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VS



The Osborne Bull vs. The Catalan Donkey

The effect of Catalan language use in advertising on the bilingual consumer market

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Abstract

Building on the Accommodation Theory, the effect of minority language use in advertising on the bilingual consumer market in Catalonia was explored. It was hypothesized that a positive language effect would occur in a way that advertisements which are partially or fully in Catalan language would generate more positive attitudes towards the advertisement, product and the advertising company, and would result a higher intention to buy the product than advertisements which are completely in Castilian language. An experiment was conducted in which young bilingual Catalans evaluated three different language versions of advertisements from fictitious MNCs: Catalan only, Castilian only and a mixture of both languages. This was done for three product categories: a low, medium and a high luxury product. Contrary to what was hypothesized, the results indicated that advertisements with a mixture of both Catalan and Castilian language generated more negative attitudes toward the advertisement than when the ad was completely in Catalan or Castilian language. This study attributes to the discussion about minority language use in advertising with special attention to the socio-economic and cultural status of both the minority and the majority language in a bilingual region. Although both languages are associated with different feelings, this did not lead to more positive attitudes toward advertising for one language over the other.

1. Introduction

Language choice is crucial for multinational companies (MNCs) when positioning their product (Krishna and Ahluwalia, 2008). When entering a multilingual country, MNCs stand for a language choice dilemma in which they are left with a few options: either they can decide to save costs and effort and target all regions of the same country in one majority language. This would be a standardized language strategy (Harvey, 1993). A second option would be a bilingual format in which both minority language and the majority language appear in one ad. A last option would be to design two versions of the same ad, one completely in the majority language and another completely in the minority language for a particular region. The second and third option fit a more localized strategy in which MNCs adapt to the minority language of a localized group of people (Harvey, 1993).

The use of minority language in a localized strategy for promotional activities by MNCs can be considered as a marketing tool, rather than an attempt to facilitate communication. Kelly-

Holmes (2005) illustrates this with an example of pharmaceutical companies in the United States of America (USA) that trigger Hispanic consumers by advertising in Spanish, whereas the most important information about the medicine (e.g. user instructions and side effects) is only available in English. She assumes that it is the perception of a persuasive language effect of minority languages that makes MNCs opt for a localized language strategy. The decision to adapt advertising to minority language in order to persuade specific target groups may find support in Speech Accommodation Theory (SAT: see Giles, Taylor and Bourhis, 1973). This theory predicts that the more effort a speaker puts into 'accommodating' with a speaker of a different ethnic group, the more favourably the speaker is perceived by his interlocutor. In this research, the positive effect of a localized strategy as a marketing tool in advertising, with Speech Accommodation as the underlying theory, was experimentally tested for the bilingual region of Catalonia, Spain.

In this research, the effect of Catalan as a minority language on the persuasiveness of advertising in the bilingual consumer market in Catalonia is examined in order to guide advertisers of MNCs in the decision making process concerning the language strategy of their promotion activities. The results attribute to the discussion about minority language use in advertising on bilingual markets, with special attention the high socioeconomic and cultural status of a vernacular, minority language in comparison with a central, majority language. In order to ensure that results are applicable for a broad range of MNCs, the language effect is tested for three types of product categories: low, medium and high luxury products.

2. Theoretical background

2.1 Accommodation theory

'Accommodating' in the context of Accommodation Theory means that the speaker adapts to the language of his interlocutor with the aim to resolve linguistic dissimilarities between the two. Accommodation Theory was extended to mass communication by Giles, Coupland, and Coupland (1991) and tested among bilingual consumers in an advertising context by Koslow, Shamdasani and Touchstone (1994). The latter found that the multiple identities of bilingual Hispanic consumers in the USA as both English and Spanish speakers must be recognized in order to accommodate advertising to this segment. A perceived cultural sensitivity of the advertiser toward their ethnic culture, led to a more positive attitude toward the advertisements among bilingual Hispanic consumers in the USA. When subjects were fluent in English, they noticed the accommodating effort of the advertiser who adopted Spanish in his advertisements, whereas subjects who were not fluent in English noted the accommodating meaning of Spanish language use to a lesser extent. This leads to the first

important assumption of Accommodation theory. Apparently, the interlocutor should be aware of the accommodating attempts of the speaker. It is actually the amount of accommodating effort perceived by an interlocutor that influences his attitude toward the speaker in positive way (Giles, Taylor and Bourhis, 1973).

In a later study, Simard, Taylor and Giles (1976) added the assumption of attribution. The receiver of an accommodated message should attribute this accommodation to a voluntary made attempt to break down cultural distance. If accommodation efforts are attributed to external pressure and selfish aims to get something done of the interlocutor, the positive effect of accommodation is wiped out.

The third assumption is that bilingual consumers hold a positive attitude toward the minority language in order to have a positive effect on the persuasiveness of advertisements that contain minority language (Luna and Perrachio, 2005; Koslow, Shamdasani and Touchstone, 1994). If consumers are affected by a so-called 'language inferiority complex' and thus hold a negative attitude toward their minority language, they would not appreciate it when MNC use their language in their advertising.

2.2. Language choice in advertising

Research on the language effect on the persuasiveness of advertising has mostly been conducted in a context where majority language had a high socioeconomic and cultural status, while the minority language was associated with inferiority and a lower socioeconomic and cultural status. Koslow, Shamdasani and Touchstone (1994) conducted their study in the USA where the minority language (i.e. Spanish) holds an inferior socio-economic status, and is seen as the language of immigrants, while the majority language (English) holds a superior socio-economic status, and is seen as the language of the autochthonous people. According to their findings, a mixed language design, in which both majority and minority language occur, seems to be the most effective in generating a perception of cultural sensitivity of the advertiser among bilingual Hispanic consumers in the USA, because such a language design recognizes best the bilingual identity of the consumer.

Another explanation for the effectiveness of a mixed language design comes from the Markedness Model theory (MM: see Myers-Scotton, 1999). This theory states that code-switched elements create a 'marked' contrast with the original language of the message, thereby activating associations related to the 'marked' language. Luna and Perrachio (2005) showed that the attitude consumers hold toward the marked language significantly affect the overall attitude toward the persuasiveness of an ad. Before applying a mixed language design with code-switching, advertisers should ensure that the marked language is associated with the right meaning and feelings that the advertiser wants to trigger. According

to Noriega and Blair (2008) relevant associations are activated by the use of language in itself, without the need of any mixed language construction. Their results show that Spanish language use in combination with an appropriate consumption context in advertising among Hispanics consumers in the USA generated relevant thoughts that researchers aimed to activate, which in turn led to a significant increase in attitude toward the ad, attitude toward the brand and purchase intentions.

