



**Radboud University Nijmegen**

# Reasons for using Foreign Languages in Product Advertisements

A study into the reasons for using Italian, French, German and English  
in product advertisements by ad makers in the Netherlands

Master's Thesis International Business Communication

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## Abstract

Foreign languages (FLs) are used in product advertisements (ads) in the Netherlands. In the research overview on Foreign Language Display in advertising by Hornikx and Van Meurs (2015), the psycholinguistic claims explain how an FL is mentally processed: focusing on comprehensibility, associations, attention and recall. In addition to the psycholinguistic claims, the sociolinguistic claims explain how the FL links to the characteristics of the country where the language is spoken, focusing on ethnocultural associations, product-country congruence and comprehension. These earlier studies have primarily taken the perspective of consumers and researchers. Although ad makers could gain unique insights unavailable to researchers, no study so far has investigated the reasons for using FLs by ad makers in product ads in comparison with the literature. Therefore, the current qualitative study fills this gap by investigating the reasons for using FLs by ten Dutch ad makers in their product ads.

Firstly, it was investigated to what extent the ad makers considered the Foreign Language Display claims as reasons for using FLs. The results showed that most claims were considered by at least half of the ad makers as reasons for using FLs in product ads. The psycholinguistic claims were considered by ad makers as reasons for using COO languages and English. The sociolinguistic claims of ethnocultural associations and product-country congruence were considered only as reasons for using COO languages. Comprehension was considered as a reason for using COO languages as well as English. In conclusion, the psycholinguistic claims seemed to apply to all FLs while the sociolinguistic claims mainly seemed to apply to COO languages as reasons for using FLs in product ads. Secondly, it was investigated to what extent ad makers used COO languages (Italian, French and German) to refer to the COO and used English as an exceptional case of Foreign Language Display that evokes associations with internationalism. As suggested by earlier studies, the ad makers in the current study intended to refer to the COO to evoke the COO effect. It can therefore be concluded from the current study that the reasons for using FLs by ad makers in practice align with reasons found in earlier studies. In contrast to the literature, this study's ad makers did not use English as an exceptional case of Foreign Language Display that evokes associations with internationalism, which is in contrast to the literature.

Thirdly, this is the first study that describes the different types of research, organisational communication and decision-making that play a role in the process leading to the use of FLs in product ads from the perspective of ad makers.

## Introduction

In today's internationally oriented world, advertisements (ads) for products of foreign origin are examined by researchers who believe ad makers use FLs to position themselves as belonging to a foreign consumer culture (Hornikx, Van Meurs & Van Hof, 2013; Hornikx & Van Meurs, 2017; Sella 1993). Possible reasons for ad makers using FLs are outlined in literature primarily from the perspective of researchers and consumers (Aichner 2014; Alden et al. 1999; Hornikx & Van Meurs, 2017; Kelly-Holmes 2005; Leclerc, Schmitt & Dubé, 1994; Ray, Ryder & Scott 1991).

However, no study until now has investigated the reasons for using FLs in product ads from the perspective of ad makers (who in the current study are professionals responsible for the linguistic content of ads), although researchers have acknowledged that ad makers could offer unique insights unavailable to researchers (Bhatia, 1993; Van Enschoot et al. 2015; Harwood, 2006; Van Meurs, 2010; Wetzler, 2006). Therefore, this study investigates the perspective of ten Dutch ad makers in the Netherlands. In order to investigate their reasons for using FLs, interviews are conducted based on utterances in country-of-origin (COO) languages (Italian, French, German) or English in ten of their products ads which are selected through a purposive sampling technique.

The systematic overview of Hornikx and Van Meurs (2015) discussed the psycholinguistic claims of comprehensibility, associations and attention (explaining how an FL is mentally processed) and the sociolinguistic claims of ethnocultural associations, congruency and comprehension (linking the FL to the characteristics of the country where the FL is typically spoken). No earlier study has compared the ad makers' reasons for using FLs in product ads with the reasons given in this literature review on Foreign Language Display. Therefore, the first purpose of the current study is to investigate to what extent the ad makers' reasons for using FLs align with the psycholinguistic and sociolinguistic claims outlined by Hornikx and Van Meurs (2015).

Furthermore, in their systematic overview of Foreign Language Display, no distinction is made between COO languages and English. Therefore, the current study distinguishes between COO languages (Italian, French, German) and English. COO languages are said to be used in advertising to refer to their COO (Aichner, 2014; Alden et al. 1999, Nijssen & Douglas, 2011). Earlier studies speculated that COO languages (in combination with other COO strategies) are used in order to evoke the COO effect, which is defined as a positive impact on the consumers' perception of the product (Aichner, 2014; Kotabe & Jiang, 2009). In contrast, English is not thought to be used to refer to a COO (an English-speaking country).

Instead, English is thought to be used as a global language. This is in line with earlier studies which have stated that English evokes associations with internationalism (Alm, 2003; Alden, et al., 1999; Bailey & Görlach, 1986; Baker & Van Gelder, 1997; Crystal, 2003; Fink, 1977; Gerritsen, Korzilius, Van Meurs & Gijsbers, 2000; Krishna & Ahluwalia, 2008; Kuppens, 2010; Piller, 2003). Kuppens (2010) concluded that English should be seen as an exceptional case of Foreign Language Display due to its international status. However, it is not yet known whether ad makers use COO languages to refer to the COO and evoke the COO effect and whether they use English as an exceptional case of Foreign Language Display. Therefore, the second purpose of the current study is to determine the extent that ad makers use COO languages to refer to the COO and use English as an exceptional case of Foreign Language Display.

Earlier studies have investigated the process of creating ads including rhetorical figures and job ads (Van Enschoot et al. 2015; Van Meurs, 2010). However, the process leading to the use of FLs by ad makers has never been described. Therefore, the third purpose of the current study is to explore this unknown territory by describing the process leading to the use of FLs in product ads by ad makers.

## **1. Theoretical framework**

### **Foreign Language Display claims in advertising**

The use of COO languages and English can be seen as Foreign Language Display, a term used in earlier studies such as Hornikx and Van Meurs (2015). The provided definition of Foreign Language Display is: “the appropriation of words or phrases from another language [...] used within one’s own social group” (Eastman & Stein, 1993, p.189).

The literature on Foreign Language Display in advertising was systematically reviewed by Hornikx and Van Meurs (2015), who discussed earlier studies on this topic in seven Foreign Language Display claims subdivided into four psycholinguistic and three sociolinguistic claims. Comparisons were made between the first language (L1) and the FL, which is the consumers’ second language (L2) in these studies.

### **Psycholinguistic claims**

The psycholinguistic claims for using FLs address how FLs in ads are mentally processed, focusing on comprehensibility, associations, attention and recall.

The first claim in the psycholinguistic account states that understanding the second language (L2) is more difficult than understanding the L1. This statement can be explained

with the Revised Hierarchical Model (RHM). This model shows a stronger link in a person's mind for L1 words than L2 words between meanings at the lexical and conceptual level, suggesting more cognitive effort to process L2 utterances (Dufour & Kroll, 1995, Kroll & De Groot, 1997). In line with this model, Spanish consumers in the study by Luna, Peracchio and De Juan (2003) processed a Spanish advertising text more easily than the same text in English. However, ad makers thought English is understood by everyone in the Netherlands as found in a qualitative study in Gerritsen et al. (2000).

The second claim in the psycholinguistic account states that the L2 evokes different associations than the L1. Based on the previously mentioned RHM developed by Dufour and Kroll (1995) and Kroll and De Groot (1997), the Conceptual Feature Model (CFM) of de Groot (1992) specified the link between the lexical and conceptual level of words. Her model showed that L1 and L2 words may share similar conceptual meanings but the translation equivalents might also differ because of other contexts in which words are used, as further explained by Luna and Peracchio (2002a). In accordance with this CFM model, advertising studies showed that L2 utterances (partly) seem to evoke different associations than the L1 (Noriega & Blair, 2008; Ringberg, Luna, Reihlen & Peracchio, 2010).

The third claim in the psycholinguistic account states that the L2 attracts more attention than the L1. The reason for using English of Ecuadorian ad makers was to attract attention, as found in the interview study conducted by Alm (2003). Other researchers discussed that Foreign Language Display attracts attention from consumers (Domzal, Hunt & Kernan, 1995; Petrof, 1990; Piller, 2001; Sella, 1993). Evidence for this third claim in the psycholinguistic account seems only to be given by Thoma (2013), in the sense that his eye-tracking experiment showed that the dwell time of German consumers was found to be larger on L2 (English) utterances than L1 (German) utterances in ads. Related to attention, studies have argued that FLs in ads can be seen as distinctive (Domzal et al., 1995; Petrof, 1990; Piller, 2001; Sella, 1993).

The fourth claim in the psycholinguistic account states that the L2 results in different recall than the L1. Earlier studies have shown mixed effects concerning recall of the FL and L1. Based on the RHM, utterances in the L1 are expected to lead to higher recall than the L2 because the stronger link between the lexical level and conceptual level of words in the L1 than in the L2 (Dufour & Kroll, 1995; Kroll & De Groot, 1997). This expectation was confirmed by Wyer (2002) who showed that consumers' recall was better in the L1 than in the L2. The experiments by Luna and Peracchio (2001, 2002b), who investigated Spanish-English bilinguals' recall of advertising claims, also seemed to support the claim that recall in the L1

is higher than in the L2. In contrast, it has been argued by Domzal et al. (1995, p.14) that “foreign expressions have the capability of enabling ads to be noticed more, processed deeper, and remembered more readily than equivalent ads using no foreign words”. In line with this claim, experiments showed that L2 utterances seem to result in higher recall than L1 utterances by consumers in advertising (Ahn & La Ferle, 2008; Petrof, 1990).

It is yet unknown whether ad makers consider that the L2 is more difficult to understand, evokes different associations, attracts more attention and achieves different recall than the L1. Therefore, this study will analyze whether ad makers consider these claims as reasons for using FLs in product ads.

### **Sociolinguistic claims**

The sociolinguistic claims of Foreign Language Display link the language used in the ad to the characteristics of the country where the language is typically spoken, focusing on ethnocultural associations, product-country congruence and comprehension.

The first claim in the sociolinguistic account states that the L2 evokes ethnocultural associations of the country where the language is typically spoken (Haarmann, 1984, 1989; Hornikx et al. 2013; Hornikx & Starren, 2006; Hornikx, Van Meurs & Starren, 2007; Domzal et al. 1995; Gerritsen et al. 2007; Kelly-Holmes, 2000, 2005; Piller, 2001, 2003; Ray et al. 1991). Kelly-Holmes (2000, 2005) even stated that the link between ethnocultural associations and FLs in advertising is the most important reason for using them. Ethnocultural associations of the FLs Italian, French, German and English mentioned in the literature are listed in Appendix A. These ethnocultural associations are based on interpretations of the researchers Haarmann (1984, 1989), Kelly-Holmes (2005) and Piller (2001) and some are mentioned by consumers in the study by Hornikx, Van Meurs and Starren (2007).

However, it is not yet known what ethnocultural associations ad makers actually want to evoke by using FLs. Therefore, the current study will analyse to what extent the ad makers consider the ethnocultural associations mentioned in earlier studies as reasons for using FLs in their product ads.

The second claim in the sociolinguistic account states that the FL’s effectiveness depends on product-country congruence, which is defined by Roth and Romeo (1992) as shared associations between the product and the COO. Kelly-Holmes (2000, 2005) explained that a culture’s characteristic competencies are reflected in a country’s products, which she called the cultural competence hierarchy. Similarly, the notion of COO in international marketing is that certain countries have specific competencies to produce certain goods

(Hornikx & Van Meurs, 2015). These connections mean that certain countries are known to produce high-quality products in a specific category (Hornikx, Van Meurs & Hof, 2013; Hornikx & Van Meurs, 2015, Peterson & Jolibert, 1995; Usunier & Cestre, 2007; Verlegh, Steenkamp & Meulenberg, 1999). Examples for this claim were given by Hornikx, Van Meurs and Hof (2013) who showed that Foreign Language Display in ads was more effective for congruent products (such as French with wine), than for incongruent products (such as French with beer). The idea that communication through FLs in advertising is effective when consumers make congruent underlying connections between languages, products and countries is well-founded in the literature (Domzal et al. 1995; Hornikx & Starren, 2006; Hornikx, Van Meurs & Starren, 2005; Hornikx, Van Meurs & Starren, 2007; Hornikx, Van Meurs & Hof, 2013; Kelly-Holmes, 2000, 2005; Ray et al. 1991; Roth & Romeo, 1992).

The conceptual model of Figure 1, captures both sociolinguistic claims of ethnocultural associations and product-country congruence of Foreign Language Display. FL associations in advertising are shown from sender to receiver in this model by Hornikx and Starren (2006) and partially based on Kelly-Holmes (2000) and Piller (2001). For instance, the ad slogan from Volkswagen ‘Das Auto’ illustrates how the model could work (ad is shown in Appendix B). The company Volkswagen (sender) is linked to the car (product), to German (language) and reliability (competence). The German slogan ‘Das Auto’ is recognized by the consumer (receiver) and activates associations that are linked to the language, such as reliability that is often linked to German (Haarmann, 1984, 1989; Kelly-Holmes, 2005; Piller, 2001; Hornikx, Van Meurs & Starren, 2007). According to the model, these associations will finally be transferred to the product, the advertised car. Based on the left-hand side of the model that shows the thought processes of the ad maker (sender), Hornikx and Starren (2006) suggest that ad makers consider the product-country congruence as a reason for using FLs in advertising.

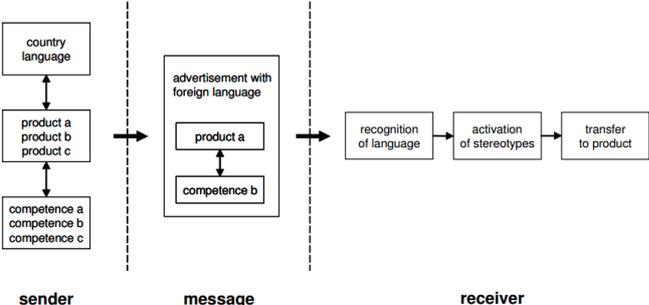


Figure 1: Model of foreign language associations in advertising from sender to receiver (Hornikx & Starren, 2006, p. 133).

The third claim in the sociolinguistic account states that comprehension of the L2 is of minor importance to achieve effectiveness of the ad. Earlier studies argue that comprehension of the L2 is not important to achieve effectiveness of the ad. Researchers agreed that the display of the FL itself is more important than the meaning of the utterance because consumers are able to recognize the utterance as belonging to a particular language anyway (Haarmann, 1989; Hornikx & Starren, 2006; Kelly-Holmes, 2005; Piller, 2003; Ray, Ryder, & Scott, 1991). However, experimental studies appeared to show that FL ad slogans were better appreciated when they were easier to understand (Gerritsen et al., 2000; Hornikx, Van Meurs & De Boer, 2010; Hornikx & Starren, 2006), and a more recent study indicated that the positive effect of easier slogans may extend to attitude towards the product and purchase intention (Hendriks, Van Meurs & Poos, 2017). Based on small differences found in the earlier studies, Hornikx and Van Meurs (2015) concluded that comprehension of the ad is of minor importance to achieve effectiveness.

However, it is yet unknown whether ad makers consider that the L2 evokes ethnocultural associations, is dependent on language-product to be effective and does not necessarily need to be comprehended to be effective. Therefore, the current study will analyze whether ad makers consider these claims as reasons for using FLs in product ads.

### **Country-of-origin strategies**

The COO is a product characteristic which is “similar to the price, brand name or warranty ... as none of these is directly based on product performance” (Peterson & Jolibert, 1995, p. 884). A COO strategy is an (strategic) approach to underline the COO of an organisation or its products, as defined by Aichner (2014). He suggested the existence of nine types of COO strategies which can be used in combination with each other to underline a COO (Aichner, 2014; Alden, et al. 1999). The nine COO strategies are explained below. To illustrate the COO strategies, examples are taken from Aichner (2014), a corpus analysis of COO strategies by De Vries (2015) and the detailed overview of collected ads for the current study shown in Appendix C.

