The Best of Both Worlds

The use of English in product advertisements in Vietnam

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Abstract

Every multinational company is faced with the same question. They can either adapt their communications to the language of the country they are operating in (localization) or use the same language for every country they are active in (globalization). However, there is a third option: glocalizing. When using this approach, both the local language and a global language are used. This study aimed to answer the following research question: *In terms of language use, is it best for advertisers to use a standardized, localized or mixed approach, when advertising for high- and low-involvement products in Vietnam?* This study made use of a 3x2 mixed-subject (the between factor, language, contained three levels: Vietnamese, English and mixed. The within factor, involvement, contained two levels: high- and low-involvement) post-test only experimental design. The attitude towards the product, attitude towards the text and the purchase intentions were measured, as well as the relationship between these variables and the attitude towards the English language and the proficiency in English. The results indicate that, choosing a mixed approach could lead to a more luxurious brand image. Furthermore, a positive attitude towards the English language will likely contribute to a more positive attitude towards the text of the mixed advertisement and ultimately to a higher purchase intention when choosing a mixed approach. Therefore, the glocal approach seems to be the best option when advertising in Vietnam to a young and fairly proficient target group with a positive language attitude.

Preface

I would like to thank my supervisor Andreu van Hooft for his encouragement and valuable advice. I would also like to thank Hai Ngo, for having the patience to help me understand (part) of the Vietnamese language, and the University of Hanoi, for letting me collect my data among their talented students and their hospitality.

1 Introduction

1.1 Globalization or localization

Multinational companies all over the world are confronted with the same choice: they can either adapt their communications to the language of the country they are operating in (localization) or use the same language for every country they are active in (globalization).

Globalization is based upon the belief that all humans perceive advertisements the same and that advertisers can use a common approach to promote the same product worldwide (Ryans, Griffith, & Jain, 2008; Papavassiliou & Stathakopoulos, 1997; Shoham, 1996). Reasons for using globalization are often economic. It is supposed to be more cost efficient and contributes to a uniform brand image (Hornikx, De Groot, Timmermans, Mariéns, & Verckens, 2010; Papavassiliou & Stathakopoulos, 1997; Van Hooft & Truong, 2012; Shoham, 1996). When choosing localization, a company adapts to the local culture in order to fit certain cultural or language needs of the target group (Ryans, Griffith, & Jain, 2008; Papavassiliou & Stathakopoulos, 1997). In this case, the company translates or adapts the entire advertisement for each different linguistic group. Some believe this fit is more effective and persuasive than using standardized advertisements (Hornikx et al., 2010; Shoham, 1996). Companies can also use a combination of both in a mixed strategy, also known as glocalization, (Van Hooft & Truong, 2012; Shoham, 1996; Bhatia & Ritchie, Bilingualism in the Global Media and Advertising, 2006). When using a mixed strategy, advertisers standardize certain elements of the advertisement and adapt others to the local market (Papavassiliou & Stathakopoulos, 1997). In the case of language use, this means that different languages can be used within one advertisement (Van Hooft & Truong, 2012; Bhatia & Ritchie, 2006).

Even though the standardization/localization-debate has been a subject of research for many years now (Hornikx, De Groot, Timmermans, Mariéns, & Verckens, 2010; Fastoso & Whitelock, 2007; Okazaki & Mueller, 2007), there does not seem to be an answer as to what approach is most effective.

1.2   Glocalizing: code-switching in advertising

As mentioned, part of this research focuses on a glocal or mixed approach. This approach implements both local and global elements within one advertisement. In the case of language adaptation, this means that both the local language and the global language are mixed into one advertisement (Bhatia & Ritchie, 2006; Jia-Ling, 2008).

Several earlier studies have explained the benefits of choosing a glocal approach. Jia-Ling (2008) conducted a study on English mixing with Chinese in Taiwan. She found that the code-mixed version of an advertisement was far more acceptable to the Taiwanese public than a completely English version. This was especially true among young participants, while older participants would prefer the monolingual version of an advertisement. The participants often regarded a monolingual English copy to be standard, whereas the mixed copy was found to be creative and attention getting (Jia-Ling, 2008).

According to the Markedness Model getting attention is a main reason for code-switching (Luna & Peracchio, 2005). Code-switching can be defined as switching from a variety or register of language to another (MacMillan, 2007). The Markedness Model tries to explain the motivations and social meanings of code-switching and how languages can become associated with certain meanings (Luna & Peracchio, 2005). A word becomes marked when it is in contrast with the readers expectations, for instance when using an English word in a Vietnamese sentence. This then emphasizes the specific association this language raises (Luna & Peracchio, 2005). The specific associations of English language will be explained in section 1.3.

Getting attention is also apparent in a study by Anh and La Ferle (2008). They used mixed advertisements within their experimental study in South-Korea and concluded that an English brand name enhanced brand recognition, while a body copy in the local language enhanced recall of the advertisement message. Therefore, this study has concluded that a mixed approach is most effective.

1.3   Reasons for choosing English in advertising

When opting for a global or glocal approach, English is often the language of choice (Anh & La Ferle, 2008; Planken, Van Meurs, & Radlinska, 2010). Bhatia and Ritchie (2004) indicate that the number of people that use English in their day-to-day life, mixed with the local language, is increasing. Moreover, Piller (2003) points out that English is, apart from the local language, "the most frequently used language in advertising in non-English speaking countries" (Piller, 2003, p. 175). A corpus-study by Gerritsen et al. (2007) found that more than 65% of 2384 different magazine ads in four European counties contained one or more English words.

Linguistic motivations

There are several possible reasons to use English in advertising. The first reason is based upon linguistic motivations. It might be the case that there is no word in the target language that expresses the same meaning as the English word, such as the word 'download'. English can also be used to avoid the choice between formal and informal use of the second person, for which in English there is only one word: 'you' (Gerritsen, et al., 2010).

Stereotyping

The second reason is based upon the assumption that English is no longer associated with an ethno-cultural stereotype, related to the country the language is originally spoken (USA, Great-Britain, Australia, etc.). Instead, English appears to be associated with a social stereotype (Piller, 2003). However, Bhatia and Ritchie (2006) and Jia-Ling (2008) state the exact opposite. According to both studies, American- and English culture are among the most prominent features and associations of the use of English in advertising.

Other studies show that English is often associated with modernity, quality, innovation, upper class and a cosmopolitan lifestyle (Planken, Van Meurs, & Radlinska, 2010; Piller, 2003; Sherry & Camargo, 1987; Jia-Ling, 2008). This influences the product image and ultimately the price that can be asked for the product. In a qualitative study by Baumgardner (2006) in Mexico, consumers indicated that the product advertised in English indeed

symbolized modernization and status, even when a local company used English in their advertisement. Again, research has shown contradictory results, since an experimental study by Gerritsen et al. (2010) in five European countries found no support for the assumption that English would enhance a modern and more expensive product image.

High- and low-involvement products

As using English in advertisements might influence the product image and the price that can be charged for it, it might be more appropriate for certain product groups. Jia-Ling (2008) conducted interviews with Taiwanese copywriters, who indicated they would use English to define the status of the advertised product as high-end. They also explained how using a Cantonese brand name would influence the sales for high-end products negatively. An experimental study among Indian bilingual customers by Krishna and Ahluwalia (2008) seems to confirm this. When multinationals advertised for Indian bilingual customers English was preferred for luxury products, while Hindi was preferred for necessities (Krishna & Ahluwalia, 2008). Local companies were expected to use Hindi, for both luxury and necessity products.