While the above mentioned studies all focus on bilingual Hispanics in the USA, studies on the effect of language in advertising is also investigated in other bilingual regions in the world. Krishna and Ahluwalia (2008) explored the effect of minority language use in MNC advertisement in India, where both the minority language (Hindi) and the majority language (English) hold a positive status. Contrary to Hispanics in the USA, speakers of the minority language are autochthonous people and not necessarily immigrants. Krishna and Ahluwalia (2008) reported two important findings for this study. First, the use of Hindi (i.e. minority language) by foreign companies had negative effects on the persuasion of their advertising, due to the unexpectedness of the phenomenon. Second, they found that the authentic value of vernacular language in mixed language advertisements had a positive effect on the persuasiveness of advertisements promoting necessity products, while language perceptions related to English (e.g. sophistication) fit luxury products advertisements better.

Another study, conducted by Van Hooft and Truong (2012) explored the effect of minority language among bilingual consumers in Hong Kong. Similar to the situation in India, both the minority (Cantonese) and majority (English) language hold a positive status. Both in India and in Hong Kong, English has been introduced in official institutions through colonization and most people are bilingual in their own vernacular language and English. Comparing English with Cantonese in advertisement among bilingual consumers in Hong Kong, Van Hooft and Truong (2012) found that English only led to an increase in the persuasiveness for high luxury products, but not for medium luxury products.

Different studies in different regions show that the effect of language on advertisement depends strongly on the perceptions that bilingual consumers have toward a particular language. The Catalan case distinguishes itself from previous studied bilingual regions because the minority language (Catalan) does not hold an inferior socio-economic and cultural status compared to the majority language (Castilian) (Woolard, 2003). Catalonia is a bilingual region in the north-east of Spain, where Catalan holds a co-official status next to the nationwide Castilian language.

2.5 *The Catalan case*

Catalan has always been a minority language, not only in Spain, but also within Catalonia itself (Atkinson, 2000). For centuries, it has been threatened to be shifted by Castilian Spanish due to the building of the centralist Spanish nation state and the flow of Castilian speaking immigrants from other parts of Spain and later from Latin-American countries. However, since the 1979 Statute of Autonomy of Catalonia, Catalan language has dominated governmental and public institutions (e.g. universities, justice court) as a result of monolingual policy (Hoffmann, 2000). The revival of Catalan language is noted by researchers such as Fishman (1991), who points to Catalonia when giving an example of an (almost) successful reversed language shift. Wheeler (2006) speaks of an intergenerational shift toward Catalan in which parents raise their children in Catalan as their first language. Even immigrants wish to acquire Catalan, or at least wish their children to do so (p. 240). According to Woolard (2003), Catalan has become the language of the middle and upper social class, while Castilian is the language of immigrants. Atkinson (2000) posits that Catalan speakers hold a stronger socioeconomic and cultural position within the Catalanian region than those who only speak Castilian. He adds that Catalan language is a language with prestige (p.195). Rendon (2005) illustrates the salience of Catalan language in the employment market, concluding that an individual who is proficient in Catalan has a better chance of being employed for a job, than someone who is only proficient in Castilian, even when a person was born outside Catalonia. That language also has a strong impact on the consumer market and on the print media market (e.g. newspapers) is shown by Redondo-Bellón (1999, 2000). According to his research, Castilian L1 speakers and Catalan L1 speakers read different newspapers and show different patterns in buying consumer goods. L1 Catalan speakers together with bilinguals tend to buy more luxury products (e.g. cosmetics, home equipment) than L1 Castilian speakers, who in turn tend to buy more low luxury products (e.g. consumption for in the home, drinks). However, Castilian language seems to dominate advertisement published by commercial companies regardless of product category, both in printed media (Atkinson and Kelly-Holmes, 2006) and on billboards in the streets of Barcelona (Franquesa i Sabaté, 2006). Redondo-Bellón (1999) expresses the need for further research on which language design has the most effect on buying behaviour in each group; exclusively in their language or in a suitable mixture (p.1158).

The metropolitan area of Barcelona is particular in the sense that the city counts relatively few L1 Catalan speakers, compared to the more rural areas of Catalonia. The amount of people that identifies itself with Catalan language is significantly lower in the metropolitan area of Barcelona (29%) compared to peripheral areas as the area of Ponent (57%) the Comarques Gironines (50%), the camp the Tarragona (38%) and the Comarques Centrals

(59%) (Idescat, 2013). Therefore, the areas outside the metropolitan area of Barcelona (e.g. Lleida) are considered to be interesting territories for exploring the effect of Catalan language in advertisements.

2.6 Hypotheses

Language: This study compares ads that are completely in Catalan language with ads that contain a mixture of Catalan and Castilian and with ads that are completely in Castilian language on its effect on persuasiveness in advertisement. Building on accommodation theory and positive findings of minority language in advertisements (Noriega and Blair, 2008) it was expected that ads in Catalan language would generate more positive attitudes toward the advertisement than ads in Castilian language. In addition, according to positive effects of mixed languages advertisements in bilingual regions found by Koslow, Shamdasani and Touchstone (1994) and following Markedness Model theory (MM: see Myers-Scotton, 1999) it is expected that:

H1: “Among young bilingual Catalan consumers in Lleida and Tarragona, advertisements that contain at least some Catalan language generate a more positive attitude toward the advertisement than ads which contain only Castilian language.”

From all studies mentioned above, only Van Hooft and Truong included attitude toward the product as a dependent variable. They found no language effect on attitude towards the product among bilingual consumers in Hong Kong. However, in Hong Kong Cantonese and English maintain an equal status, whereas researchers such as Woolard (2003), Wheeler (2006) and Atkinson (2000) posit that Catalan holds a higher socioeconomic and cultural status than Castilian. Because of these contradicting findings, the following research question is formulated:

RQ1: “Does a higher socioeconomic and cultural status of Catalan language lead to a more positive attitude towards products advertised when the ad is completely or partially in Catalan language compared to products advertised in Castilian language among young Catalans in Lleida and Tarragona?”

Accommodation theory, as well as findings from previous research (e.g. Noriega and Blair, 2008) suggest that MNCs adapting to the local minority language (i.e. Catalan) are evaluated more positive by bilinguals than MNCs adopting a more standardized approach (i.e. advertising in Castilian language) among bilingual consumers. Hypothesis two is thus as follows:

H2: “Among young bilingual Catalan consumers in Lleida and Tarragona, MNCs advertising in Catalan language or in a mixture of Catalan and Castilian language generate a more positive attitude toward the advertising company than MNCs advertising in Castilian language only.”

Accommodation theory together with previous mentioned research (e.g. Noriega and Blair, 2008) further suggest that positive attitudes toward the advertisement and advertising company lead to a higher intention to buy the product advertised when minority language is used in the advertisement. Therefore it is also hypothesized that:

H3: “The more Catalan language is used in MNC advertising, the stronger young bilingual Catalan consumers in Lleida and Tarragona show intention to buy the product advertised.”