The first two COO strategies are legally regulated, in the sense that organisations are only allowed to use them if they fulfill certain legal requirements of the particular country. The first COO strategy is the ‘Made in’ statement, for example to promote bacon made in South Tyrol (Italy), as illustrated by Aichner (2014). The second COO strategy is a label of quality and origin such as the use of ‘Origine France Garantie (OFG)’ in an advertisement of *HäagenDasz* (De Vries, 2015). The third COO strategy is the use of a stereotypical look,

behaviour or clothes from a COO. For example, people in traditional Swiss clothing promoted a watch in the ad for the Swiss brand *Swatch* (De Vries, 2015). The fourth COO strategy is the use of a typical landscape or famous building associated with a COO, for example by showing the Tower of Pisa to promote Italian pizza (Aichner, 2014). The fifth COO strategy is the use of flags and symbols from a COO. For example, stereotypical Swiss people hold the Swiss flag in the ad for the Swiss brand *Swatch* (De Vries, 2015).

The sixth, seventh and eighth strategy that Aichner (2014) explained are related to language. The sixth COO strategy is the use of (an adapted version of) the country, region or city name itself in the company name, such as *Air France*, *Vichy* and *L'Oreal Paris* (Aichner, 2014; De Vries, 2015). The seventh COO strategy is the use of typical COO words embedded in the company name, such as the reference to the German Oetker family in the brand name of the German food processing company *Dr Oetker* (Aichner, 2014), or the spelling of the company name in a way that it is particular for the language, such as *Clinique* and *Schwarzkopf* (De Vries, 2015). The eighth COO strategy is a reference to a COO without an explicit statement that the product is made in the COO, such as “Genießen auf Italienische Art” (Aichner, 2014, p.90).

The ninth and most important COO strategy for the current study is the use of a COO language in slogans (and brand or company names), illustrated with examples shown in Appendix C: Italian is for example used in the brand name *Italiano*, that used the Italian slogan “La Dolce Vita!” in its ad. An example of the use of English in a company name is the fish producer *Maxima Seafood*. The current study focuses on the use of COO languages (Italian, French and German) in slogans, such as *il vero espresso italiano*, *C'est la vie* and *Immer Besser*.

### **Foreign language in combination with other of country-of-origin strategies**

It is not yet known why ad makers use multiple COO strategies in addition to the use of the FL. Therefore, the reasons for using the FL in combination with other COO strategies is investigated in the current study. The combinations of COO strategies in the selected ads of the current study will be investigated because the earlier studies of Aichner (2014) and Alden, et al. (1999) stated that COO strategies are often used in combination with other strategies. The effectiveness of a combination of strategies was tested by Leclerc et al. (1994), who compared an ad that included only an FL utterance and an ad that included an FL utterance in combination with another COO strategy (the ‘Made in’ statement). The use of the FL in

combination with the 'Made in' statement was seen as most effective by the consumers in their study.

It is not yet known if ad makers realize they apply COO strategies when using COO languages in combination with or without other COO strategies. Therefore, the current study investigates whether ad makers use the COO languages Italian, French, German and English as reasons to underline a COO of an organisation or its products (Aichner, 2014).

### **Country-of-origin effects**

The use of the COO strategies in ads is intended to generate the beneficial COO effect, which is a positive impact of a COO strategy on the consumers' perception of a product (Aichner, 2014; Kotabe & Jiang, 2009). Researchers have speculated about what positive impacts the COO effect could have, such as indicating product quality (Aichner, 2014; Bilkey & Nes, 1982; Hausruckingner, 1993; Koschate-Fisher et al. 2012; Moradi & Zarei, 2011; Vianelli & Marzano, 2012; Veale & Quester, 2009). Furthermore, researchers state that a perception of product quality could yield a competitive advantage (Aichner, 2014; Hausruckingner, 1993; Koschate-Fisher et al. 2012; Moradi & Zarei, 2011; Vianelli & Marzano, 2012). As a result, the competitive advantage could positively affect the consumer's buying intention if a COO is evaluated positively (Al-Sulaiti & Baker, 1998; Beverland & Lindgreen, 2002; Godey et al. 2012; Koschate-Fisher et al. 2012; Marino & Mainolfi, 2010; Scholer, 1965). Finally, Moradi and Zarei (2011) stated that brand preference and loyalty could be the long term COO effect.

Although the above mentioned studies have suggested the COO languages and other COO strategies operate through the COO effect, an direct test of this claim for the use of COO languages specifically was only recently provided by Hornikx and Van Meurs (2017). Their experiments with Dutch consumers showed empirical evidence for the link between COO languages and the COO effect in advertising. The authors found COO languages derive their effectiveness through the COO effect.

However, it is not yet known whether ad makers that use COO languages are aware they can actually benefit from this effect. Therefore, this study aims to fill this research gap by investigating whether ad makers mention the COO effects referred to in literature as reasons for using COO languages (Italian, French and German) in combination with or without other COO strategies.

## **The current study**

Many earlier studies have investigated the perspective of researchers and consumers on Foreign Language Display through quantitative research methods. Fewer studies have investigated to what extent these studies agree with practice through a qualitative research method, although interviews could provide detailed and in-depth information (Verschuren & Doorewaard, 2007). A limited number of earlier qualitative studies have investigated the perspective of ad makers in the Netherlands. Only Baker and Van Gelder (1997) and Gerritsen et al. (2000), investigated the use of English. Other qualitative interview studies that examined the perspective of ad makers investigated communicative decisions, ranging from the use of rhetorical figures by Van Enschoot et al. (2015) to the use of English in job ads by Van Meurs (2010).

However, it seems that no such qualitative study has investigated the reasons for using COO languages (next to English) in products ads from the perspective of ad makers in the Netherlands. This unknown territory is investigated through exploratory interviews with ad makers, who could offer unique insights unavailable to researchers (Bhatia, 1993; Van Enschoot et al. 2015; Harwood, 2006; Van Meurs, 2010; Wetzler, 2006). Harwood (2006) even observed that only writers can really explain the reasons for using particular text features. Based on these earlier studies that have emphasized the value of qualitative research, the current interview study investigates the following topics from the perspective of ad makers:

No study so far has investigated to what extent the reasons for using FLs by ad makers align with the reasons for Foreign Language Display in advertising as outlined in the systematic overview by Hornikx and Van Meurs (2015). Therefore, the first purpose of the current study is to investigate how ad makers' reasons for using FLs by ad makers compare with the psycholinguistic and sociolinguistic claims, with the following research questions:

- RQ 1: To what extent do the ad makers' reasons for using foreign languages in product advertisements align with the claims discussed in the review on Foreign Language Display in advertising?

RQ1a: To what extent do ad makers consider the psycholinguistic claims of comprehensibility, associations and attention?

RQ1b: To what extent do ad makers consider the sociolinguistic claims of ethnocultural associations, congruency and comprehension?

The studies on Foreign Language Display outlined in the systematic overview by Hornikx and Van Meurs (2015) have primarily investigated English as an FL, without making a distinction between COO languages and English. Therefore, the current study divides Foreign Language Display into COO languages (Italian, French, German) and English.

Earlier studies stated that COO languages and other COO strategies, are used to refer to a COO (Aichner, 2014; Alden, et al. 1999; Nijssen & Douglas, 2011), but it is not yet known whether ad makers actually intend to refer to the COO by using COO languages. Hornikx and Van Meurs (2017) investigated ads with English that were used to refer to COOs (UK and USA). However, the use of English often does not seem to refer to a COO (an English-speaking country). In the Netherlands, only the qualitative studies of Baker and Van Gelder (1997) and Gerritsen et al. (2000) investigated reasons for using English from the perspective of ad makers. In these qualitative studies they found that the main reason for using English was to evoke associations with internationalism. Additionally, other studies associated English in advertising with internationalism, evoking associations such as modernity, progress, globalization and sophistication (Alm, 2003; Alden et al. 1999; Fink, 1977; Krishna & Ahluwalia, 2008; Piller, 2003). Based on these earlier studies, Kuppens (2010) viewed English as an exceptional case of Foreign Language Display due to its international status. No study until now has investigated whether ad makers also see English as an exceptional case of Foreign Language Display. Therefore, the second purpose of the current study is to investigate the extent that ad makers use COO languages to refer to the COO and use English as an exceptional case of Foreign Language Display, using the following research questions:

- RQ 2: To what extent do ad makers use country-of-origin languages to refer to the country-of-origin and use English as an exceptional case of Foreign Language Display in advertising?

RQ 2a: To what extent do ad makers use country-of-origin languages, in combination with or without other country-of-origin strategies, to refer to the country-of-origin and evoke the country-of-origin effect?

RQ 2b: To what extent do ad makers use English as an exceptional case of Foreign Language Display?

No study has investigated how the process leading to the use of FLs by ad makers can be described. The findings of earlier advertising studies may suggest that different types of research, organisational communication and decision-making play a role in this process.

### **Research**

First, the process leading to the use of FLs in ads by ad makers could be based on different research, including the consultation of literature, own consumer research and competitor analysis. In the study of Van Enschoot et al. (2015), the majority of ad makers did not consult literature on the effectiveness of using rhetorical figures in advertising. The same ad makers who worked for advertising agencies also did not conduct their own research to test the effectiveness of using rhetorical figures. Moreover, ad makers might consider competitive advertising, which is the analysis of ads from competitors (Danaher, Bonfrer & Dhar, 2008; Erickson, 2003). For instance, the ad makers in the study by Van Enschoot et al. (2015) analysed the use of rhetorical figures by competitors.

### **Organisational communication**

Second, the use of the FL as part of the corporate identity, in an entire advertising campaign and in the context of an international advertising strategy may play a role in the process leading to the use of FLs in product ads. Piller (2001) said that the use of FL slogans constructs the identity of an organisation. More specifically, she said that short phrases under the brand name, emphasize the identity of the brand. Furthermore, the international advertising strategy may play a role for ad makers. Jain (1989) defined a standardised advertising strategy as the utilisation of the same advertising messages internationally, which is a preferred advertising strategy by ad makers according to Agrawal (1995). In contrast, adaption is defined as using different advertising messages in different countries (Kotler, 2008). Wang and Yang (2011, p. 32) said that multinational organisations mostly standardise the use of COO strategies, such as the COO language, to “optimize COO advertising appeal”. Similarly, English can be used to create consistency for multinational organisations operating in different countries (Alm, 2003; Larson, 1990; Van Meurs, 2010).

### **Decision-making**

Third, only some earlier studies have discussed the role of decision-making in the process of creating ads. Van Enschoot et al., (2015) found that the decisions for using rhetorical figures in product ads were often made intuitively. In contrast, the use of English in job ads was a

conscious decision for the majority of ad makers in the study of Van Meurs (2010). In view of the contrast between the findings of Van Meurs (2010) and Van Enschoot et al., (2015), the current study investigates whether ad makers intuitively or consciously decide to use FLs in their ads. In addition, Van Meurs (2010) and Van Enschoot et al. (2015) examined who made the decision to use rhetorical figures of English in ads, but this is not yet known for the use of FLs in product ads.

According to Van Enschoot et al. (2015), few studies have investigated the process that leads to the creation of ads from the perspective of ad makers. Therefore, Van Enschoot et al. (2015) recommended that future studies describe this process from their perspective. The process leading to the use of FLs specifically has never been investigated. Therefore, the third purpose is to describe this process with the following research question:

- RQ 3: How can the process leading to the use of foreign languages in product advertisements by ad makers be described?

## **2. Method**

Based on the use of four FLs in ten selected product ads, ten semi-structured interviews were conducted with the makers of these ads.

### **Instruments**

The interview started with the open-ended question: what are the reasons for using the FL in the selected product ad? In order to present the ad makers with reasons for using FLs from the literature that they did not spontaneously mention themselves, the interview scheme also listed an ‘topic list’ of questions about possible reasons for using FLs as shown in Appendix D.

To answer the first research question, it was investigated to what extent ad makers’ reasons for using FLs by ad makers were in line with the Foreign Language Display claims outlined by Hornikx and Van Meurs (2015), who cited the psycholinguistic claims (comprehensibility, associations, attention and recall) and sociolinguistic claims (ethnocultural associations, congruency and comprehension). Questions were asked to investigate the extent that these claims were reasons for using FLs in ads. For instance, it was asked whether the ad makers used the FL to attract attention.

To answer the second research question, it was investigated to what extent the ad makers used COO languages, in combination with or without other COO strategies, to refer to the COO and to what extent they used English as an exceptional case of Foreign Language

Display in product ads. It was asked whether ad makers actually used COO languages to refer to a COO, as suggested by earlier studies (Aichner, 2014; Alden et al. 1999; Nijssen & Douglas, 2011). Furthermore, researchers claimed that COO strategies are often used in combination with each other (Aichner, 2014; Alden et al., 1999). If the selected ad included more COO strategies in addition to the FL, as in the study of Leclerc et al. (1994), an open-ended question was posed to ask why the ad maker used the other identified COO strategies in addition to the FL. It was asked if English was used to evoke associations with internationalism, in order to analyse whether English was used as an exceptional case of Foreign Language Display based on Kuppens (2010) and other studies that associated this global language with internationalism (Alm, 2003; Alden et al. 1999; Fink, 1977; Krishna & Ahluwalia, 2008; Kuppens, 2010; Piller, 2003).

To answer the third research question, the process leading to the use of FLs in product ads by ad makers was investigated. This process was explored with an open-ended question that asked ad makers how they described this process. It was asked whether any literature was consulted in the process leading to the use of the FL, as researched by Van Enschoot et al. (2015). Furthermore, it was asked who decided to use an FL, similar to the studies of Van Meurs (2010) and Van Enschoot et al. (2015). It was also asked whether the process leading to the use of an FL was an intuitive or conscious decision, as investigated by Van Enschoot et al. (2015) and Van Meurs (2010).

## **Materials**

The interviews were conducted with ad makers based on their product ads that were selected through a purposive sampling technique in the sense that they were theoretically relevant to the study (Boeije, 2005; Marshall, 1996). The main criterion to select these relevant ads was the use of at least one utterance in one of the FLs (that was operationalised with Italian, French, German and English) in slogans with the use of Dutch in the rest of the ad. The COO languages (Italian, French and German) in the selected ads seemed to refer to their COOs (Italy, France and Germany respectively), which is in line with Aichner (2014), Alden et al. (1999) and Nijssen and Douglas (2011) who found that FLs in advertising refer to the COO of the advertised products. In contrast, only English was thought not be used to refer to a COO (an English-speaking country), as found by on Kuppens (2010) who interpreted English as an exceptional case of Foreign Language Display. In some ads, one (or more) COO strategies were identified in addition to the FL but the use of other strategies was not a criterion for the ad to be selected. In total, 53 ads were collected that were used to approach potential

participants. A detailed overview of these ads is given in Appendix C. The interviews were based on ads recently published in magazines that circulated the Netherlands. The supermarkets, the (supermarket) magazines' names, the organisations' names, the advertised products, the product categories, the FLs and the FL utterances are listed in Table 1.

Table 1 Advertisements including foreign language utterance(s) taken from magazines that formed the basis for the interviews

Supermarket	Magazine	Organisation	Product	Foreign language	Forein language utterance(s)	Other country-of-origin strategies
<i>Country-of-origin languages</i>						
Albert Heijn	Allerhande	Segafredo	Coffee	I	1. il vero espresso italiano	Yes
Dirk van den Broek	Oranje Boven	Parrano	Cheese	I	1.TEMPERAMENTO ITALIANO	Yes
Albert Heijn	Allerhande	Drogheria & Alimentari	Pepper mill	I	1. firenze 1880	Yes
EMTÉ	Boodschap pen	Boursin®	Cheese	F	Du pain, du vin, du boursin®	No
Albert Heijn	Allerhande	TENA	Panty liner	F	1. C'est la vie	Yes
Albert Heijn	Allerhande	Warsteiner	Beer	G	1.FAMILIENTRADITION SEIT 1753 2. VIER 500 JAAR REINHEITSGEBOT!	Yes
-	Misset Horeca	Warsteiner	Beer	G	1.Fingerspitzengefühl	No
-	Blad bij NRC	Miele	White goods	G	1. IMMER BESSER	No
<i>English</i>						
Albert Heijn	Allerhande	Remia	Mayonnaise	E	1. MAKE IT LEGENDARY!	No
Jumbo	Hallo Jumbo	Swinckels	Beer	E	1.Always trust your inner voice 2.BREWED WITH INTUITION AND EXPERIENCE	Yes
Jumbo	Hallo Jumbo	Kitkat	Chocolate	E	1. Have a break have a Kitkat	No

Note. I = Italian; F = French; G = German.