As the definitions of luxury and necessity remain to be very vague, this study chooses to focus on high- and low-involvement products. According to the Dictionary of Business and Management (Oxford University Press, 2009), a high-involvement product is a product "that involves the consumer in taking time and trouble before deciding on a purchase." The purchase of these products often involves more consideration, such as comparing prices, and looking at different models (e.g. cars, televisions, computers, dishwashers, etc.). Low-involvement products take little or no deliberation before buying (Oxford University Press, 2009). These products are often fairly cheap and easily accessible (e.g. food and beverages, hygienic products, etc.). High-involvement products are large purchases and often of a more technical nature than low-involvement products. Thus, it is likely that modernity, innovation and luxury are more important attributes for high-involvement products. It might therefore be more appropriate to use English when

advertising these products. However, no theoretical support has been found for this assumption yet.

However, since the decision-making process is more elaborate for the high-involvement products, consumers have larger informational needs. The advertisements for these products often contain much more information than advertisements for low-involvement products (Zaichowsky, 1987). This means that language choice might be more important when selling high-involvement products, as the information will need to be understood by the consumers in order to buy the product.

Comprehensibility and Proficiency

The last main explanation for the use of English in advertising is the assumption that English is a language that is understood by nearly everyone (Planken, Van Meurs, & Radlinska, 2010). However, Gerritsen et al. (2010) found that the English used in advertisements in five European countries was only understood in 39% of the cases. Therefore, it was advised to keep the English simple. Alm (2003) gave the same advice, based on qualitative interviews with Ecuadorian consumers. Keeping the English plain and simple, would make it easier to understand and would prevent less proficient speakers to feel offended (Alm, 2003).

Jia-Ling (2008) found that English-illiteracy among Taiwanese customers did indeed negatively affect the attitude towards advertisements that used English, especially among the older generation. According to one of the participants "advertisers discriminate against English-illiterate readers such as the older generation" (Jia-Ling, 2008, p. 177). However, other customers indicated to have their own way of understanding the advertised message, even though it was in English. They would for example read the Chinese part of the product description or have others purchase the advertised products for them (Jia-Ling, 2008).

Jia-Ling (2008) also found that the strongest opinions on the use of English were found among customers with either a very high proficiency or a very low proficiency. The customers with high proficiency would be very critical about the mixed approach deviating from the native English

grammatical pattern, while the customers with low proficiency would find it hard to even recognize patterns within the mixed sentences (Jia-Ling, 2008).

1.4   Vietnam: an interesting case

Proficiency in English is one of the reasons Vietnam makes for an interesting case. The inhabitants of the countries that have been researched thus far, e.g. European countries, are all relatively proficient in English. The most recent study has been conducted by Kachru (2006), who concluded that only 5% of the Vietnamese population was able to speak English as an L1 or an L2 language at the time the study was carried out. As a comparison, in Thailand twice as much people are as proficient in English (10%) and in China 18% of the population is able to use English at L1- or L2-level (Kachru, 2006).

The low proficiency in Vietnam might be due to the fact that Vietnamese schools did not teach the English language until 1975. That year the Vietnamese government aimed to have 25% of all secondary schools teach English (Denham, 1992). Today, English has become a popular foreign language in Vietnam and is compulsory for all children from the age of eleven. It is also required for most professional jobs (Nunan, 2003). This means that the younger generation is likely to be much more proficient in English than the average Vietnamese inhabitant. According to Lourdes, Bautista and Gonzalez (2006), 90% of Vietnamese university students favoured English over other foreign languages, since they believe that English will help them improve their work and lives. They also believe English could facilitate science and technology transfer to Vietnam. This means that the modern connotation of the use of the English language, mentioned in section 1.3, seems to be apparent in Vietnam as well.

The decision to start teaching English in 1975 was long overdue. A probable explanation is the Vietnam War between 1954 and 1975, which was fought against the American army. Even though the Americans were present in Vietnam for almost twenty years, the Vietnamese language does not have many English loanwords (Haspelmath & Tadmor, 2009). Most English loanwords belong to American inventions, such as 'TV' ('Ti vi' in Vietnamese) and 'radio' ('rađiô' in Vietnamese) (Vietnam War History, 2009). More English

loanwords seem to come from Australian English, such as 'kangaroo' ('canguru' in Vietnamese) and boomerang ('bumơrang' in Vietnamese).

The Vietnamese attitude towards the use of English might have been affected by the historical developments. However, this has never been studied before. That is why the attitude towards the English language is very relevant. The general attitude towards the English language can then be used determine whether the persuasiveness of English within advertisements is influenced by this attitude. According to Lai (2005), an attitude can be described as "a tendency to react favourably or unfavourably to a class of objects" (p. 365). The main question within the field of language attitudes is how and why these reactions differ between languages. Edwards (1999) suggests that these differences are largely based upon social perceptions, rather than intrinsic or aesthetic differences. He states that language usually acts as a trigger that evokes certain attitudes, prejudices or stereotypes (Edwards, 1999). This relates to the mentioned stereotypes and the Markedness Model, mentioned in section 1.2 and 1.3. As far as known, this is the first study that investigates the relationship between language attitude and the effectiveness of English in advertisements in Vietnam.

Another important reason to conduct a study in Vietnam is the recent economic development. Over the last few years, the Vietnamese economy has grown rapidly. Several well-known multinationals have expanded to the Vietnamese market, such as McDonalds, Starbucks and Kentucky Fried Chicken. Most companies, e.g. Coca Cola, have chosen to localize and only use Vietnamese within their marketing efforts. For all of these multinationals it is valuable to know how people react to localization, globalization or a mixed approach. This information could be very relevant for Vietnamese companies as well, since they will have to compete with these multinationals.

Earlier research mostly focuses on countries of which inhabitants are relatively familiar with the English language, such as European countries and Mexico. These countries have been exposed to English in music, movies and advertising for a long time now. As mentioned in section 1.3, over 65% of all European ads contain one or more English words (Gerritsen, et al., 2007).

Since no corpus studies have been conducted in Vietnam, a small-sized corpus study was conducted as a part of this study to determine to what extent the Vietnamese inhabitants are exposed to the English language in advertising.

A sample of 111 advertisements on Vietnamese news websites was analysed. The websites were visited with a Vietnamese IP-address, to make sure that all advertisements were really meant for the Vietnamese target group. Around 40% of these advertisements used a mixed approach, while 2.7% was entirely in English. Most of the English words were brand names. When excluding these brand names, only 16% of the advertisements used a mixed approach, while over 80% just contained Vietnamese words. This seems to be a large difference, compared to the analysis by Gerritsen et al. (2007) in Europe. The small exposure to the use of English in advertisements might influence the Vietnamese attitudes towards the use of English in advertising. They could react differently to the use of English, than for instance European inhabitants who have been exposed to English in advertising for a while now.

