Grammatical Intricacy in Product Descriptions and Advertisement Videos: Lesson from IKEA

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Abstract

This study analyzed grammatical intricacy (GI) found in written and spoken texts represented by 20 product descriptions and 20 advertisement videos of IKEA. The data were collected purposively from IKEA's official website and YouTube Channel. The objectives of this study were to investigate the complexity of IKEA product descriptions and advertisement videos using GI and to identify which text has a higher average GI score. This study applied a descriptive qualitative method and formula proposed by Eggins to calculate the complexity of the texts. The analysis process included identifying the clauses and sentences based on Hogue & Oshima's theories, counting the number of clauses and sentences, and calculating the GI score. The results showed that (1) product descriptions and advertisement videos composed by IKEA possessed a low level of complexity as the average GI score of both texts is below 2.00. (2) Advertisement videos reach a higher score (1.74) compared to product descriptions (1.57); however, the difference is not significant. The results of this study may contribute to two important implications, both theoretically and practically. Theoretically, the results enrich the knowledge on grammatical intricacy. Practically, this study provides an insight for marketing practitioners to compose marketing discourse with strong messages to lure customers' attention.
Keywords: Advertisement Videos; Complexity; Grammatical Intricacy; IKEA; Product Descriptions

Abstrak

Penelitian ini menganalisis grammatical intricacy (GI) *yang ditemukan pada teks tertulis dan lisan dalam bentuk 20 deskripsi produk dan 20 video iklan* IKEA. *Data dikumpulkan melalui situs web dan kanal* YouTube *resmi* IKEA. *Penelitian ini bertujuan untuk menyelidiki kerumitan deskripsi produk dan video iklan* IKEA *dan mengidentifikasi jenis teks mana yang memiliki tingkat kerumitan yang lebih tinggi. Penelitian ini menggunakan metode deskriptif kualitatif dan teori yang diusung oleh* Eggins *untuk mengukur kerumitan sebuah teks. Adapun tahapan analisis mencakup pengidentifikasian klausa dan kalimat berdasarkan teori* Hogue & Oshima, *perhitungan jumlah klausa dan kalimat, serta perhitungan skor* GI. *Hasil penelitian ini menemukan (1) Tingkat kerumitan deskripsi produk dan video iklan* IKEA *tergolong rendah yang dibuktikan oleh skor* GI *kedua jenis teks yang berada di bawah 2,00. (2) Dibandingkan dengan deskripsi produk (1,57), video iklan memiliki skor* GI *yang lebih tinggi (1,74). Namun, perbedaan keduanya tidak terlalu signifikan. Hasil penelitian ini dapat berkontribusi pada dua implikasi penting, baik secara teoretis maupun praktis. Secara teoretis, hasilnya memperkaya pengetahuan tentang* grammatical intricacy. *Secara praktis, studi ini memberikan wawasan bagi praktisi pemasaran untuk menyusun wacana pemasaran dengan pesan yang kuat untuk menarik perhatian pelanggan.*
Kata Kunci: *Deskripsi Produk*; Grammatical Intricacy; *Kerumitan; Video Iklan, IKEA*

INTRODUCTIOIN

Marketing relates to the activity of promoting and creating interest in products and services. Marketing is important as it generates prospective customers' awareness, interest, desire, and action

in a brand and its offerings (Ellering, 2022; Hollebeek & Macky, 2019). Marketing encompasses a wide range of strategies, one of which is digital marketing. Digital marketing reaches customers via the internet using tools such as product descriptions and advertisement videos. Duistermaat (2002) defines product description as a tool used to provide information about products to customers, and the website of SendPulse (2022) mentioned that advertisement videos refer to short and informative videos used to promote products. It is evident that product descriptions and advertisement videos play important roles in customers' decisions. According to Agent Field (2018), 82% the US smartphone users believed that product descriptions are extremely influential in digital purchase decisions and 36% of users said the same about product videos.