## Participants

Makers of 53 ads (See Appendix B) were reached by telephone for their participation in the current study. 29 could not be reached or did not respond, thirteen declined and ten agreed to

take part. Based on the selected ads, ten interviews were conducted in Dutch with the makers of an ad including (a) utterance(s) in an FL. Italian was represented in three interviews while French and German were each represented in two. Additionally, the participant of *Warsteiner* mentioned the German utterance *Fingerspitengefühl* used in another ad during the interview to provide an extra illustration for his argumentation for using German. Fourth, English was represented in two interviews, each about one ad that contained English. The images of the eleven ads are shown in Appendix B.

The participants were professionals involved in the creation of the text in the selected ad. The participants' codes, names of multinational organisations, types of positions and ages are listed in Table 2. The age of the participant of Miele was unknown. The average age of the rest of the participants was 31 (range: 23-47); 70% were men.

Table 2 Codes, multinational organisations, positions and age of participants

Participant code	Multinational organisation participant	Position participant	Age participant
<i>Country-of-origin languages</i>			
I1	Drogheria & Alimentari	Art Director	29
I9	Parrano	Junior Brand Manager	23
I10	Segafredo	Online Marketing	35
F3	Boursin®	Brand Manager	41
F5	TENA	Marketing Communication Manager	47
G4	Miele	Head of Corporate Communications & PR	-
G7	Warsteiner	Trade Marketing Manager Retail	42
<i>English</i>			
E2	Remia	Brand Manager	34
E6	Kitkat	Product Manager Confectionery	26
E8	Swinckels	Global Brand Manager	32

*Note.* I = Italian; F = French; G = German.

## **Procedure**

Before the actual interviews took place, pilot interviews were conducted to practise the interview and make amendments to the questions if needed. The ad makers were contacted by phone and (subsequently) by e-mail to take part in a phone interview until ten interviews were conducted. Beforehand, the objective of the study was made explicit to the participants: the starting point for the interviews would discuss the use of an FL (Italian, French, German or English) in the selected product ad. It was made clear that all interview questions would concern the reasons for using the FL utterance(s) in the selected ad. This approach is similar to earlier studies in which questions were asked about ads created by participants that were collected beforehand (Van Enschoot et al. 2015; Van Meurs, 2010).

The consent form called the ‘Information and permission document’ was used to request permission to record the interview. All interviews in this study were recorded, based on recommendations of Patton (1990) and Weiss (1994), by using the app *TapeACallPro*. In two interviews, an unexpected break occurred due to a lost network connection. Furthermore, the participants allowed to link the interview data to the name of the organisation, the product and the ad.

## **Method of analysis**

To analyse the interviews, the deductive-template approach and the inductive grounded-theory approach were used, as explained by Baarda, De Goede and Teunissen (2005). For the deductive-template approach, a template of labels was created (Appendix A) based on the literature to examine the extent that ad makers named the reasons mentioned in earlier studies.

The interview results for the current study were compared with earlier studies represented in labels that could be possible reasons for ad makers using FLs in the current study (Appendix A). More specifically, labels were assigned to the remarks of ad makers, such as ‘attention’ and ‘ethnocultural associations’. Additionally, ‘new’ labels were added based on remarks that have not been referred to in the literature.

The fragments in the transcripts of the ten interviews were coded by linking the reasons mentioned in the interviews to the reasons given in earlier studies as outlined in Appendix A. If the remarks of ad makers included reasons for using FLs not referred to in the literature, new labels were added to Appendix A where necessary to complete the list of labels during the process of analyzing the interviews to cover new reasons for using FLs in product ads as named by the ad makers, based on the method of analysis of Van Meurs (2010).

Cohen's Kappa was calculated for a randomly selected sample of 50 out of the total number of 258 interview fragments, based on Neuendorf (2002) who recommended to include a minimum of 50 units. Before Cohen's Kappa could be calculated, example fragments were coded by the first and second coder to ensure they agreed on the use of codes. The interrater reliability was satisfactory:  $\kappa = .84, p < .001$ .

### 3. Results

Ten interviews were conducted with ten ad makers who each created ads with FL utterances. The results for the following research questions found in the interviews are presented per topic below: the extent that the ad makers' reasons for using FLs by ad makers align with the psycholinguistic and sociolinguistic claims of Foreign Language Display in advertising (RQ1); the extent that ad makers used COO languages, in combination with or without other COO strategies, to refer to the COO and evoke the COO effect and to what extent the ad makers used English as an exceptional case of Foreign Language Display (RQ2); how the process leading to the use of FLs in product ads by ad makers could be described (RQ3).

The number of ad makers that mentioned the reasons for using FLs are reported in tables, just like in the studies of Van Enschot et al., (2015) and Van Meurs (2010). This presentation of the results was recommended by Boeije (2005), who argues it is informative to present the numerical data on which the researcher's interpretation is based. On the basis of such quantitative data, Onwuegbuzie (2003) recommended to determine the dominant themes of qualitative research. In the current study, themes are considered dominant if they are mentioned by at least half of the ad makers.

The text that accompanies the tables includes quotations provided by ad makers, based on recommendations of Patton (1990), Boeije (2005) and Weis (1994), who argued quotational data is needed to support assertions.

The original Dutch quotations from the ad makers can be found in Appendix A. In this Results section the quotations are literally translated from Dutch to English, including possible language errors that typically characterise spoken language. To ensure anonymity of the ad makers, the code of the participant (shown in Table 2) is given to identify the source of the quotations. In general, it should be noted that the results refer to the use of the FL utterances in the selected ads for the current study. In some cases, the ad makers extended their argumentation to other utterances that were not used in the selected ads to provide extra illustration for their reasons for using FLs. This was the case for *Fingerspitengefühl*, *Summergeste*, the brand name *Parrano* and the Dutch slogan '*Nu met extra melk & cacao*'.

### 3.1 Alignment of reasons for using foreign languages by ad makers in product ads with the review on Foreign Language Display (RQ 1)

To answer RQ 1, it was investigated to what extent the ad makers considered the seven Foreign Language Display claims outlined by Hornikx and Van Meurs (2015) as reasons for using FLs in ads. The presentation of the results for the current study follows the structure of this systematic review, subdivided into four psycholinguistic claims (RQ 1a) and three sociolinguistic claims (RQ 1b). A distinction is made in the tables between reasons that apply to ad makers who used COO languages and reasons that apply to ad makers who used English.

#### 3.1.1 Alignment of reasons for using foreign languages by ad makers in product ads with the psycholinguistic claims (RQ 1a)

The results showed that the psycholinguistic claims of comprehensibility, associations, attention and recall were considered as reasons for using FLs in product ads by ad makers who used COO languages as well as English. The following claims can be seen as dominant reasons for using FLs in product ads as they were considered by at least half of the ad makers:

- The FL attracts attention.
- The FL does not result in higher recall than the L1.

Table 3 Psycholinguistic claims of Foreign Language Display by ad makers considered as reasons for using foreign languages in product ads (Hornikx & Van Meurs, 2015)

Psycholinguistic claims	<i>n</i> ad makers	Country-of-origin language <i>n</i> =7	English <i>n</i> =3
<i>1. Understanding of FL is more difficult than understanding of L1</i>			
Understanding FL is difficult	3	I, I, G	-
Everyone understands FL	1	-	E
<i>2. FL evokes different associations than L1</i>			
FL evokes different associations than L1	3	I, F	E
<i>3. FL attracts more attention than L1</i>			
FL attracts attention	5	F, F, G	E, E

FL is distinctive	3	I, I, F	
<b>4. FL results in different recall than L1</b>			
Higher recall of L1 than FL	6	I, I, I, G	E, E
Higher recall of FL than L1	4	F, F, G	E

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*Note.* L1 = Dutch; FL = foreign language; I = Italian; F = French; G = German; E = English

### **Understanding of foreign language is more difficult than understanding of first language**

The findings for the first claim in the psycholinguistic account showed that some ad makers thought the FL utterance was difficult to understand, including the ad maker of *Warsteiner* who said German is more difficult to understand than Dutch:

*“Yes, we know it is absolutely more difficult. Therefore, we tested what words can be used and what words can not be used ... We should be careful with using difficult technical German words ... It was found that words that are common in the Netherlands, such as Fingerspitengefühl, could easily be used because I think everyone understands it in this country.” (G7)*

In contrast, the ad maker of *Swinckels* used English because he thought everyone would understand it in the Netherlands anyway:

*“I know that my target group, the Dutch target group, understands English perfectly.” (E8)*

### **Foreign language evokes different associations than first language**

The findings for second claim in the psycholinguistic account showed that some ad makers thought the FL evokes different associations than the L1, as indicated the ad maker of *Segafredo* who remarked that he used the word ‘espresso’, which is an Italian loanword in the Netherlands, because of the associations of this word:

*“The word ‘espresso’ has more positive associations than coffee. The word espresso shows this is an espresso and not just a filter coffee.” (I10)*

### **Foreign language attracts more attention than first language**

The findings for the third dominant claim in the psycholinguistic account showed that half of the ad makers said they used the FL to attract attention, because consumers have to take time to be able to understand the utterance:

*“You have to take time to consciously read the utterances in the ad.” (E8)*

*“Consumers think: what is meant with this utterance?” (G7)*

Furthermore, some ad makers stated they used the FL because of its distinctiveness, including the ad maker of *TENA*:

*“I think the foreign language is distinctive.” (F5)*

### **Foreign language results in different recall than first language**

The findings for the fourth dominant claim in the psycholinguistic showed that the FL results in different recall than the L1. The findings for this claim showed that the majority of ad makers thought recall of Dutch utterances was higher than FL utterances, as explained by the ad makers of *Drogheria & Alimentari* and *Miele* for example:

*“Research shows consumers are not able to reproduce foreign language utterances in ads well” (I1)*

*“If I ask people: what is the slogan of Miele? Nine out of ten people will still say ‘Miele, er is geen betere’ because this slogan has been in use for a very long period of time. I expect it will take a decade until the new slogan Immer Besser will be recalled.” (G4)*

In contrast, a minority of ad makers, including the ad makers of *Drogheria & Alimentari* and *Swinckels*, explained why they thought using the FLs leads to higher recall than using Dutch:

*“I believe the FL leads to higher recall because it is distinctive.” (I1)*

*“Consumers have to read the utterance in the FL more consciously than utterances in the L1.” (E8)*

### **3.1.2 Alignment of reasons for using foreign languages by ad makers in product ads with the sociolinguistic claims (RQ 1b)**

The findings in Table 4 show that only ad makers who used COO languages considered the sociolinguistic claims of ethnocultural associations and congruency. At the same time, the claim of comprehension was considered by ad makers who used COO languages as well as English. The following claims can be seen as dominant reasons for using FLs in product ads as they were considered by at least half of the ad makers:

- The FL evokes ethnocultural associations.
- The FL is used because of the effectiveness of product-country congruence, by indicating the high quality of a product.
- Comprehension of the FL is important to achieve effectiveness of the ad.

Table 4 Sociolinguistic claims of Foreign Language Display by ad makers considered as reasons for using foreign languages in product ads (Hornikx & Van Meurs, 2015)

Sociolinguistic claims	<i>n</i> ad makers	Country-of-origin language <i>n</i> =7	English <i>n</i> =3
<i>1. FL evokes ethnocultural associations</i>			
FL evokes ethnocultural associations	6	I, I, F, F, G, G	-
<b>Italian</b>			
Appreciation for speed (L)	-		
Simple elegance (L)	-		
Temperament (N)	2		
Food (N)	2		
Having fun together (N)	1		
<b>French</b>			
Femininity (L)	-		
Elegance (L)	-		
Beauty (L)	-		
Style (L)	-		
Refined taste (L)	-		
Attractiveness (L)	-		
Sophistication (L)	1		
Fascination and charm (L)	2		
Food (N)	1		
Having fun together (N)	1		
<b>German</b>			
Engineering quality (L)	1		
Reliability (L)	1		
Commodity (L)	-		
Pleasantness of rural life (L)	-		
Business (L)	2		
Sustainability (N)	1		
Innovation (N)	1		
Family tradition (N)	1		
<i>2. FL's effectiveness depends on product-country congruence</i>			
FL is used because of the effectiveness product-country congruence	6	I, I, I, F, G, G	-

FL is used to indicate an high-quality product	5	I, I, I, F, G	-
<b>3. <i>Comprehension of FL is of minor importance to achieve effectiveness of the ad</i></b>			
Comprehension FL not important	3	I, F	E
Comprehension FL important	5	I, F, G, G	E

*Note.* L1 = Dutch; FL = foreign language; I = Italian; F = French; G = German; E = English. A distinction can be made between ethnocultural associations that were listed in literature (L) and ‘new’ ethnocultural associations that were mentioned by the ad makers in the current study (N).

### **Foreign language evokes ethnocultural associations**

The findings for the first dominant claim in the sociolinguistic account showed that almost all ad makers who used COO languages intended to evoke ethnocultural associations. Only five out of fourteen ethnocultural associations listed in literature were actually mentioned by the ad makers: ‘sophistication’, ‘fascination and charm’, ‘engineering quality’, ‘reliability’ and ‘business’. Additionally, the ad makers mentioned seven ‘new’ ethnocultural associations that they wanted to evoke: ‘temperament’, ‘food’, ‘having fun together’, ‘sustainability’, ‘innovation’ and ‘family tradition’. For example, the ad maker of Miele explained the ethnocultural associations the organisation wants to evoke:

*“Immer Besser shows everything that Miele wants to be associated with: German, engineering quality, sustainability and innovation.” (G4)*

### **Effectiveness of foreign language’s depends on product-country congruence**

The findings for the second dominant claim in the sociolinguistic account showed that the FL’s effectiveness depends on product-country congruence, which was considered by six out of seven ad makers who used COO languages. The ad makers of *Miele*, *Drogheria & Alimentari* and *Parrano* explained how they interpreted the effectiveness of product-country congruence:

*“Technical competencies are stereotypical for Germany. Such competencies are needed for the production of white goods. Therefore, the German language fits technology and white goods: this is the fit between Germany, German and the product. When a consumer recognizes the German language, this activates associations such as engineering quality and reliability.” (G4)*

*“We make use of what is in the consumers’ brain ... Consumers believe the Italian kitchen is known for good food, such as spaghetti and pizza. As an ad maker, I use*

*these collective thoughts that consumers have about a country. We make use of these stereotypes. It would have been much more difficult to create an advertisement for a Polish pepper mill than an Italian pepper mill, because nobody has any positive stereotypes with the Polish kitchen.” (I1)*

*“Consumers want to cook fast and want an good taste. An Italian dish perfectly suits this desire. For example, pasta is often seen as a typical Italian dish. Cheese is seen as an essential ingredient for pasta.” (I9)*

Furthermore, half of the ad makers used the FL because they believed the countries where the FL is typically spoken are known to produce high-quality products in the specific product category. In general, the ad maker of *Warsteiner* explained that the German economy is known by Dutch consumers to produce high-quality products in specific product categories, such as beer. He explained how he emphasised the high-quality German beer by using German utterances such as *sommergerse* and *Fingerspitengefühl*:

*“This is not only the case for the beer market: when we consider how Dutch people look at the German economy as a whole, we see that they place a high value on German products. This is the case for white goods, cars and beer. We want to make use of that positive perception ... Germany is absolutely the beer country par excellence known for high-quality products by Dutch consumers.” (G7)*

*“We use German on the list of ingredients of the beer we sell in the Netherlands: we do not just state the Dutch equivalent of the ingredient: ‘gerst’: we call it *sommergerste*. Then, a Dutch consumer views it as a high-quality ingredient.” (G7)*

*“Fingerspitengefühl is used to illustrate that more attention is paid to brewing beer in Germany than in the Netherlands, German words such as *Fingerspitengefühl* are used to emphasize that.” (G7)*

### **Comprehension of foreign language of minor importance to achieve effectiveness of ad**

The findings for the third dominant claim in the sociolinguistic account showed that ad makers who used COO languages as well as English thought that comprehension of the FL utterance(s) was important to achieve effectiveness of the ad. Half of the ad makers thought comprehension of the FL was important to achieve effectiveness of the ad. For instance, an ad maker explained:

*“We keep foreign language utterances as easy as possible to get the message across effectively.” (E6)*

In contrast, some ad makers thought comprehension of the FL utterance(s) was not necessarily needed to achieve effectiveness of the ad. The ad maker of *Drogheria & Alimentari* explained that comprehension of the Italian utterance was not important to achieve effectiveness of the ad, because he thought the Dutch target group was nonetheless able to recognise the utterance as belonging to the Italian language:

“The typical consumers of the pepper mill, ‘Jannie en Annie’, will understand it is Italian anyway.” (I1)

### 3.2 Reference to country-of-origin and English as exceptional case of Foreign Language Display in product ads (RQ 2)

To answer RQ 2, it was investigated to what extent the ad makers wanted to refer to the COO and evoke the COO effect by using COO languages (RQ 2a) and use English as an exceptional case of Foreign Language Display (RQ2b).

