

A Product to Remember

An exploratory study on the influence of product-language congruence on recall and recognition of foreign language advertisements

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Abstract

This study investigated to what extent product-language congruence influences consumers' recall and recognition of advertisements in three different languages: German, French and Spanish. Earlier studies provided support both in favor and against a positive effect of congruent advertisements. Previous research suggested that advertisements using a language that is congruent with the origin of the advertised product are evaluated more positively, potentially leading to enhanced recall and recognition of the advertisement. Alternatively, lack of proficiency and low comprehension of the foreign language could lead to superficial processing, resulting in weaker memories. In order to test the influence, respondents were subjected to either a congruent or incongruent advertisement followed by a questionnaire that tested recall and recognition. In addition, it was investigated to what extent language proficiency, language familiarity and product involvement played a role. It was found that product-language congruence did not influence respondents' memory of the advertisements, possibly caused by the extensiveness and difficulty of foreign language. In line with this result, language proficiency was found to significantly influence recall of Spanish and French advertisements, and recognition of German, French and Spanish advertisements. The fact that proficiency was not found to predict recall of German advertisements, was likely caused by the similarities with the native language of the respondents (Dutch), allowing respondents to engage in language transfer and reducing the need for German proficiency. Furthermore, it was found that language familiarity and product involvement played a significant role in memory performance. Respondents who reported to be able to discern one language from another and to be personally involved with the product, scored significantly higher on recall and recognition than those who were not. Future research should address the validity of this study. For instance, the advertisements were not as realistic and plausible as desired. Furthermore, attitude should be added to provide a more complete picture of the influence of product-language congruence on consumer memory. In practice, the results of the current study suggested that product-language congruence may be more suitable as a tool to influence consumers' perception of a product rather than to enhance recall and recognition of advertisements.

Introduction

In April 2008, French car manufacturer Citroën launched an advertising campaign in the UK to promote their new car: the Citroën C5, a luxury sedan aimed at business people. Regarding this target group, Citroën struggled with the competition from other luxury car manufacturers like Audi, BMW and Mercedes-Benz. The main cause of that struggle, according to marketing agency Havas London (2008), was the stereotype that only Germans can build such luxurious and reliable cars. In order to show that their cars are on par with their German counterparts, Citroën came up with a series of advertisements (shown below) that attempted to persuade consumers that the C5 has the same qualities as a German car (only made in France). The advertisements featured a mix of German and French language (“Deutsch Marque”), clever references to Germany and France (“Très Bonn”, referring to the city of Bonn in Germany; “Schnell No 5”, referring to Chanel’s perfume nomenclature) and wordplay (“A touch of Klaus”, sounding like “A touch of class” in English).



Citroën’s strategy is common practice in the world advertising and occurs in various product categories. Most notably are cosmetics companies, promoting their products in the Dutch market with product names like “The Falsies Push-Up Drama” (Maybelline) and “Visionnaire Nuit Beauty Sleep Perfector” (Lancôme). Other famous examples in the Netherlands are Bertolli and Dr. Oetker’s brand “Ristorante”, using Italian language in their television commercials. The extent of foreign language use ranges from only a few foreign words, like a foreign brand name or slogan, to entirely foreign advertisements. Since people are most

proficient in their native language, it may seem counterintuitive to advertise in a foreign language. However, scholars have argued that foreign language subconsciously evokes associations and stereotypes connected to the language and, subsequently, influences consumers' perception of the advertised product (Piller, 2003). Similarly, Citroën used German language to evoke associations and stereotypes with Germany to influence how consumers perceived their new car. Whether this strategy is effective depends partially on the extent to which countries are associated with particular products or qualities. This is called "product-language congruence" and is determined by what Kelly-Holmes (2000) named "the cultural competence hierarchy". This hierarchy "preordains those products particular countries are 'permitted' to produce [...] based on our most deep-rooted conceptions and perceptions about these nations and regions." (p. 71). However, does the product necessarily have to match with the language of the advertisement? And how does product-language congruence influence consumers' memory of the advertisement? Thus far, product-language congruence has received some attention in the literature. However, these studies mainly focused on consumer attitudes and purchase intention as predictors of product sales, while Keller (1993) suggested that recall and recognition may be more adequate determinants of sales. According to Keller (1993), remembering or recognizing a product is pivotal upon making purchase decisions. Following these insights, the aim of this study was to investigate to what extent the level of congruence between the advertisement language and the perceived product origin influenced consumers' recall and recognition of the advertisement.

Foreign language in advertising

Foreign language use in advertising has been shown to be common practice in several countries throughout Europe (Gerritsen, Nickerson, Van Hooft, Van Meurs, Nederstigt, Starren & Crijs, 2007). English is the most frequently used foreign language, with 64% of the advertisements in the Netherlands containing some amount of English (Bhatia, 1992; Gerritsen et al., 2007). Similarly, a corpus study by Piller (2000) showed that only 26.6% of the television commercials in Germany is exclusively in German. Petrof (1990) was perhaps one of "the first to discuss the persuasive effect of foreign language in advertising" (Hornikx & Starren, 2006, p. 132). He exposed one group of American university students to two French advertisements and another group to two English advertisements. After a limited

exposure of thirty seconds, the students were asked to evaluate the advertisements they saw. Petrof (1990) found that the French version elicited more positive evaluations than the English version, whereas comprehension was better amongst students exposed to the English version. These results suggest that French advertisements were rated more positively than the English advertisements, despite the lower comprehension of students. Unfortunately, Petrof (1990) did not elaborate on respondents' underlying motivations to give such positive evaluations; suggesting that the sheer use of foreign language was responsible for this result. However, several studies have shown that foreign language interacts with other factors. Krishna and Ahluwalia (2008) investigated the relationship between product type (luxury vs necessity), company type (local vs multinational) and slogan language (local: Hindi vs foreign: English) in India. They found that the consequences of language choice were greater for multinational companies (MNCs) than for local companies. When the advertisement was from an MNC, respondents preferred the English slogans over the Hindi slogans. In turn, when the advertisement was from a local company, respondents were indifferent toward language. With regard to product type, the authors distinguished between necessity and luxury products. Necessity products were defined as products owned by everybody, like hygiene products and food. Luxury products were more exclusive, like chocolate (in India). It was found that slogan language was important for necessity products, but not for luxury products. Nevertheless, it was shown that respondents preferred English for luxury products, whereas for necessities, they preferred Hindi. The authors argued that consumers consider slogan language less important when evaluating luxury products, because these products are usually acquired after the need for necessity products has been met.

Language associations and product-language congruence

In addition to respondents' preferences, Krishna and Ahluwalia (2008) investigated the motivation for this preference. They found that the preference for Hindi or English was mediated by the associations respondents had with both languages. Respondents associated their native language, Hindi, with belongingness and family and therefore preferred this language when considering necessity products. On the other hand, English is associated with "progress, sophistication, and cosmopolitanism" (p. 693), and thus preferred for advertisements promoting luxury products. Based on these associations, one may argue that,

in India, necessity products are congruent with Hindi and incongruent with English. Although this study was conducted in India, Myers-Scotton (2000) found that the connection between the local or primary language and a sense of belongingness and family has also been observed in other countries.