Product category: In order to ensure that the results of this study are applicable to a broad range of multinational companies who sell different types of products, ‘product category’ was be adopted as a second independent variable. This study distinguishes between low, medium and high luxury products. Low luxury products are products from a low pricing category and serve for everyday needs. A foreign MNC per definition does not belong the Catalan community and may use Catalan language in order to activate everyday life associations. Krishna and Ahluwalia (2008) found a positive effect of the fit between vernacular language and low luxury products in advertising.

Luxury products are exclusive products of a higher price category. Before buying a luxury product, individuals collect information and rely upon the opinion of members of a reference group or community they (want to) belong to (Bearden and Etzel, 1982). Redondo-Bellón found that bilingual and L1 Catalan speakers tend to buy more medium and high luxury products than low luxury products. A MNC that promotes luxury products may use Catalan because of its associations with ‘sophistication’ and ‘socio-economic success’. Above reasoning has led to the following hypothesis:

H4: “The positive effect of Catalan language on the persuasiveness of advertising occurs for all types of product category; from low to medium and high luxury products.”

3. Method

3.1 *Research design*

In order to test whether a language effect occurs in MNC advertising on the bilingual consumer market of Catalonia, a 3 (language version: Castilian only/Catalan only/Mixed) by 3 (product category: low/medium/high luxury product) mixed (between-subjects and within-subjects), post-test only, quasi experimental design was conducted. The factor 'language design' was tested by means of a between-subject design, while the factor 'product category' was tested by a within-subject design. So, each participant evaluated three advertisements with products from all product categories, while all three advertisements were in one and the same language design for each participant.

3.2. *Materials*

Subjects were exposed to three advertisements from fictional MNCs which were manipulated in order to create the relevant experimental conditions on language and product category. For every product category, one product advertisement was designed. A chocolate bar represented the low luxury product category, a bottle of whisky represented the medium luxury product and a scooter represented a high luxury product for young consumers. The products were selected based upon the criteria that 1) they are likely to be commercialized by a foreign MNC rather than a local company, 2) their availability on the Catalan market and 3) attractiveness to relatively young consumers.

Three versions of the same questionnaire were developed in which each version included three advertisements of one particular language design: advertisements that contained Catalan language only, advertisements that contained Castilian language only, and advertisements that contained a mixture of Castilian and Catalan language. Subjects were randomly assigned to one version of the questionnaire and they were not aware that there were three different versions.

An English slogan with terms as "global taste" and "anywhere in the world" indicated that the brand was foreign and operating on a global scale (for examples of three manipulated advertisements, see Appendix A).

3.3 *Subjects*

The target population consists of bilingual Catalan consumers. Subjects for this study were all students from the Universitat Rovira i Virgili (URV) in Tarragona and the Universitat de Lleida (UdL). These cities are selected on the criteria that they lay outside the metropolitan area of Barcelona. In order to encourage participation, a Radboud University sweater was raffled among the participating students.

A total of 325 subjects started the experiment, of which 86 were excluded from analysis because they did not complete the whole survey or did not form part of the actual target population of bilingual Catalan consumers. Participants whose nationality was another than the Spanish one, and participants who indicated not to be bilingual in both Catalan and Castilian were excluded from analyses (drop-out rate of 26%). Of the remaining 239 participants, 77 were exposed to advertisements in Castilian language (65% female and 35% male; mean age: 21 years, range = 18 – 46 years; $SD = 4.98$), 88 were exposed to advertisements in Catalan language (78% female and 22% male; mean age: 21 years, range = 18 – 56 years; $SD = 5.27$) and 74 were exposed to advertisements which contained a mixture of Catalan and Castilian language (63% male and 37% female; mean age: 21 years, range = 18 – 64 years; $SD = 6.27$).

A paired samples t-test indicated that subjects were equally proficient in speaking Catalan ($M = 6.62$, $SD = .69$) and Castilian ($M = 6.55$, $SD = .84$), understanding Catalan ($M = 6.92$, $SD = .31$) and Castilian ($M = 6.90$, $SD = .37$) and reading Catalan ($M = 6.89$, $SD = .34$) and Castilian ($M = 6.87$, $SD = .40$) (all p 's $\geq .224$). However, proficiency in writing ($t = 2.46$, $p = .015$) Catalan was lower ($M = 6.53$, $SD = .76$) than proficiency in writing Castilian ($M = 6.65$, $SD = .62$).

Chi Square test showed no significant relation between the between-subject factor ('Language') and gender ($X^2(2) = 5.58$, $p = .610$). An ANOVA showed that there was no significant relation between 'Language' and age ($F(44, 492) = 53.81$, $p = .148$).

3.4. Instruments

The questions in each version of the questionnaire were identical and all translated to Catalan language from English by the researcher and back translated by a native Catalan speaker. Catalan language is considered most neutral, because subjects consisted of Catalan students, and Catalan is the official institutional language on universities in Catalonia.

The four dependent variables measured in this study are: 'attitude toward the advertisement', 'attitude toward the product advertised', 'attitude toward the advertising company' and 'intention to buy the product'.

The first dependent variable, attitude toward advertisement, was measured by means of seven-point, four-item semantic differential scales (Jung and Kellaris, 2006; in Harris 2009) labeled unlikable/likable, repellent/attractive, boring/interesting and bad/good. In addition, subjects were asked to respond to a set of three statements that determined the effect of language usage on their attitudes toward the ad. These items were adopted from Harris (2009) who in turn borrowed these item from Koslow, et al.'s (1994) study measuring attitude

toward English and Spanish based on the subject's perceived friendliness of the language and the convincing ability of the ad copy (Cronbach's $\alpha = .931$).

The second dependent variable, attitude toward the product advertised, was measured by means of seven-point, four-item semantic differential scales labeled poor value/excellent value, poor quality/high quality, boring/exciting, and common/unique. These items were adopted from Luna and Perrachio (2001) (Cronbach's $\alpha = .886$).

The third dependent variable, attitude toward the advertising company, was measured by means of seven-point 6-item semantic differential scales about the subject's perception of the advertising company. The items are labeled unprofessional/professional, not sophisticated/sophisticated, conservative/innovative disrespectful/respectful, inefficient/efficient, dishonest/honest (Cronbach's $\alpha = .895$).

The fourth dependent variable, intention to buy the product advertised, was measured by means of seven-point, two-item Likert scale, adopted from Hooft, van and Truong (2012) (Cronbach's $\alpha = .793$). These items were: 'I would consider buying this product' and 'I definitely want to buy this product'.

Control factors: Four variables were included as control factors: 1) proficiency in both Catalan and Castilian language, 2) Catalan and Castilian language associations, 3) degree of identification with Catalan and Castilian language, and 4) ethnocentricity. According to Neuliep (2002) ethnocentric persons see their own cultural group, referred to as 'in-group' as superior to other cultural groups (out-groups).