2   Aim of the study & research questions

The Vietnamese economy has developed rapidly over the past few years. The Vietnamese have little experience with English in advertisements and large companies, such as Coca Cola, have chosen to localize. However, as far as known, no research has been conducted on the use of English in advertising in Vietnam or on Vietnamese attitudes towards the English language in general. Moreover, even though the globalization/localization-debate has been going on for decades now, earlier studies in other countries show contradictory results. For example, while Baumgardner (2006) explains that the use of English in Mexico is supposed to symbolize modernity and status, Gerritsen et al. (2010) found no support for the assumption that English would enhance a modern product image in Europe.

This study investigated whether it is better for marketers to globalize, localize or glocalize, when it comes to language use in Vietnamese

advertisements. Therefore, the research question of this study is as follows: *In terms of language use, is it best for advertisers to use a globalized, localized or glocalized approach, when advertising for high- and low-involvement products in Vietnam?*

To be able to answer this question, it was divided into several different sub-questions. As mentioned in section 1.3, one of the main reasons for using English in advertising is because it is supposed to enhance a modern and high-quality brand image (Gerritsen, et al., 2010; Planken, Van Meurs, & Radlinska, 2010; Piller, 2003; Sherry & Camargo, 1987; Jia-Ling, 2008). This means that the use of English within an advertisement will likely influence the attitude towards the product and the attitude towards the text of the advertisement. This leads to the following sub-question: *1) To what extent does the use of English in Vietnamese advertising have an effect on the consumers' attitude towards the product and the text of the advertisement regarding high- and low-involvement products?*

The goal of advertising is to ultimately sell the advertised product. Therefore, it is relevant to determine whether the use of English influences the consumer's intention to buy the product. The second sub-question focused on the purchase intention: *2) To what extent does the use of English in Vietnamese advertising have an effect on the consumers' purchase intention regarding high- and low-involvement products?* As mentioned before, the associations of English might make the use of English more appropriate when selling high-involvement products. Therefore, the first two sub-questions included a divide between high- and low-involvement products.

The historical developments concerning the Vietnam War, mentioned in section 1.4, and the fact that Vietnam has not been exposed to English in advertising, makes the general attitude towards the English language very relevant. The language attitude was studied to answer the following sub-question: *3a) What is the attitude of the Vietnamese public regarding the English language in general?* In order to determine whether language attitude influenced the effectiveness of English in advertising, this information needed to be related to the attitude towards the product, the attitude towards the text

and the purchase intention. Therefore sub-question 3b was formulated as follows: *3b) Is there a relationship between the general language attitude and the attitude towards the product, attitude towards the text and purchase intention for the English and mixed version of the advertisement?*

As mentioned in section 1.3, the comprehensibility of the text could affect the attitude of the reader (Alm, 2003; Jia-Ling, 2008). Therefore comprehensibility and proficiency were included in this study as well. Sub-question 4a focuses on the comprehensibility of English in advertisements: *4a) To what extent do Vietnamese inhabitants understand the text of the advertisements in which English is used?* As comprehensibility influences the attitude of the reader as well (Alm, 2003; Jia-Ling, 2008), comprehensibility was also viewed as a part of the attitude towards the text.

As mentioned in section 1.4, Vietnamese schools have only started to teach the English language in 1975 (Denham, 1992) and in 2006 only 5% of the Vietnamese inhabitants were able to speak English as an L1 or L2 language (Kachru, 2006). The Vietnamese inhabitants were expected to be less proficient than inhabitants of other countries, such as European countries, that have been studied thus far. However, no research had been conducted on the Vietnamese proficiency in English since 2006. Therefore, proficiency was included in the sub-questions as well. This led to the following sub-question: *4b) How proficient are the Vietnamese inhabitants in the English language?* To see whether there was a relationship between the proficiency in English and the persuasiveness of English used in advertisements, the last sub-question was formulated as follows: *4c) Is there a relationship between proficiency in English and the attitude towards the product, attitude towards the text and purchase intention for the English and mixed version of the advertisement?*

3 Method

3.1 Design

The experiment made use of a 3x2 mixed (the between factor 'language' contained three levels: Vietnamese, English and mixed, the within factor 'involvement' contained two levels: high- and low-involvement) post-test only experimental design. In order to prevent learning effects from influencing the results, each group only got to see one version of the advertisements English (globalized), Vietnamese (localized) or both languages within one advertisement (mixed). Each participant evaluated advertisements for both high- and low-involvement products. Subsequently, a questionnaire measured the attitude towards the product and the text of the advertisement, the purchase intention, the perceived luxury of the products and the attitude towards the English language in general. Finally, participants evaluated their own proficiency in English on writing, reading, listening and speaking.

3.2 Materials

Four different product advertisements served as stimuli. A television and an air-conditioner were used as high-involvement products, while bottled water and toothpaste were selected as low-involvement products. These products were chosen because they are all widely available in Vietnam and are gender neutral. Almost every household now has a television and air-conditioners are becoming more common too. Bottled water is bought by nearly everyone, since the tap water cannot be used as drinking water and toothpaste is something everyone uses on a daily basis. The products shown in the advertisements were all fictitious products, which prevented attitudes towards existing brands from influencing the results.

Table 1. Text of the advertisements, sorted by version and product

Version	Product Air-conditioner	Television	Water	Toothpaste
English	DBF Live healthy. Relaxation. Comfort. - Capacity: 12.000BTU. - Remote control. - Works smoothly. - Air purifiers. - Deodorants and disinfectants.	Belvisi 4K Where images come to life - screensize 40 inches - Resolution of Full HD (1902 x 1080px) - Scan rate (CMR) 100Hz - Videos via USB - Imaging technology: color enhancer	H2O Bottled drinking water. For healthy living.	Dentane Toothpaste. The number 1 brand according to dentists. For white teeth.
Vietnamese	DBF Cuộc sống khỏe mạnh. Thư giãn. - Công suất: 12.000BTU. - Điều khiển từ xa. - Hoạt đồng êm ái. - Lộc không khí - Khử mùi, diệt khuẩn. - Từ đồng làm sách.	Belvisi 4K thật như cuộc sống - Độ lớn màn hình 40'' - Độ phân giải HD (1902 x 1080px) - Tốc độ quét hình (CMR) 100Hz - Xem phim qua cổng USB - Công nghệ hình ảnh : Bộ nâng cấp màu mở rộng	H2O Nước uống đóng chai. Vì sức khỏe cuộc sống.	Dentane Kem đánh răng. Nhãn hiệu số 1 nha sĩ khuyên dung. Làm rang trắng.
Mixed	DBF Live healthy. Relaxation. Comfort. - Công suất: 12.000BTU. - Điều khiển từ xa. - Hoạt đồng êm ái. - Lộc không khí - Khử mùi, diệt khuẩn. - Từ đồng làm sách.	Belvisi 4K Where images come to life - Độ lớn màn hình 40'' - Độ phân giải HD (1902 x 1080px) - Tốc độ quét hình (CMR) 100Hz - Xem phim qua cổng USB - Công nghệ hình ảnh : Bộ nâng cấp màu mở rộng	H2O Bottled drinking water. Vì sức khỏe cuộc sống.	Dentane Toothpaste. Nhãn hiệu số 1 nha sĩ khuyên dung. For white teeth.