With regard to these findings, Kelly-Holmes (2000) and Piller (2003) have argued that foreign language should perhaps not be considered an advertising feature that is literally-processed, but rather an instrument to subconsciously evoke associations. Moreover, they claimed that the effect of foreign language use is so strong that consumers do not even have to understand the content of the advertisement message. This assertion is confirmed by Aichner (2014, p. 90), who argued that “the actual meaning [...] is of secondary importance”. Consumers will recognize an expression as belonging to a certain language, and transfer their stereotypes and associations with that language onto the product. Kelly-Holmes (2000, p. 70) called this the “symbolic value” of foreign language. This symbolic value emanates from the incompleteness of information in advertising. When complete information about a particular culture is unavailable, for instance, information about the people (Eastman and Stein, 1993; Hornikx, Van Meurs & Starren, 2007; Hornikx & Hof, 2008), their social identity, geographical background and cultural characteristics (Hornikx, van Meurs & Hof, 2013), consumers focus on what they do know, like the differences with their own country. This way, national cultures are reduced to stereotypes, with language as the key distinguishing factor between countries (Kelly-Holmes, 2000). These stereotypes may emerge through various events, like personal experience, frequency of joint appearance in advertisements, consumers’ product familiarity and the number of products within a product category (Usunier & Cestre, 2007). Over the years this has led to a “cultural competence hierarchy” (as discussed above), and is maintained through its perpetual confirmation in advertising. Hence, the primary function of foreign language use in advertising is to trigger an effect, rather than to convey a message. The message is “obscured” up to the point where it becomes irrelevant, but still effective if the product matches with the country according to the cultural competence hierarchy (Kelly-Holmes, 2000, p. 71).

At the same time, these stereotypes create an opportunity for exploitation. Haarmann (1989) and Piller (2003) argued that foreign language use is also effective if there is no actual relationship between a product and a country. In order to seem ethnically authentic or increase

consumers' perception of product quality, companies may advertise in a language that is associated with the country that is known for producing this particular product (Roth & Romeo, 1992). This strategy is illustrated by Bertolli, a manufacturer of Italian food in the Netherlands. Bertolli is well-known for their commercials portraying a classic Italian setting, with Italian-speaking "mamas" making pasta in a seemingly Italian village. However, already in 1920, the Bertolli family abandoned their Italian authenticity, by replacing their Italian olive oil for less expensive alternatives from Greece and Spain. Nowadays, Bertolli's products mostly consist of non-Italian ingredients and flavor enhancers, and are owned by the British-Dutch multinational Unilever (Vlems, 2014). Furthermore, car manufacturer Audi is also known to take advantage of consumers' prejudices. Their slogan "Vorsprung durch Technik" was intentionally left untranslated, because Audi believed the symbolic value of the German language was greater than the literal meaning of the slogan (Kelly-Holmes, 2000). In the same line of reasoning, Usunier and Cestre (2007) argued that even a linguistically manipulated brand name is powerful enough to suggest a particular product origin, despite its lack of an actual meaning in the foreign language itself. Furthermore, even a language like English—which is considered to be a world language and not tied to a particular country—is subject to stereotyping (Gerritsen, Nickerson, Van Hooft, Van Meurs, Korzilius, Nederstigt, Starren & Crijns, 2010). This is illustrated by car manufacturer Rover, who used their slogan "You're welcome" to emphasize the British origin of the company. The slogan does not bear any relationship with the advertisement, nor does it communicate anything meaningful about Rover's cars. However, it is likely to be understood by most people and obviously refers to an English expression of politeness; building on the associations consumers have with England. The examples discussed above all concern congruent advertisements (i.e. advertisements in which the language matches the origin of the product), intended to emphasize or simulate an origin that is in line with the cultural competence hierarchy. IKEA has shown that language may also be intentionally incongruent in order to create new associations. The company uses Swedish names for the food in their restaurants and bistros, even though, according to the cultural competence hierarchy, Sweden may not be the first country to be associated with an excellent cuisine. In that case, it would be wiser to give food French or Italian names. However, IKEA's shopping experience is designed to embody a sense of "Swedishness" in which every part of the experience refers to Sweden (Kelly-Holmes, 2000, p. 73). Therefore,

the Swedish food names are also an extension of their furniture nomenclature. Possibly, IKEA seeks to transfer the associations of simplicity and quality consumers have with IKEA furniture to their food.

The attention to product-language congruence in the literature is scant, even though associations have been shown to be inherently connected to both foreign and native languages (Kelly-Holmes, 2000). Neelankavil, Mummalaneni and Sessions (1994) explored the topic in their corpus analysis of Asian advertisements. They found that foreign language use is affected by product type, for the purpose of what the authors called “product/message congruency” (p. 27), a concept identical to product-language congruence used in this study. Similarly, they found model choice to be influenced by language use and product type, based on the assumption that a model’s ethnicity should correspond to the language used in the advertisement and the origin of the advertised product. Nonetheless, the authors found that Asian advertisements were more likely to contain some amount of Western language than none (as opposed to Asian language), regardless of product type; implying that the decision to use foreign language had been made even before product type was considered. Therefore, it remains unclear whether product-language congruence was really as important as the authors suggested. Furthermore, Leclerc, Schmitt and Dubé (1994) investigated the effect of foreign pronunciation and spelling of brand names on consumers’ product evaluation. Their study confirmed the general conception that France is associated with “aesthetic sensitivity, refined taste and elegance” (p. 264) by showing that brand names pronounced and spelled in French are perceived as more hedonic (i.e. aimed at bringing pleasure) as opposed to utilitarian (i.e. serving a functional purpose). Also, in an association generation task, respondents attributed more hedonic features to the brand name when it was pronounced and spelled in French. The authors suggested that a French pronunciation triggered cultural stereotypes and changed “the cognitive representation of the product” (p. 265). Subsequently, brand attitudes were also significantly more positive when a product was hedonic and the brand name was pronounced in French, hinting at a positive effect of product-language congruence. In a second experiment a country of origin indicator (“Made in...”) was included to investigate the actual influence of product-language congruence. The question was whether congruent branding (i.e. French language and French origin) would enhance or diminish the perception of hedonism/utilitarianism compared to incongruent branding (i.e. French language and American origin).

It was found that congruent branding did not strengthen the perception of hedonism of French brand names compared to the situation without a country of origin indicator. Furthermore, incongruent branding lead to a lower perception of hedonism. In response to these results, the authors argued that foreign language and country of origin evoke different perceptions. Where foreign language elicits associations with just the language, a country is associated with anything being manufactured in that country, including non-hedonic/utilitarian products. Furthermore, Roth and Romeo (1992) and Usunier and Cestre (2007) found product-language congruence to influence willingness to buy. Willingness to buy was higher when product and country were congruent rather than incongruent. Hornikx et al. (2013) specifically compared products congruent with language to products incongruent with language and their effect on three variables: perceived product quality, attitude toward the product, and purchase intention. Unlike most studies discussed above, Hornikx et al.'s (2013) study comprised three languages (French, Spanish and German) and a total of nine products in various product categories. They tested language associations by asking respondents to write down their thoughts about the congruent and incongruent advertisement respectively. Overall, the authors found that foreign language was more effective for congruent than for incongruent advertisements. Respondents had a higher perception of quality, a more positive attitude and a stronger purchase intention when the product was congruent with the advertisement language. When split out per language, the results were slightly different. For instance, in the German version, perceived product quality and attitude toward product were not affected by foreign language and in the Spanish version, only perceived product quality was not affected by foreign language. Furthermore, in an association-evoking task, respondents reported to what extent language affected their perception. They said "olive oil evokes Spanish or Italian rather than German" and "the French language makes me think the product has a good quality" (p. 159). These comments suggest that consumers' product evaluation may indeed be influenced by the language of an advertisement and the extent to which that language corresponds to the advertised product. In turn, Roberts (1985) and Eagly, Chen, Chaiken and Shaw-Barnes (1999) have shown that product evaluations are positively related to recall and recognition. Therefore, if a consumer has a positive attitude toward a particular product, he may be more likely to remember from advertisements for that product.