The first control variable, proficiency in Catalan and Castilian language, is measured by means of seven-point, four-item scales developed by the researcher. Subjects had to rate their own proficiency in speaking, listening, reading, and writing in both Catalan and Castilian language.

The second control variable, Catalan and Castilian language associations were measured by means of seven-point, fourteen-item scales, adopted from Krishna and Ahluwalia's (2008) study to language choice in advertising to bilinguals.

For measuring the third control variable, degree of identification with Catalan and Castilian language, three items of seven-point Likert scales were developed in order to ask subjects about their perceived identification with both languages.

The fourth control variable, ethnocentricity, was measured by five seven-point Likert scale items adopted from Neuliep's (2002) Generalized Ethnocentrism (GENE) scale. The reliability of the ethnocentricity scale comprising five items was acceptable: Cronbach's $\alpha = .708$. However, if deleted item three ("Lifestyles in other countries are just as valid as those in my culture") reliability increased to $\alpha = .821$. The four remaining items were converted into one Ethnocentricity measurement item.

The questionnaire ended with a personal inventory section (question 7) which contains four open answer questions about gender, age, place of residence and nationality of the subject.

3.5 Statistical Treatment

Since there was a within-subject factor (i.e. product category), Repeated Measures analyses (General Linear Model) were used to measure language effect for each dependent variable. Four separate repeated measures analyses were run for each dependent variable (Attitude toward advertisement, attitude toward product, attitude toward advertising company and intention to buy) with as between subject factor 'Language' (Catalan only/Castilian only/Catalan-Castilian mixture) and within subject factor 'Product Category' (low/medium/high luxury product). Identification with language, ethnocentrism and gender were entered as covariates.

Four paired samples t-tests were used in order to compare proficiency in Catalan and Castilian language for 1) speaking, 2) understanding, 3) reading and 4) writing.

Fourteen paired samples t-tests were used in order to compare the degree to which each of the fourteen images/feelings was associated with Catalan and Castilian language.

4. Results

Before testing the hypotheses and research question, it was checked what attitudes subjects held toward Catalan and Castilian language. More specifically, subjects were asked to indicate to what extent they associate 14 images/feelings, defined by Krishna and Ahluwalia (2008), with both Catalan and Castilian language. A paired samples t-test compared the mean scores for association of each image/feeling with Catalan and Castilian language. The results are reported in table 1.

Table 1 Extent to which each language is associated with images and feelings in Means and t-value (N = 239)

| Image/feeling | Mean Catalan | Mean Castilian | t |
|--------------------|--------------|----------------|--------|
| Globalness | 4.36*** | 5.38 | -6.201 |
| Family | 5.74*** | 5.02 | 4.059 |
| Exclusivity | 6.10*** | 3.72 | 16.638 |
| Cosmopolitan | 4.06*** | 4.55 | -3.392 |
| Closeness | 6.09*** | 4.58 | 11.008 |
| Sense of belonging | 5.96*** | 4.12 | 10.614 |
| Professionalism | 5.15* | 4.73 | 2.705 |
| Prestige | 5.22*** | 4.58 | 3.944 |

| | | | |
|---------------------|---------|------|--------|
| Personal | 5.60*** | 4.59 | 6.069 |
| Distant | 3.28* | 3.72 | -2.626 |
| Caring | 5.58*** | 3.75 | 12.059 |
| Lower class | 3.65*** | 4.15 | -3.219 |
| Middle class | 4.83*** | 4.26 | 4.733 |
| Upper class | 4.57 | 4.35 | 1.626 |

NOTE. – All variables measured on 7-point scales anchored at 1 = strongly associated and 7 = not at all associated.

***Means for Castilian versus Catalan different at $p = .001$.

* Means for Castilian versus Catalan different at $p = .05$.

Catalan language was, stronger than Castilian language, associated with ‘family’ ($t(246) = 4.06, p < .001$), ‘exclusivity’ ($t(247) = 16.64, p < .001$), ‘closeness’ ($t(244) = 11.01, p < .001$), ‘sense of belonging’ ($t(246) = 10.61, p < .001$), ‘professionalism’ ($t(245) = 2.71, p = .007$), ‘prestige’ ($t(246) = 3.94, p < .001$), ‘personal’ ($t(247) = 6.07, p < .001$), ‘caring’ ($t(245) = 12.01, p < .001$) and ‘middle class’ ($t(246) = 4.73, p < .001$).

In contrast, Castilian language was, stronger than Catalan language, associated with ‘globalness’ ($t(246) = -6.20, p < .001$), ‘cosmopolitan’ ($t(246) = -3.39, p = .001$), ‘distant’ ($t(247) = -2.63, p = .009$) and ‘lower class’ ($t(247) = -3.22, p = .001$).

Only ‘upper class’ was associated to a similar extent with both languages.

4.1 Language effect in advertising

First of all, it was assessed whether there exists a language effect for Catalan and Castilian language on the attitude toward advertisements which promote either a low, medium or high luxury product. A Repeated Measures Analysis for ‘Attitude toward advertisement’ with as between subject factor ‘Language’ (Catalan only/Castilian only/Catalan-Castilian mixture) and within subject factor ‘Product Category’ (low/medium/high luxury product) showed that there was a significant main effect of both ‘Language’ ($F(2, 236) = 4.33, p = .014, partial \eta^2 = .036$), and ‘Product category’ ($F(2, 472) = 5.45, p = .009, partial \eta^2 = .020$). Since Levene’s Test of Equality of Error Variances turned out to be significant for the low luxury product category, Bonferroni correction was applied. This test showed that attitudes toward advertisements with a mixture of Catalan and Castilian language were evaluated more negative ($M = 3.98, SD = 1.27$) than those which were completely in Catalan ($M = 4.43, SD = 1.09$) or Castilian ($M = 4.40, SD = 1.35$). These findings were contrary to what was predicted in hypothesis 1 (i.e. higher ratings for attitude toward advertisement when the ad is fully or partially in Catalan language compared to ads that only contain Castilian language). H1 is therefore not supported. In addition, Pairwise comparison (with Bonferroni correction) showed that the advertisement for the luxury product ($M = 4.38, SD = 1.37$) generated more positive attitudes toward the advertisement than the medium luxury product ad ($M = 4.15, SD$

= 1.28). However, there was no significant interaction effect of 'Language' and 'Product category' ($F(4, 472) = 1.65, p = .161, \text{partial } \eta^2 = .014$).

H4, which predicted a positive effect of Catalan language in all three product categories, was also not supported.

