226.91*

\* P < .05

4.2 There were 5 crucial variables that had influent to persuasion on Photographs at the .05 level of significance, 56.60 percent for predicting the Photographs persuasion, namely Trustworthy, Likable, Noble, Northern Arts, and Attractive. It was also found that the best predictor of all 5 crucial variables as “Trustworthy”, 45.80% for predicting the Photographs persuasion at the .05 level of significance. (As shown in Table 6)

**Table 6:** LA&C Selected Factors of MFU students affecting the Persuasion on Photographs with Stepwise-multiple regression correlation analysis

Model	Crucial Variables	R <sup>2</sup>	R <sup>2</sup> -Change	B	Beta	F
1	Trustworthy	.458	.458	.386	.384	343.74*
2	Likable	.522	.063	.201	.203	220.82*
3	Noble	.552	.030	.138	.146	165.70*
4	Northern Arts	.561	.009	.096	.100	128.56*
5	Attractive	.566	.006	.106	.103	105.05*

\* P < .05

## Discussion and Suggestion

### Discussion

The purpose of this research was to understand the situations, to analyze selected factors and to investigate the perceptions LA&C of

MFU students. Twelve attribute descriptions were scored: beautiful, attractive, noble, appreciate, northern arts, northern culture, Thai arts, original, believable, likable, persuasive, and trustworthy. We have put 12 attribute descriptions into different aspects, and made three objectives to understand MFU students' perception towards LA&C. Firstly, we have shown that both all situations of selected factors in terms of Graphic Image and Photographic aspects were significantly at the .05 high level. Secondly, the result of factor analysis, the following crucial components of LA&C were found: a) three components in Graphic Image [namely, Aesthetic, Advertising Value, and Northern Thai Arts and Culture], and b) three components in Photographs [namely, Visual Communication, Visual Culture, and Positive Persuasion]. Thirdly, the result of LA&C selected factors affecting persuasive communications of MFU students by Stepwise-multiple regression correlation analysis.

### **Suggestion**

The purpose of this study is

1) To test selected factors towards Lanna Arts and Culture (LA&C) perceptions of Mae Fah Luang University (MFU) students in this research. Previous research such as McQuarrie & Mick's (1999) suggests that visual elements are an important component of many advertisements. In this research has also tested selected factors towards LA&C perceptions on advertisements' aspect, which consists of Believable, Likable, Persuasive, and Trustworthy factors. McQuarrie and Mick's (1999) agree that in recent years some researchers started to use visual imagery in advertising as something other than a secondary item to advertisement research. Indeed, this research uses visual images as primary medium in order to understand MFU student's perception on LA&C perceptions.

2) To analyze selected factors in terms of LA&C perceptions of MFU students in this research. Previous research such as the work of Aricat et al. (2014) suggests that visual art could be effective tools

in a social integration. They believe that the art campaign could have some effects towards social integration among youth in Singapore. As a result, their research has positive results. Similarly, this research has found that the selected factors in visual images have positive results on LA&C perception of MFU students.

3) To test the persuasive role of visual images in graphic images and photographs in this research. Previous research such as Mitchell & and Olsen's (1981) suggests that advertisements with metaphorical visual images may be more effective compared to advertisements with non-metaphorical verbal represents. However, the study of Mitchell & and Olsen's (1981) did not clearly show whether the effects of visual metaphors are due to metaphorical style of rhetoric or visual argumentation (Jeong and Hwang , 2008). On the other hand, this research has found graphic images and photograph can explain LA&C perceptions of MFU students at significant level.

Finally, the study examined the use of visual images of Lanna Arts and Culture to interpret the perceptions on MFU students. However, graphic images cannot explain LA&C perceptions as Northern culture as photographs can. Consequently, it possibly develops new methods to teach young students to create better graphic images of Lanna Culture for further research on visual communication and visual culture.

## **Conclusion**

In conclusion, this study confirmed that selected factors of Graphic Images and Photographs of LA&C have impacted on MFU students' perception as effective mediums in persuasion. In addition, the positive perception of Lanna Arts and Culture in Graphic Images and Photographs can use to enhance positive perceptions of the Lanna Kingdom. However, Lanna Arts and Culture in Graphic Images had not created an effective on Northern Culture. On the other hand, Photograph had created an effective on Northern Culture.

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Appendix



Figure 1



Figure 2



**Figure 3**



**Figure 4**



**Figure 5**



**Figure 6**

Source: Pichaichanarong, T.