Subsequently, each advertisement was manipulated considering the language that was used. This resulted in three versions of each advertisement (Vietnamese, English and mixed), which were exactly the same except for the text. This means a total of twelve advertisements was used. All advertisements can be found in the Appendix. The text of the advertisements consisted of a product name, slogan and product characteristics. The texts of all advertisements are shown in Table 1. The name of the product remained unchanged in every advertisement, while the slogan and product characteristics were adapted. Four Vietnamese students were asked to determine which parts were easiest to understand in English. The most difficult parts were then translated into Vietnamese, as the literature advised to keep the English as simple as possible. Each respondent got to evaluate advertisements for each product group (high- and low-involvement) but were only given one version (language).

3.3   Participants

The participants were recruited in Hanoi, Vietnam. Before going to Vietnam to collect the data, Vietnamese universities were asked to participate within the study. The University of Hanoi was willing to participate. Therefore, all participants were first- and second year students of the University of Hanoi. This means that the respondents were all high-educated and had been following courses in and about the English language.

A total of 138 participants participated in the study. Seven participants were left out because they did not complete the questionnaire or repeated the same answer for all questions. Only a few males responded, so the three male participants that did take part were left out of the analyses to make the groups more homogeneous. This led to a final total of 128 participants. These participants were divided into three groups based on the three versions: English (45 participants), mixed (42 participants) and Vietnamese (41 participants). All participants were between the ages of 17 and 22, with a mean of approximately 19 years old. A one-way ANOVA revealed a significant difference in age between the three groups (F (1, 113) = 11.11, $p < .001$). The participants for the mixed version were significantly younger ($M = 18.30$, $SD = $

.66) than the participants of the English version (*M* = 18.97, *SD* = 1.10) and Vietnamese version (*M* = 19.38, *SD* = 1.18). However, the range was very small when compared to a lifetime. With a minimum of 17 and a maximum of 22 years old the participants all still belong to the same age group. Moreover, they were all first- and second year students. Therefore, this significant difference was not expected to lead to any difficulties.

3.4 Instrumentation

The advertisements were evaluated using a questionnaire. Both the questionnaire and the advertisements were translated using the translation-back-translation method developed by Brislin (1980).

Each advertisement was analysed using the same seventeen questions. All questions can be found in the appendix. The attitude towards the product was measured using a scale by Planken, Van Meurs and Radlinska (2010). The scale consisted of six seven-point semantic differentials (innovative – conventional, good – bad, modern – out-dated, trendy – old fashioned, cheap – expensive, high quality – low quality). The reliability of 'attitude towards the product' comprising six items was good: α = .85.

Part of the scale for attitude towards the product by Planken, Van Meurs and Radlinska (2010) was used to measure the perceived modernity as well (innovative – conventional, modern – out-dated, trendy – old fashioned). The reliability of 'perceived modernity' for the high-involvement products comprising three items was adequate: α = .71. The reliability of 'perceived modernity' comprising three items was inadequate for the low-involvement products (α = .64). Therefore the perceived modernity will be evaluated per separate item.

The attitude towards the text of the advertisement was also measured using a scale by Planken, Van Meurs and Radlinska (2010), which contained eight statements anchored by seven-point Likert scales ('The text of the advertisement is: functional, irritating, sympathetic, attractive, ugly, comprehensible, easy'). As comprehensibility influences the attitude of the reader as well (Alm, 2003; Jia-Ling, 2008), comprehensibility was also viewed

as a part of the attitude towards the text. During the translation of the questionnaire one of the statements ('The text of the advertisement is arrogant') proved to be difficult to translate and was left out in the final questionnaire. The reliability of 'attitude towards the text' comprising seven items was good: α = .92.

Part of the scale for attitude towards the text by Planken, Van Meurs and Radlinska (2010), was used to measure the comprehensibility of the text for each advertisement ('The text of the advertisement is comprehensible' and 'The text of the advertisement is easy'). The reliability of 'comprehensibility' comprising two items was good: α = .83. However, the scale was not reliable for each product separately or for each product group separately. Therefore, the comprehensibility will be evaluated per separate item.

The purchase intention was measured using a scale by Van Hooft & Truong (2012). This scale consisted of three statements anchored by seven-point Likert scales ('I would consider buying this product', 'I would recommend this product' and 'this product meets my needs'). The reliability of 'purchase intention' comprising three items was good: α = .85. The purchase intention also served as a control-question for the divide between high- and low-involvement products.

The attitude towards the English language was measured using a scale by Schoel et al. (2012), containing five seven-point semantic differentials (Pleasant – Unpleasant, Beautiful – Ugly, Elegant – Inelegant, Appealing – Abhorrent, Modern – Old-fashioned). The reliability of 'attitude towards the English language' was good: α = .85.

A seven-point Likert scale measured whether the participants found each product to be luxurious (not luxurious – very luxurious). These results showed whether the participants found the product more luxurious when English was used. This perceived luxury served as a control-question for the divide between high- and low-involvement products as well.

Finally, the participants were asked to indicate their own proficiency in English for reading, writing, speaking and listening, using a seven-point Likert

scale. The reliability for 'proficiency in English' comprising four items was good: α = .89.

3.5 Procedure

The experiment was conducted between 29 October 2014 and 6 November 2014 at the University of Hanoi. The participants were introduced to the experiment during a lecture in a classroom and were asked to participate. The participants were told the experiment was completely anonymous and they could participate on a voluntary basis, which meant they could leave at any point during the experiment.

The experimenter handed out the questionnaires, emphasizing that the questionnaire should be filled in individually without deliberation. The participants first got time to read the introduction and were told they could ask questions about the procedure – not about the content – at any time during the experiment. The questionnaire took about ten minutes to complete, after which the experimenter collected the questionnaires and thanked the participants for taking part in the experiment. Participants tended to forget to fill in the back of the paper, which led to some difficulties. The experimenter then decided to check the back of every questionnaire when collecting them, so any difficulties could be avoided.

3.6 Statistical treatment

To determine the effect of the manipulation on the attitude towards the product, the attitude towards the text and the purchase intention mixed ANOVAs were used. To compare the perceived luxury, modernity and comprehensibility one-way ANOVAs were used. Also, one-way ANOVAs were used to test whether there were significant differences between the three groups concerning proficiency and language attitude. To determine whether there was a relationship between the language attitude, proficiency, attitude towards the product, attitude towards the text and the purchase intention, the Pearson correlation coefficient was calculated.

4 Results

4.1 Attitude towards the product

Table 2 shows the results for attitude towards the product for each product separately, as well as for each product group, per version (language of the advertisement).

Table 2. Attitude towards the product for each product, product group and language of the advertisement (1 = very negative attitude, 7 = very positive attitude).

Product	Version					
	English (n=45)		Mixed (n=42)		Vietnamese (n=41)	
	M	*SD*	*M*	*SD*	*M*	*SD*
High-Involvement	4.83	.75	5.37	.87	5.22	.79
Air-conditioning	4.43	.85	4.96	.94	4.85	.94
Television	5.24	1.10	5.81	1.08	5.58	1.03
Low-Involvement	4.24	.62	4.31	.75	4.21	.78
Water	4.24	.73	4.27	.81	4.18	.88
Toothpaste	4.23	.79	4.34	.94	4.23	1.03

A mixed ANOVA for product group, with product group as within-subject factor (two levels: low- and high-involvement) and language of the advertisement (three levels: English, mixed and Vietnamese) as a between-subject factor showed no significant main effect of version on the attitude towards the product ($F_{(1, 125)}$ = 2.42, p = .093), but did show a significant main effect of product group on the attitude towards the product ($F_{(1, 125)}$ = 151.88, $p < .001$). Pairwise comparison (with Bonferroni correction, $p < .05$) revealed that the attitude towards high-involvement products (M = 5.12, SD = .07) differed significantly from the attitude towards low-involvement products (M = 4.25, SD = .06).

Furthermore, the results showed an interaction effect between product group and language of the advertisement ($F_{(2, 125)}$ = 4.29, p = .016). These results are illustrated in Figure 1. This indicates that the language of the

advertisement had a different effect on the attitude towards the product depending on the product group (high- or low-involvement). To break down this interaction a simple effects analysis was performed. This simple effects analysis showed a significant difference concerning the attitude towards the product between the three versions for the high-involvement products (F (2, 125) = 5.09, p = .007), but no significant difference for the low-involvement products (F (2, 125) = .24, p = .789). Pairwise comparison (Bonferroni correction, p < .05) showed that the attitude towards the high-involvement products was less positive for the English version (M = 4.83, SD = .75), than for the mixed version (M = 5.37, SD = .87) and Vietnamese version (M = 5.22, SD = .79).

Figure 1. Mean difference in attitude towards the product, between high- and low-involvement products.
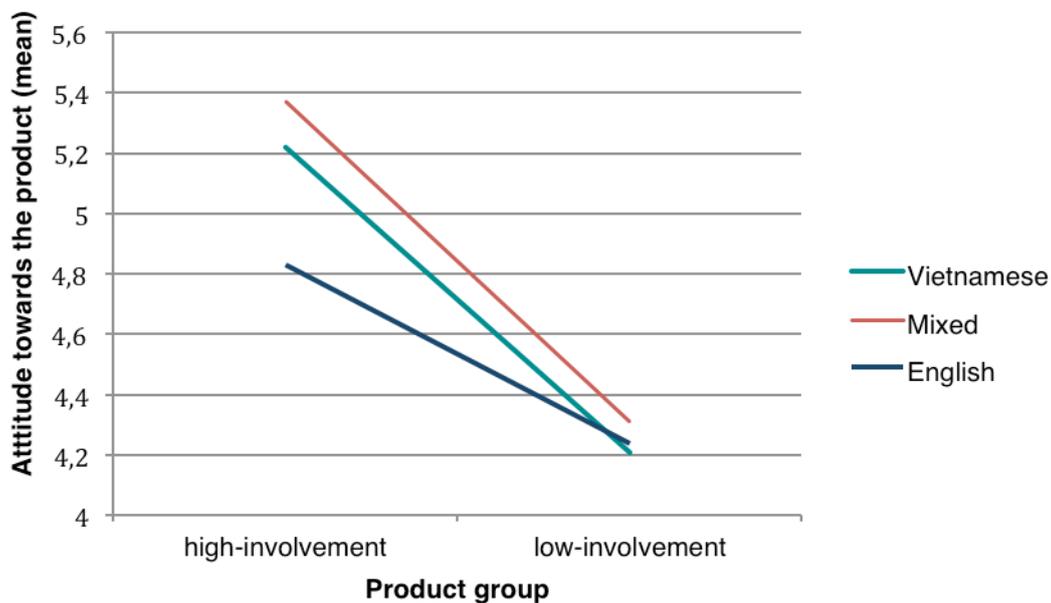
4.1.1 Perceived modernity
The item scores for the perceived modernity, innovativeness and trendiness, are shown in Table 3.

A one-way ANOVA showed no significant effect of language of the advertisement on the perceived modernity for the television (F (2, 118) = 2.23, p = .112), water (F (2, 121) < 1, p = .563) and toothpaste (F (2, 124) < 1, p = .396). However, it did show a significant effect of language of the

advertisement on the perceived modernity for the air-conditioner (F (2, 122) = 3.44, p = .035). The air-conditioner was regarded as significantly more modern for the code-mixed advertisement (M = 5.49, SD = 1.45), than for the advertisement solely in English (M = 4.80, SD = 1.06) (Bonferroni correction, $p < .05$).

Table 3. Perceived modernity, innovativeness and trendiness for language of the advertisement (1 = not modern, 7 = very modern).

Product	Version					
	English (*n*=45)		Mixed (*n*=42)		Vietnamese (*n*=41)	
	M	*SD*	*M*	*SD*	*M*	*SD*
Air-conditioner						
Modern	4.80	1.06	5.49	1.45	5.33	1.33
Innovative	3.63	1.51	4.73	1.47	4.45	1.72
Trendy	4.44	1.44	5.34	1.61	5.05	1.48
Television						
Modern	5.42	1.50	6.07	1.29	5.78	1.48
Innovative	5.60	1.59	6.02	1.33	5.44	1.72
Trendy	4.56	1.92	5.63	1.69	5.46	1.52
Water						
Modern	4.68	1.25	4.59	1.41	4.36	1.51
Innovative	3.34	1.74	3.10	1.90	2.97	1.81
Trendy	4.28	1.42	4.63	1.53	4.38	1.58
Toothpaste						
Modern	4.33	1.30	4.76	1.53	5.78	1.49
Innovative	3.36	1.63	3.31	2.17	3.32	2.02
Trendy	4.80	1.38	4.29	1.66	4.22	1.56

Another one-way ANOVA showed no significant effect of language of the advertisement on the perceived innovativeness for the television (F (2, 122) = 1.55, p = .217), water (F (2, 121) < 1, p = .645) and toothpaste (F (2, 125) < 1, p = .993). It did however show a significant effect of language on the perceived innovativeness of the air-conditioner (F (2, 123) = 5.86, p = .004). The air-conditioner was regarded as significantly less innovative when using the English advertisement (M = 3.63, SD = 1.51), than when using the mixed

version (M = 4.73, SD = 1.47) or the Vietnamese version (M = 4.45, SD = 1.72) (Bonferroni correction, $p < .05$).

A one-way ANOVA showed no significant effect of language of the advertisement on the perceived trendiness for the water (F (2, 121) < 1, p = .541) and toothpaste (F (2, 120) = 1.88, p = .156). However, there was significant effect of language of the advertisement on the perceived trendiness of the television (F (2, 125) = 4.74, p = .010). The television was regarded as significantly less trendy when using the English advertisement (M = 3.63, SD = 1.51), than when using the mixed version (M = 4.73, SD = 1.47) (Bonferroni correction, $p < .05$). Furthermore, there was a significant effect of language of the advertisement on the perceived trendiness of the air-conditioner (F (2, 123) = 3.98, p = .021). The air-conditioner was regarded as significantly less trendy when using the English advertisement (M = 4.44 SD = 1.44), than when using the mixed version (M = 5.34, SD = 1.61) (Bonferroni correction, $p < .05$).

4.2   Attitude towards the text

Table 4 shows the results concerning attitude towards the text, for each product separately, as well as for each product group, organized by version

Table 4. Attitude towards the text for each product, product group, and language of the advertisement (1 = very negative attitude, 7 = very positive attitude).

Product	Version					
	English (*n*=45)		Mixed (*n*=42)		Vietnamese (*n*=41)	
	M	*SD*	*M*	*SD*	*M*	*SD*
High-Involvement	5.01	.95	5.20	1.09	5.03	.91
Air-conditioning	4.80	1.05	5.03	1.03	4.80	.97
Television	5.29	1.00	5.39	1.45	5.27	1.23
Low-Involvement	5.06	.93	5.01	1.13	4.85	.95
Water	4.99	1.15	5.03	1.35	4.94	1.13
Toothpaste	5.12	.90	5.02	1.28	4.76	1.16

A mixed ANOVA for product group, with product group as within-subject factor (two levels: low- and high-involvement) and language of the advertisement (three levels: English, mixed and Vietnamese) as a between-subject factor, showed no significant main effect for product group (F (1, 125) = 2.22, p = .193) and language of the advertisement (F (2, 125) < 1, p = .713). Furthermore, no significant interaction effect was found between these two variables (F (2, 125) = 1.18, p = .310).

4.3   Purchase intention

The results of the purchase intention for each product and product group are presented in Table 6.

Table 6. Purchase intention for each product, product group, and language of the advertisement. (1 = very low purchase intention, 7 = very high purchase intention)

	Version					
	English (*n*=45)		Mixed (*n*=42)		Vietnamese (*n*=41)	
Product	*M*	*SD*	*M*	*SD*	*M*	*SD*
High-involvement	4.22	1.04	4.52	1.07	4.31	1.12
Air-conditioning	3.94	1.19	4.23	1.14	3.77	1.13
Television	4.50	1.30	4.78	1.33	4.70	1.41
Low-involvement	4.87	1.34	4.89	1.33	4.62	1.22
Water	4.93	1.58	4.98	1.49	4.79	1.22
Toothpaste	4.81	1.44	4.83	1.45	4.45	1.41

A mixed ANOVA for product group, with product group as within-subject factor (two levels: low- and high-involvement) and language of the advertisement (three levels: English, mixed and Vietnamese) as a between-subject factor showed a significant main effect for product group (F (1, 125) = 15.64, p < .001), but no significant main effect for version (F (2, 125) < 1, p = .547). Furthermore, no significant interaction effect was found (F (2, 125) < 1, p = .404). Pairwise comparison (with Bonferroni correction, p < .05) showed that the purchase intention for high-involvement products (M = 4.35, SD = .10)

was significantly lower than the purchase intention for low-involvement products (M = 4.80, SD = .12).

4.4 Perceived luxury

The results for the perceived luxury of each product can be found in Table 7. A one-way ANOVA showed a significant effect of language of the advertisement on the perceived luxury of the high-involvement products (F (2, 112) = 3.73, p = .027). A pairwise comparison (with Bonferroni correction, p < .05) showed that the perceived luxury of the high-involvement products was significantly higher for the mixed version (M = 5.66, SD = 1.18), than for the English version of the advertisement (M = 4.93, SD = 1.16). No significant differences were found for the low-involvement products (F (2, 112) < 1, p = .542).

Table 7. Perceived luxury for each product and language of the advertisement. (1 = not luxurious, 7 = very luxurious)

	Version					
	English (n=38)		Mixed (n=38)		Vietnamese (n=39)	
Product	*M*	*SD*	*M*	*SD*	*M*	*SD*
High-involvement	4.93	1.16	5.66	1.18	5.24	1.13
Air-conditioning	4.37	1.63	5.32	1.61	4.82	1.41
Television	5.50	1.33	6.00	1.23	5.67	1.20
Low-involvement	3.93	1.12	3.78	1.32	3.63	1.17
Water	3.92	1.15	3.76	1.53	3.77	1.22
Toothpaste	3.95	1.40	3.79	1.68	3.49	1.47

A paired-samples t-test showed a significant difference between the perceived luxury of high- and low-involvement products (t (114) = 11,22, p < .001). The perceived luxury was shown to be higher for the high-involvement products (M = 5.28, SD = 1.19) than for the low-involvement products (M = 3.78, SD = 1.20).

4.5   Language attitude

All participants had a relatively positive attitude towards the English language. The outcomes can be found in Table 8. A one-way ANOVA did not show any significant differences between the three versions (F (2, 112) = 2.93, p = .058).

Table 8. Attitude towards the English language, for language of the advertisement. (1 = very negative language attitude, 7 = very positive language attitude)

Version	M	SD
English (n=38)	5.74	.81
Mixed (n=38)	6.17	.87
Vietnamese (n=39)	5.76	.98
Total (n=115)	5.89	.90

4.5.1   Language attitude and attitude towards the product

A significant weak positive correlation was found between attitude towards the English language and the attitude towards the product (r (115) = .35, p < .001). Participants with a more positive attitude towards the English language were shown to have a more positive attitude towards the product for all three versions.

To get a better insight into the correlation between the language attitude and the attitude towards the product, the correlation was measured for the mixed- and English version seperately. The results are shown in Table 9. No significant correlations were found between the language attitude and the attitude towards the product for the mixed- (r (42) = .24, p = .149) and English advertisement (r (38) = .20, p = .239).

Table 9. Correlations (r) between language attitude and attitude towards the product, measured for each version. * $p < .05$, ** $p < .01$

Variable	Language attitude towards English
Attitude to product (version = English)	.20
Attitude to product (version = mixed)	.24

4.5.2 Language attitude and attitude towards the text

Another significant weak positive correlation was found between language attitude and attitude towards the text of the advertisements (r (115) = .36, $p <$ .001). Participants with a more positive attitude towards the English language were shown to have a more positive attitude towards the text of the advertisement of all versions. The separate results for the English- and mixed version are presented in Table 10.

Table 10. Correlations (r) between language attitude and attitude towards the text of the advertisement. * $p < .05$, ** $p < .01$

Variable	Language attitude towards English
Attitude to text (version = English)	.30
Attitude to text (version = mixed)	.51**

These results show a significant moderate positive correlation between language attitude and the attitude towards the text for the mixed advertisements (r (42) = .51, $p < $ .001). A more positive language attitude leads to a more positive attitude towards the text of the mixed advertisement. No significant correlations were found between the attitude towards the text and the language attitude for the English version (r (38) = .30, $p = $ .072).

4.5.3 Language attitude and purchase intention

A significant weak positive correlation was found between language attitude and purchase intention (r (115) = .24, $p = $ .01). Participants with a more positive language attitude also rated higher regarding their purchase intention.

This correlation was measured for the mixed- and English version separately as well. These results can be found in Table 11. A significant weak positive correlation was found between language attitude and the purchase intention for the mixed advertisements (r (42) = .34, p = .037), while for the English version no significant correlation was found (r (38) = .19, p = .250).

Table 11. Correlations (r) between language attitude and purchase intention, measured for each version. * p < .05, ** p < .01

Variable	Language attitude towards English
Purchase intention (version = English)	.19
Purchase intention (version = mixed)	.34*

4.6 Comprehensibility and proficiency

4.6.1 Comprehensibility

The results concerning the comprehensibility for each advertisement are shown in Table 5.

A one-way ANOVA showed no significant effect of language of the advertisement on comprehensibility of the text of the advertisement for the air-conditioner (F (2, 123) < 1, p = .949), television (F (2, 120) < 1, p = .762), water (F (2, 121) < 1, p = .842) or the toothpaste (F (2, 124) < 1, p = .619).

A one-way ANOVA also revealed no significant effect of language of the advertisement on the difficulty of the text of the advertisement for the air-conditioner (F (2, 123) = 1.12, p = .329), television (F (2, 120) = 1.34, p = .265), water (F (2, 121) < 1, p = .637) or the toothpaste (F (2, 122) < 1, p = .774).

Table 5. Results concerning comprehensibility and difficulty (1 = not comprehensible, 7 = comprehensible and 1 = difficult, 7 = easy).

	Version					
	English (*n*=45)		Mixed (*n*=42)		Vietnamese (*n*=41)	
Product	*M*	*SD*	*M*	*SD*	*M*	*SD*
Air-conditioner						
Comprehensible	5.16	1.72	5.27	1.70	5.18	1.71
Easy	4.96	1.73	5.39	1.50	4.88	1.79
Television						
Comprehensible	5.26	1.36	5.49	1.72	5.48	1.60
Easy	4.67	1.69	5.22	1.74	5.13	1.49
Water						
Comprehensible	5.69	1.44	5.49	1.72	5.59	1.55
Easy	5.07	1.82	5.15	1.79	5.41	1.57
Toothpaste						
Comprehensible	5.73	1.42	5.45	1.77	5.41	1.64
Easy	5.58	1.66	5.64	1.65	5.39	1.66
Total	5.23	1.12	5.37	1.24	5.30	.95

4.6.2 Proficiency

The results concerning proficiency are shown in Table 12. All participants regarded themselves as moderately proficient. A one-way ANOVA showed no significant differences between the proficiency of the three groups (F (2, 112) = 1.23, p = .295).

Table 12. Proficiency in English, organized by language of the advertisement. (1 = not proficient, 7 = very proficient)

Version		
	M	*SD*
English (*n*=38)	4.00	1.21
Mixed (*n*=38)	3.64	1.11
Vietnamese (*n*=39)	3.97	1.03
Total (*n*=115)	3.87	1.12

No significant correlations were found between proficiency and attitude towards the product for the English (r (38) = .27, p = .102) and mixed (r (38) = -.29, p = .074) version of the advertisement.

Furthermore, no significant correlations were found between the proficiency and the attitude towards the text of the English (r (38) = -.02, p = .916) and mixed (r (38) = .16, p = .330) versions.

However, there was a significant weak negative correlation between the proficiency and the purchase intention for the mixed version (r (38) = -.37, p = .023). Participants with a higher proficiency were less likely to buy the product that was shown in the mixed advertisement. No significant correlations were found between the proficiency and the purchase intention for the products in the English (r (38) = .22, p = .190) advertisements. All these results can be found in Table 13.

Table 13. Correlations (r) between proficiency in English and attitude towards the product, attitude towards the text and purchase intention. * p < .05, ** p < .01

Variable	Proficiency in English (version = English)	Proficiency in English (version = mixed)
Attitude to product	.27	-.29
Attitude to text	-.02	.16
Purchase intention	.22	-.37*

5 Conclusion & discussion

This study contributes to the field of business communication, by researching whether localizing, globalizing or glocalizing is most effective in Vietnam. As far as known, Vietnam had not been included in any studies on this topic yet, even though many circumstances in Vietnam could have an effect on the persuasiveness of English. The low proficiency, economic developments and historical events could all influence the attitude towards English and the use of English in advertising. This study also contributes to the field of language studies by including the general attitude towards the English language in Vietnam and researching its effect on the persuasiveness of English in advertising. To contribute to the localization/globalization debate, the current study aimed to answer the following research question: *In terms of language use, is it best for advertisers to use a globalized, localized or glocalized approach, when advertising for high- and low-involvement products in Vietnam?*

The results showed that, for high-involvement products, using both English and Vietnamese within an advertisement was most effective. For these high-involvement products, a mixed advertisement led to a more positive attitude towards the product than when solely using English within an advertisement. The mixed advertisement also enhanced a modern and luxurious product image for the high-involvement products, while the English advertisement was often seen as less modern and luxurious.

Furthermore, the results showed that there is a relationship between the attitude towards the English language and the attitude towards the text for the mixed advertisements. This means, that when using both languages within one advertisement, a more positive attitude towards the English language will lead to a more positive attitude towards the text of the mixed advertisement. A more positive language attitude also proved to lead to a higher purchase intention when the mixed advertisement was used.

To be able to answer the main research question, several sub-questions were formulated. The following paragraphs will answer these sub-questions and explain how these relate to the outcomes of earlier studies.

5.1   Stereotyping

As discussed in the introduction, the assumption that the use of English within advertising would influence the brand image (Gerritsen, et al., 2010; Planken, Van Meurs, & Radlinska, 2010; Sherry & Camargo, 1987; Jia-Ling, 2008) is one of the most important reasons for using English. The first sub-question therefore addressed the effect of the use of English on the attitude towards the product and the attitude towards the text: *1) To what extent does the use of English in Vietnamese advertising have an effect on the consumers' attitude towards the product and the text of the advertisement regarding high- and low-involvement products?*

For the low-involvement products, the language of the advertisement did not seem to have an effect on either the attitude towards the product or the attitude towards the text.

However, for the high-involvement products the language of the advertisement did lead to some differences. For these high-involvement products, using a solely English advertisement lead to a less positive attitude towards the product than when using a mixed- or Vietnamese advertisement.

Furthermore, the high-involvement products were perceived as more luxurious when using the mixed advertisement, rather than the localized (Vietnamese) or globalized (English) advertisement. The air-conditioner in the mixed advertisement was perceived as more modern, trendy and innovative than when the English advertisement was used. The television was perceived as more trendy when using the mixed advertisement, than when using the English advertisement.

An unexpected outcome, as Baumgardner (2006) explained that English symbolizes modernization and status. On the other hand, the results do not support the study by Gerritsen et al. (2010) either, since they found no support for the assumption that the use of English enhances a modern and more expensive product image. In this case, the mixed approach does seem

to enhance a luxurious brand image, at least for the high-involvement products.

These results could be explained by the Markedness Model, which states that by code-switching certain words become marked (Luna & Peracchio, 2005). In turn, these marked words emphasize the associations the used language raises. This might have been the case for the English used within the mixed advertisement, which then emphasized the associations of the English language: modernity and luxury.

The most important goal of advertising is selling the advertised product. Therefore, second sub-question was formulated as follows: *2) To what extent does the use of English in Vietnamese advertising have an effect on the consumers' purchase intention regarding high- and low-involvement products?*

The mixed- and English advertisements did not lead to higher purchase intention than the Vietnamese advertisement. Therefore, the use of English does not seem to have an effect on the customer's intention to buy the product. This supports the study by Planken, Van Meurs and Radlinska (2010), which also states that the use of English does not increase the customers' incline to buy the advertised product.

5.2 High- and low-involvement products

The modern, innovative and high-quality associations of English might make the use of English more appropriate when selling high-involvement products. Therefore, the first two sub-questions included a divide between high- and low-involvement products. The localization/globalization-debate seems to be more relevant when selling high-involvement products, as the language of the advertisements only affected the attitude towards the product, perceived modernity and perceived luxury of high-involvement products. This could be explained by the assumption that people tend to take more time making a decision when purchasing a high-involvement product. As mentioned in the introduction, the information within the advertisement is much more important for high-involvement products (Zaichowsky, 1987). The customer will look at more different options and will look at the advertisements for a longer period

of time, with more attention. As Krishna and Ahluwalia (2008) explained, English was preferred for luxury products. Jia-Ling (2008) indicated that marketers would use English in order to define a product as high-end. However, Jia-Ling also found that the code-mixed version of an advertisement was far more acceptable than a completely English version.