The message presented in product descriptions and advertisement videos should be clear and easy to understand (Zahra, 2015). This is because people have less interest in reading lengthy and complex texts. In fact, only 16% of readers read texts word-by-word (Nielsen, 1997). This is because people have short attention spans to understand the complexity of message since humans cannot focus on too much information at one time. Therefore, a complex description will burden customers when reading it as it provides a lot of information in a condensed way.

One aspect that can be used to measure the complexity of a text is grammatical intricacy. Eggins (2004, p.97) stated that grammatical intricacy (GI) works by calculating the number of clauses in a text compared to the number of sentences in the text. A high ratio of GI indicates a text is categorized as spoken language. According to Halliday and Matthiessen (2004, p.654), written language typically becomes complex by being lexically dense as it packs a large number of lexical items, whereas spoken language becomes complex by being grammatically intricate. GI is important to be uncovered because it can identify the complexity of a text.

A number of studies have been conducted to analyze GI in various objects. Siburian (2015) analyzed GI in the written text represented by two novels entitled *"The Color Purple" and "Where She Went"*. The researcher discovered that the novel *"The Color Purple"* is easier to read as it possesses a lower GI score, implying that the text is less complex. Ma'mun (2017) analyzed argumentative texts written by the fourth semester students of English Department of UIN Walisongo Semarang and discovered that GI can help students write sentences and improve their writing. To (2017) investigated GI across textbook levels in a selected English textbook series used in TEFL in the tertiary educational Vietnamese context and found that the intricacy levels in 24 texts varied from a minimum of 1.2 to a maximum of 2.58. These previous studies revealed that GI studies mostly discuss textbooks or writing as research objects; the investigation of GI in the context of marketing message or advertisement seems to be scarce. Therefore, this present study attempts to analyze the GI score of marketing message composed by IKEA in the form of its product descriptions and advertisement videos.

Established in 1943 by Ingvar Kamprad, IKEA is a Swedish multinational company based in the Netherlands that designs and sells ready-to-assemble furniture, kitchen appliances, home accessories, and various other goods and home services. As a worldwide company, IKEA manages to sell products in massive numbers every year. In 2018, for example, IKEA earned 83.8 billion Euros in sales. This outstanding achievement surely has something to do with their product descriptions and advertisement videos' roles in boosting sales around the world. Hence, this study analyzed IKEA product descriptions and advertisement videos in terms of the complexity using the theory of GI.

The present study attempts to analyze grammatical intricacy (GI) found in written and spoken texts of IKEA product descriptions and advertisement videos. Particularly, this study aims to answer two research questions: (1) In connection with GI, how complex are IKEA product descriptions and advertisement videos? And (2) Which text has a higher average GI score? The results of this study are expected to bring theoretical and practical benefits. Theoretically, the results enrich the knowledge on

grammatical intricacy. Practically, this study provides an insight for marketing practitioners to compose marketing discourse with strong messages to lure customers' attention.

Grammatical intricacy relates to the number of clauses per sentence and can be calculated by expressing the number of clauses in a text as a proportion of the number of sentences in the text Eggins (2004). It is widely known that the complexity of texts differs due to the amount of information provided in the text. In short, the more information is introduced in a text, the more complex the text is. In addition to the amount of information, types of sentences play a significant role in determining the complexity of the text. Compound, complex, and compound-complex sentences, for example, are more complicated because they contain more clauses than simple sentences. Therefore, the frequent appearance of them in a text indicates the complexity of the text.

A clause refers to a group of words consisting of at least one subject and one verb. Clauses are used to form a sentence and are divided into two categories, namely independent and dependent clauses. An independent clause conveys a complete thought and can stand alone to form a sentence, for example *I read a book*, *Mike is handsome,* while a dependent clause does not express a complete thought and cannot stand alone (Hogue & Oshima, 2006 p.162), for example *When I read a book …, If you are hungry …, … although she hates me.*

Moreover, Hogue & Oshima (2006, p.164) described a sentence as a group of words which is used to communicate ideas, feelings, and thoughts. A sentence is formed from one or more clauses and should convey complete ideas. Sentences are categorized into four, namely simple, compound, complex, and compound – complex. Each category is determined by the type of clause used to form the sentence as seen in Table 1.