#### 3.2.1 Reference to the country-of-origin to evoke the country-of-origin effect by using country-of-origin languages in product ads (RQ 2a)

The results showed that six out of seven ad makers that used COO languages referred to the COO as a reason for using COO languages.

Table 5 Ad makers’ intentions to refer to the country-of-origin and evoke the country-of-origin effect by using country-of-origin languages in product ads

Reasons for using country-of-origin languages	<i>n</i> ad makers	Country-of-origin languages
Refer to COO	6	I, I, I, F, G, G
Evoke COO effect	-	
<i>Indicate product quality</i>	2	G, G
<i>Yield competitive advantage</i>	3	I, G, G
<i>Increase buying intention</i>	1	I
<i>Create brand preference</i>	2	I, F
<i>Create brand loyalty</i>	-	
<b>Reason for using country-of-origin languages in combination with</b>		

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**other country-of-origin strategies**

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Underline COO	2	I, I
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*Note.* I = Italian; F = French; G = German.

**Reference to country-of-origin**

The results showed that almost all ad makers that used COO languages wanted to refer to a COO. Therefore, this can be seen as the dominant reason for using COO languages in product ads. It was indicated by the ad maker of *Boursin* that COO languages could be used to indicate that the organisation is founded in the COO (France in this case):

*“The origin of the brand Boursin is French: François Boursin invented the product”*  
(F3)

However, this does not always have to mean that products are produced in the COO, as indicated by the ad maker of *Segafredo*:

*“The origin of the brand is Italian ... Most Segafredo coffee that is consumed in the Netherlands is produced in the Netherlands. Haha. There is a large coffee roaster in Groningen. From Groningen, a part of the production is transported to Italy and consumed there.”* (I10)

None of the ad makers explicitly stated that they wanted to evoke a COO effect by using COO languages, but they did mention several COO effects. A few ad makers stated they used the COO language as an indicator of product quality, such as the ad maker of *Miele*:

*“Immer Besser indicates customers buy one of the best products.”* (G4)

Furthermore, some ad makers wanted to yield a competitive advantage by using the COO language, as pointed out by the ad maker of *Warsteiner*:

*The main reason for using German is to distinguish ourselves from other breweries in the Netherlands by referring to the origin, the USP, of our product.”* (G7)

Only the ad maker of *Parrano* explained he wanted to increase buying intention:

*“Consumers often pronounce the brand name Parrano incorrectly ... that does not matter. When they buy the product, I am happy!”* (I9)

Two ad makers explained they wanted to create brand preference, as remarked by the ad maker of *Drogheria & Alimentari*:

*“You just want to create a brand preference for the pepper mill” (I1)*

None of the ad makers used a COO language to create brand loyalty.

### **3.2.2 Reason for using country-of-origin languages in combination with other country-of-origin strategies in product ads**

Two out of six ad makers that used the COO language in combination with other COO strategies wanted to underline the COO. The ad maker of *Parrano* explained how the combination of COO strategies was used to underline the Italian origin of the product:

*“The other elements are used to emphasize Italy. A good-looking Italian man, and people who are having fun together are the feelings we want to evoke ... Everything in the ad should present Italy.” (I9)*

### **3.3 No use of English as an exceptional case of Foreign Language Display in product ads (RQ 2b)**

As can be seen in Table 6, the results showed that none of the three ad makers used English as an exceptional case of Foreign Language Display that evokes associations with internationalism.

Table 6 Reasons for using English in product ads mentioned by the ad makers

<b>Reasons for using English</b>	<b><i>n</i> ad makers</b>
Using English as an exceptional case of Foreign Language Display	-
Evoking associations with internationalism	-
Evoking associations with modernity, progress, globalisation and sophistication	-

None of the ad makers used English as an exceptional case of Foreign Language Display because of its international status, as indicated by the ad maker of *Kitkat*:

*“It was not a conscious decision to use English because of the international status of this language.” (E6)*

English was not used to evoke associations with internationalism (nor with modernity, progress, globalisation and sophistication), as indicated by the ad maker of *Swinckels*:

*“English might sound more international than Dutch. But that is not the reason why we used English.”* (E8)

However, it should be noted that English was similarly not used to refer to a COO as remarked by the ad maker of *Remia*:

*“English is absolutely not used to refer to an English-speaking country”* (E2).

### **3.3 The process leading to the use of foreign languages in product ads as described by ad makers (RQ 3)**

To answer RQ 3, the process leading to the use of FLs in product ads by ad makers was investigated. The results in Table 7 show that different types of research, organisational communication and decision-making played a dominant role in the process leading to the use of FLs in ads:

- Almost all ad makers said that they did not consult literature on FL use in advertising.
- The majority of ad makers conducted their own consumer research to test the effectiveness of using (foreign) languages in product ads.
- Half of the ad makers analysed the use of FLs by competitors in the sector.
- A majority of ad makers indicated that they used the FL as a part of the identity of the organisation.
- The majority of ad makers used the FL because the organisation applies a standardised advertising strategy.
- The majority of ad makers stated that using the FL was a conscious decision.

Table 7 Research, organisational communication and decision-making that played a role in the process leading to the use of foreign languages in product ads by ad makers

	<i>n</i> ad makers
<b><i>Research</i></b>	
No consultation of literature on foreign language use in advertising	9
Consultation of literature on foreign language use in advertising	1
Own consumer research on effectiveness of using (foreign) languages	6

Competitor analysis	5
<b><i>Organisational communication</i></b>	
FL used as part of identity	8
FL used in entire advertising campaign	5
Standardisation	6
Adaptation	4
<b><i>Decision-making</i></b>	
Intuitive decision	3
Conscious decision	7
Headquarters made decision for using FL	1
Marketing department made decision for using FL	4
Joint effort made decision for using FL	4
No explicit comment on decision-maker for using FL	1

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### **3.3.1 Consultation of literature, own consumer research and competitor analysis**

Literature of FL use in advertising was not consulted by almost all ad makers, who stated that:

*“I do not read literature on foreign language use in advertising.”* (F3)

Only the ad maker of *Parrano* consulted literature on FL use in advertising:

*“I think we read literature on foreign language use in advertising because we work with a young team. I think the articles we read influence the decisions we make.”* (I9)

However, most of the ad makers did conduct their own consumer research to test the effectiveness of using (foreign) languages in their ads. For instance, the ad maker of *Miele* had used the organisations’ consumer research to provide evidence for the value of a previously used Dutch slogan:

*“When we were informed that we were going to use the German slogan, we have tried to show with the positive results for our own research that the Dutch slogan ‘Miele, er is geen betere’ was a very successful one.”* (G4)

Furthermore, half of the ad makers indicated FLs were in commonly used by competitors in their sector, which was described as a general trend by the ad maker of *Drogheria & Alimentari*:

*“Nowadays, consumers desire authentic products and storytelling. That trend includes that they want to get informed about the origin of the product.” (I1)*

More specifically, it was remarked by the participant of *Miele* that the use of German slogans by other German brands inspired the organisation to consider using a German slogan too:

*“The Miele family might have noticed that other German organisations such as Opel and Volkswagen are using German slogans. Because of that, they might have considered to use a German slogan too.” (G4)*

### **3.3.2 Use of foreign languages in organisational communication**

The use of FLs was self-evident for the ad makers in the sense that it was established in organisational communication of the identity, the entire advertising campaign and the international advertising strategy. First, the FL was used as part of the organisations’ identity for half of the participants. The participant of *Parrano* indicates he used a short phrase that accompanies the brand name:

*“Temperamento Italiano, which is a short phrase that accompanies te brand name, is used to emphasize the brand name name Parrano” (I9)*

The participants of *Warsteiner* and *Kitkat* explained how the use of the FL related to their organisations’ identity:

*The corporate identity that is developed in Germany includes standard ads, banners and commercials that contain German utterances.” (G7)*

*“The slogan Have a break, Have a Kitkat has been in use for 80 years now.” (E6).*

Second, half of the participants stated that the FL was used in the entire advertising campaign, which includes other types of communication such as commercials. For consistency in the

entire campaign, the FL was used in the product ad. For instance, the language spoken by the actor in the campaign of *Swinckels* determined the use of English in the ad:

*“We worked with an English actor in our campaign, which means all advertising texts were already in English. We could not let him speak Dutch.” (E8)*

Third, ad makers indicated whether standardisation or adaptation of using the FL was the advertising strategy of the organisation. The ad maker of *Miele* explained that the organisation applies a standardised advertising strategy:

*“The headquarters in Germany wants to standardize the communication internationally. Therefore, we could not keep using the Dutch slogan ‘Miele, er is geen betere’. All countries were opposed to introduce the German slogan Immer Besser.” (G4)*

In contrast, the ad maker of *Warsteiner* remarked that their organisations applies an adapted advertising strategy:

*“Every country that sells Warsteiner considers what is needed in communication. In the United States for example ... you have to simply explain what Warsteiner is, as the brand is yet unknown. In contrast to the Netherlands, where we have operated for twenty years now, we can go into much more detail by using German utterances for example.” (G7)*

Another example of adaptation was given by the ad maker of *Boursin*:

*“We were not allowed to use Du pain, du vin, du Boursin for a while because the French law did not permit to use the word wine in a slogan. Therefore, it used to be not allowed in the Netherlands too. However, we convinced the headquarters to allow us to use it in the Netherlands, regardless if it is used in France.” (F3)*

### 3.3.3 Decision-making

Ad makers stated that the decisions to use the FL were made intuitively or consciously by the headquarters, marketing department or as a joint effort. The majority of ad makers said the use of the FL was a result of a conscious decision, including the ad maker of *Miele*:

*“We definitely consider that you should be careful with using different languages in one product advertisement ... We considered whether we should use a Dutch, English or German slogan. The results for our own research that tested these slogans with consumers were shared with our colleagues in Germany to let them evaluate these results critically.” (G4)*

In contrast, the minority of ad makers intuitively decided to use the FL, as explained by an ad maker:

*“We did not research it thoroughly: it just feels right.” (E8)*

Ad makers said the decision for using the FL was made by the headquarters in one case. The organisation’s marketing department of four ad makers made the decision to use the FL. Four other ad makers indicated that the use of the FL was a result of joint decision-making. One ad maker did not explicitly state who made the decision for using the FL.

## 4. Conclusion and discussion

In the current qualitative study, interviews were conducted with ten ad makers to examine their reasons for using FLs in product ads. The first purpose was to investigate to what extent the ad makers considered the Foreign Language Display claims as reasons for using FLs in product ads. The seven claims were subdivided into four psycholinguistic claims - comprehensibility, associations, attention and recall - and three sociolinguistic claims - ethnocultural associations, product-country congruence and comprehension that compare the first language (L1) to FL. The second purpose was to investigate to what extent the ad makers used COO languages (in combination with other COO strategies) to refer to the COO and used the global language English as an exceptional case of Foreign Language Display. The third purpose was to investigate the process leading to the use of FLs by ad makers.

#### **4.1 Alignment of reasons for using foreign languages by ad makers in product ads with the psycholinguistic claims (RQ 1a)**

The first research question investigated the extent that the psycholinguistic claims were in line with the reasons for using FLs by ad makers. The findings for this research question showed that the psycholinguistic claims of comprehensibility, associations, attention and recall were considered as reasons for using COO languages and English. Only the psycholinguistic claims of attention and recall can be seen as dominant reasons for using FLs in that they were considered by at least half of the ad makers. Therefore, it could be concluded that the psycholinguistic claims discussed in theory align with the reasons for using FLs by ad makers in practice.

The findings for the first claim in the psycholinguistic account showed that only some ad makers thought the FL utterances in their product ads were difficult to understand, which could suggest that only a limited number of the ad makers did consider that L2 utterances require more cognitive effort to process, as explained in the Revised Hierarchical Model (RHM) that shows stronger links for L1 words than L2 words between meanings at the lexical and conceptual level (Dufour & Kroll, 1995, Kroll & De Groot, 1997). Perhaps, the ad makers in the current study overrate the ability of the target group to understand FLs. For instance, the ad maker of *Swinckels* assumed that the Dutch target group understands English perfectly, which is in line with the ad makers in the study of Gerritsen et al. (2000), who thought English is understood by everyone in the Netherlands.

The findings for the second claim in the psycholinguistic account showed that only some ad makers considered that the L2 evokes different associations than the L1. It is likely that only some of the ad makers consider models such as the Conceptual Feature Model (CFM) of de Groot (1992) that explain that translation equivalents of L1 and L2 words that can have different (and identical) associations, such as the ‘coffee’ and ‘espresso’ as explained by the ad maker of *Segafredo*.

The findings for the third dominant claim in the psycholinguistic account showed that ad makers used the FL to attract attention, which is in line with the ad makers in the qualitative study by Alm (2003) and other studies that argued that an FL can be used as an attention-getter (Domzal, Hunt & Kernan, 1995; Petrof, 1990; Piller, 2001; Sella, 1993). The FL attracts attention because it impedes automatic processing, as explained by Piller (2001). This explanation was supported by the ad makers of the current study who said that the FL attracts the attention of consumers, because they have to take time to carefully read the FL to understand it. One ad maker explained she thought the FL attracted attention because of its

distinctiveness, which in line with earlier studies that argued the FL is often seen as distinctive (Domzal et al., 1995; Petrof, 1990; Piller, 2001; Sella, 1993).

The findings for the fourth dominant claim in the psycholinguistic account showed that the ad makers agreed that the FL results in different recall, which means that the majority of ad makers agrees with earlier studies that showed that the consumers' recall is higher in the L1 than in the FL (Dufour & Kroll, 1995; RHM; Kroll & De Groot, 1997; Luna & Peracchio, 2001, 2002b; Wyer, 2002). The results for this claim could be explained with the RHM which shows a stronger link between words and concepts in the L1 than in the FL (Dufour & Kroll, 1995; Kroll & De Groot, 1997).

#### **4.2 Alignment of reasons for using foreign languages by ad makers in product ads with the sociolinguistic claims (RQ 1b)**

The first research question investigated the extent that the sociolinguistic claims were in line with the reasons for using FLs by ad makers. The findings for the first research question showed that that only the sociolinguistic claims of ethnocultural associations and product-country congruence were considered as reasons for using COO languages. The claim of comprehension was considered as a reason for using COO languages as well as English. The sociolinguistic claims can be seen as dominant reasons for using FLs as they were considered by at least half of the ad makers. Therefore, it can be concluded that the sociolinguistic claims discussed in theory align with the reasons for using FLs by ad makers in practice.