The perceived luxury and purchase intention also functioned as a control-question. Participants indicated that the high-involvement products were more luxurious than the low-involvement products. They also indicated they were more likely to purchase a low-involvement product, rather than a high-involvement product. These outcomes both seem to confirm that the high-involvement products indeed take more consideration before buying them. However, as the participants were all students, they might not have been financially able to buy the high-involvement products. This could have led to a lower purchase intention for high-involvement products.

5.3   Attitude towards the English language

The first part of the third sub-question related to the language attitude: *3a) What is the attitude of the Vietnamese public regarding the English language in general?* Overall, the attitude towards the English language was fairly positive. In relation to the Vietnam War, fought against the United States, one might have expected otherwise.

The second part of the third sub-question was as follows: *3b) Is there a relationship between the general attitude towards the English language and the attitude towards the product, attitude towards the text and purchase intention for the English and mixed version of the advertisement?*

The language attitude does seem to have an effect on the attitude towards the text and ultimately the intention to purchase the product for the mixed advertisement. A more positive attitude towards the English language, led to a more positive attitude towards the text of the mixed advertisement. Furthermore, a more positive language attitude towards English led to a higher purchase intention for products in the mixed advertisement. This is not the case for the English and Vietnamese advertisements. Again, this might be due to the fact that the English words within the mixed advertisement were

marked and got mote attention than the text of the fully English and Vietnamese advertisements (Luna & Peracchio, 2005). This attention might have intensified the effect of the use of English and therefore the effect of the attitude towards the English language on the attitude towards the text and the purchase intention.

5.4 Comprehensibility and proficiency

Another reason for using English mentioned in the introduction is based upon the assumption that English is understood by nearly everyone (Planken, Van Meurs, & Radlinska, 2010). The last sub-questions, 4a to 4c, focused on this assumption. As mentioned in section 1.3, the comprehensibility of the text could affect the attitude of the reader (Alm, 2003; Jia-Ling, 2008), therefore the comprehensibility of the advertisements was included in the sub-questions: *4a) To what extent do vietnamese inhabitants understand the text of the advertisements in which English is used?* No differences were found concerning the comprehensibility of the text of all three different versions, which might indicate that English is indeed a language that is understood by everyone.

This is not in line with the study by Gerritsen et al. (2010), which stated that only 39% of the English in European advertisement was understood. This might be due to the fact that the English within the advertisements of this study was kept fairly simple, especially within the mixed advertisements. This could also be explained by the fact that all of the participants were university students and have had classes in and about English.

Sub-questions 4b and 4c focussed on the proficiency of the Vietnamese inhabitants and the relationship between proficiency and the attitude towards the product, attitude towards the text and the purchase intention: *4b) How proficient are the Vietnamese inhabitants in the English language?* and *4c) Is there a relationship between proficiency in English and the attitude towards the product, attitude towards the text and purchase intention for the English and mixed version of the advertisement?* As mentioned in the introduction, especially people with a very high- or very low proficiency would be critical about the use of English in mixed advertisements (Jia-Ling, 2008). This

assumption was confirmed, since a negative correlation was found between the proficiency and the purchase intention for the mixed advertisement. Participants with a higher proficiency were less likely to buy the product that was shown in the mixed advertisement. However, all participants in the current study considered themselves to be moderately proficient in English. According to Jia-Ling (2008) they would therefore be able to recognize the patterns within the mixed advertisement and would not be critical about the mixed approach deviating from the native English patterns.

5.5   Limitations & suggestions for further research

As this study was a first step towards a clear image of the persuasiveness of English in Vietnam, but more research is needed. This is the first research to take language attitudes into consideration when evaluating the effectiveness of English within advertisements in Vietnam. In order to gain an insight into the attitudes towards the English language, more elaborate research is needed. It might, for example, be good to investigate the actual effect the Vietnam War has had on this attitude towards the English language. This could be done by including an older age group or by including Vietnam War veterans and investigate their general attitudes towards the English language.

Furthermore, this research only took the attitude towards the English language into account. Future research might benefit from including the attitude towards the Vietnamese language as well. That way one could compare these attitudes to the attitudes on the English language. Do the Vietnamese actually view the English language to be, for example, more modern than the Vietnamese language? Do they think the Vietnamese language is more elegant than the English language? By mapping these language attributes and associations for different languages, advertisements could be adapted to fit different product- or target groups.

Also, only five items were used to measure the attitude towards the English language. Therefore, only a few attributes of the English language were measured. To get a broader insight into the attitude towards the English language and the different associations, a more elaborate scale is needed.

The same holds for the control-items. Even though there was a significant difference between high- and low-involvement products concerning the purchase intention, more items should be used in future research to determine whether the high- and low-involvement products were actually perceived that way. This can for example be measured by using the scale by Zaichkowsky (1985).

Also, future research could investigate whether attributes such as modernity, innovation and luxury are indeed more applicable to high-involvement products than to low-involvement products. That seems to be indicated by the results of this study. However, this was not measured directly. It also became clear that using high-involvement products within the advertisements, led to larger differences considering the attitude towards the product. By focusing on high-involvement products, future research might lead to more explicit results.

Furthermore, future research could include the actual proficiency of the participants instead of relying on self-assessment. Within this study, the participants were asked to evaluate themselves, which might give a distorted image of the actual proficiency of the participants.

Another factor related to proficiency, that might have influenced the research is the fact that all participants were university students. It proved to be very hard to reach the older generation and approaching people on the street had been discouraged by the university as well as local citizens. The proficiency in English of the participants might therefore have been higher than the proficiency of the average Vietnamese population. Future research might find a way to include uneducated participants as well, in order to see how they react to advertisements in a language that they do not understand.

This also means that the participants were younger than the average Vietnamese population. As mentioned before, the older generations might be influenced by the Vietnam War as they have consciously been a part of it, whereas the participants of this study were not even born when the Vietnam War took place. The older generation might also be less influenced by the recent modernization and globalization in Vietnam, which in turn might lead to

different outcomes concerning language attitude. Also, the younger participants might be less interested in high-involvement products, since they often don't possess the means to purchase these products. Furthermore, Jia-Ling (2008) concluded that the mixed approach is especially popular among a young target group. Future research should therefore try to integrate older generations as well in order to be able to generalize these results.

Lastly, the experiment was conducted in Hanoi. Hanoi is the capital of Vietnam and a centre of innovation and modernization, whereas more rural areas in Vietnam are much less modern and might be less exposed to the modernization and even the English language. These rural areas have not been taken into account within this research. Moreover, North- and South Vietnam still remain to be very different. The Vietnamese language knows several vastly different accents across the country and the south has played a very different role within the Vietnam War. Therefore, the same research might lead to different outcomes in different regions.

5.6 Practical implications

This study indicates that, when advertising in Vietnam to a young and fairly proficient target group with a positive language attitude, a glocal approach is most effective. Using both Vietnamese and English within the advertisement will lead to a more modern and luxurious brand image. The positive language attitude among these young Vietnamese students will likely contribute to a more positive attitude towards the text of the advertisement and ultimately to a higher purchase intention. However, for other target groups, product groups and inhabitants of other regions of Vietnam, more research is needed to determine whether advertisers in Vietnam should globalize, localize or use the best of both worlds.

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