Recall and recognition

Despite this relationship between attitude and memory, only a few studies valued the importance of recall and recognition in advertising. Recall is defined as “the ability to reproduce previously encountered [information]”. Recognition is defined as “the ability to identify [information] as having been [previously]” (Ahn & La Ferle, 2008, p. 109). Based on research by Keller (1987; 1993), it is suggested that recall and recognition may be more adequate measures to predict sales than attitude or purchase intention. After all, the value of only the intention to buy or a positive evaluation of a certain product is questionable if the consumer does not recall or recognize that product at the time of purchase decision. For instance, studies on purchase intention or attitude often use fictitious brands to avoid influence of pre-existing associations. Respondents are then asked if they would be interested to buy a product of that brand, disregarding other brands. Since respondents’ judgements are made with regard to the specific product shown in the experiment, generalizing the results to other products is difficult. On the other hand, recall and recognition work subconsciously and automatically. One cannot deny recalling a brand when thinking about a particular product category, or recognizing a brand when browsing a store. Even though recall and recognition do not give insight into what a consumer would do in a real world situation, they may be relatively more objective measures regarding the effectiveness of the manipulation in an experiment. Due to the nature of a recall or recognition task, respondents may be less likely to give socially desirable answers. This makes recall and recognition perhaps more neutral instruments and may allow knowledge following the experiment to be more easily applied in practice.

In order to understand how product-language congruence may influence recall and recognition of advertisements, it is important to consider how consumers process advertisement information in general. For instance, Keller (1987) pointed out that consumers may not make purchase decisions during or shortly after exposure to an advertisement. Therefore, it is the brand with the strongest link to a product category that is likely to come to mind first (Keller, 1993). Frequent and prolonged advertising could foster stronger memories, however, extensive advertising is costly and time-consuming (Cobb-Walgren, Ruble & Donthu, 1995). Nonetheless, Bagozzi and Silk (1983) found that memory was relatively stable over a short period of approximately six days. If recall and recognition were high at the

first assessment, they were also high at a second assessment six days later. Even though the current study only assessed memory performance once, Bagozzi and Silk's (1983) study did provide a useful insight. Namely, the authors concluded that depth of processing, engendered by both textual content and images in the advertisements, is the main cause for the stability of memories. This conclusion is consistent with Van Dijk and Kintsch's (1983) theory of discourse comprehension, which also argued that deeper processing of information leads to stronger memories. Their theory proposed three levels of understanding or "mental representation" of information: surface representation, textbase representation and situation model representation. Surface representation refers to understanding at a superficial level; only resulting in a basic understanding of the displayed words. At the textbase level of representation, the reader has assessed how words and sentences relate to each other. The situation model level of representation refers to a deep understanding of information. The reader has made inferences regarding the implications of the information, and connected it to existing knowledge. The higher the level at which a reader has formed a mental representation of information, the stronger memories become and the longer they take to decay. Furthermore, there is evidence that exposure to new information that is part of a subject a reader is already quite knowledgeable about, leads to enrichment of existing schemas. Subsequently, information from an enriched schema is more easily recalled (Ahn & La Ferle, 2008).

Nonetheless, the studies discussed above did not take into account the influence of foreign language. Moreover, they seem to run counter to Kelly-Holmes's (2000) study. She argued that foreign language in advertising only has a symbolic value and is not processed literally. Even though Alden, Hoyer and Lee (1993) argued that people are naturally inclined to solve information that is unexpected or different, like foreign language, this may only relate to drawing attention to the advertisement and not necessarily lead to deeper processing. Furthermore, it is unlikely that a consumer will remember larger pieces of information in a foreign language, like a body copy message, without a certain level of comprehension (Domzal, Hunt & Kernan, 1995). This is demonstrated by Ahn and La Ferle (2008), who investigated the effect of mixed-language advertising on recall and recognition of brand name and body copy message. Respondents were exposed to an advertisement that comprised either an English (foreign language) or South Korean (local language; in Hangeul alphabet) brand name and either an English or South Korean body copy message. They found that a foreign

brand name was recalled and recognized better than a local brand name, regardless of the language of the body copy. Furthermore, recall and recognition of body copy was found to be significantly higher when written in the local language, regardless of the language of the brand name. These results suggested that advertising with a brand name in a foreign language and body copy text in the local language is the most effective advertising strategy (at least in South Korea). Similarly, Petrof (1990) found that students exposed to the French advertisements performed better at recalling the brand name of the advertised product than students who saw the English advertisement. French proficiency appeared to have little effect, as those proficient in French were only better at recalling the brand name, but not the other elements of the advertisement. With regard to comprehension of foreign language, research on receptive multilingualism has shown that people are able to use their knowledge of a language they are proficient in to understand a language they are not proficient in, especially when both languages are typologically cognate (i.e. share the same etymological origin) (Ribbert & Ten Thije, 2007; Van Mulken & Hendriks, 2012). This so-called “language transfer” usually occurs when languages belong to the same language family (e.g. Dutch and German), but has also been shown to exist across language families (e.g. English and French). Even though cognate words may have developed differently over time, they still look and sound similar and have the same meaning. Thanks to this, people are able to comprehend a foreign language, increasing the likelihood of storing information in memory (Weinreich, 1953; Dijkstra, Klinkenberg, Kuiken & Jorna, 2012). Nevertheless, Luna and Peracchio (2001) pointed out that information written in one’s native language is still easier remembered and retrieved than information in a second language, let alone a completely unknown language. Moreover, according to Sperber and Wilson’s (1995) relevance theory, consumers become frustrated when deciphering an advertisement requires too much effort. Therefore, if a consumer does not understand the foreign language or is not motivated to find out what it means, he may ignore the advertisement or only remember superficial information, like particular words that stood out or images, leading to lower recall.

Altogether, it appears that the current literature valued the importance of recall and recognition in advertising, yet the relationship with product-language congruence has received little attention. Furthermore, studies on memory in general provide did not provide a clear

answer with regard to the influence of foreign language use. The aim of this study is to bridge this gap in the literature, leading to the following research question and subquestions:

- Research question *To what extent does product-language congruence influence recall and recognition of advertisements?*
- Subquestion 1 *To what extent do language and language proficiency influence recall and recognition of advertisements?*
- Subquestion 2 *To what extent does language familiarity influence recall and recognition of advertisements?*
- Subquestion 3 *To what extent does product involvement influence recall and recognition of advertisements?*

Method

Design

In a between-subject design, respondents were randomly exposed to either a French, German or Spanish advertisement that showed a product that was — based on a pretest — either congruent or incongruent with the language of the advertisement; yielding a total of six advertisements. Subsequently, respondents were redirected to an online questionnaire comprising a distraction test and measuring recall and recognition of the advertisements. In addition to product-language congruence, the influence of language proficiency, language familiarity and product involvement were measured.

Respondents

A total number of 168 respondents took part in this study. Respondents were aged between 17 and 67 years old ($M = 31.52$, $SD = 12.90$). Educational level ranged from primary school to university level education, the latter forming the majority of the sample. The majority of the respondents was female (62.9%) (the remainder of the sample was male (32.3%) or did not provide gender information (4.8%)). A Chi-square test revealed that gender was evenly distributed over the six versions ($\chi^2(5) = 3.84$, $p = .572$). Furthermore, a univariate analysis

of variance showed age was also evenly distributed across the six versions ($F(5, 153) < 1, p = .930$). Finally, educational level was not found to correlate with version ($r(159) = -.07, p = .419$).

Materials

Similar to Krishna and Ahluwalia (2008) and Hornikx et al. (2013), a pretest was conducted to assess which products were associated (i.e. are congruent and incongruent) with the languages under investigation. Respondents ($N = 42$) of the pretest were divided into two groups. The first group indicated the level of congruence between 21 given products (derived from Hornikx et al., 2013; see Appendix A), and five countries (France, Germany, Spain, Italy, The Netherlands) on one seven-point semantic differential scale ranging from 1 (low congruence) to 7 (high congruence). Two countries were added in addition to the three countries investigated in this study: Italy and the Netherlands. The former was added for reliability reasons. Due to the linguistic and cultural similarities between Italian and Spanish, respondents could have mistakenly regarded Spanish/Spain for Italian/Italy, or vice versa. When given both countries, respondents were elicited to carefully consider which products they associated with each country. In addition, it allowed products associated with both countries to be filtered out. Furthermore, The Netherlands was added to decrease the possibility that the products under consideration were also associated with the home country. The second group was presented with the five countries mentioned above and asked to write down which products they associated with each country. This group was added to take into account products that are strongly associated with any of the countries, but not listed in the pretest. In order to avoid misinterpretation of used terms, “(in)congruent” was reformulated to “(mis)match”.

The pretest yielded six products: one congruent and one incongruent product for each of the three countries. All products used for the experiment were exclusively associated with their respective countries. Products that were associated with multiple countries were excluded, even when the language/country was not considered in the study, like cheese (France and the Netherlands) and wine (France and Italy). This was to avoid advertisements being associated with a completely different country that was not part of this study. If the results from the first group did not yield a suitable product for the experiment, an alternative

was sought in the responses from the second group. For instance, the first group did not find any of the products from the list to be exclusively associated with France. However, the second group frequently mentioned French bread, and was therefore used in the experiment. Finally, products that were perceived to be incongruent with multiple countries were not expected to pose an issue, because incongruent products are unlikely to be recalled. The complete list of products per language and condition can be found in table 1 below.

Table 1 Congruent and incongruent products per country used in the experiment

| | French | German | Spanish |
|--------------------|---------------|---------------|----------------|
| Congruent | French bread | Sausage | Sangria |
| Incongruent | Beer | Oranges | Binoculars |

For each of the six products an advertisement was created based on Hornikx et al.'s (2013) and Ahn and La Ferle's (2008) methodologies. Advertisements comprised a fictitious brand name, a slogan and four lines of information about the product (i.e. body copy message). In addition, another four statements were created as filler statements for the recognition task. The brand names were designed to be reminiscent of the corresponding language by using typical linguistic features, like "ö" for German, "-aux" for French and "-án" for Spanish. Brand names were always accompanied by the product name. The slogans were directly derived from Hornikx et al. (2013) and all translated to "You don't want anything else". The body copy message (including the filler statements) were translated by highly competent language teachers from a nearby secondary school. Please refer to Appendix B for the advertisements.

Instrumentation

The dependent variables of the study were recall and recognition. Recall is defined as "the ability to reproduce previously presented [information]". Recognition is defined as "the ability to identify [information] as having been [previously] encountered" (Ahn & La Ferle, 2008, p. 109). In order to assess recall, respondents were asked to write down the brand name, the slogan and the four lines of information that were shown in the advertisement. Brand

name and slogan were coded as either correct/recalled or incorrect/not recalled. A slogan was coded as correct when it conveyed a similar meaning. For instance, correct responses were “You never want anything else” or “You don’t want anything else anymore”. Body copy recall was assessed based on a predetermined set of words for each advertisement that denoted specific characteristics of the displayed product. Each advertisement contained ten of those words, thus resulting in a maximum score of ten. Recognition was tested using one multiple-choice question comprising eight statements: four actual statements from the advertisement and four filler statements. Respondents were required to select the four statements that were in the advertisement.

In order to control for confounding effects, this study also asked respondents to self-report their language proficiency, language familiarity and product involvement. Language familiarity is defined as the extent to which a respondent is able to discern one language from another language, for instance through experience or interest. Respondents rated their language familiarity with two seven-point Likert-type scales, ranging from 1 (strongly disagree) to 7 (strongly agree). The items were: (1) ‘When I read/hear a foreign language I recognize which language it is’; (2) ‘My knowledge of other foreign languages helps me to understand languages I am not proficient in.’ Reliability of language familiarity was low but acceptable ($\alpha = .673$), given there were only two items. Language proficiency was assessed to determine to what extent respondents are comfortable reading, writing and speaking the languages under investigation. Respondents self-reported their language proficiency by responding to three seven-point semantic differential scales for each language. The scales were derived from Ahn and La Ferle (2008) and ranged from 1 (not comfortable at all) to 7 (very comfortable). Reliability of language proficiency was excellent for German ($\alpha = .869$), French ($\alpha = .918$) and Spanish ($\alpha = .958$). Finally, product involvement was defined as “the personal relevance to the message and product” (Chung & Zhao, 2003, p. 125). Respondents rated five seven-point Likert-type scales, derived from Ahn and La Ferle (2008), ranging from 1 (strongly disagree) to 7 (strongly agree). The items were: (1) ‘[product] are important to me’; (2) ‘I get involved with [product]’; (3) ‘[product] are relevant to me’; (4) ‘I am going to use or buy a [product] in the next six months’; and (5) ‘I am interested in [product] in general’. Reliability of product involvement was excellent ($\alpha = .919$). For further analyses,

composite means were computed for each language, language familiarity and product involvement.

Procedure

For convenience and validity, the experiment was conducted using an online environment. The questionnaire was accessible through a hyperlink that was shared via several online channels. Upon clicking the hyperlink, a respondent was redirected to the survey website. The first page showed a short introduction explaining the purpose and procedure of the study and informed respondents about the prize draw of a €20 coupon as a reward for participation. After the introduction, respondents were randomly subjected to one of the six advertisements and asked to remember as much as possible. Consistent with Petrof (1990), and to simulate a real-life situation, the maximum time to review the advertisement was 30 seconds. Once the advertisement could no longer be seen, respondents were subjected to a distraction task, requiring them to solve a total of 25 anagrams within ten minutes. Anagrams have been shown to require a significant portion of one's cognitive abilities (Payne, Samper, Bettman & Luce, 2008; Block, Hancock & Zakay, 2010), distracting the respondent from the stimulus (i.e. the advertisement). In order to increase the perception of difficulty and familiarize the respondent with the task, the first five anagrams were easy, followed by twenty difficult anagrams. The anagrams were created based on the criteria for high- and low-effort anagrams by Hickman, Stromme and Lippman (1998) and the word frequency list by the Dutch Language Union (Nederlandse Taalunie, 2014). Please refer to Appendix B for the anagrams. Once a respondent had completed the distraction task or reached the time limit, he was automatically redirected to the questionnaire. After filling out the questionnaire, the respondent was thanked and further informed about the reward for participation.

Results

Congruence

Recall

The main purpose of this study was to uncover the influence of product-language congruence on respondents' memory. Since recall and recognition were considered separate constructs, both were analyzed independently. With regard to recall, a one-way analysis of variance with congruence and advertisement language as factors showed a significant main effect of language ($F(2, 161) = 6.97, p = .001$). Pairwise comparison (with Bonferroni correction) showed that German ($M = 2.21, SD = 1.70$) advertisements were recalled better than Spanish ($M = 1.00, SD = 1.35$) advertisements ($p = .001$). No significant differences were found between French ($M = 1.49, SD = 1.82$) and German ($p = .452$), and French and Spanish ($p = .067$) advertisements. The analysis showed no significant effect of congruence on recall ($F(1, 161) = 2.06, p = .154$). Finally, no significant interaction was found between congruence and language ($F(2, 161) = 1.57, p = .209$).

Recognition

With recognition as the dependent variable, a similar pattern appeared. A one-way analysis of variance showed a significant main effect of language ($F(2, 161) = 9.99, p < .001$), but not of congruence ($F(1, 161) < 1, p = .682$). Pairwise comparison (with Bonferroni correction) showed that body copy of both German ($M = 3.38, SD = .91, p < .001$) and French advertisements ($M = 3.02, SD = 1.03, p = .027$) were better recognized than body copy of Spanish advertisements ($M = 2.53, SD = 1.03$). No significant difference was found between recognition of German and French advertisements ($p = .195$). Furthermore, the analysis showed no significant interaction between congruence and language ($F(2, 161) = 2.23, p = .111$).

Language proficiency

Recall

Before the influence of respondents' self-reported language proficiency was assessed, it was investigated if the language proficiency scores were significantly different. A one-way analysis of variance showed a significant main effect of language ($F(2, 156) = 35.59, p < .001$). Pairwise comparison (with Bonferroni correction) showed German proficiency ($M = 4.03, SD = 1.25$) was significantly higher than French ($M = 2.49, SD = 1.31, p < .001$) and Spanish ($M = 1.91, SD = 1.43, p < .001$) proficiency. No significant difference was found between French and Spanish proficiency ($p = .079$). To see whether language proficiency actually influenced recall of the advertisements, a regression analysis was carried out for each language separately. With regard to the German advertisements, a regression analysis showed that language proficiency could not significantly explain any variance in recall since the model was not significant ($F(1, 52) < 1, p = .459$). Regarding the French advertisements it was shown that language proficiency explained 21% of the variance in recall ($F(1, 54) = 15.71, p < .001$). French proficiency was shown to be a significant predictor of recall of French advertisements ($\beta = .48, p < .001$). If French proficiency increases by 1%, recall of French advertisements increases by 0.48%. Finally, regarding the Spanish advertisements, it was shown that language proficiency explained 17% of the variance in recall ($F(1, 47) = 10.92, p = .002$). Spanish proficiency was shown to be a significant predictor of recall of Spanish advertisements ($\beta = .43, p = .002$). If Spanish proficiency increases by 1%, recall of Spanish advertisements increases by 0.43%.

Recognition

Similarly, a regression analysis was carried out for each language with regard to recognition of the advertisements. It was shown that language proficiency explained 8% of the variance in recognition of German advertisements ($F(1, 52) = 5.27, p = .026$). German proficiency was shown to be a significant predictor of recognition of German advertisements ($\beta = .30, p = .026$). If German proficiency increases by 1%, recognition of German advertisements increases by 0.30%. Regarding the French advertisements, a regression analysis showed that language proficiency explained 5% of the variance in recognition ($F(1, 54) = 4.07, p = .049$). French

proficiency was shown to be a significant predictor of recognition of French advertisements ($\beta = .27, p = .049$). If French proficiency increases by 1%, recognition of French advertisements increases by 0.27%. Finally, with respect to Spanish advertisements, a regression analysis showed language proficiency explained 7% of the variance in recognition of Spanish advertisements ($F(1, 47) = 4.38, p = .042$). Spanish proficiency was shown to be a significant predictor of recognition of Spanish advertisements ($\beta = .29, p = .042$). If Spanish proficiency increases by 1%, recognition of Spanish advertisements increases by 0.29%.

Language transfer

Recall

In the introduction it was argued that consumers may engage in language transfer when confronted with a language they are not proficient in, especially among typologically cognate languages. In order to test this it was investigated whether Spanish (French) proficiency influenced recall of French (Spanish) advertisements. A regression analysis showed that Spanish proficiency could not significantly explain any variance in recall of French advertisements since the model was not significant ($F(1, 54) < 1, p = .728$). Conversely, another regression analysis showed that French proficiency explained 14% of the variance in recall of Spanish advertisements ($F(1, 47) = 8.91, p = .004$). French proficiency was shown to be a significant predictor of recall of Spanish advertisements ($\beta = .40, p = .004$). If French proficiency increases by 1%, recall of Spanish advertisements increases by 0.40%.

Recognition

With regard to recognition, another two regression analyses were carried out. Similar to recall, it was shown that Spanish proficiency could not significantly explain any variance in recognition of French advertisements since the model was not significant ($F(1, 54) = 1.04, p = .312$). Another regression analysis showed that French proficiency explained 19% of the variance in recognition of Spanish advertisements ($F(1, 47) = 12.51, p = .001$). French proficiency was shown to be a significant predictor of recognition of Spanish advertisements ($\beta = .46, p = .001$). If French proficiency increases by 1%, recognition of Spanish advertisements increases by 0.46%.

Language familiarity

A regression analysis showed that language familiarity explained 7% of the variance in recall ($F(1, 157) = 12.09, p = .001$). Language familiarity was shown to be a significant predictor of recall of advertisements ($\beta = .27, p = .001$). If language familiarity increases by 1%, recall of advertisements increases by 0.27%. With regard to recognition, another regression analysis showed that language familiarity explained 6% of the variance in recognition ($F(1, 157) = 10.60, p = .001$). Language familiarity was shown to be a significant predictor of recognition of advertisements ($\beta = .25, p = .001$). If language familiarity increases by 1%, recognition of advertisements increases by 0.25%.

Product involvement

A regression analysis showed product involvement explained 2% of the variance in recall ($F(1, 157) = 4.35, p = .027$). Product involvement was shown to be a significant predictor of recall of advertisements ($\beta = .16, p = .039$). If product involvement increases by 1%, recall of advertisements increases by 0.16%. Another regression analysis showed product involvement explained 3% of the variance in recognition ($F(1, 157) = 6.16, p = .014$). Product involvement was shown to be a significant predictor of recognition of advertisements ($\beta = .19, p = .014$). If product involvement increases by 1%, recognition of advertisements increases by 0.19%.

Discussion

This study made an attempt to uncover the influence of product-language congruence in advertising. Contrary to previous research, the current study explored to what extent the correspondence between the advertised product and the advertisement language lead to stronger recall and recognition of the information presented in the advertisement. The literature suggested that consumers' ability to remember or recognize advertisement information may be a better predictor of product sales than a positive attitude or intention to buy because of its relative objectivity toward the advertisement and its pivotal role upon making the purchase decision. Respondents were exposed to a fictitious advertisement comprising a brand name, slogan and body copy message in either German, French or

Spanish. In addition, each advertisement featured a product that was either congruent or incongruent with the respective language. Furthermore, this study endeavored to contribute to the extant literature on foreign language advertising by exploring the influence of respondents' self-reported language proficiency, language familiarity and product involvement on recall and recognition.

With regard to the main research question, analyses revealed that product-language congruence did not enhance respondents' memory of the advertisement. Respondents that saw a product that was congruent with the foreign language used in the advertisement did not recall or recognize more information than those exposed to a product that was incongruent with the foreign language used in the advertisement. As suggested in the introduction, an explanation for these results may be found in research on attitude. With regard to this assumption, Leclerc et al.'s (1994) study partially supported the results of the present study. They concluded that congruent advertisements did not change respondents' attitudes, whereas incongruent advertisements did negatively affect respondents' attitudes. Nevertheless, Hornikx et al.'s (2013) study contradicted these results. They found congruent advertisements to positively affect respondents' attitudes. Nonetheless, one should be cautious when comparing these studies to the current study as both Leclerc et al. (1994) and Hornikx et al. (2013) used slightly different methods to communicate the country of origin of the advertised product. For instance, Leclerc et al. (1994) used a country of origin indicator ("Made in..."), which is understood to be an explicit communication strategy, whereas foreign language is an implicit communication strategy (Aichner, 2014). Furthermore, Hornikx et al. (2013) asked respondents to assess the quality of the product in the advertisement. As Kelly-Holmes (2000) and Roth and Romeo (1992) argued, products are of higher quality when they originate from a country that is perceived to be competent in manufacturing that particular product. Hence, Hornikx et al.'s (2013) questionnaire may have directed respondents' attention to the language of the advertisement as such, potentially triggering more country/language associations than the rather neutral recall and recognition tasks in the current study. With respect to this remark, future research should investigate to what extent attitude plays a role in the relationship between product-language congruence and recall and recognition.

Furthermore, it was argued that foreign language use may be able to foster deeper processing, eventually leading to enhanced memories of the advertisement (Bagozzi & Silk,

1983). The results of the current study did not provide support for this notion. This could be due to a number of factors. Firstly, the time of exposure may have been too short to reach a sufficiently deep level of understanding in order to cause a significant increase in memory performance. However, since consumers are unlikely to spend a considerable amount of time on a single advertisement, frequent exposure may be inevitable in the context of foreign language advertising. Secondly, given that the advertisement were presented in isolation, they may not have been as unexpected or divergent as required to warrant extra attention (Alden et al., 1993). Future studies could construct a fictitious magazine with several different advertisements and actual magazine articles. This would allow the investigation of foreign language use as such, and the extent to which product-language congruence affects the way consumers interact with advertisements. Overall, it could create a more natural situation than the isolated and simplistic advertisements used in the current study. Moreover, such a procedure may allow further exploration of the relationship between magazine articles and attention to advertisements, which were previously shown to correlate in a negative way (Norris & Colman, 1992). Thirdly, despite the banality of the products, respondents may have found the foreign language too extensive or too difficult, leading to frustration and demotivation (Sperber & Wilson, 1995). Regarding the amount of foreign language, Luna and Peracchio (2001) argued that information is better remembered in one's native language than in a foreign language. Moreover, Ahn and La Ferle (2008) found statistical evidence that — even though a foreign brand name is effective in attracting attention — body copy should be in the native language to aid comprehension. With respect to Ahn and La Ferle's (2008) findings, the experiment of the current study could have benefitted from increased focus on brand recognition as opposed to body copy recognition. After all, a brand name is more prominent and more telling during the purchasing process than a list of characteristics. In addition, a control group exposed to a Dutch advertisement, would have enabled the direct comparison between native and foreign body copy. Finally, the results of the current study may suggest that Kelly-Holmes's (2000) theory about the symbolic value of foreign language cannot be extended to memory performance, as congruence failed to cause significant differences in recall and recognition. This assumption would also be in line with Kelly-Holmes's (2000) own claim that foreign language obscures the meaning of the advertisement message. Since the meaning becomes more important when one is required to remember as

much information as possible, the influence of foreign language is perhaps limited to influencing consumers' perception of a product (Domzal et al., 1995).

The first subquestion to the research question concerned the influence of advertisement language and respondents' language proficiency on memory. The results demonstrated that both factors impacted recall and recognition. Overall, it was found that respondents who saw a German advertisement recalled significantly more information from the advertisement than those exposed to a Spanish advertisement. However, recall of French advertisements did not significantly differ from German or Spanish advertisements. With regard to recognition of advertisement information, both German and French advertisements elicited easier recognition than Spanish advertisements. Between German and French advertisements there was no significant difference with regard to recognition. Considering these results it appears that respondents performed consistently worse on Spanish advertisements as opposed to the other two languages. Although the differences between German and French were not significant, they tended to go in the direction of German. These assumptions are somewhat in line with respondents' self-reported language proficiency. They considered themselves to be most proficient in German, followed by French and Spanish. Since Petrof (1990) argued that language proficiency only had a small effect in his study, it was of interest to the present study whether respondents used their language knowledge to understand and remember the respective advertisements. The analyses showed that across both recall and recognition tasks, respondents' self-reported language proficiency significantly predicted their performance, except for recall of German advertisements. The fact that German proficiency did not predict recall, yet respondents recalled German advertisements best, may suggest that respondents were able to understand sufficient information without necessarily being proficient in German. This was possibly caused by the similarities between Dutch (the native language of the respondents) and German. According to research on receptive multilingualism, people may engage in language transfer in order to understand a language they are not proficient (Ribbert & Ten Thije, 2007; Van Mulken & Hendriks, 2012). Considering the German advertisements used in the study, one encounters words like "schnellen", "Bereitung", "Grill", "Schafdarm" and "Mahlzeit". All of these words have Dutch equivalents that resemble their German counterparts in both spelling and meaning, namely "snelle", "bereiding", "grill", "schapendarm" and "maaltijd". Nonetheless,

this effect was not found to occur among Dutch and German in the recognition task. However, this could be due to the nature of the task as such. When comparing the recall to the recognition task, the latter may have been perceived more difficult by the respondents. While the recall task was scored based on certain keywords mentioned by a respondent, the recognition task required respondents to select four correct sentences from a list of eight sentences. Such a task may require significantly better comprehension than remembering a single word, like a brand name; which may be achieved without much knowledge of the foreign language (Petrof, 1990). On the other hand, the body copy message comprised a considerable amount of information, making it less likely to be remembered in a short period of time, unless the respondent is fairly proficient in the language of the advertisement (Ahn & La Ferle, 2008). Therefore, it is not surprising that language proficiency did predict recognition of German advertisements. Furthermore, in the recall task, respondents were free to proceed to the next question if they did not remember anything, whereas the recognition task used a forced response method: respondents could not proceed without selecting at least four sentences. Perhaps a respondent recognized fewer than four sentences, and only selected four sentences because it was required by the questionnaire. The consequence of this method is that it may have manipulated the results of the study which could have been overcome by adding a “I do not remember” option. Finally, despite the efforts of trained language teachers, the brand name and body copy of one German advertisement were slightly different from how a native German would translate it. This could have caused confusion or miscomprehension amongst proficient respondents, reducing the validity of the experiment. The flawed translations may have resulted in both stronger and weaker memories of the advertisement. Stronger because of the increased attention to the particular words or sentences that were suboptimal, or weaker because of the lower comprehension of the advertisement. Future research should address this issue by using a translation-back-translation method.

With regard to French and Spanish advertisements, the relationship between memory performance and language proficiency was less ambiguous. Proficiency significantly predicted recall and recognition of advertisement information in the respective languages. Considering the overall lower proficiency in these two languages compared to German, the advertisement information may have been much more difficult, increasing the dependence on language proficiency. Moreover, too difficult foreign language has been argued to discourage

readers (Sperber & Wilson, 1995) and may thus have caused respondents to disregard the recall and recognition tasks. This is demonstrated by responses like “I do not speak French” or “I did not understand anything” in the recall task. Such behavior may have further increased the predictive power of language proficiency, since those respondents likely scored lower on language proficiency. Furthermore, it was investigated whether French proficiency predicted recall and recognition of Spanish advertisements and vice versa. The results indicated that respondents may have used their French proficiency as a tool to understand Spanish advertisements. However, this effect did not occur the other way around. Therefore, it may not be concluded that respondents actually engaged in language transfer. The fact that Spanish proficiency did not influence recall or recognition of French advertisements, is potentially caused by the lower number of Spanish-speaking people in the Netherlands. Unlike French, Spanish is not part of the standard curriculum of secondary education in the Netherlands. Therefore, the sheer number of people that is proficient enough to understand and remember the advertisements may have been too low to cause a significant effect. Future research should further explore whether consumers engage in language transfer when exposed to foreign advertising and, if so, it affects their memories of those advertisements.

The second subquestion concerned the influence of respondents’ language familiarity on recall and recognition. Respondents self-reported to what extent they found themselves able to distinguish between languages and engage in language transfer to understand an unknown language. It was shown that language familiarity significantly predicted both recall and recognition. Respondents who perceived themselves to be more familiar with language, were better at recalling and recognizing advertisement information. Even though language transfer was not found to be of significant influence in the language proficiency analyses discussed above, based on these results it may be argued that consumers who are able to discern languages and transfer knowledge across languages, are perhaps able to reach a higher level of understanding more quickly, increasing the likelihood of remembering information from the advertisement. Nonetheless, as this subquestion was only of explorative nature, future research should further investigate the impact of language familiarity.

The final subquestion elaborated on the influence of product involvement. Product involvement was defined as the extent to which the advertised product is perceived as personally relevant to the consumer, for instance, because the product corresponds to the

consumer's occupation or hobby. Product involvement had a significant effect on recall and recognition. Respondents that were more involved in the product were likely to recall and recognize more information from the advertisements than those who were less involved. This result is corroborated by Park and Moon (2003). They found a significant correlation between product involvement and product knowledge. Therefore, consumers who are more involved in the product (category) that is being advertised, may also perform better at recall and recognition. However, the products used in the advertisements were rather commonplace and most people are generally aware of their characteristics. Therefore, respondents may have been able to guess what information was in the advertisement in the recall task. For instance, oranges are usually juicy and contain vitamin C. Hence, it remains unclear if information is recalled from the advertisement or inferred from prior knowledge or personal experience. In addition, product involvement may also have motivated respondents to process the advertisement more thoroughly because of the personal relevance (Chung & Zhao, 2003). Subsequently, deeper processing was argued to foster stronger memories (Van Dijk & Kintsch, 1983). Nevertheless, even though memory performance was affected by product involvement, it should be noted that the products used in this study — except for the binoculars — were not high-involvement products (i.e. product that require thorough consideration before buying). Future research should therefore investigate whether this result would hold with advertisements displaying high-involvement and less ubiquitous products. Additionally, in order to increase the validity and generalizability, it is recommended to use multiple products per language and products from several different product categories or just one product category.

Practical implications

The results of this study may help managers of multinational organizations make strategic marketing decisions. For instance, it was shown that a product congruent with the language of the advertisement did not lead to stronger memories of the advertisement than a product incongruent with the language of the advertisement. Therefore, based on this study it may be suggested that managers do not necessarily have to match the language of the advertisement with the product they are trying to sell. This also means that managers do not have to worry whether communicating the product origin has a negative effect on memory, even when this

origin is perceived to mismatch with their product. In addition, the results suggested that, with regard to body copy, it may be wise to choose a language the target group is generally proficient in. The current study has shown that language proficiency is generally an important determinant of recall and recognition of advertisement information. Hence, if the aim is for consumers to remember the advertisement, managers should opt for a language that is typologically cognate with the native language of the target group or a language that is widely understood throughout the target country.

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Appendices

Appendix A: Pretest

Introduction and instruction

Hoi!

Alvast bedankt dat je de moeite hebt genomen om op het linkje te klikken. Het is voor jou een kleine moeite, maar voor mij heel belangrijk. Je helpt me namelijk bij het behalen van mijn diploma!

Je krijgt zo dadelijk een aantal producten te zien met daaronder telkens 5 landen. Mijn vraag aan jou is om aan te geven in hoeverre jij vindt dat het product past bij elk van deze 5 landen. Daarbij staat 1 voor "heel slecht" en 7 voor "heel goed". Moet lukken, toch?

Dankjewel!

Groeten,

Chris Sanders

Group 1: Products

Vulpen

| | Passen slecht bij elkaar | | Neutraal | | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Bier

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Cognac

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Computer

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Designstoel

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Handtas

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Horloge

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Kaas

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Magnetron

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Olijfolie

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Parfum

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Sherry

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Sieraad

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Sinaasappels

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Verrekijker

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Wasmachine

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Wijn

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Worst

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Auto

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Lederen schoenen

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Kristal

| | Passen slecht bij elkaar | | | Neutraal | | Passen goed bij elkaar | |
|------------------|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------|-----------------------|
| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Duits | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Frans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Spaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Italiaans | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Group 2: Countries

Nederland

- Product 1
- Product 2
- Product 3
- Product 4
- Product 5

Spanje

- Product 1
- Product 2
- Product 3
- Product 4
- Product 5

Duitsland

- Product 1
- Product 2
- Product 3
- Product 4
- Product 5

Italië

- Product 1
- Product 2
- Product 3
- Product 4
- Product 5

Frankrijk

- Product 1
- Product 2
- Product 3
- Product 4
- Product 5

Appendix B: Main experiment

Introduction

Beste deelnemer,

Allereerst bedankt dat je wilt meewerken aan mijn afstudeeronderzoek. Het onderzoek duurt ongeveer 10-15 minuten.

Natuurlijk doe je dit niet voor niks. Je maakt kans op een cadeaubon naar keuze ter waarde van €20. Deel je ook nog eens mijn onderzoek op Facebook of Twitter, dan maak je eveneens kans op een extra cadeaubon naar keuze van €10.

Het onderzoek begint op de volgende pagina.

Groeten,

Chris Sanders

Instruction main experiment

Je krijgt zo dadelijk een advertentie te zien. Bekijk deze advertentie goed en probeer zoveel mogelijk te onthouden. Je hebt hier 30 seconden de tijd voor. Daarna word je automatisch doorgestuurd.

Klik op onderstaande pijl om door te gaan. Pas vanaf dan begint de tijd te lopen.

Advertisement

[German: sausage]

Von Brehmen Bratwurst

Sie möchten nichts anderes



Gewürzt nach Hausmacher Art von unserem Metzger

Vorgebrüht zur schnellen Bereitung auf dem Grill

Zubereitet mit Schafdarm aus artgerechter Haltung

Mit neun Zentimetern eine ordentliche Mahlzeit

[German: oranges]

Fröshti Orangen

Sie möchten nichts anderes



Hat einen unverwechselbaren frischen Geschmack

Ideal um Limonade oder Saft zu machen

Auf natürliche Weise in einem mediterranen Klima gereift

Natürliche Lösung für das Erfordernis von Vitamin C

[French: French bread]

Bigorsant Baguettes

Vous ne voulez rien d'autre



Profitez d'une croûte croustillante et délicieuse

Préparée traditionnellement par notre boulanger expérimenté

La texture authentique est légère et douce

Avec uniquement des ingrédients provenant de sources biologiques

[French: beer]

Forlisaux Bières

Vous ne voulez rien d'autre



La mousse est légère et blanche comme neige

La saveur caractéristique évoque une expérience d'automne

Contient de l'eau minérale provenant des Alpes

Fournit un rafraîchissement sur une chaude journée d'été

[Spanish: sangria]

Costamo Sangría

No quiere otra cosa



Las frutas están elegidas a mano por nuestros productores

Gracias al sabor fresco y dulce es una bebida deliciosa en el verano

Sólo 4 grados de alcohol para que puedas disfrutar aún más

Una receta moderna que respeta el origen

[Spanish: binoculars]

Optapán Prismáticos

No quiere otra cosa



Gracias al suave uso del zoom se puede re-enfocar rápidamente

La carcasa de magnesio es durable y resistente al agua

El diseño ergonómico asegura la comodidad de larga duración

El campo de visión extremadamente grande permite la mejor vista

Instruction distraction test

Voordat je verdergaat, wil ik je vragen de volgende 25 anagrammen op te lossen. Een anagram is een woord waarbij de letters door elkaar zijn gegooid. Bijvoorbeeld keob = boek.

Het is jouw taak zo snel mogelijk van elk anagram een bestaand woord te maken. Lukt dit niet binnen 10 minuten, dan word je automatisch doorgestuurd. Dit is niet erg en je mag het onderzoek gewoon afmaken.

Klik op onderstaande pijl om door te gaan.

Distraction task (anagrams)

| | Solution | Anagram |
|----|-----------------|----------------|
| 1 | SOORT | SOOTR |
| 2 | GEVAL | EVALG |
| 3 | THUIS | STHUI |
| 4 | VRAAG | AAGVR |
| 5 | DAGEN | ENDAG |
| 6 | FEEST | FSETE |
| 7 | SPORT | PTOSR |
| 8 | KWAAD | DWAKA |
| 9 | MOTIE | TMIOE |
| 10 | BASIS | IASBS |
| 11 | ZOMER | ZEORM |
| 12 | MARKT | ATRMK |
| 13 | TANTE | EATTN |
| 14 | WIJZE | JWZIE |
| 15 | LUCHT | HUTLC |
| 16 | KEREN | KEENR |
| 17 | TEKST | ETKTS |
| 18 | BRIEF | FREBI |
| 19 | BROER | OBERR |
| 20 | BEELD | LEDBE |
| 21 | KOMMA | KMOAM |
| 22 | KAART | ATAKR |
| 23 | KWART | TWRKA |
| 24 | NACHT | CNHAT |
| 25 | KAMER | EARKM |

Instruction main experiment

Aan het begin van dit onderzoek heb je een advertentie gezien. De volgende 4 vragen gaan over deze advertentie.