Table 1. Types of Sentences

Simple	Consisting of one independent clause
Compound	Consisting of two or more independent clauses
Complex	Consisting of one independent clause and one or more dependent clauses
Compound – complex	Consisting of two independent clauses and one or more dependent clauses

Furthermore, Humboldt (1988 as cited in Alduais, 2012) explained that a sentence is the largest unit in a language characterized by grammar (Syntax) whether it is in English or in other languages. However, when it comes to spoken language, it is argued sometimes and there is disagreement as to what constitutes a sentence and what does not. Once more, there can be disagreements about things like whether sentences with semi-verbal terms can be classified as simple or compound sentences. Despite the debatable difficulties regarding its type, it is simpler to define and select what could and could not be a sentence when it comes to written language.

In addition, Holloway (2022) defined spoken language as a form of communication in which people use their mouths to create recognizable sounds. Spoken language usually takes place in the form of a dialogue or an interaction. Spoken language is more communicative as the speaker involves gestures, tone, pitch, and volume. Furthermore, spoken language is typically more informal and tends to possesses high level of complexity. Rachel (2004) claimed that spoken language is generally less formal and precise compared to written language. Another form of communication is written language. "Written language is the written form of communication which includes both reading and writing" (Newman, 2013). Unlike spoken language, written language is usually more formal and possesses low level of complexity. However, Hasa (2016) mentioned some forms of written language such as instant messages and informal letters are closer to spoken language.

METHODS

A qualitative research method was applied in this study. There were 20 product descriptions and 20 advertisement videos of IKEA used as the data in this study. The data in this study were taken purposively with selected criteria (Wahyuni, 2015; Etikan et al., 2016), namely the adequate number of words, clauses, sentences, and the videos were taken from IKEA's latest three-year publication on YouTube. Furthermore, several steps were taken to collect the data. The first step was collecting the data. Product descriptions were collected from IKEA's official website (https://www.ikea.co.id/in), and advertisement videos were gathered from IKEA's YouTube channel (https://www.youtube.com/@ikea). The next step was transcribing the advertisement videos. Videos were watched multiple times in order to avoid mistranscription. After being transcribed, the data were ready to analyze.

Three steps were applied to analyze the complexity of the product descriptions and advertisement videos. The first step is identifying the clauses and sentences in the text using the theory of clauses and sentences proposed by Hogue & Oshima (2006). The second step is counting the number of clauses and sentences in each text. After counting the clauses and sentences, the final step is calculating the GI score using Eggins's theory. The number of clauses is divided by the number of sentences to measure the text's complexity as shown below.

$$\text{Grammatical Intricacy Score} = \frac{\text{Number of clauses}}{\text{Number of sentences}}$$

FINDINGS AND DISCUSSION

Findings

Aiming to investigate the complexity and identify the average GI score, this study analyzed 20 product descriptions and 20 advertisement videos of IKEA. The results of this study discovered that the average GI score of product descriptions and advertisement videos is lower than 2.00 as shown in the figures and tables below.

Table 2. GI Score of Advertisement Videos

Advertisement Videos	Grammatical Intricacy Score
Advertisement Video 1	1.5
Advertisement Video 2	2.22
Advertisement Video 3	1.27
Advertisement Video 4	1.35
Advertisement Video 5	1.43
Advertisement Video 6	2.45
Advertisement Video 7	1.87
Advertisement Video 8	1.41
Advertisement Video 9	1.57
Advertisement Video 10	1.94

	Grammatical Intricacy Score
Advertisement Video 11	1.86
Advertisement Video 12	1.88
Advertisement Video 13	1.25
Advertisement Video 14	1.64
Advertisement Video 15	2.05
Advertisement Video 16	1.53
Advertisement Video 17	3.16
Advertisement Video 18	1.87
Advertisement Video 19	1.41
Advertisement Video 20	1.31
Average Grammatical Intricacy Score	**1.74**