The covariates 'Ethnocentrism' and 'Identification with Language' were not significantly related to 'Attitude towards ad' ($F_{\text{ethnocentrism}}(1, 229) = 1.24, p = .268, \text{partial } \eta^2 = .005$; $F_{\text{identification with Catalan}}(1, 229) < 1$; $F_{\text{identification Castilian}}(1, 229) = 2.37, p = .125, \text{partial } \eta^2 = .010$; $F_{\text{identification both Catalan and Castilian}}(1, 229) < 1$).

Second, a research question asked whether there would be a language effect on the attitude toward products in advertisements that promote the product in Catalan, Castilian or a mixture of both languages. A repeated measures analysis for 'Attitude toward product' with as between subject factor 'Language' (Catalan only/Castilian only/Catalan-Castilian mixture) and within subject factor 'Product category' (low/medium/high luxury product) showed a significant main effect of 'Product category' ($F(2, 482) = 24.34, p < .001, \text{partial } \eta^2 = .092$), but not for 'Language' ($F(2, 241) < 1$). Pairwise Comparisons indicated that attitude toward the medium-luxury product ($M = 3.63, SD = 1.29$) and high-luxury product ($M = 3.74, SD = 1.35$) were more positive than the attitude toward the low-luxury product ($M = 3.19, SD = 1.12$), regardless of language of the ad. There was no significant interaction effect for 'Language' and 'Product category' ($F(4, 482) = 2.19, p = .069, \text{partial } \eta^2 = .018$).

The research question asked whether a positive effect of Catalan language would occur regarding the attitude toward the product advertised. No effect of language was found. Instead, differences in attitude toward the product were caused by a difference in product category.

The covariates 'Ethnocentrism' and 'Identification with Language' were not significantly related to 'Attitude towards product' ($F_{\text{ethnocentrism}}(1, 234) = 1.04, p = .309, \text{partial } \eta^2 = .004$; $F_{\text{identification with Catalan}}(1, 234) < 1$; $F_{\text{identification Castilian}}(1, 234) = 1.23, p = .269, \text{partial } \eta^2 = .005$; $F_{\text{identification both Catalan and Castilian}}(1, 234) < 1$).

Furthermore, it was hypothesized that a language effect would occur for bilingual Catalan consumers on their attitude toward the advertising company in that MNCs which fully or partially accommodate to the regional Catalan language would be evaluated more favorably than MNCs which adopt only Castilian language which is spoken in the whole country and in several Latin-American countries. Data for 'Attitude toward advertising company' were analysed using a Repeated Measures Analysis with as between subject factor 'Language'

(Catalan only/Castilian only/Catalan-Castilian mixture) and within subject factor 'Product Category' (low/medium/high luxury product). Mauchly's test indicated that the assumption of sphericity had been violated ($\chi^2(2) = 19.22, p < .001$), therefore degrees of freedom for the within variable (product category) were corrected using Huyn-Feldt estimates of sphericity ($\epsilon = 0.96$). Analysis showed that there was a significant main effect of 'Product category' ($F(2, 234) = 97.60, p < .001, \text{partial } \eta^2 = .294$), but not for 'Language' ($F(2, 227) < 1$). Pairwise comparisons were significant for all product categories. The high luxury product generated a more positive attitude toward the advertising company ($M = 4.18, SD = 1.22$) than the low luxury product advertisement ($M = 3.63, SD = .87$), which in turn generated more positive attitudes toward the advertising company than the medium luxury product ($M = 3.28, SD = .94$).

There was no significant interaction effect for 'Language' and 'Product category' ($F(3.76, 439.90) = 1.02, p = .394, \text{partial } \eta^2 = .009$). Hypothesis 2, which predicted a more positive evaluation of an MNC advertising fully or partially in Catalan language compared to a MNC that advertises in Castilian language only, was not supported. Either way, Hypothesis 4, which predicted a positive language effect for Catalan language for all product categories, was also not supported.

The covariates 'Ethnocentrism' and 'Identification with Language' were not significantly related to 'Attitude towards product' ($F_{\text{ethnocentrism}}(1, 227) < 1$; $F_{\text{identification with Catalan}}(1, 227) < 1$; $F_{\text{identification Castilian}}(1, 227) = 1.40, p = .620, \text{partial } \eta^2 = .001$; $F_{\text{identification both Catalan and Castilian}}(1, 234) < 1$).

Finally, it was tested whether Catalan versus Castilian language would have an effect on the intention to buy a product among bilingual Catalan consumers. Repeated measures analysis for 'Intention to buy' with as between subject factor 'Language' (Catalan only/Castilian only/Catalan-Castilian mixture) and within subject factor 'Product category' (low/medium/high luxury product) showed no significant main effect of 'Product category' ($F(2, 478) < 1$), nor for 'Language' ($F(2, 239) < 1$). Neither was there a significant interaction effect ($F(4, 478) = 1.36, p = .246, \text{partial } \eta^2 = .011$). H3 and H4 were both not supported.

The covariates 'Ethnocentrism' and 'Identification with Language' were not significantly related to 'Attitude towards product' ($F_{\text{ethnocentrism}}(1, 239) = 2.48, p = .117, \text{partial } \eta^2 = .010$; $F_{\text{identification with Catalan}}(1, 239) < 1$; $F_{\text{identification Castilian}}(1, 239) = 2.84, p = .093, \text{partial } \eta^2 = .012$; $F_{\text{identification both Catalan and Castilian}}(1, 234) < 1$).

5. Conclusion

In this research, the effect of Catalan as a minority language on the persuasiveness of advertising in the bilingual consumer market in Catalonia is examined for three different product categories (low, medium and high luxury products). Specifically, it was tested whether advertisement in Catalan language versus Castilian language versus a Catalan-Castilian mixture would affect bilingual consumers' attitude toward the advertisement, the product advertised, the advertising company and their intention to buy the product advertised.

Subjects associated the minority language (Catalan) with feelings of family, exclusivity, closeness, a sense of belongingness, professionalism, prestige, personal, caring and middle class. In contrast, the majority language (Castilian) was perceived as more global and cosmopolitan and associated with distance and lower social class. It can be concluded that, within the bilingual Catalan region, Catalan as a minority language holds a superior socioeconomic and cultural status compared to Castilian which is the nationwide spoken language and which also is spoken in other parts of the world (e.g. Latin-America).

However, this difference in socioeconomic and cultural status did not result in a clear language effect in advertisement. Subjects held a more negative attitude toward advertisements which contained a mixture of both Catalan and Castilian language compared to full Catalan and full Castilian language ads. No differences were found between the Catalan and Castilian language versions for attitude toward advertisement. Subjects rated the high luxury advertisement better than the medium luxury advertisement, but this difference was not explained by any language effect.

Differences in the attitude toward the product advertised were found in that the medium and high luxury product generated more positive attitudes toward the product than the low luxury product. However, this difference was not explained by any language effect.