The findings for the first dominant sociolinguistic claim showed that ad makers use COO languages to evoke ethnocultural associations, which concurs with previous studies that suggested these associations are related to the country where the language is typically spoken (Haarmann, 1984, 1989; Hornikx et al. 2013; Hornikx & Starren, 2006; Hornikx, Van Meurs & Starren, 2007; Domzal et al. 1995; Gerritsen et al. 2007; Kelly-Holmes, 2000, 2005; Piller, 2001, 2003; Ray et al. 1991). Five ethnocultural associations mentioned by Haarmann (1984, 1989), Kelly-Holmes (2005), Piller (2001) and Hornikx, Van Meurs and Starren (2007) were mentioned by the ad makers in the current study, such as 'engineering quality' for German. Additionally, the ad makers mentioned seven 'new' ethnocultural associations they wanted to evoke, such as 'innovation' and 'sustainability', that were not mentioned in these earlier studies. Perhaps, ethnocultural associations have changed since the studies of Haarman (1984, 1989), although it should be noted that FL ethnocultural associations depend on the type of product (Krishna & Ahluwalia, 2008).

The findings for the second dominant sociolinguistic claim showed that the foreign language was used by ad makers to benefit from the effectiveness of product-country congruence. The ad makers explained that they used the FL to indicate the culture's characteristic competencies reflected in the advertised products, such as 'good food' for Italy. These results agree with Kelly-Holmes (2000, 2005) who explained that particular countries are known to have certain competencies to produce certain products – which is the equivalent of the classic notion of COO in international marketing (Hornikx & Van Meurs, 2015). Within this field, the effectiveness of FLs in advertising is supported by Verlegh and Steenkamp (1999), Alden et al., (1999) and Aichner (2014).

The ad makers in the current study explained they wanted to benefit from product-country congruence in the sense that the countries where the FL is typically spoken are known to produce high-quality products in the specific product categories. The remarks of the ad makers related to the conceptual model of Hornikx and Starren (2006) which captures both claims of ethnocultural associations and product-country congruence of the sociolinguistic account. In line with this model, the ad maker of *Miele* for example, explained how the use of an FL (German) activates associations related to a country (Germany), such as technical competencies needed to produce the product (white goods).

The findings for the third dominant sociolinguistic claim showed that comprehension of the FL was important for the ad makers to achieve effectiveness of the ad, which is in line with earlier studies that found that easier slogans are better appreciated (Gerritsen et al., 2000; Hornikx, Van Meurs & De Boer, 2010; Hornikx & Starren, 2006).

#### **4.3 Reference to the country-of-origin to evoke the country-of-origin effect by using country-of-origin languages in product ads (RQ 2a)**

The second research question investigated the extent that the ad makers used COO languages to refer to the COO and evoke the COO effect. The dominant finding for this question was that the ad makers indeed used COO languages to refer to the COO, which is in line with the results of earlier studies (Aichner, 2014; Alden et al., 1999; Nijssen & Douglas, 2011). In cases where other COO strategies were used in combination with the FL, ad makers said they used this combination to emphasise the origin of the product, which agrees with Aichner (2014) and Alden, et al. (1999) who stated that a combination of COO strategies can be used to underline the COO.

None of the ad makers explicitly stated that a COO language was used to achieve the beneficial COO effect. However, some ad makers mentioned specific COO effects they

wanted to achieve by using COO languages (such as ‘yielding competitive advantage’). This could mean that the ad makers are aware of the positive impact a COO language could have on consumers’ perception of the product (Aichner, 2014; Kotabe & Jiang, 2009) and the effectiveness of the ad (Hornikx & Van Meurs, 2017).

#### **4.4 No use of English as an exceptional case of Foreign Language Display in product ads (RQ2b)**

The second research question investigated to what extent English was used in product ads as an exceptional case of Foreign Language Display that evokes associations with internationalism. The findings of this research questions showed that the ad makers indicated English was not used as an exceptional case of Foreign Language Display because they did not intend to associate English with internationalism. This finding in the current study is not in line with the study of Kuppens (2010), who viewed English as an exceptional case of Foreign Language Display that evokes associations with internationalism. However, this finding of the current study does not correspond with the ad makers in qualitative studies by Baker and Van Gelder (1997) and Gerritsen et al. (2000) who used English to evoke associations with internationalism.

Since 1997, the views of ad makers on using English might have changed, as it is known as the most common FL in advertising (Alden, Steenkamp, & Batra, 1999; Bailey & Görlach, 1986; Crystal, 2003; Gerritsen et al., 2007; Hornikx, Van Meurs & Van Hof, 2013; Hornikx & Starren, 2006; Piller, 2003). Perhaps English is no longer viewed as ‘special’ because of its widespread use in advertising (Planken, Van Meurs & Radlinska, 2010).

However, the ad maker of *Remia* stated she did not use English to refer to a COO. Therefore, English could perhaps be interpreted as an exceptional case of Foreign Language Display in that it seems to not always be used to refer to COOs. However, it should be noted that it was not explicitly asked whether ad makers intended not to refer to a COO by using English in the current study, based on the assumption that English is associated with internationalism (Alm, 2003; Alden, et al., 1999; Bailey & Görlach, 1986; Baker & Van Gelder, 1997; Crystal, 2003; Fink, 1977; Gerritsen, Korzilius, Van Meurs & Gijsbers, 2000; Krishna & Ahluwalia, 2008; Kuppens, 2010; Piller, 2003).

From the results for the second research question that investigated the use of COO languages and English, it can be concluded that the COO literature agrees with the reasons by ad makers for using COO languages. In contrast, the theory of English as an exceptional case

of Foreign Language Display from the perspective researchers seems unconfirmed by the ad makers in the current study.

#### **4.5 The process leading to the use of foreign languages in product ads by ad makers (RQ 3)**

The findings for the third research question showed that different types of research, organisational communication and decision-making played a dominant role in the process leading to the use of FLs in product ads by ad makers.

##### **4.5.1 Research**

The ad makers did not consult literature on FL use in advertising, which agrees with the study of Van Enschoot et al. (2015) which showed that ad makers did not consult literature on rhetorical figures. Perhaps, ad makers believe academic articles are too extensive to read, as remarked by an ad maker in the study of Van Enschoot et al. (2015, p. 308): “Marketers want to tell a thousand things with only one utterance, while researchers write sixteen pages about one utterance.”

Although the ad makers in the current study did not consult literature on using FLs in product ads, they did conduct their own consumer research to test the effectiveness of using (foreign) languages in their ads. This finding contrasts with the ad makers in the study by Van Enschoot et al. (2015), who reported that they did not conduct their own research to test the effectiveness of their ads. Perhaps, the multinational organisations from the current study have a greater capacity to conduct their own consumer research compared to the relatively small advertising agencies from the study by Van Enschoot et al. (2015) due to a difference in organisation size. Moreover, the ad makers in the current study analysed the use of FLs in product ads of competitors, just as the ad makers in the study of Van Enschoot et al. (2015) who analysed the use of rhetorical figures in product ads from competitors.

##### **4.5.2 Organisational communication**

Ad makers indicated that the FL is used as part of the identity of their organisations, which concurs with Piller (2001) who said that FL slogans construct the identity of an organisation. Furthermore, ad makers indicated that they used the FL because the organisation applies a standardised advertising strategy. This finding is in line with the ad makers in the study of Agrawal (1995) who preferred a standardised advertising strategy as well as other earlier studies who stated that the same FL advertising messages can be used to standardise

advertising in different countries (Alma, 2003; Larson, 1990; Van Moors; Wang & Yang, 2011).

### **4.5.3 Decision-making**

The majority of ad makers reported that using the FL was a result of a conscious decision, which concurs with the results of Van Meurs (2010) but differs from the results of Van Enschoot et al., (2015). From the results for the third research question that investigated the process leading to the use of FLs in product ads by ad makers, it can be concluded that different types of research, organisational communication and decision-making play a role in this process.

### **4.6 Limitations**

The first limitation relates to the limited number of participants (ten) in the current study. The aim of this study was to get insights in the reasons for using FLs by ad makers, although Hout and Koetsenruijter (2014) said that qualitative studies are mostly not conducted to generalise the results among a population. However, Flick (1998) and Morse and Field (1995) argued that a large number of participants in qualitative studies increases the chance of richer data which may result in data saturation (Baarda, De Goede & Teunissen, 1995; Patton, 1990). Thus, it is still unknown if there are any other reasons for using FLs as saturation could not be reached because of the limited number of participants.

The second limitation of the current study relates to the instruments used to investigate the extent that ad makers' reasons for using FLs were in line with the literature. After open-ended questions were asked, the ad makers were presented with questions that covered explicit reasons for using FLs from the literature to investigate the extent that these reasons applied to them. For instance, only the ad makers that used a COO language were asked if they used this language to refer to the COO, based on the assumption from earlier studies that COO languages in advertising refer to the COO (Aichner, 2014; Alden et al. 1999, Nijssen & Douglas, 2011). Similarly, the ad makers who used English were only asked if they used this language to evoke associations with internationalism, although English could also be used in advertising to refer to a COO (Hornikx & Van Meurs, 2017). These leading questions might have influenced the reliability of the instruments, since it is still unknown whether ad makers would consider the reasons for using FLs if they were not presented those reasons from the literature. This means it remains unclear what reasons for using FLs by the ad makers are 'off the top of their head'.

#### **4.7 Implications of the current study and suggestions for future studies**

Although it is unsure whether the reasons for using FLs would have been mentioned spontaneously, this is the first study in comparison with the literature that has contributed to the theory on the reasons for using COO languages and English in product ads. In line with the theory, it was shown that all psycholinguistic and sociolinguistic claims were considered by the ad makers, as most of the claims were mentioned as reason for using FLs by at least half of the ad makers. It could be concluded that the psycholinguistic claims seemed to apply to all FLs while the sociolinguistic claims mainly seemed to apply to COO languages as reasons for using FLs in product ads. Therefore, it could be concluded that the reasons for using FLs by ad makers in practice align with the Foreign Language Display claims from the literature (Hornikx & Van Meurs, 2017).

In addition to the theory, the current study has contributed to the literature in that ad makers mentioned ‘new’ ethnocultural associations that they intended to evoke by using FLs in product ads, and these associations have not been referred to in the literature (Haarmann, 1984, 1989; Kelly-Holmes, 2005; Piller, 2001; Hornikx, Van Meurs & Starren, 2007). The ethnocultural associations mentioned by ad makers in the current study could help researchers identify which ethnocultural associations should be investigated in future studies due to their relevance indicated in the current study. Future experimental studies could investigate whether those ethnocultural associations indeed play a role for consumers.

In line with the theory of other studies, the current study has confirmed that ad makers use COO languages to refer to the COO and evoke the COO effect, in line with earlier studies (Aichner, 2014; Alden et al. 1999, Nijssen & Douglas, 2011; Kotabe & Jiang, 2009; Hornikx & Van Meurs, 2017).

In contrast to the theory of other studies, the findings from the current study indicate that English was not used as an exceptional case of Foreign Language Display that evokes associations with internationalism (Kuppens, 2010). Therefore, future studies could further investigate whether ad makers use English as an exceptional case of Foreign Language Display to evoke associations with internationalism and/or as an FL that does not refer to the COO.

The current study is the first investigation that describes the process leading to the use of FLs in product ads, considering different types of research, organisational communication and decision-making. In this process, the ad makers from the current study did not consult literature on FL use in advertising in order to make better informed decisions. Future

interview studies could investigate why ad makers do (not) consult such studies, as Van Enschoot et al., (2015) and Van Meurs (2015) noted a gap between the advertising literature and ad makers in the workplace. In order to bridge this gap, business communication researchers Bhatia and Bremner (2012, p. 436) suggested that “researchers and practitioners need to collaborate with members of professional communities in order to understand how and why they communicate the way they do”.

The practical implication of the current study is the relevancy for ad makers in the workplace who want to benefit from considering reasons for using COO languages and English from their ‘peers’. This is the first study that links their insights to the reasons for using FLs in the literature. Therefore, the current study can help ad makers to make more deliberate decisions regarding FL use in product ads, which contributes to bridging the gap between theory and practice.

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## Appendix A

Alignment of reasons for using foreign languages (FL) as compared to first language (L1) by ad makers in product ads with the review on Foreign Language Display (RQ1)

<b>Alignment of the reasons for using foreign languages by ad makers in product ads with the psycholinguistic claims (RQ1a)</b>				
<b>Label</b>	<b>Explanation label</b>	<b>References</b>	<b><i>n</i> interviews</b>	<b>Dutch quotations</b>
<b>Psycholinguistic claims</b>				
<b>Understanding of FL is more difficult than understanding of L1</b>				
Understanding difficult (1)	Understanding of L2 is more difficult than understanding of L1.	RHM; Dufour & Kroll, 1995; RHM; Kroll & De Groot, 1997; Luna, Peracchio & De Juan, 2003	3	“Ja, we weten dat het zeker moeilijker is. We hebben ook getest welke woorden we wel en welke woorden we niet kunnen gebruiken. Dat betekent met name dat we de vernederlandse Duitse woorden gebruiken zoals Fingerspitengefühl, dat begrijpt iedereen hier wel. Worden als überhaupt, en dergelijken en pilsener in plaats van pils, dan zijn wel dingen die we durven op te pakken. Maar gaat het over hele technische Duitse woorden, daar passen we voor op, we moeten het wel toegankelijk houden, de teksten.” (G7)
<b>FL evokes different associations than L1</b>				
Associations (3)	L2 evokes different associations than L1.	CFM; De Groot, 1992; CFM; Luna & Peracchio, 2002; Noriega & Blair, 2008; Ringberg, Luna, Reihlen & Peracchio, 2010	3	“Het woord espresso, heeft wel wat meer impact dan koffie. Het woord espresso geeft wel aan dat we hier te maken hebben met een espresso en niet een filttertje.” (I10)

<b>FL attracts more attention than L1</b>				
Attention (4)	L2 is used because it attracts attention.	Alm, 2003; Domzal, Hunt & Kernan, 1995; Petrof, 1990; Piller, 2001; Sella, 1993	5	Omdat mensen tijd moeten nemen om het bewuster te lezen. ” (E8)  “Het is met name dat men even moet nadenken, wat bedoelen ze hiermee? ” (G7)
Distinctiveness (5)	L2 is used because it is distinctve.	Domzal et al., 1995; Petrof, 1990; Piller, 2001; Sella, 1993	3	“Ik denk dat het de vreemde taal onderscheidenend is. ” (F5)
<b>FL results in different recall than L1</b>				
No higher recall of L2 (7)	L2 is not used because it leads to higher recall than L1.	RHM; Dufour & Kroll, 1995; RHM; Kroll & De Groot, 1997; Luna & Peracchio, 2001, 2002b; Wyer, 2002	6	“Nee, uit onderzoek blijkt dat mensen heel weinig kunnen reproduceren van wat er in advertenties en uitingen verteld wordt. ” (I1)
Higher recall of L2 (8)	L2 is used because it leads to higher recall than L1.	Ahn & La Ferle, 2008; Domzal et al., 1995; Petrof, 1990	4	“Ik denk dat de vreemde taal beter wordt onthouden omdat het onderscheidend is. ” (I1) “Consumenten moeten de taaluitingen in de vreemde taal bewuster lezen dan de taaluitingen in de eerste taal. ” (E8)