Table 3. GI Score of Product Descriptions

Product Descriptions	Grammatical Intricacy Score
Product Description 1	2.00
Product Description 2	2.25
Product Description 3	1.75
Product Description 4	2.00
Product Description 5	1.8
Product Description 6	1.25
Product Description 7	1.16
Product Description 8	2.00
Product Description 9	2.00
Product Description 10	1.4
Product Description 11	1.4
Product Description 12	1.87
Product Description 13	1.75
Product Description 14	1.1
Product Description 15	1.8
Product Description 16	1.3
Product Description 17	1.33
Product Description 18	1.37
Product Description 19	1.8
Product Description 20	1.66
Average Grammatical Intricacy Score	**1.57**

Table 4. Average GI Score Comparison

Advertisement Videos	Product Descriptions
1.74	1.57

Discussion

Grammatical intricacy relates to the number of clauses per sentence, and can be calculated by expressing the number of clauses in a text as a proportion of the number of sentences in a text (Eggins, 2004). Each text could have a unique GI score. This demonstrates the amount of information that is incorporated into a sentence that may include multiple clauses. The classification of clauses is used to assess a text's grammatical intricacy (Rahayu & Syaifullah, 2022). Since spoken language frequently uses very long sentences or contains numerous clauses per sentence, it has a higher level of grammatical intricacy. In contrast, there are typically fewer clauses per sentence in written language.

There were 20 product descriptions and 20 advertisement videos of IKEA as the data to be analyzed in this study. Four texts of them were taken as the data representative to be discussed in this section. The analysis of each text is shown in Tables 5, 6, 7, and 8, and the explanation is described below each table.

Table 5. Sample of Product Description (Text 13)

The fluffy morning slippers are made of recycled polyester that has been transformed into soft and warming faux fur. The foam in the soles give soft, cushioned comfort. You can walk steadily with these slippers thanks to their sole which provides a good grip and stability. If you like the fluffy, fur-like material, you can complete the cosiness with the matching throw and cushion cover from the same collection.

Sentence 1	**Clause 1**	The fluffy morning slippers are made of recycled polyester
	Clause 2	that has been transformed into soft and warming faux fur.
Sentence 2	**Clause 3**	The foam in the soles give soft, cushioned comfort.
Sentence 3	**Clause 4**	You can walk steadily with these slippers thanks to their sole
	Clause 5	which provides a good grip and stability.
Sentence 4	**Clause 6**	If you like the fluffy, fur-like material,
	Clause 7	you can complete the cosiness with the matching throw and cushion cover from the same collection.

The text above is a sample of product descriptions. The text consists of seven clauses and four sentences. The first sentence is a complex sentence that contains one independent clause (*the fluffy morning slippers are made of recycled polyester…*) and one dependent clause (*that has been transformed into soft and warming faux fur*). The second sentence is a simple sentence. The third and the fourth sentences are complex sentences with (*you can walk steadily… & you can complete the cosiness…*) acting as the independent clauses and (*which provides a good grip and stability & if you like* the fluffy…) as the dependent clauses of the sentences. To calculate the GI score, the number of clauses is divided by the number of sentences in the text. Thus, the GI score of this text is 1.75. It indicated that the text possesses low level of complexity, so the text is categorized as written language.

Table 6. Sample of Product Descriptions (Text 11)

10 year guarantee. Read about the terms in the guarantee brochure. Sliding doors give you more room for furniture because they don't take any space to open. Space behind the shelves makes it easy to collect and lead cords and cables to the cord outlet on the back. You can attach magnets to the metal surface and use it as a pin board. Tempered glass and metal are durable materials that provide an open, airy feel.

Sentence 1	**Clause 1**	Read about the terms in the guarantee brochure.
Sentence 2	**Clause 2**	Sliding doors give you more room for furniture
	Clause 3	because they don't take any space to open.

Sentence 3	**Clause 4**	Space behind the shelves makes it easy to collect and lead cords and cables to the cord outlet on the back.
Sentence 4	**Clause 5**	You can attach magnets to the metal surface and use it as a pin board.
Sentence 5	**Clause 6**	Tempered glass and metal are durable materials
	Clause 7	that provide an open, airy feel.

The text shown above is the second sample of product descriptions. It has seven clauses and five sentences. The first sentence is a simple sentence. The second sentence is a compound sentence formed by two independent clauses, namely (*sliding doors give you more room… & they don't take any space…*) that are connected using the coordinator *because*. The third and fourth sentences are simple sentences. The last sentence is a complex sentence with one independent clause (*tempered glass and metal are durable materials*) and one dependent clause (*that provide an open, airy feel*). With five sentences and seven clauses, the GI score of this text is 1.4. It meant that its level of complexity is low; therefore, the text is characterized as written language.

Table 7. Sample of Advertisement Video (Video 2)

It's very evident that we need to take care of the ocean. Whatever you can do, each and every day, to be a part of this solution is beneficial. Surfers want to protect and make sure that plastic and things aren't entering into the ocean. It's easier to be inspired by people that are making conscious choices that lessen their impact on the environment. Maybe some of that can come from what we are doing and from these products. The ocean, it's a relationship that I want to share with my son. I saw him start picking up trash. I didn't ask him to, and he just started doing exactly what I did. If we want to continue to be here, we really have to reverse a lot of the damage that we started to create.		
Sentence 1	**Clause 1**	It's very evident
	Clause 2	that we need to take care of the ocean.
Sentence 2	**Clause 3**	Whatever is beneficial.
	Clause 4	you can do, each and every day, to be a part of this solution
Sentence 3	**Clause 5**	Surfers want to protect and make sure
	Clause 6	that plastic and things aren't entering into the ocean.
Sentence 4	**Clause 7**	It's easier to be inspired by people
	Clause 8	that are making conscious choices
	Clause 9	that lessen their impact on the environment.
Sentence 5	**Clause 10**	Maybe some of that can come from
	Clause 11	what we are doing and from these products.
Sentence 6	**Clause 12**	The ocean, it's a relationship
	Clause 13	that I want to share with my son.
Sentence 7	**Clause 14**	I saw him start picking up trash.
Sentence 8	**Clause 15**	I didn't ask him to,
	Clause 16	and he just started doing exactly
	Clause 17	what I did.
Sentence 9	**Clause 18**	If we want to continue to be here,
	Clause 19	we really have to reverse a lot of the damage
	Clause 20	that we started to create.

The text above is a transcribed sample of advertisement videos. Out of 136 words, this text contains 20 clauses and 9 sentences. The first, second, and third sentences are complex sentences

with one independent clause and one dependent clause in each sentence. The independent clauses are (*it's very evident..., whatever ... is beneficial, & surfers want to protect...*), and the dependent clauses are (*that we need to take care..., you can do..., & that plastic and things aren't entering...*). The fourth sentence is a complex sentence that has one independent clause (*it's easier...*) and two dependent clauses (*that are making concious choices... & that lessen their impact...*). The fifth and sixth sentences are complex sentences formed by one independent clause and one dependent clause in each sentence. The clauses (*maybe some of that can come from & ... it's a relationship*) are independent. The clauses (*what we are doing... & that I want...*) are, in the other hand, dependent. The seventh sentence is a simple sentence. The eighth sentence is a compound-complex sentence with two independent clauses (*I didn't ask... & he just started...*) and one dependent clause (*what I did*). The last sentence is a complex sentence that has two dependent clauses (*if we want to continue... & that we started*) and one independent clause (*we really have to reverse...*). With such items, the GI score of this text is 2.22. It can be observed that the text possesses high level of complexity which is the characteristic of spoken language.

Table 1. Sample of Advertisement Video (Video 18)

Women globally do three times more work in the home than men. That's three times more energy, headspace and time. Women should be able to focus on themselves or their careers. Since COVID-19 broke out, inequalities in homes have been increasing and we have to turn that trend around. If the home was more equal, the world would be a more equal place and the best way to start is just to talk about it. This International Women's Day, IKEA is launching a card game called FiftyFifty where you could talk to your flat mate or partner about the inequalities or equalities in your home and start an open and relaxed conversation about it. Check out IKEA's Instagram highlights to play and I'll see you on the 8th of March on International Women's Day to celebrate a more equal everyday and a show that will blow your mind. -Play now on your Instagram Story Highlights.-

Sentence 1	Clause 1	Women globally do three times more work in the home than men.
Sentence 2	Clause 2	That's three times more energy, headspace and time.
Sentence 3	Clause 3	Women should be able to focus on themselves or their careers.
Sentence 4	Clause 4	Since COVID-19 broke out,
	Clause 5	inequalities in homes have been increasing
	Clause 6	we have to turn that trend around.
Sentence 5	Clause 7	If the home was more equal,
	Clause 8	the world would be a more equal place
	Clause 9	the best way to start is just to talk about it.
Sentence 6	Clause 10	This International Women's Day, IKEA is launching a card game called FiftyFifty
	Clause 11	where you could talk to your flat mate or partner about the inequalities or equalities in your home and start an open and relaxed conversation about it.
Sentence 7	Clause 12	Check out IKEA's Instagram highlights to play
	Clause 13	I'll see you on the 8th of March on International Women's Day to celebrate a more equal everyday
	Clause 14	a show that will blow your mind.
Sentence 8	Clause 15	-Play now on your Instagram Story Highlights.-

The text above is the second sample of advertisement videos. The text has 15 clauses and 8 sentences. The first, second, and third sentences are simple sentences. These sentences have only one

independent clause. The fourth and fifth sentences are compound-complex sentences with two independent clauses and one dependent clause in each sentence. The independent clauses are (*inequalities in homes have been increasing, we have to turn that trend around, the world would be a more equal place, & the best way to start is just to talk about it.*), and the dependent clauses are (*since COVID-19 broke out & if the home was more equal*). The sixth sentence is a complex sentence consisting of one independent clause (*… IKEA is launching a card game called FiftyFifty*) and one dependent sentence (*where you could talk to your flat mate or partner…*). The seventh sentence is a compound-complex sentence with two independent clauses (*Check out IKEA's Instagram highlights… & I'll see you on the 8th of March…*) and one dependent clause (*a show that will blow your mind*). The last sentence is a simple sentence. The GI score of this text is 1.87. This score showed that the text has low level of complexity; for that reason, the text is considered as written language.

Compared to the average GI score of product descriptions (1.57), advertisement videos reach higher score (1.74); however, the gap is not significant (see Table 4). This finding showed that the product descriptions and advertisement videos composed by IKEA possess low levels of complexity which are considered the typical intricacy score of written language. This is in accordance with the theory proposed by Eggins (2004, p. 98) saying that written language has lower grammatical intricacy compared to spoken language.

CONCLUSION AND SUGGESTION

This study analyzed 20 product descriptions and 20 advertisement videos of IKEA using the GI theory proposed by Eggins (2004). Based on the results of analysis, it can be concluded that product descriptions and advertisement videos of IKEA are categorized as written language as they possess low level of complexity (1.57 & 1.74). The reason for the low level of complexity is that IKEA tends to use simple sentences in writing descriptions of their products and scripts of their advertisement videos. This affirms the statement of Duistermaat (2002) saying that good product descriptions and advertisement videos should be simple and scannable. By using simple sentences, IKEA allows their product descriptions and advertisement videos to be clear and easy to read. In the final result of analysis, it can be observed that IKEA's advertisement videos are not pure spoken language as they possess low level of complexity which is characteristic of written language.

This study brings both theoretical and practical benefits. Theoretically, this study serves as literature and informs readers about the theory of GI. Practically, this study helps readers, especially marketing agencies, make product descriptions and advertisement videos that sell. Apart from the benefit, this study still has limitations. This present study only focused on the GI found in product descriptions and advertisement videos of IKEA. The upcoming studies may conduct similar analyses but with different objects.

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