The MNC that advertised luxury products generated more positive attitudes than the MNC that advertised low luxury product, which in turn was more positively evaluated as the MNC advertising a medium luxury product. However, an effect of language on the attitude toward the advertising company was absent.

Finally, no differences were found in the effectiveness of Catalan versus Castilian language for the intention to buy the product advertised among young bilingual Catalan consumers.

In sum, an effect of language occurred only for the attitude towards the advertisement in that advertisements with a mixture of Catalan and Castilian language were evaluated less favorably than advertisement which were completely in Catalan or completely in Castilian language. Different product categories generated different attitudes toward the product

advertised and the advertising company, but this effect had nothing to do with the language in which the advertisement was conducted.

Overall, since no positive effects were found for Catalan language in advertising, it can be concluded that there is no need for multinational companies to adapt the language of their advertising to the regional minority language when considering entering the bilingual market of Catalonia. However, based on this study, it is badly recommended to conduct a mixed language design in which both Catalan and Castilian language appear in the same ad. Conducting all advertisement in the nationwide Castilian language would be more cost-efficient and as effective as translating into Catalan language, in case other – Spanish speaking – regions of the country or even other Spanish speaking countries would be target.

6 . Discussion

This study examines whether there exists a language effect of minority versus majority language on bilingual consumers' attitudes and behavioural intentions. This is especially important for advertisers of MNCs deciding to what extent adaptation of their promotion activities should be done. Three language designs were examined: one design in which full adaption to the local, minority language occurs in the advertisement (Catalan only), one design in which adaption only occurs on a nationwide level (Castilian only) and one design in which a mixture of both the minority and majority language appear.

The results of this study are in line with previous work conducted by Atkinson (2000), Wheeler (2006) and Woolard (2003) in that Catalan language is associated with a higher socioeconomic and cultural status in comparison with Castilian language within the region of Catalonia. However, this difference in language association did not lead to positive language effect of Catalan in advertising. On the contrary, the mixed language design generated more negative attitudes toward the advertisements than those conducted in Castilian language (and Catalan language).

Contrary to what would have been predicted from accommodation theory in advertising, the use of minority language in advertisement did not lead to more positive attitudes toward the advertisement among young bilingual consumers than the majority language. Koslow, Shamdasani and Touchstone's (1994) suggestion that a mixed language design recognizes the bilingual identity of consumers which in turn leads to positive evaluations of the advertisement does not seem to hold true for the participants in this study. An explanation could be found in the difference of bilingual contexts of both studies. In this study, the

minority language (i.e. Catalan) held a more positive socioeconomic and cultural status than the majority language (i.e. Castilian). The minority language was the language of the locals, associated with feelings such as belongingness and proximity, while the majority language was the language of the immigrants (Woolard, 2003), and associated with globalness and distance. The majority language also held a more negative socioeconomic status as it was associated with lower social class. In contrast in Koslow, Shamdasani and Touchstone's study (1994), the minority language (i.e. Spanish) was the language of the immigrants and held a more negative socioeconomic and cultural status, while the majority language (i.e. English) was associated with sophistication, holding a more positive socioeconomic and cultural status. This contradicting pattern of language status for minority and majority language among bilinguals in a specific region might explain why accommodation theory, which was developed in the USA, could not count for the findings of this study, which was conducted in Catalonia, Spain. As already indicated by Koslow, Shamdasani and Touchstone (1994), language status and perceptions are a determining factor which influences the predictability of language effects in advertising and more research in different bilingual regions might be helpful in order to extend accommodation theory.

The results are also in conflict with the Markedness Model theory (MM: Myers-Scotton, 1999) and the findings of Luna and Perrachio (2005), which also predict positive outcomes for a mixed language design in advertising. In this study, the mixed language design was not effective in generating positive attitudes towards the advertisement. In contrast, advertisements with a mixed language design generated more negative attitudes than advertisements that were completely in Catalan or Castilian language. Again, Markedness Model theory and Luna and Perrachio's study (2005) were conducted in the USA, where a reverse pattern exists concerning to the socioeconomic and cultural status of minority and majority language compared to Catalonia.

Another explanation for the negative effects of the mixed language design on the attitude toward the advertisement may be found by Krishna and Ahluwalia (2008) who attribute negative attitudes toward Hindi in foreign MNC advertising to 'the unexpectedness of the phenomenon'. A study conducted by the Barcelona municipality (Solé i Camardons, 1997) on the prevalence of Catalan versus other language in advertising in the streets of the Barcelona city found no publicity at all that combined both Catalan and Castilian language in one ad (p. 51). It is possible that subjects were not familiar with such a language design in advertisement which led to negative evaluations of the ad with a mixed language design.

The results of this study are more in line with Van Hooft and Truong's study (2012) about language effects in advertisements on the bilingual market in Hong Kong. In both this study as in the Van Hooft and Truong study, no differences were found in the attitude toward the

product and the intention to buy the product advertised when advertisements in the minority versus majority language. However, Van Hooft and Truong (2012) found a positive effect of English language on the attitude toward the advertisement for diamonds. Diamonds are of a very high luxury product category. This study did not find a similar language effect of the more cosmopolitan language (Castilian) compared to the more local language (Catalan) for the high luxury product category. However, the product representing 'high luxury' (i.e. scooter) might not be comparable with diamonds, which might represent an even higher luxury category.

Comparing the results found by Krishna and Ahluwalia (2008) on the bilingual Indian market with those of this study on the bilingual Catalan market, it appears that similar language perceptions for the local, vernacular language (e.g. belongingness, closeness, family) and the more global, cosmopolitan language of the nation are found. However, contrary to what was found by Krishna and Ahluwalia in India, there were no such language effects for different product categories as would have been expected. Where those perceptions associated with the vernacular language generated positive effects for low luxury product advertisements and perceptions associated with the (inter)national language fitted high luxury products better in India, no such effects were found for Catalan and Castilian language among young bilingual Catalan consumers. The difference in attitude toward the product advertised was not a result of the language used in the advertisement. The fact that subjects in this study liked the low luxury product less than the medium and high luxury product might be due to the fact that higher luxury products are perceived as more valuable than low luxury products. Differences in product category were also found for the attitude toward the advertising company, but these differences were also not explained by the language of the ad. The fact that the advertising company advertising a bottle of whisky was evaluated less positive might be due to the fact that companies producing alcoholic beverages are perceived less positive than other companies.

Future research and limitations

In addition to what has been proposed for future research on the extension of accommodation theory, this study mentions some other recommendations for future research. First, Catalonia is not the only bilingual region in Spain. In Galicia, the Basque Country and Valencia, Castilian language also coexist with another minority regional language. Future research could focus on language associations and the effect of language in advertisements in these bilingual regions. Second, this study focusses on the effect of language in print advertising. Subjects processed information by reading advertisements. It would be interesting to find out whether the same results would be found if the effect of

language would have been explored in television and radio commercials in which information is processed by means of listening and the advertiser accommodates by speaking the mother tongue of its foreign customers instead of writing it down.