<b>Alignment of the reasons for using foreign languages by ad makers in product ads with the sociolinguistic claims (RQ1b)</b>				
<b>Label and number</b>	<b>Explanation</b>	<b>References</b>	<b><i>n</i> interviews</b>	<b>Quotations</b>
<b>Sociolinguistic claims</b>				
<b>The L2 evokes ethnocultural associations</b>				
Evokes ethnocultural associations (9)	L2 evokes ethnocultural associations.	Haarmann, 1984, 1989; Hornikx et al., 2013; Hornikx & Starren, 2006; Hornikx, Van Meurs & Starren, 2007; Domzal et al., 1995; Gerritsen et al., 2007; Kelly-Holmes, 2000, 2005; Piller, 2001, 2003; Ray et al., 1991	6	“Immer Besser staat voor alles dat Miele wil uitstralen: Duits, topkwaliteit, duurzaamheid en innovatie.” (G4)
<b>French</b>	<b>Explanation</b>	<b>References</b>		
Femininity (10)	French is used because it evokes the ethnocultural association femininity.	Haarmann, 1984, 1989; Kelly-Holmes, 2005; Piller, 2001	-	
Elegance (11)	French is used because it evokes the ethnocultural association elegance.	Haarmann, 1984, 1989; Kelly-Holmes, 2005; Piller, 2001; Hornikx, Van Meurs & Starren, 2007	-	
Beauty (12)	French is used because it evokes the ethnocultural association beauty.	Haarmann, 1984, 1989; Kelly-Holmes, 2005; Piller, 2001; Hornikx, Van Meurs & Starren, 2007	-	
Style (13)	French is used because it evokes the ethnocultural association style.	Hornikx, Van Meurs & Starren, 2007	-	
Refined taste (14)	French is used because it evokes the ethnocultural association refined taste.	Haarmann, 1984	-	
Attractiveness (15)	French is used because it evokes the ethnocultural association attractiveness.	Haarmann, 1984	-	
Sophistication (16)	French is used because it evokes the ethnocultural association sophistication.	Haarmann, 1984	1	
Fascination and charm (17)	French is used because it evokes the ethnocultural association fascination and charm.	Haarmann, 1984	2	
Food (18)	French is used because it evokes the	new	1	

	ethnocultural association food.		
Having fun together (19)	French is used because it evokes the ethnocultural association having fun.	new	1
<b>German</b>	<b>Explanation</b>	<b>References</b>	
Engineering quality (20)	German is used because it evokes ethnocultural associations with engineering quality, such as decency and carefulness.	Haarmann, 1984, 1989; Kelly-Holmes, 2005; Piller, 2001	1
Reliability (21)	German is used because it evokes the ethnocultural association reliability.	Haarmann, 1984, 1989; Kelly-Holmes, 2005; Piller, 2001; Hornikx, Van Meurs & Starren, 2007	1
Commodity (22)	German is used because it evokes the ethnocultural association commodity.	Haarmann, 1984	-
Pleasantness of rural life (23)	German is used because it evokes the ethnocultural association pleasantness of rural life.	Haarmann, 1984	-
Business (24)	German is used because it evokes ethnocultural associations with business, such as innovation.	Hornikx, Van Meurs & Starren, 2007	2
Sustainability (25)	German is used because it evokes the ethnocultural associations sustainability.	new	1
Innovation (26)	German is used because it evokes the ethnocultural associations innovation.	new	1
Family tradition (27)	German is used because it evokes the ethnocultural association family tradition.	new	1
<b>Italian</b>	<b>Explanation</b>	<b>References</b>	
Appreciation for speed (28)	Italian is used because it evokes the ethnocultural association appreciation for speed.	Haarmann, 1984	-
Simple elegance (29)	Italian is used because it evokes the ethnocultural association simple elegance.	Haarmann, 1984	-
Temperament (30)	Italian is used because it evokes the ethnocultural association temperament.	new	2
Food (31)	Italian is used because it evokes the ethnocultural association food.	new	2

<b>FL's effectiveness depends on product-country congruence</b>				
Product-country congruence (33)	Communication through FLs in advertising is effective when consumers make congruent underlying connections between languages, products and countries.	Domzal et al. 1995; Hornikx & Starren, 2006; Hornikx, Van Meurs & Starren, 2005; Hornikx, Van Meurs & Starren, 2007; Hornikx, Van Meurs & Hof, 2013; Kelly-Holmes, 2000, 2005; Ray et al. 1991; Roth & Romeo, 1992	3	<p>“Als je kijkt wat een beetje stereotyperend is voor Duits, dan denk je heel gauw aan technische vaardigheden. En die techniek heb je nodig in het productieproces voor huishoudelijke apparaten. Hierdoor past de Duitse taal goed bij de techniek en de huishoudelijk apparatuur. Er is dus eigenlijk een fit tussen Duitsland, de taal, en het product ... als je dat dan ziet, dan werkt dit associaties op zoals technische vaardigheden en betrouwbaarheid.” (G4)</p> <p>Alleen door zo'n zin krijg je wel het gevoel van: oh ja, Italië, het land van spaghetti, en pizza, en goed eten, de Italiaanse keuken. Dus wij maken allemaal gebruik van het collectief geheugen dat mensen al hebben, de collectieve associaties die mensen al hebben met Italië, en daar maken we natuurlijk gebruik van. Stel we hadden een Poolse pepermolen gehad, dat zou het veel lastiger zijn. Want niemand heeft ook maar een associatie van een goede keuken bij Polen.” (I1)</p> <p>“Mensen willen steeds sneller, sneller koken, toch lekkere smaken krijgen, en iets dat heel goed bij dat steeds snellere aansluit is een Italiaanse maaltijd. En bij een Italiaanse maaltijd hoort vaak en pasta, en bij een pasta hoort vaak kaas.” (I9)</p>
High-quality product (35)	The FL is used because it is seen as a high-quality product in the COO (such as French with wine).	Hornikx, Van Meurs & Hof, 2013; Hornikx & Van Meurs, 2015, Peterson & Jolibert, 1995; Usunier & Cestre, 2007; Verlegh, Steenkamp & Meulenberg, 1999	5	<p>“Dat is niet alleen op biergebied, maar dat is eigenlijk hoe de Nederlander naar Duitsland als land, en als economie kijkt. Merken we echt dat in allerlei productgroepen de Duitse kwaliteit hoog in het vaandel staat. Dat is met automerken, dat is met witgoed en dergelijken. Juist ook met bier. Daar willen we graag op meeliften.” (G7)</p> <p>“De associatie met Duitse woorden zit met name in de ingrediënten sfeer, de kwaliteit van het bier. We hebben het bijvoorbeeld niet over gerst als ingrediënt, maar over sommergerste. Dat geeft net even wat meer kwaliteit aan de ingrediëntenlijst wanneer de Nederlander deze tot zich neemt.” (G7)</p> <p>“Fingerspitengefühl, om met een knipoog weer te geven dat in het Duits dat je daar net even wat meer aandacht besteed aan je pilsje dan in Nederland. En daar worden dus ook weer Duitse woorden zoals Fingerspitengefühl worden gebruikt om dat te benadrukken.”</p>
<b>Comprehension of the L2 is of minor importance to achieve effectiveness of the ad</b>				
Comprehension not important (36)	Comprehension of L2 is not important to achieve effectiveness of the ad.	Haarmann, 1989; Hornikx & Starren, 2006; Kelly-Holmes, 2005; Piller, 2003; Ray, Ryder, & Scott, 1991	3	<p>want met name Jannie en Annie, denken 'zal wel iets Italiaans zijn' en begrijpen dat het Italiaans is.” (I1)</p>

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Comprehension important (37)	Comprehension of L2 is important to achieve effectiveness of the ad.	Gerritsen, Korzilius, Van Meurs & Gijsbers, 2000; Hendriks, Van Meurs & Poos, 2017; Hornikx, Van Meurs & De Boer, 2010; Hornikix & Starren, 2006	5	“Het moet eigenlijk zo simpel mogelijk zijn voor de consument om te begrijpen en de boodschap op de juiste manier over te brengen.” (E6)
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**Reference to country-of-origin and to evoke country-of-origin effect (RQa)**

Refer to COO (38)	The FL is used to refer to the COO and related to authenticity or glocalization for example.	Aichner, 2014; Alden, et al. 1999; Nijssen & Douglas, 2011	6	<p>“De oorsprong voor Boursin ligt gewoon in Frankrijk. François Boursin is degene die het product heeft bedacht en geproduceerd.” (F3)</p> <p>“De meeste Segafredo die in Nederland wordt gedronken en wordt verkocht is Nederland geproduceerd. Haha. Er staat een hele grote branderij in Groningen. Daar gaat ook een heel groot deel van terug naar Italië, van wat hier wordt geproduceerd.” (I10)</p>
COO effect (39)	The FL is used as a COO strategy to generate the beneficial COO effect, which is a positive impact of the COO strategy on the consumers’ perception of the product.	Aichner, 2014; Kotabe & Jiang, 2009	-	

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COO effect: product quality (41)	The FL is used to create a credible indicator of product quality.	Aichner, 2014; Bilkey & Nes, 1982; Hausrucking, 1993; Koschate-Fisher et al., 2012; Moradi & Zarei, 2011; Vianelli & Marzano, 2012; Veale & Quester, 2009	2	“Immer Besser geeft de consument in ieder geval het gevoel dat ze een van de betere producten kopen.” (G4)
COO effect: competitive advantage (42)	The FL is used to yield a competitive advantage.	Aichner, 2014; Hausrucking, 1993; Koschate-Fisher et al., 2012; Moradi & Zarei, 2011; Vianelli & Marzano, 2012	3	“De hoofdreden eigenlijk is dat we dit doen om onderscheidend te zijn ten opzichte van de Nederlandse biermerken en daarmee een USP in de communicatie van het bierlandschap in Nederland te kunnen oppakken.” (G7)
COO effect: buying intention (43)	The FL is used to increase buying intention.	Al-Sulaiti & Baker, 1998; Beverland & Lindgreen, 2002; Godey et al., 2012; Koschate-Fisher et al., 2012; Marino & Mainolfi, 2010; Scholer, 1965	1	“Wat je ook vaak ziet is dat mensen nog wel eens een keertje de merknaam Parrano verkeerd uit willen spreken ... Als mensen dat denken is dat prima ... Als ze uiteindelijk het product kopen dan ben ik al heel blij.” (I9)
COO effect: brand preference (44)	The FL is used to create brand preference.	Moradi & Zarei, 2011	2	“Je wil simpelweg een merkvoorkeur <i>creëren</i> voor de pepermolen.” (I1)
COO effect: brand loyalty (45)	The FL is used to create brand loyalty.	Moradi & Zarei, 2011	-	
<b>Reason for using COO languages in combination with other COO strategies</b>				
Underline COO (46)	The FL in combination with or without other COO strategies are used to underline the COO.	Aichner, 2014	2	“Dat is gewoon extra dik erop leggen. Een sexy Italiaanse man, mensen die het naar hun zin hebben, echt dat het gevoel naar boven komt ... Je wil dat alles Italië uitstraalt.” (I9)

No use of English as an exceptional case of Foreign Language Display in product ads (RQ 2b)

Label and number	Explanation	References	<i>n</i> interviews	Quotations
Exceptional case (47)	English is viewed as an exceptional case of Foreign Language Display because of its special international status.	Kuppens, 2010	-	<p>“Het was niet een bewuste keuze om Engels te gebruiken vanwege het internationale karakter van deze taal.” (E6)</p> <p>“Engels is absoluut niet gebruikt om te verwijzen naar een Engelstalig land.” (E2)</p>
Internationalism (48)	English is used because it evokes associations with internationalism.	Alm, 2003; Alden, et al., 1999; Bailey & Görlach, 1986; Baker & Van Gelder, 1997; Crystal, 2003; Fink, 1977; Gerritsen, Korzilius, Van Meurs & Gijssbers, 2000; Krishna & Ahluwalia, 2008; Kuppens, 2010; Piller, 2003	-	“Engels klinkt misschien meer internationaal dan Nederlands. Maar dat is niet de reden voor het gebruik van Engels.” (E8)
Modernity, progress, globalization and sophistication. (49)	English is used because it evokes associations with modernity, progress, globalization and sophistication.	Alm, 2003; Alden et al. 1999; Fink, 1977; Krishna & Ahluwalia, 2008; Piller, 2003	-	-

**The process leading to the use of foreign languages in product ads by ad makers**

*(RQ 3)*

Label and number	Explanation label	References	<i>n</i> interviews	Quotations
<b>Research</b>				
No consultation of literature (51)	The use of the FL is not based on literature about the use of FLs that was consulted.	Van Enschoet et al., 2015	9	“Ik lees geen literatuur over het gebruik van vreemde talen in productadvertenties.” (F3)
Consultation of literature (52)	The use of the FL is based on literature about the use of FLs that was consulted.	Van Enschoet et al., 2015	1	“Heeft er ook wel deels mee te maken dat we hier toch met een redelijk jong team werken ... Je leest wel wat stukken en je neemt het onbewust wel wat mee in je besluitvorming.” (I9)
Own consumer research (50)	Own (preliminary) consumer research was conducted to test and evaluate the effectiveness of using (foreign) languages by the organisation itself or by an external partner.	new	6	“Ja, toen wij de mededeling kregen van wij willen internationaal die slogan gaan veranderen, hebben wij natuurlijk wel geprobeerd ... Toen kregen we de mededeling van: internationaal willen wij die slogan veranderen, toen hebben we natuurlijk wel geprobeerd om te laten zien dat die slogan er is geen betere wel een hele belangrijke is geweest.” (G4)
Competitor analysis (53)	FLs are in common use by competitors in the sector.	Danaher, Bonfrer & Dhar, 2008; Erickson, 2003	5	<p>“En als je kijkt naar de trend op dit moment, dan willen consumenten authentieke producten en storytelling. Deze trend houdt in dat ze geïnformeerd willen worden over waar het spul vandaan komt.” (I1)</p> <p>“Het kan best zijn dat de familie Miele heeft gezien van he, er zijn nog meer Duitse bedrijven met Duitse slogans zoals Opel en Volkswagen ... Hé, daar moeten wij ook eens over na ga denken of dat geen idee is.” (G4)</p>
<b>Organisational communication</b>				
Identity (60)	The FL is used as part of the (corporate) identity of the organisation, by using a pay-off for example.	Piller (2001)	6	<p>“Er bestaat een corporate identity, wat eigenlijk inhoudt dat er standaard advertenties, banners en commercials zijn bestaande uit Duitse taaluitingen.” (G7)</p> <p>“De Engelse slogan gebruiken we al bijna 80 jaar.” (E6)</p> <p>“De pay-off <i>Temperamento Italiano</i>, die de positionering van de organisatie weergeeft, wordt gebruikt om de merknaam te benadrukken.” (I9)</p>

Advertising campaign (62)	The FL is part of the entire campaign that is consistent in all communication.	new	5	“Reden twee is dat we in dit geval met Swinkels ook met een Engelse acteur hebben gewerkt waardoor we alle teksten in het Engels kregen. We konden hem moeilijk Nederlands laten spreken. ”
Standardization (63)	The FL is used because the organisation wants to standardize ads across countries.	Alm, 2003; Larson, 1990; Wang & Yang, 2011	6	“Het komt puur vanuit het feit dat ons hoofdkantoor in Duitsland het heel graag wereldwijd op dezelfde manier wil communiceren. Wij hadden ook geen keuze. We hadden niet de mogelijkheid om te zeggen, we gaan toch met er is geen betere door. Elk land moest het op die manier introduceren. ” (G4)
Adaptation (64)	The FL is used because the organisation wants to adapt its ads to the operating countries.	-	3	“Per land waar Warsteiner ook verkoopt, die bekijkt wat nodig is in zijn land om daar te communiceren. Wat eigenlijk inhoudt dat je in Amerika bijna niets overneemt, van wat er in Duitsland gemaakt wordt. Daar ben je met een hele opdracht bezig, daar ben je gewoon aan het uitleggen dat Warsteiner bier is, omdat het nog zo onbekend is. In Nederland zijn we al 20 jaar actief, wat betekent dat je wat dieper op de materie in kan gaan. ” (G7)  “We hebben hem een tijdje niet kunnen gebruiken omdat vanwege juridische redenen de slogan in Frankrijk niet gebruikt kon worden. Daar mag wijn niet in een slogan. Maar daardoor mocht het internationaal ook niet. Maar we hebben onze collega's op het hoofdkantoor in Frankrijk toch zover gekregen dat ze ons vrij hebben gelaten om het te gebruiken in Nederland. En daarom gingen we weer terug naar deze slogan, ongeacht of het nu in Frankrijk wordt gebruikt wel of niet. ” (F3)
<b>Decision-making</b>				
Headquarters (56)	The headquarters made the decision to use the FL.	new	1	-
Marketing department (57)	The marketing department made the decision to use the FL.	new	4	-
Joint effort (58)	The decision to use the FL was made together.	new	4	-
No explicit comment (59)	It was not indicated who made the decision to use the FL.	new	1	-
Intuitive decision (54)	The use of the FL in ads is an intuitive decision.	Van Enschoot et al., 2015; Van Woerkum & Renes, 2010	3	“We hebben het niet grondig onderzocht: het voelt gewoon goed. ” (E8)

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Conscious decision (55)	The use of the FL in ads is an conscious decision.	Van Meurs, 2010	7	“En uiteindelijk hebben we ook een aantal voorstellen gedaan over nieuwe, mogelijke slagzinnen: zoals Miele altijd beter, of moet het juiste zijn Miele always better? Anything else as a compromise, dat was een hele prachtige Engelse slogan, die hebben we allemaal voorgelegd. Dus we hebben gevraagd: past er nu beter een Nederlandse, een Engelstalige of een Duitse slogan? Al die resultaten hebben we op papier gezet en die hebben we gedeeld met onze collega’s in Duitsland en gevraagd of ze daar kritisch naar wilden kijken.” (G4)
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## Appendix B

### 1: Drogheria & Alimentari



**DROGHERIA  
& ALIMENTARI**  
firenze 1880

# SMAAK MAAK JE

DROGHERIA & ALIMENTARI VOERT JE RECHTSTREEKS NAAR ONZE OORSPRONG: FLORENCE. WAAR DE OLIJFOLIE RIJKELIJK VLOEIT EN DE ITALIANEN NOG VOLGENS TRADITIE HUN GERECHTEN BEREIDEN: MET EERLIJKE, PURE PRODUCTEN UIT DE STREEK. WAAR DROGHERIA & ALIMENTARI AL GENERATIES LANG ZORGT VOOR VERFIJNING IN DE ITALIAANSE KEUKEN EN OP DE TERRASSEN. EN SMAAKVOL ETEN DE GEWOONSTE ZAAK VAN DE WERELD IS.