Klik op onderstaande pijl om door te gaan.

Recall task

1. Wat was het merk van het product in de advertentie?

.....

2. Wat was de slogan van het product in de advertentie?

.....

3. In de advertentie stonden 4 zinnen met informatie over het product. Probeer in het tekstvak hieronder zo goed mogelijk aan te geven wat je van de 4 zinnen hebt onthouden.

Het maakt niet uit of je dit in de taal van de advertentie doet of in het Nederlands. Het is evenmin belangrijk of je weet wat de informatie betekent.

.....
.....
.....
.....

Recognition task

4. Om het je wat makkelijker te maken staan hieronder 8 zinnen waarvan er 4 in de advertentie zaten. Weet je nog welke dat waren?

[German: sausage]

- Gewürzt nach Hausmacher Art von unserem Metzger
- Zubereitet mit Schafdarm aus artgerechter Haltung
- Vorgebrüht zur schnellen Bereitung auf dem Grill
- Mit neun Zentimetern eine ordentliche Mahlzeit

- Gewürzt nach original Nürnberger Rezept
- Gemäß europäischem Lebensmittelgesetz für Bratwürste
- Zubereitet aus ausschließlich tierfreundlich hergestelltem Fleisch
- Besonders geeignet zur Bereitung von Currywurst

[German: oranges]

- Hat einen unverwechselbaren frischen Geschmack
- Ideal um Limonade oder Saft zu machen
- Auf natürliche Weise in einem mediterranen Klima gereift
- Natürliche Lösung für das Erfordernis von Vitamin C
- Erkennbar an einer perfekten runden Form
- Extra saftiges Fleisch gezüchtet
- Eine schöne Ergänzung zu einem frischen Obstsalat
- Jede Orange wurde von Hand ausgewählt durch einen erfahrenen Züchter

[French: French bread]

- Profitez d'une croûte croustillante et délicieuse
- Préparée traditionnellement par notre boulanger expérimenté
- La texture authentique est légère et douce
- Avec uniquement des ingrédients provenant de sources biologiques
- Grace à un long processus hausse, le pain est plein de saveur
- Pétrie de façon traditionnelle par nos boulangers
- Cuit dans un four au feu de bois authentique
- Des entailles donnent le pain l'apparence familière

[French: beer]

- La mousse est légère et blanche comme neige
- La saveur caractéristique évoque une expérience d'automne
- Contient de l'eau minérale provenant des Alpes
- Fournit un rafraîchissement sur une chaude journée d'été
- Houblon provenant de sources biologiques

- L'alcool est obtenu par fermentation naturelle
- Brassé traditionnellement dans nos chaudrons de cuivre
- Le grain est traité d'une manière unique pour obtenir le meilleur goût de malt

[Spanish: sangria]

- Las frutas están elegidas a mano por nuestros productores
- Gracias al sabor fresco y dulce es una bebida deliciosa en el verano
- Sólo 4 grados de alcohol para que puedas disfrutar aún más
- Una receta moderna que respeta el origen
- Sólo las frutas más jugosas están usadas en nuestra sangría
- El sabor característico evoca una sensación de verano
- Sólo contiene vinos especialmente seleccionados
- Contiene cinco tipos diferentes de fruta

[Spanish: binoculars]

- Los lentes de vidrio están especialmente tratado para evitar la condensación en los días fríos
- La carcasa de magnesio es durable y resistente al agua
- El diseño ergonómico asegura la comodidad de larga duración
- El campo de visión extremadamente grande permite la mejor vista
- El aumento de 8x ofrece una observación con imágenes estables y nítidas.
- Gracias al diseño compacto y ligero es el compañero de viaje definitivo
- Incluye bolsa de lujo con compartimiento acolchado
- Gracias al suave uso del zoom se puede re-enfocar rápidamente

Instruction language proficiency

Op de volgende pagina volgen nog 6 vragen over je talenkennis.

Questions language proficiency

1. Geef aan in hoeverre je de volgende talen spreekt. Hierbij staat 1 voor heel slecht en 7 voor heel goed.

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Duits | <input type="radio"/> |
| Frans | <input type="radio"/> |
| Spaans | <input type="radio"/> |
| Italiaans | <input type="radio"/> |

2. Geef aan in hoeverre je de volgende talen verstaat. Hierbij staat 1 voor heel slecht en 7 voor heel goed.

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Duits | <input type="radio"/> |
| Frans | <input type="radio"/> |
| Spaans | <input type="radio"/> |
| Italiaans | <input type="radio"/> |

3. Geef aan in hoeverre je de volgende talen schrijft. Hierbij staat 1 voor heel slecht en 7 voor heel goed.

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Duits | <input type="radio"/> |
| Frans | <input type="radio"/> |
| Spaans | <input type="radio"/> |
| Italiaans | <input type="radio"/> |

Questions language familiarity

4. Geef antwoord op de volgende stelling:

Als ik iemand een vreemde taal hoor spreken en/of ik lees iets in een vreemde taal, dan weet ik welke taal dat is. Ook al spreek ik die vreemde taal zelf niet.

- Volledig mee oneens
- Mee oneens
- Een klein beetje mee oneens
- Neutraal
- Een klein beetje mee eens
- Mee eens
- Volledig mee eens

5. Geef antwoord op de volgende stelling:

Mijn kennis van de talen die ik wel spreek helpt mij bij het begrijpen van de talen die ik niet spreek.

- Volledig mee oneens
- Mee oneens
- Een klein beetje mee oneens
- Neutraal
- Een klein beetje mee eens
- Mee eens
- Volledig mee eens

6. In welke taal is de volgende zin geschreven?

"Non siamo angeli in volo venuti dal cielo, ma gente comune che ama davvero."

- Nederlands
- Engels
- Duits
- Frans
- Spaans
- Italiaans

Questions product involvement

Geef tot slot aan hoe je denkt over het product in de advertentie. Hierbij staat 1 voor volledig mee oneens en 7 voor volledig mee eens.

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Dit product is belangrijk voor mij | <input type="radio"/> |
| Ik verdiep me graag in dit product | <input type="radio"/> |
| Dit product is relevant voor mij | <input type="radio"/> |
| Ik ga dit product kopen binnen nu en 6 maanden | <input type="radio"/> |
| Ik ben over het algemeen geïnteresseerd in dit product | <input type="radio"/> |

Demographic questions

Leeftijd:

Geslacht:

Man

Vrouw

Hoogstgenoten opleiding

Basisschool

VMBO/Mavo

HAVO

VWO

MBO

HBO

WO

PhD

Expression of gratitude / information about the prize draw

Bedankt voor je deelname.

De winnaar van de cadeaubon naar keuze ter waarde van €20 wordt persoonlijk op de hoogte gebracht. Wil je kans maken op deze prijs, vul dan hieronder je e-mailadres in. Dit e-mailadres wordt alleen gebruikt voor correspondentie over de prijs en zal na afloop van het onderzoek worden vernietigd.

Wanneer je dit onderzoek deelt via Facebook of Twitter maak je bovendien kans op een extra waardebon naar keuze ter waarde van €10. Zie hiervoor de berichten op mijn Facebookpagina en Twitterpagina. De winnaar wordt persoonlijk op de hoogte gebracht via Facebook of Twitter.

Nogmaals hartelijk dank voor je deelname!

Groeten,

Chris Sanders

Wil je kans maken op de waardebon naar keuze ter waarde van €20?

Ja, mijn e-mailadres is:

Nee