A limitation in this study is that the advertisements were very simple, since they were conducted by the researcher. However, the advertisements were exact copies for every language condition; only the language of the advertisement was manipulated in order to create different language conditions. The layout of the advertisements themselves are thus very unlikely to have influenced the results. An option would be to use professional advertisements of existing companies, which tend to be more creative. However, a serious limitation of this option would be the so-called learning effect, which holds that subjects already have an attitude toward the brand and its products, which moderates the manipulation effects of the independent variables.

Another limitation is that the advertisements stand on their own, without any context of a media platform. Possible effects of media vehicle selection and advertising strategy of the fictive companies were thus not included in this study. For example, an advertisement in Catalan language which appears in a Castilian newspaper could lead to different results than when the same Catalan language ad appears in a Catalan newspaper (Atkinson and Kelly-Holmes, 2006). A positive consequence of this limitation is that subjects are not distracted by other pages or articles and can fully concentrate on the advertisement.

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Appendix A – manipulated advertisements of fictive MNCs



Castilian version of low-luxury product



Catalan version of low-luxury product



Mixed version of low-luxury product

Bebe
felicidad



Una botella llena de pasión...

Su destilería
tradicional
desde 1845

World wide leader in
seducing

Swoz



*consumo y venta prohibido a menores de 18 años

Castilian version of medium-luxury product

Beu
felicitat



Una ampolla plena de passió..

La seva destil·leria
tradicional
des de 1845

World wide leader in
seducing

Swoz



* Consum i venda prohibit a menors de 18 anys

Catalan version of medium-luxury product

Beu
felicitat



Una botella plena de pasión...

Su destilería
tradicional
desde 1845

World wide leader in
seducing

Swoz



* Consum i venda prohibit a menors de 18 anys

Mixed version of medium-luxury product



Disfruta, vuela,
monta NCOB

Anywhere in the world,
you drive NCOB

Un 30%
más
económica
en el
consumo

Una moto
nunca ha
sido tan
silenciosa ...

NCOB

Pasa por nuestra tienda y conoce las mejores ofertas

Castilian version of high-luxury product



Gaudeix, vola,
munta NCOB

Anywhere in the world,
you drive NCOB

Un 30%
més
econòmica
en el
consum

Una moto
mai ha estat
tan
silenciosa...

NCOB

Passa per la nostra botiga i coneix les millors ofertes

Catalan version of high-luxury product



Disfruta, vuela,
monta NCOB

Anywhere in the world,
you drive NCOB

Un 30%
més
econòmica
en el
consum

Una moto
nunca ha
sido tan
silenciosa ...

NCOB

Passa per la nostra botiga i coneix les millors ofertes

Mixed version of high-luxury product

Apendix B – Questionnaire

Qüestionari

Radboud Universiteit Nijmegen



Introducció

Benvolguda / benvolgut estudiant tenim el plaer de convidar-te a participar en la nostra recerca sobre la introducció de nous productes fabricats per empreses multinacionals al mercat català. Aquesta investigació es realitza en el marc de la meva tesi de Màster iniciada en el departament de Ciències de la Comunicació i Informació de la Radboud Universitat de Nimega (Països Baixos).

I per això et convidem a que ens donis la teva opinió sobre tres anuncis publicitaris. Necessitaràs uns 15 minuts per respondre totes les preguntes del qüestionari. La participació es voluntària i la informació serà tractada amb absoluta confidencialitat i et garantim l'anonimat. Les dades obtingues seran arxivades i només consultades pels membres del projecte de recerca. Al omplir aquesta enquesta acceptes els terminis d'aquesta investigació.

Instruccions

A continuació trobaràs un qüestionari i tres anuncis. Després de cada anunci, et farem una sèrie de preguntes. Et preguem que contestis les preguntes en l'ordre en què es presenten i que no fullegis amb antelació les preguntes encara no contestades i que no rellegeixis les preguntes ja contestades abans per tu. Finalment et fem un seguit de preguntes de caràcter general. Et presentem un exemple de les preguntes que et trobaràs més endavant aquí:

Exemple una resposta d'una pregunta:

'Opino que aquest anunci és'

Bonic O O O ● O O O Lleig

El cercle del mig indica una opinió neutral.

Si per accident marques un cercle per error, marca-ho amb una creu i omple el cercle de la teva elecció de nou.

Exemple de correcció:



Voldria remarcar que en aquest qüestionari no hi ha respostes correctes ni incorrectes. Estem interessats en la teva opinió. Moltes gràcies per la teva participació!

Ilse van Mierlo

Dr. Andreu van Hoof (Departament de Ciències de la Comunicació – Radboud University)

Anunci 1

Preguntes

1. Marca el cercle que millor representi la teva opinió:

Opino que aquest **anunci** és:

| | | | | | | | | |
|--------------|---|---|---|---|---|---|---|-------------|
| Desagradable | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Agradable |
| Repel·lent | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Atractiu |
| Avorrit | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Interessant |
| Dolent | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Bo |

2. Llegeix les següents declaracions sobre la teva actitud vers l'anunci.
 Marca el cercle que millor representi la teva resposta:

| | Totalment en desacord | | | | | | Totalment d'acord |
|---|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| L'ús de idioma a l'anunci és adient. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Aquest anunci respecta la meva cultura. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Valoro positivament aquest anunci. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

3. Marca el cercle que millor representi la teva opinió:

Opino que el producte anunciat és:

| | | | | | | | | |
|--------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| D'escàs valor | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | D'excel·lent valor |
| D'escassa qualitat | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | D'excel·lent qualitat |
| Avorrit | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Fascinant |
| Comú | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Únic |

4. Marca el cercle que millor representi la teva opinió:

L'empresa productora em sembla:

| | | | | | | | | |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------|
| Aficionada | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Professional |
| Endarrerida | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Avançada |
| Conservadora | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Innovadora |
| Irrespectuosa | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Respectuosa |
| Ineficient | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Eficient |
| Hipòcrita | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sincera |

5. Llegeix les següents declaracions sobre la teva intenció de comprar aquest producte. Marca el cercle que millor representi la teva resposta:

| | Totalment en desacord | | | | | | Totalment d'acord |
|--|--------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Consideraria comprar aquest producte. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Definitivament vull comprar aquest producte. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Anunci 2

Preguntes

1. Marca el cercle que millor representi la teva opinió:

Opino que aquest **anunci** és:

| | | | | | | | | |
|--------------|---|---|---|---|---|---|---|-------------|
| Desagradable | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Agradable |
| Repel·lent | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Atractiu |
| Avorrit | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Interessant |
| Dolent | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Bo |

¡Passa la pàgina!