**4 seizoenen  
peper**  
dal 1880

**PUUR OP SMAAK**



### 3: Boursin



**boursin**

Nu nóg  
smeuiger  
en intenser  
van smaak

Du pain, du vin, du boursin  
[www.boursin.nl](http://www.boursin.nl) -  BoursinNL

#### 4: Miele



**Miele. Voor alles waar je echt om geeft.**  
W1 TwinDos: automatisch doseren voor het beste wasresultaat.

Geef je meest waardevolle bezit de allerbeste zorg. Vertrouw het toe aan een Miele-wasautomaat met TwinDos. Of het nu gaat om bonte of witte was, het TwinDos-systeem doseert - geheel automatisch - het beste vloeibare wasmiddel voor uw wasgoed. Zo bent u altijd verzekerd van het schoonste wasresultaat. Dat is Miele. Dat is Immer Besser.



**MIELE-WASMITTEL  
VOOR ÉÉN JAAR  
WASSEN  
CADEAU!\***



**Miele**  
IMMER BETER

\*Zie voor meer informatie en actievoorwaarden via [miele.nl/acties/2020](http://miele.nl/acties/2020)

5: TENA



SCA  
Dive of Life

Oooeps momentjes kennen we allemaal.

# C'est la vie

lights  
TENA

Oooeps momentjes® kennen we allemaal. Als je iets zwaars optilt, onverwacht moet niezen of net iets té hard lacht. "C'est la vie!" met de nieuwe lights by TENA inlegkruisjes light. Ze houden je 5x droger dan gewone inlegkruisjes\* dankzij de FeelFresh™ Technology. Ga voor een gratis staaltje naar [www.lightsbytena.be](http://www.lightsbytena.be)

\*Vergelijken met soortgelijke gewone inlegkruisjes.

NEW  
lights  
TENA  
In elke pakketten  
inlegkruisjes light

6: Kitkat

The advertisement features a vibrant red background. At the top left is the KitKat logo. The main headline, 'NU MET EXTRA MELK & CACAO', is written in large, white, stylized letters with a splatter effect. A cocoa pod icon is positioned to the right of the headline. The central focus is a large, broken KitKat bar, with white milk splashing upwards and dark chocolate splashing downwards. In the bottom left corner, there is a small image of a KitKat bar wrapper labeled 'MILK & CACAO'. At the bottom center, the slogan 'Have a break, have a KitKat' is displayed. The Nestlé logo and the tagline 'Good Food, Good Life' are located in the bottom right corner.

KitKat

NU MET EXTRA  
MELK & CACAO

KitKat  
MILK & CACAO

Have a break, have a KitKat

Nestlé  
Good Food, Good Life



*Het verschil tussen twee vingers en Fingerspitzengefühl.*

**Warsteiner. *Het verschil.***

Verskil zit in details. Het verschil tussen 'gewoon open zijn' en je gasten Welkom heten. Tussen 'een afgeschuimd pilsje' en een Kroon op je werk. Met de perfecte premium Pilsener. Die je tapt met Fingerspitzengefühl. Maak ook het verschil met Warsteiner.

Verkoopinformatie:  
Warsteiner Benelux B.V. • tel: +31 (024)-2700 600 • info@warsteiner.nl

*Met trots voor u gebrouwen. Geen 18, geen alcohol.*



**WARSTEINER**  
FAMILIENTRADITION SEIT 1753

## VIER 500 JAAR REINHEITSGEBOT!

*Proost op de meest smaakvolle wet ter wereld*

Wij brouwen ons bier in onze familiebrewerij in het dorpje Warstein volgens het 500 jaar oude 'Reinheitsgebot'. Deze oudste en meest smaakvolle warenwet ter wereld schrijft voor dat bier alleen water, hop en mout mag bevatten. Niets meer en niets minder.

Alleen de beste ingrediënten zijn daarom goed genoeg voor WARSTEINER Premium Pils. Zoals zacht bronwater uit onze eigen Kaiserquelle, met de hand geselecteerde hop uit het Hallertau en de beste gerst uit o.a. de Champagnestreek.

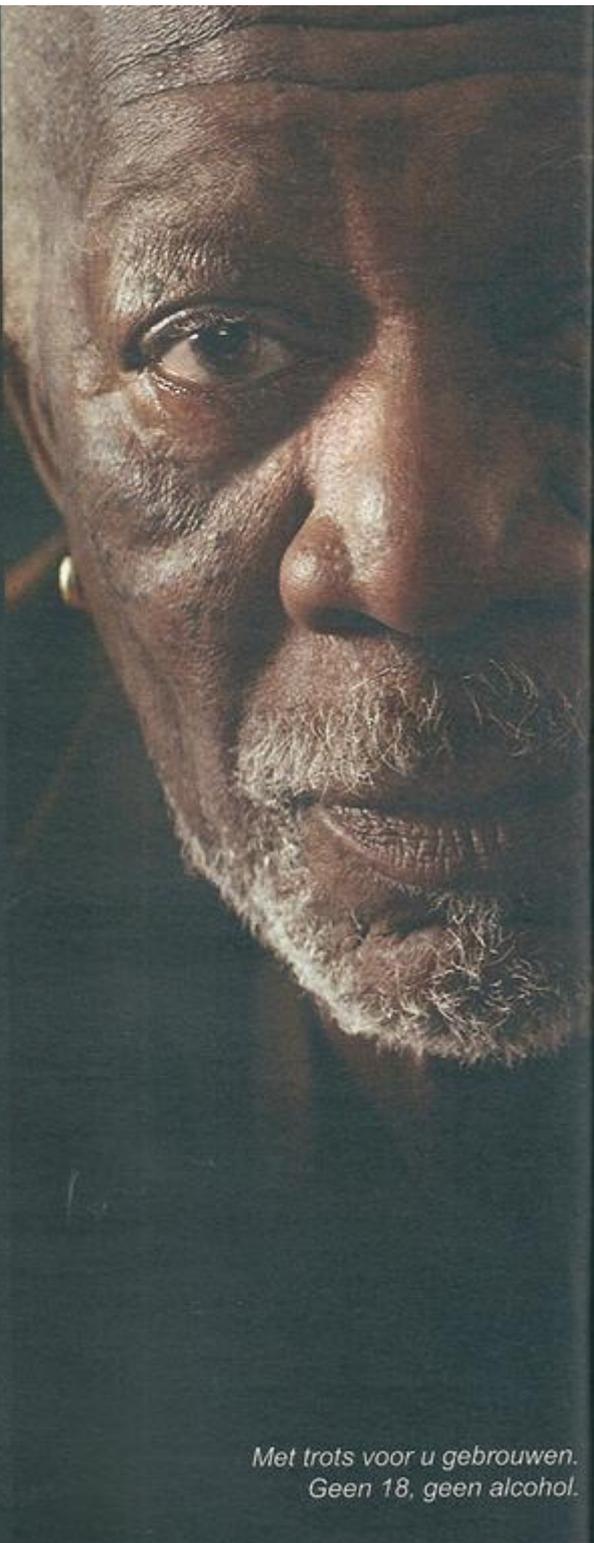
Dit levert een kristalhelder gouden pils op met een heerlijk milde hopsmaak. Kwaliteit die je proeft. Proost!

LEES MEER OP [WARSTEINER.NL](http://WARSTEINER.NL)



Geen 18, geen alcohol

## 8: Swinckels



*Always  
trust  
your  
inner  
voice*

Onafhankelijkheid is waar de familie Swinckels al eeuwenlang voor staat. Ze volgen hun eigen weg, wars van conventies. Die ervaring en intuïtie komen op een bijzondere manier samen in Swinckels', gebrouwen met gist dat exclusief voor de familie wordt gekweekt. Polaris hop uit Hallertau en Cascade hop uit de Yakima vallei. Een uitgesproken pilsner, met een frisse en verfijnde smaak.



6-PACK,  
VERKRIJGBAAR IN  
HET PILSSCHAP

16  80  
**SWINCKELS'**  
SUPERIOR PILSNER  
BREWED WITH INTUITION AND EXPERIENCE

*Met trots voor u gebrouwen.  
Geen 18, geen alcohol.*

9: Parrano



The advertisement is divided into two main sections. The upper section shows a scene from a trattoria named 'PARRANO - TRATTORIA ITALIANA'. A waiter in a black shirt is serving a group of five people seated at an outdoor table. The table is set with various Italian dishes, including a large pizza, bread, and wine. The trattoria has a striped awning and flower boxes above the entrance.

The lower section features a collection of Parrano cheese products: a round wheel of cheese with a red rind, several tubs of soft cheese in different flavors (red, green, and white), and a small container of cheese spread. To the right of the products is the Parrano logo, which consists of the brand name in a stylized green font with a red accent, and the tagline 'TEMPERAMENTO ITALIANO' below it.

De unieke kaas naar Italiaans recept met  
nootachtige smaak en zoete tonen.

Uniekaas [parrano.nl/recepten](http://parrano.nl/recepten)

## 10: Segafredo



**Segafredo**  
ZANETTI

il vero espresso italiano

# De lekkerste koffie uit Italië

Het geheim van een perfecte koffie.  
De zorgvuldige selectie van alleen de beste koffiesoorten, de traditionele Venetiaanse kunst van het koffiebranden en de toepassing van de modernste bereidingstechnieken, creëren een unieke koffie waar u van zult genieten.

REGULAR MEDIUM DARK EXTRA DARK

Selezio  
Crema

Selezio  
Oro

INTERMEZZO

INTERMEZZO

ESPRESSO

ESPRESSO

[www.segafredo.nl](http://www.segafredo.nl)

Ad of Volkswagen that illustrates the model of foreign language associations in advertising from sender to receiver developed by Hornikx and Starren (2006) and partially based on Kelly-Holmes (2000) and Piller (2001).

- 1974 -  
**EEN LEGENDE  
WORDT GEBOREN**



225 ps/hp

Neem een foto en maak kans om een nieuwe Golf te winnen op GolfStory.be



AANBIEDINGEN OP DE GOLF TOT 1 OKTOBER.  
BE PART OF THE GOLF STORY



Das Auto.

3,8 - 6,4 L/100 KM • 99 - 149 g CO<sub>2</sub>/KM.

© 2015 Volkswagen. Alle rechten voorbehouden. Meer informatie (02) 28101000 | www.volkswagen.be. V10 Volkswagen - D'Extern Marketing, Middelste 30 - 3000 Brussel.

## Appendix C

NR	Supermarket	Magazine	Organisation	Product	Foreign language	Foreign language utterance(s)	Number and name other COO strategies
1	Albert Heijn	Allerhande	Segafredo	Coffee	I	1. il vero espresso italiano	8. De lekkerste koffie uit Italië 5. flag 8. De traditionele Venetiaanse kunst van het koffiebranden 3. Stereotypical look
2	Dirk van den Broek	Oranje Boven	Parrano	Cheese	I	1. TEMPERAMENTO ITALIANO	4. Typical landscape 8. De unieke kaas naar Italiaans recept
3	Albert Heijn	Allerhande	Drogheria & Alimentari	Pepper mil	I	1. firenze 1880	5. flag 8. DROGHERIA & ALIMENTARI VOERT JE RECHTSTREEKS NAAR ONZE OORSPRONG : FLORENCE
4	EMTÉ	Boodschappen	Boursin®	Cheese	F	1. Du pain, du vin, du boursin®	-
5	Albert Heijn	Allerhande	TENA	Panty liner	F	1. C'est la vie	3. Stereotypical look
6	Albert Heijn	Allerhande	Warsteiner	Beer	G	1.FAMILIENTRADITION SEIT 1753 2. VIER 500 JAAR REINHEITSGEBOT!	8. Zoals zacht bronwacher uit onze eigen Kaiserquelle, met de hand geselecteerde hop uit het Hallertau en de beste gerst uit o.a. de Champagnestreek.
7	-	Misset Horeca	Warsteiner	Beer	G	1.Fingerspitzengefühl	-

8	-	Blad bij NRC	Miele	White goods	G	1. IMMER BESSER	-
9	Albert Heijn	Allerhande	Remia	Mayonnaise	E	1. MAKE IT LEGENDARY!	-
10	Jumbo	Hallo Jumbo	Swinckels	Beer	E	1. Always trust your inner voice 2. BREWED WITH INTUITION AND EXPERIENCE	8. Polaris hop uit Hallertau en Cascade hop uit de Yakima vallei x
11	Jumbo	Hallo Jumbo	Kitkat	Chocolate	E	1. Have a break have a Kitkat	-

Other ads that were not investigated in the current study

NR	Supermarket	Magazine	Organisation	Product	Foreign language	Forein language utterance(s)	Number and name other COO strategies
12	Albert Heijn	Allerhande	Albert Heijn	Syrup	English	1. LOVELY LEMONADE	-
13	Albert Heijn	Allerhande	Bavaria	Radler 0.0%	English	1. Welcome to the family. 2. FAMILY BREWERS SINCE 1719	-
14	Albert Heijn	Allerhande	Mondelez STIMOROL®	Chewing gum	English	1. DARE TO OPEN YOUR MOUTH!	-
15	Albert Heijn	Allerhande	Heinz	Mayonaise	English	1. NOG NIET GEPROEFD, [SERIOUSLY]?	-
16	Albert Heijn	Allerhande	LIGA belVita	Breakfast biscuits	English	1. All I want for breakfast is ...	-
17	Albert Heijn	Allerhande	The Tea Brewery	Ice tea	English	1. THE COLD WAY	8. theebladen uit Sri Lanka en Zuid-Afrika
18	Albert Heijn	Allerhande	Daelmans Group	Stroopwafels	English	1. VERY IMPORTANT PRODUCER	
19	Albert Heijn	Allerhande	Penotti® Duo Penotti Cookies & Milk	Chocolate spread	English	1. made with REAL COOKIES 2. Zacht & Milky aan de ene kant, DARK & CRUNCHY aan de andere ... !	-
20	EMTÉ	Boodschappen	Libresse® Libresse Dailyfresh	Panty liner	English	1. BREATHABLE LIKE COTTON UNDERWEAR 2. LIVE FEARLESS	-
21	EMTÉ	Boodschappen	Mentos	Mentos CHOCO & caramel	English	1. FROM mentos WITH CHOCO & CAMEL 2. who says not to mentos?	-
22	EMTÉ	Boodschappen	Coca-cola®	Soft drink	English	1. TASTE THE FEELING	-
23	EMTÉ	Boodschappen	El Picu El Picu COCOS	Liquor	English	1. Pimp your party with elPicu	-
24	EMTÉ	EMTÉ SUPERMARKTEN	Santa Maria B.V.	Peper	English	1. KING OF PEPPER	8. komt uit Kerala in het Zuiden van India
25	EMTÉ	Boodschappen	NUTRICIA	Peas Olvarit	English	1. Taste it Baby!	-

