

Title : A Study of Sales Letter Used in a Hotel Industry  
in Bangkok Region  
Name : Ms. Sathira Chamroenruay  
Degree : Master of Arts  
Major Field : English for Business and Technology  
Advisor : Ajarn Pompan Boonpattanaporn  
Year : 2002

### ABSTRACT

This study investigated the pattern of sales letter which is used in a hotel industry in Bangkok region. The sales letter pattern will be analyzed by using the AIDA formula. The letter normally starts with the 'Attention' part then followed by 'Interest' and 'Desire' and lastly ended by 'Action' part. The most popular way of gaining attention was 'presenting a direct challenge', followed by 'making a provoking statements' and 'offering a bargain'. None of them used 'telling an anecdote' and 'presenting a startling fact' to gain the reader's attention. Every letters created 'interest' part to support the main selling point and support the 'Attention' part. While the area they needed to improve was 'Desire' part. Some letters were lack of this area and had only 'Interest' part. However, most letters covered the part of 'Action'. There were a contact number, an email address and some stated a valid date in order to urge the reader making a decision. The subjects were 27 sales letters of 27 hotels from 45 hotels that were members of TICA (Thailand Incentive and Convention Association). Language analysis was used in order to clarify type of letter's paragraph so as to match with the pattern of AIDA formula (A = Attention, I = Interest, D = Desire, A = Action) After that the result was calculated in percentage.