2. Llegeix les següents declaracions sobre la teva actitud vers l'anunci.
Marca el cercle que millor representi la teva resposta:

| | Totalment en desacord | | | | | | Totalment d'acord | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| L'ús de idioma a l'anunci és adient. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Aquest anunci respecta la meva cultura. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Valoro positivament aquest anunci. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

3. Marca el cercle que millor representi la teva opinió:

Opino que **el producte** anunciat és:

| | | | | | | | | |
|--------------------|---|---|---|---|---|---|---|-----------------------|
| D'escàs valor | 0 | 0 | 0 | 0 | 0 | 0 | 0 | D'excel·lent valor |
| D'escassa qualitat | 0 | 0 | 0 | 0 | 0 | 0 | 0 | D'excel·lent qualitat |
| Avorrit | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Fascinant |
| Comú | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Únic |

4. Marca el cercle que millor representi la teva opinió:

L'empresa productora em sembla:

| | | | | | | | | |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------|
| Aficionada | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Professional |
| Endarrerida | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Avançada |
| Conservadora | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Innovadora |
| Irrespectuosa | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Respectuosa |
| Ineficient | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Eficient |
| Hipòcrita | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sincera |

5. Llegeix les següents declaracions sobre la teva intenció de comprar aquest producte.
Marca el cercle que millor representi la teva resposta:

| | Totalment en desacord | | | | | | Totalment d'acord | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Consideraria comprar aquest producte. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Definitivament vull comprar aquest producte. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Anunci 3

Preguntes

1. Marca el cercle que millor representi la teva opinió:

Opino que aquest **anunci** és:

| | | | | | | | | |
|--------------|---|---|---|---|---|---|---|-------------|
| Desagradable | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Agradable |
| Repel·lent | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Atractiu |
| Avorrit | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Interessant |
| Dolent | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Bo |

2. Llegeix les següents declaracions sobre la teva actitud vers l'anunci.
Marca el cercle que millor representi la teva resposta:

| | Totalment en desacord | | | | | | Totalment d'acord | |
|---|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| L'ús de idioma a l'anunci és adient. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Aquest anunci respecta la meva cultura. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Valoro positivament aquest anunci. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

3. Marca el cercle que millor representi la teva opinió:

Opino que **el producte** anunciat és:

| | | | | | | | | |
|--------------------|---|---|---|---|---|---|---|-----------------------|
| D'escàs valor | 0 | 0 | 0 | 0 | 0 | 0 | 0 | D'excel·lent valor |
| D'escassa qualitat | 0 | 0 | 0 | 0 | 0 | 0 | 0 | D'excel·lent qualitat |
| Avorrit | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Fascinant |
| Comú | 0 | 0 | 0 | 0 | 0 | 0 | 0 | Únic |

4. Marca el cercle que millor representi la teva opinió:

L'empresa productora em sembla:

| | | | | | | | | |
|---------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------|
| Aficionada | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Professional |
| Endarrerida | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Avançada |
| Conservadora | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Innovadora |
| Irrespectuosa | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Respectuosa |
| Ineficient | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Eficient |
| Hipòcrita | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | Sincera |

5. Llegeix les següents declaracions sobre la teva intenció de comprar aquest producte.
Marca el cercle que millor representi la teva resposta:

| | Totalment en desacord | | | | | | Totalment d'acord | |
|--|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Consideraria comprar aquest producte. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Definitivament vull comprar aquest producte. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Ara et farem una sèrie de preguntes de caire general:

1. *Marca el cercle que millor indiqui el teu domini del **català***
(1 = molt baix, 7 = excel·lent):

| | | | | | | | |
|----------|---|---|---|---|---|---|---|
| Parlar | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Escoltar | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Llegir | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Escriure | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

2. *Marca amb un cercle la xifra que millor indiqui el teu domini del **castellà***
(1 = molt baixa, 7 = excel·lent):

| | | | | | | | |
|----------|---|---|---|---|---|---|---|
| Parlar | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Escoltar | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Llegir | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| Escriure | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

3. *¿Fins a quin punt associes les següents paraules amb la **llengua catalana**? Marca el cercle que millor representi la teva resposta:*

| | No és en absolut associat | | | | | | Fortament associat |
|----------------------|---------------------------|---|---|---|---|---|--------------------|
| Globalitat | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Família | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Exclusivitat | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Cosmopolita | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Proximitat | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sentit de pertinença | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Professionalisme | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Prestigi | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Personal | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Distant | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Afecte | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Classe baixa | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Classe mitjana | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Classe alta | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

4. ¿Fins a quin punt associes les següents paraules amb la **llengua castellana**? Marca el cercle que millor representi la teva resposta:

| | No és en absolut associat | | | | | | Fortament associat |
|----------------------|----------------------------------|---|---|---|---|---|---------------------------|
| Globalitat | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Família | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Exclusivitat | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Cosmopolita | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Proximitat | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Sentit de pertinença | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Professionalisme | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Prestigi | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Personal | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Distant | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Preocupant | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Classe baixa | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Classe mitjana | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Classe alta | 0 | 0 | 0 | 0 | 0 | 0 | 0 |

5. Contesta les següents preguntes sobre tu:

¿Ets bilingüe? ☐ Sí ☐ No

¿Quina és la teva primera llengua?

☐ Català ☐ Castellà ☐ Una altra llengua, a saber:

¿Quina és la teva segona llengua?

☐ Català ☐ Castellà ☐ Una altra llengua, a saber:

| | Totalment en desacord | | | | | | Totalment d'acord |
|--|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| M'identifico amb la <u>llengua catalana</u> . | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| M'identifico amb la <u>llengua castellana</u> . | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| M'identifico amb les dues llengües. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

6. *Contesta les següents preguntes:*

A quina cultura sents que pertanyis més?

| | Totalment en desacord | | | | | | Totalment d'acord |
|---|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| A la cultura Espanyola | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A la cultura Catalana | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Tant a la cultura Espanyola com la Catalana | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| A una altra cultura, a saber: | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

7. *Contesta les següents preguntes:*

| | Totalment en desacord | | | | | | Totalment d'acord |
|---|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| La majoria d'altres cultures són endarrerides comparades amb la meva cultura. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| La meva cultura deuria ser el model a seguir per altres cultures. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Els estils de vida d'altres cultures són tan vàlids com els de la meva cultura. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Altres cultures farien bé de seguir la nostra cultura. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |
| Els estils de vida de la gent de la meva cultura són els millors del món. | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

8. *Dades personals:*

Sexe: ☐ Home ☐ Dona

Edat: _____

Lloc de residència: _____

Nacionalitat: _____

Aquest es la fi del qüestionari.
 Moltes gràcies per la teva participació.