26	Jumbo	Hallo Jumbo	Nestle Nescafe	Nescafe Cappuccino Nescafe Latte Macchiato	English	1. 3,2,1... CELEBRATE - THE- Moments	-
27	Jumbo	Hallo Jumbo	The WhiteWave Foods Company  alpro	Quark	English	1. keep your rhythm	-
28	Jumbo	Hallo Jumbo	J.P. CHENET	Wine	English	1. ENJOYED AROUND THE WORLD SINCE 1984	5. Flag
29	Sligro	Inspiratiemagazine Kleur de lente	Maxima SEAFOOD	Coquilles	English	1. Premium coquilles 2. Choose difference, experience taste	-
30	Sligro	Inspiratiemagazine Kleur de lente	Verstegen Spices & Sauces	Specerijemix	English	1. Inspired by your passion for taste	-
31	x	x	Evian	water	English	1. Hoe "young" ben jij?	-
32	x	x	Tony Chocolonely	Chocolat e	English	1. CRAZY ABOUT CHOCOLATE, SERIOUS ABOUT PEOPLE	-
33	EMTÉ	Booschappen	Bel Groep  Boursin®	Cheese spread	French	1. Du pain, du vin, du boursin®	-
34	Albert Heijn	Allerhande	Bonne Maman®	Confiture	French	1. 'savoir-faire'	-
35	Albert Heijn	Allerhande	LILLET®	Aperitif	French	1. Santé! 2. Maison fondée en 1872	8. Het meest stijlvolle aperatief uit Frankrijk
36	Albert Heijn	Allerhande	Teissere™	Syrup	French	1. EAU LA LA	8. VOEG EEN VLEUGJE FRANSE FLAIR TOE
37	x	Oranje Boven	MAILLE	Musterd	French	1. MAISON FONDÉE EN 1747	-
38	EMTÉ	Mitra Magazine	gsmuddy.nl en exclusievewijn hoesjes.eu	Phone case	French	1. IK GA HANGEN, SANTÉ!	-
39	EMTÉ	Mitra Magazine	Paulaner	Beer	German	1. Ein prosit 2. GUT, BESSER, PAULANER	8. Beierse Reinheitsgebot
40	Albert Heijn	Allerhande	Bavaria  Lander Bräu	Beer	German	1. gebrouwen volgens het Duitse Reinheitsgebot	-
41	Jan Linders	Jan Linders	Various companies	Tapas	Spanish	1. Uno, dos, tres ... tapas!	8. buitenlandse kazen and Italiaanse vleeswaren

42	DeliXL	Appetizer	Holtkamp en restaurant Ibericus	Croquette	Spanish	1. Spaanse tapa	8. HOLLANDS VAN BUITEN, SPAANS VAN BINNEN
43	Albert Heijn	Allerhande	COPAR ITALIANO	Liquorice	Italian	1. La Dolce Vita	4. Typical landscape
44	Sligro	Exclusief Magazine	La Venezia Ijs BV	Ice cream	Italian	1. GELATO TRADIZIONALE ITALIANA	-
45	Albert Heijn	Allerhande	Grand'Italia	Lasagne	Italian	1. Iedereen kan een pasta maestro zijn	-
46	Albert Heijn	Allerhande	Unilever BERTOLLI	Olive oil	Italian	1. Buon appetito!	-
47	Albert Heijn	Allerhande	MONINI	MONINI	Italian	1. Grandissimo! 2. UNA SPREMUTA DI OLIVE	-
48	Albert Heijn	Allerhande	MAURI FORMAGGI	Cheese	Italian	1. AGGIUNGIAMO UNA COSA AL TALLEGIO LA PASSIONE	8. DE ULTIEME ITALIAANSE KAAS 8. Mauri is een authentieke Italiaanse kaas 2. met een beschermde Oorsprongsbenaming 8. Al sinds 1920 uitsluitend gemaakt in Lombardije van 100% Italiaanse koemelk
49	Albert Heijn	Allerhande	SANPELLEGRINO	Soft drink	Italian	1. The Life DELIZIOSA	8. SPARKLING FRUIT BEVERAGES FROM ITALY
50	Albert Heijn	Allerhande	FAMIGLIACE CCHI CECCHI	Wine	Italian	1. OGNI SORSO UN'EMOZIONE	-
51	Albert Heijn	Allerhande	MONCARO	Wine	Italian	1. Vino e passione nelle Marche	-
52	Albert Heijn	Allerhande	Bacardi-Martini B.V. MARTINI®	Aperitif	Italian	1. SAY APERATIVO	-
53	EMTÉ	Booschappen	0318 588 300 Italian	Italy	Italian	1. Bellissimo, droom weg met Hoekje Venetië	5. Flag 4. Typical landscape 8. Wereld editie Italië

## Appendix D

### Introduction of the interview

#### Introductie van het interview

- **Good morning/good afternoon.**  
Goedemorgen/goedemiddag.
- **My name is Monique van de Laar and I am a master's student in International Business Communication at Radboud University Nijmegen.**  
Mijn naam is Monique van de Laar en ik ben master student International Business Communication aan de Radboud Universiteit Nijmegen.
- **First of all, I would like to thank you for your participation in this interview.**  
Vooraleerst wil ik u hartelijk danken voor uw bereidheid deel te nemen aan dit interview.
- **I will explain the research objective and the interview procedure. The research objective is to investigate the reasons for using foreign languages in product ads by ad makers in the Netherlands. I would like to ask you some questions about your reasons for using [foreign language] in the ad for the [product] which was shown in the [magazine] on [date]. By asking open and closed questions, I hope to get information about your reasons for using [foreign language]. The focus will be on the open-ended questions because I am primarily interested in the reasons for using FLs in the product ad you come up with yourself.**  
Ik zal wat vertellen over het onderzoeksdoel en de interviewprocedure. Het onderzoeksdoel is om inzicht te krijgen in de redenen van reclamemakers in Nederland voor het gebruik van vreemde talen in productadvertenties. In het interview wil ik u graag een aantal vragen stellen over de redenen voor het gebruik van het [vreemde taal] in de advertentie voor [product] die was geplaatst in het [tijdschrift] op [datum]. Door middel van open en gesloten vragen hoop ik informatie te krijgen over de redenen voor het gebruik van het [vreemde taal]. De focus ligt op de open vragen omdat ik vooral benieuwd ben naar de redenen voor het gebruik van het [vreemde taal] in de productadvertentie die zelf bij u opkomen.
- **The interview will not take longer than half an hour. Feel free to ask any questions during the interview.**  
Het interview zal maximaal een half uur duren. Als u tussendoor iets wilt vragen, dan kan dat gerust.
- **Do you have any questions before we start?**  
Heeft u nog vragen voordat we beginnen?
- **[emphasize that the interview focuses on the FL utterance(s)]**  
[benadrukken dat het interview focust op de taaluiting(en) in de vreemde taal]

## **Reasons for using foreign languages in product ads**

Vragen over het gebruik van vreemde talen in productadvertenties.

- **What are your reasons for using [FL] in this product ad?**  
**[point out FL utterance(s) in product ad]**  
Wat zijn uw redenen voor het gebruik van het [vreemde taal] in deze productadvertentie?  
[aanwijzen taaluitingen(en) in de vreemde taal in de productadvertentie]
  
- **[in case the advertisement includes COO strategies in combination with the use of the FL, question 2 will be asked]**  
**[point out other COO strategies]**  
[wanneer de productadvertentie een of meerdere land-van-herkomst strategieën bevat in combinatie met het gebruik van de vreemde taal, dan wordt vraag 2 gesteld.  
[aanwijzen andere land-van-herkomst strategieën]
  
- 1. **What are your reasons for using [FL] in combination with [one or more] COO strategies?**  
Wat zijn uw redenen voor het gebruik van het [de vreemde taal] in combinatie met (een of meerdere) land-van-herkomst strategieën?
  
- 2. **Why do you use the [FL] for this [product] in particular?**  
Waarom gebruikt u het [vreemde taal] speciaal voor dit [product]?
  
- 3. **Do you think the [FL] utterance(s) evoke(s) different associations than equivalent Dutch utterance(s)?**  
Denkt u dat de taaluiting(en) in het [vreemde taal] andere associaties oproept bij dan dezelfde taaluiting(en) in het Nederlands?
  
- 4. **Do you use [FL] to evoke associations related to the [country] where [FL] is typically spoken? If so, what associations would you like to evoke?**  
Gebruikt u het [vreemde taal] om associaties op te roepen bij consumenten die gerelateerd zijn aan [land]? Zo ja, welke associaties wilt u oproepen?
  
- **[if Italian, French, German is used, question 6 will be asked]**  
[bij het gebruik van Italiaans, Frans, Duits of Spaans wordt vraag 6 gesteld]
  
- 5. **Do you refer to [country] by using [FL]? If so, why do you want to refer to [country]?**  
Verwijst u met het gebruik van het [vreemde taal] naar [land]? Zo ja, waarom wilt u naar [land] verwijzen?
  
- **[if English is used, question 7 will be asked]**  
[bij het gebruik van Engels wordt vraag 7 gesteld]

**6. Do you use English to evoke associations with internationalism? If so, why do you think English has an international status?**

Gebruikt u het Engels om associaties op te wekken die met internationaliteit te maken hebben? Zo ja, waarom denkt u het Engels een internationaal karakter heeft?

- **[if Italian, French, German is used, question 7,8 (and 9) will be asked]**  
[bij het gebruik van Italiaans, Frans, Duits of Spaans wordt vraag 7,8 (en 9) gesteld]

**7. Do you use [FL] because [country] is known to produce high-quality [product] in the product category? If so, why do you think [country] is known to produce high-quality [product]?**

Gebruikt u het [vreemde taal] omdat het [land] bekend staat om producten met een hoge productkwaliteit in de productcategorie? Zo ja, waarom denkt u dat [land] bekend staat om [product] met een hoge productkwaliteit?

**8. Do you use [FL] in order to connect [FL], [product] and [country]?**

Gebruikt u het [vreemde taal] om connecties te maken tussen het [vreemde taal], het [product] en [land]?

- [indien ja beantwoord bij vraag 8, stel vraag 9]

**9. Do you think it is effective when consumers connect [FL], [product] and [country]? If so, why do you think this is effective?**

Denkt u dat het effectief is wanneer consumenten connecties maken tussen [vreemde taal], [product] en [land]? Zo ja, waarom denkt dat het effectief is?

**10. Do you use [FL] to attract attention? If so, why do you think it attracts attention?**

Gebruikt u het [vreemde taal] om aandacht te trekken? Zo ja, waarom denkt u dat het [vreemde taal] opvalt?

**11. Do you think recall of the [FL] utterance(s) is higher than recall in equivalent Dutch utterance(s)? If so, why do you think recall is higher in [FL]?**

Do you use the taaluiting(en) in het [vreemde taal] omdat u denkt dat het beter wordt onthouden dan dan dezelfde taaluiting(en) in het Nederlands? Zo ja, waarom denkt u dat het beter wordt onthouden dan het Nederlands?

**12. Do you think understanding of the [FL] utterance(s) is more difficult than understanding of equivalent Dutch utterance(s)? If so, why do you think it is more difficult to understand?**

Denkt u dat moeilijker is om de de taaluiting(en) in de [vreemde taal] te begrijpen dan dezelfde taaluiting(en) in het Nederlands? Zo ja, waarom denkt u dat het moeilijker is om te begrijpen?

**13. Do you think comprehension of the [FL] utterance(s) is needed for the effectiveness of the product ad? If so, why do you think comprehension of the [FL] utterance(s) is needed for the effectiveness of the product ad?**

Denkt u dat het begrip van de taaluiting(en) in het [vreemde taal] nodig is voor de effectiviteit van de advertentie? Zo ja, waarom denkt u dat het begrip van de taaluiting(en) in het [vreemde taal] nodig is voor de effectiviteit van de advertentie?

### **Process leading to the use of foreign languages in product ads**

Proces dat leidt tot het gebruik van vreemde talen in productadvertenties

**1. Could you describe the process leading to the use of [FL] in a product ad like this one?**

Hoe zou u het proces kunnen omschrijven dat leidt tot het gebruik van [FL] in een productadvertentie als deze?

**2. Who decided on the use of [FL] in the product ad?**

Wie heeft gekozen voor het gebruik van het [vreemde taal] in de productadvertentie?

**3. Is it an intuitive or a conscious decision to use [FL]?**

Is het een intuïtief of besluit besluit om [vreemde taal] te gebruiken?

**4. What is the decision for using the [FL] based on?**

Waarop is het besluit voor het gebruik van het [vreemde taal] gebaseerd?

**5. Do you analyse the use of [FL] in product ads from competitors?**

Analyseert u het gebruik van [vreemde taal] in productadvertenties van concurrenten?  
Is dit besluit gebaseerd op hoe vreemde talen worden gebruikt in andere advertenties?

**6. Did you consult literature on the use of FLs in advertising in the process leading to the use of [FL] in this ad?**

Heeft u literatuur geraadpleegd over het gebruik van vreemde talen in advertenties in het proces dat heeft geleid tot het gebruik van de vreemde taal in deze advertentie?

**7. Does [organisation participant] conduct their own consumer research to test the effectiveness of using [FL] in product ads?**

Voert [organisatie participant] eigen consumentonderzoek uit om de effectiviteit van het gebruik van het [vreemde taal] te onderzoeken?

### **End of interview**

Einde van het interview

- **We have reached the end of this interview. Thank you for explaining your reasons for using [FL] in the product ad.**  
Dan zijn we hiermee aan het einde gekomen van dit interview. Bedankt voor het uitleggen van uw interessante redenen voor het gebruik van [vreemde taal] in de productadvertentie.
- **[Interviewer gives a short summary of the interview]**  
[Interviewer geeft een korte samenvatting van het interview]
- **Do you have still have any comments on the reasons for using [FL] in the product ad that have not yet been discussed?**  
Is er nog iets dat niet aan bod is gekomen over het gebruik van het [vreemde taal] in de productadvertentie dat u nog wil toevoegen?
- **I once again thank you very much for your participation in this interview.**  
Ik wil u nogmaals hartelijk danken voor uw deelname aan dit interview.
- **For this thesis, I will summarize the reasons for using foreign languages in product ads by ad makers in the Netherlands. In case you are interested, I am willing to afterwards provide you with the overview of the results from all participants in this study. The reasons of other participants might inspire you in the process leading to the use of foreign language in product ads.**  
In mijn scriptie ga ik de redenen voor het gebruik van vreemde talen door reclamemakers in productadvertenties samenvatten. Mocht u geïnteresseerd zijn, dan kunt u achteraf een overzicht van de onderzoeksresultaten van alle deelnemers aan mijn onderzoek inzien. De redenen van andere deelnemers waarvan u op de hoogte worden gebracht kunnen u wellicht inspireren in het proces dat leidt tot het gebruik van vreemde talen in productadvertenties.

## Appendix E

### Declaration plagiarism and fraud

The undersigned  
[first name, surname and student number],

Monique van de Laar 4244826

Master's student at the Radboud University Faculty of Arts,

declares that the assessed thesis is entirely original and was written exclusively by himself/herself. The undersigned has indicated explicitly and in detail where all the information and ideas derived from other sources can be found. The research data presented in this thesis were collected by the undersigned himself/herself using the methods described in this thesis.

Place and date:

Nijmegen, 15-08-17

Signature:

