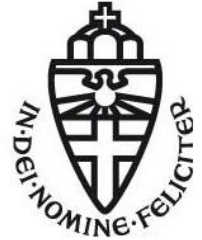# Radboud University Nijmegen

The effect of English in advertisements in Egypt

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Abstract

The use of English as a Lingua Franca in professional communication has increased in the last decades and in the field of advertising multinational companies (MNC's) are faced with an important decision about whether to standardize their language for advertising to English or to adapt to local languages in non-native English countries (Krishna & Ahluwalia, 2008; Ryans, Griffith & Jain, 2008). Previous studies investigating the effectiveness of English versus local languages in advertisements for mainly Europe found no differences in effectiveness between native and non-native English use (Gerritsen et al, 2010; van Meurs, Korzilius & Hermans, 2004 Nickerson & Camiciottoli, 2013; Planken, van Meurs & Radlinska, 2010). Because research for non-western countries is limited (Okazaki & Mueller, 2007), the current study focused on Egypt. The effect of the use of English, Arabic or mixed language in advertisements in Egypt on Egyptian customers' attitude towards the product, attitude towards the advertisement and purchase intention and the influence of product price category, educational background and language proficiency was investigated. A within-between quasi-experiment was used to measure respondents attitudes towards 3 different product advertisements (cheap product, mid-luxury product, expensive product) in 3 different language versions (English, Arabic, mixed language). Main findings showed a significantly higher purchase intention for English than for the Arabic and mixed language version. No differences between English and Arabic were found for the evaluation of the advertisement, text and product, while the mixed language advertisement was found to be evaluated significantly lower. Significant positive relationships between language attitudes towards English and symbolic values and advertisement evaluation were found, while there were no significant major influences of product price category, educational background and perceived language proficiency. Findings are partly in line with previous research and lead to clear implications and recommendations for International Business Communication practices.

Keywords: International advertising; International Business Communication; attitudes; Business English as a Lingua Franca; Egypt

Preface

The process of writing this thesis has been a road full of new challenges for me. Some of them at first seemed extremely difficult but I learned that patience, inquisitiveness, responsibility and perseverance are the keys to overcoming any challenge and will eventually lead to success.

For this implementation of this master thesis research I traveled to Cairo, Egypt from April to June 2015. I experienced a very warm welcome in this wonderful country and I received great support in the process of translation of the questionnaire and stimuli and the data collection in Cairo. My experience in Cairo and the entire writing process of this master thesis gave me new insights, skills and experiences I will carry with me for a lifetime. This would not have been possible without the valuable help I received.

First of all, I would like to express my gratitude to my supervisor, Andreu van Hooft, who was a great support in all of the phases of writing this thesis. You created a true learning process and encouraged me to create my own independent perspective.

Next, I would like to thank Stichting Nijmeegs Universiteitsfonds (SNUF) for the financial support which made it possible for me to travel to Egypt to collect the data.

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1. Introduction

In the last decades, globalization has led to an increased role of English as a Lingua Franca in international communication (ELF). Many multinational companies (MNC's) opted for standardizing their corporate language and use English for their global communication (Welch, Welch & Piekkari, 2005). For their international advertising, this means an important choice between standardization to their corporate language and adaptation to a local language. Literature showed that both options are feasible and have their advantages and disadvantages and also offers a third possible option which is the mixed language advertisement (De Mooij, 2005; Gerritsen & Nickerson, 2010; Krishna & Ahluwalia, 2008; Ryans, Griffith & Jain, 2008; Walsh, 1991).

Previous studies in mainly western countries investigated this effectiveness and found no differences between the effectiveness of English and a local language (Gerritsen et al, 2010; van Meurs, Korzilius & Hermans, 2004 Nickerson & Camiciottoli, 2013; Planken, van Meurs & Radlinska, 2010). Limited research has yet focused on this effectiveness in the Arab world and Egypt. The present study investigated the effect of the English, Arabic or mixed language use in advertisements in Egypt on Egyptian customers' attitude towards the advertisement, text and product and the purchase intention, and the influence of product price category, English language attitudes and symbolic values, perceived language proficiency towards English and type of education on this effectiveness.

2. Theoretical background

2.1 English as a Lingua Franca in international advertising

In the field of international advertising, English is used extensively in countries where it is not an official language (Gerritsen et al., 2007). The choice for MNC's to standardize their corporate language in international advertising or adapt to local needs is viewed as a very important decision and has been topic of discussion in international advertising for years (Krishna & Ahluwalia, 2008; Ryans, Griffith & Jain, 2008). On one hand, standardization of the corporate language is more beneficial financially and aids in building a consistent and international brand, whereas adaptation, on the other hand, meets local consumer needs and leads to less communicational issues and a better comprehension (De Mooij, 2005; Gerritsen & Nickerson, 2010; Ryans, Griffith & Jain, 2008; Walsh, 1991).

Standardization

One of the reasons for MNC's to choose to standardize their language in international advertising to English is the assumption of the general associations of customers regarding the use of English (Kelly-Holmes, 2000; 2005). The English language does not only have a referential meaning but could also possess a symbolic value, according to Kelly-Holmes (2005) and Meurs, Korzilius, Planken and Fairley (2007). This symbolic value of the English use in advertisements includes being a symbol of urban growth (Graddol, 2006), modernization and internationalism (Bhatia, 1992; Piller, 2003), young, dynamic and international (Gerritsen et al., 2000), prestige and technological superiority (Martin, 2002) and being superior to local products (James & Hill, 1991). These associations could be used as a tool for both international and local companies aiming to attaining a certain brand image associated with international and luxurious values and could therefore lead to a positive brand image and product image (Gerritsen et al., 2000; Kelly-Holmes, 2000; 2005). At the same time, these language associations and this brand image can cause brand trust, which was found to have a positive relationship with purchase intention in numerous business contexts (Chen, 2012; Chen & Barnes, 2007; Doney & Cannon, 1997, Mayer, Davis & Schoorman, 1995).

Adaptation

The other option for MNC's is to adapt their language in advertising to the local language. Previous studies have found that culturally adapted advertisements were perceived to be more persuasive and better liked globally and led to a higher appreciation (De Mooij, 2005; Hornikx & O'Keefe, 2009).

According to the linguistic theory of accommodation, adaptation to the local language can be seen as sensitivity towards culture (Giles et al, 1991). Applied to advertising this could lead to positive effects on consumers' response towards an adapted advertisement (Koslow, Shamdasani & Touchstone, 1994).

Mixed language

Next to standardization and adaptation, a third possibility which global companies seem to choose is to mix English and a local language in an advertisement (Hashim, 2000). Mixed language advertisements could benefit from the associations with English language and still show cultural sensitivity by utilizing the local language, as well as creativity and innovation (Bhatia, 1992; Hashim, 2000). In Hispanic bilingual contexts mixed language advertisements were found to show cultural

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evaluation and gain higher affect (Callow & Mcdonald, 2005, Koslow, Shamdasani & Touchstone,1994).

Also, the use of code switching in an advertisement attracts more attention and it is less expected in a certain context (Luna & Peracchio, 2005; Pieters, Warlop & Wedel, 2002). The markedness model states that the use of an unexpected language or mixed language focuses the attention on the language and activates specific perceptions with it, whereas the unmarked, expected language use in a certain context would be processed literally and the focus would be solely on the message content (Luna and Peracchio, 2005). For the mixed language version this could lead to a better evaluation of the advertisement and purchase intention.

It can be concluded for the language choice in advertisements that factors are involved that either espouse standardization, such as associations with English use, or adaptation, such as perceived cultural sensitivity, and that mixed language in advertisements can possibly be seen as a third compromising option.

2.2 Effectiveness of language in advertisements

To create more understanding of the actual effect of the three marketing language strategies, it is important to look at the effectiveness and attitudes of customers towards the languages used in advertisements. Several empirical studies have investigated the effectiveness of language choice in advertising in France, Germany, the Netherlands, Spain, and Poland, and found no significant differences in attitudes towards English or local languages, yet a lower comprehension of the English advertisements was found (Gerritsen et al., 2010; Planken, van Meurs and Radlinska, 2010).

While research in Europe focus on the effectiveness and comprehension of English or a local language in advertising, several studies outside of Europe focused on effectiveness and product price category. Krishna and Ahluwalia (2008) conducted several studies among bilinguals in India and also found that the effectiveness of the chosen language was depending on the product price category. The use of English, which was associated with upper class, globalness, exclusivity and professionalism, was found to be more effective for luxury goods, whereas the use of the local language Hindi, which was described as family, belonging, and personal, was preferred for advertising basic necessities (Krishna & Ahluwalia, 2008). Similarly, Van Hooft and Truong (2012) investigated the effects of English and Cantonese in advertising for bilingual speakers in Hong Kong and found that advertisements with

expensive products were more appreciated in the English than in the Cantonese language version. The mentioned studies show that language associations may cause differences in product price category.

For the Arab world and Africa, research into advertising is limited (Al-Olayan & Karande, 2000; Nickerson & Camiciottoli, 2013; Okazaki & Mueller, 2007).

Nickerson and Camiciottoli (2013) were among the first authors to focus on the Arab world by investigating attitudes towards English versus Arabic language use in Emirates. No significant differences were found in attitude towards the product, text and buying intention. This is in line with findings of European studies mentioned. However, Nickerso\\n and Camiciottoli (2013) found a preference for the Arab language in advertisements across all genders, ages and educational levels. Some participants mentioned that their preference was mainly because Arabic was their first language, but other respondents noted that they saw English as a threat to local Arab language and culture. More research on the effectiveness of language choices in advertisements is needed in order to contribute to a better understanding of the attitudes towards this language use and to create knowledge for theoretical and practical purposes.

2.3 English in Egypt

Egypt

Egypt has one of the world's longest histories and its rich culture shows influences from many different foreign cultures throughout history such as Roman, Greek, Arab, Persian and European. After being ruled by the French and the English, the county became independent in 1953 (The World Factbook, 2014). After the independence most industries in Egypt were nationalized, the government ruled all mass media and there was no press freedom until the mid-eighties (Amin, 2002; Keenan & Shoreh, 2000; Napoli & Amin, 1997). As a result, the advertising sector in Egypt can be seen as relatively new and unfamiliar. This unfamiliarity along with the religious fundamentalism can possibly explain why attitudes towards advertisements in Egypt were found to be negative (Keenan & Shoreh, 2000). Keenan and Shoreh (2000) conducted a corpus study in which they investigated the opinions towards advertisements in Egypt in general as expressed in columns in Egyptian media from 1978 until 1997. They found that part of the negative columns claimed that advertising harmed the Arab culture by presenting Western values or by ignoring Arab culture and values, and as a recommendation they proposed a stronger focus on Egyptian patriotism (Keenan & Shoreh, 2000). For the use of English in

advertisements in Egypt this could mean that English would be seen as a threat to the local culture and language and this would indicate a preference for the adapted Arabic advertisement.

English in Egypt

The English language proficiency in Egypt was marked as "very low proficiency" at rank 56 of the world whereas for example The Netherlands can be found at rank 2 with a "very high proficiency". (EF English proficiency index, 2014). However, English serves as a first language for communication between native Egyptians in certain specific contexts such as higher education, medicine, science and tourism, (Kachru 1992, as cited in: Schaub, 2000). Also, English is a lingua franca in Egypt (McArthur, 1998). Four main functions of English as a lingua franca can be distinguished: a regulative function for official use, an interpersonal function for informal communication, an instrumental function for instructions and an innovative use for creative and literary use (Kachru, 1992, as cited in: Schaub, 2000). The latter two functions of English are clearly present in Egypt and will now be discussed.

Firstly, the instrumental function is important in Egypt where English is an obligatory language taught from seventh grade on through secondary schools, and many high class private schools even provide fully English-taught education from elementary on (Battenburg, 2006; Haeri, 1997; Schaub, 2000). This creates a distinction between public and private education and it leads the association of foreign languages with high status. As a result, this group of Egyptians that got educated in English or another western language become a distinctive group with dissimilar identity constituencies than those (middle and low class) Egyptians who went to Egyptian public schools (Haeri, 1997). For the effectiveness of English in advertisements in Egypt this may imply that these two groups have a different attitude towards the advertisement and comprehension of the advertisements. Also, the association of foreign languages with high status may lead to a greater commercial and symbolic capital to Egyptians than the official language Arabic (Haeri, 1997; Schaub, 2000).

The second function of English as mentioned by Schaub (2000) is the innovative use for creative and literary use. In Egypt the use of this creative function has been growing in audio and visual media, magazines and there is a significant role of English in advertising in Egypt (Schaub, 2000). English advertisements are spread across various channels: they can be found on television, usually on non-religious channels and promoting foreign companies, on advertising banners at trade shows (Schaub, 2000) but also on billboards, online advertising and magazines. This is confirmed by the pictures of

English advertisements in Egypt made visible in appendix A. However, no research has yet investigated the attitudes of Egyptians towards these English advertisements. In order to gain more knowledge of the effectiveness of English use in advertising in Egypt and to recommend language use in advertisements to MNC's, it is important to investigate attitudes of Egyptians towards the use of English and Arabic in advertising in Egypt.

2.4 The present study

The present study investigated the attitude of Egyptians towards the language choice in advertisements. The independent variable was the language used (English, Arabic and a mixed language) in the advertisements and the dependent variable was the attitude towards these advertisements. In a within-subject design the influence of different product price categories was measured. The main research question was:

What is the effect of the English, Arabic or mixed language use in advertisements in Egypt on Egyptian customers' attitude towards the advertisement, attitude towards the text, attitude towards the product, and purchase intention, and what is the influence of product price category, English language attitudes, symbolic values, perceived language proficiency and type of education on this effectiveness?

Firstly, the effect of language choice in advertisements on customers' attitudes towards the product and advertisement and purchase intention was researched. The effectiveness for the standardized language option English, the local language Arabic, and the third option mixed language were compared in this study. Previous studies showed that attributions to and associations with the use of English as modern and international could lead to a positive brand image and product image and higher purchasing intention (Gerritsen et al., 2000; Kelly-Holmes, 2000; 2005), while the use of local language in culturally adapted advertisements was found to lead to a more positive response and a higher appreciation (De Mooij, 2005; Giles et al, 2006; Hornikx & O'Keefe, 2009; Koslow, Shamdasani & Touchstone, 1994). Finally, mixed language advertisements could benefit from the associations with English language while still showing cultural sensitivity by using the local language and it could attract more attention (Bhatia, 1992; Hashim, 2000; Luna & Peracchio, 2005; Pieters, Warlop & Wedel, 2002). Previous studies in Europe showed no significant differences in evaluation of English or local language use in advertisements (Gerritsen et al., 2010; Planken, van Meurs and Radlinska, 2010). Previous research in Egypt found negative attitudes of Egyptians towards English use in Egypt because it was

perceived to be a threat to the Arab culture and language (Keenan & Shoreh, 2000). As far as it is known, no research has yet investigated the attitudes towards English in advertisements and purchase intention in Egypt.

This led to the first research question:

RQ1. What is the effect of English, Arabic or mixed language use in advertisements in Egypt on:

a) Egyptian customers' attitudes towards the attractiveness of the advertisement;

b) Egyptian customers' attitudes towards the text;

c) Egyptian customers' attitudes towards the product;

d) the purchase intention of Egyptian customers.

Secondly, this research included three different product price categories in order to gain knowledge about the influence of product price category on the effectiveness of languages in advertising. Previous studies found that in general the English language was more effective for luxurious products (Van Hooft & Truong, 2012; Krishna & Ahluwalia, 2008) while a local languages were found to be more effective for basic products (Krishna & Ahluwalia, 2008). Because of the global associations of English with among others modernization and prestige (Bhatia, 1992; Martin, 2002; Piller, 2003) and the Egyptian association of western foreign languages with high class (Battenburg, 2006; Haeri, 1997; Schaub, 2000) similar findings for Egypt are plausible. This led to the second research question:

RQ2. What is the influence of product price category on the evaluation of English, Arabic or mixed language advertisements in Egypt?

Thirdly, the influence of language attitudes towards English and symbolic values on the evaluation of English in advertisements was investigated. Previous studies in Egypt showed negative attitudes of Egyptians towards advertisements in Egypt and to English use in Egypt in general because it was perceived to be a threat to the Arab culture and language (Keenan & Shoreh, 2000). On the other hand, previous research found that the English language has an international symbolic value and is seen as among others young modern and international (Bhatia, 1992; Gerritsen et al., 2000; Kelly-Holmes, 2005; Meurs, Korzilius, Planken & Fairley, 2007; Piller, 2003). These symbolic values could positively influence the evaluation of advertisements (Gerritsen et al., 2000; Kelly-Holmes, 2000; 2005). This study will investigate the attitudes towards the English and the Arabic language and will examine if there is a relationship between language attitudes towards English and symbolic values of English and

the evaluation of English and mixed language advertisements. This led to the third research question:

RQ3. What is..

a) the attitude of Egyptians towards the Arabic language and the English language;

b) the attitude of Egyptians towards symbolic values of English;

c) the influence of English language attitudes on the evaluation of English or mixed language advertisements in Egypt;

d) the influence of symbolic values of the English language on the evaluation of English or mixed language advertisements in Egypt?

Finally, this study investigated the influence of educational background on the evaluation of language in advertising. Previous research showed that based on class, education and generation, there may be a difference in attitudes towards English in advertisements between high class Egyptians that got private education in English and middle and low class Egyptians that went to Arabic public schools (Haeri, 1997). Therefore, this study compared these groups and investigated the influence of this educational background and perceived language proficiency on the evaluation of the advertisements. This led to the final research question:

RQ4. What is the influence of:

a) educational background;

b) perceived language proficiency

on the attitudes towards the use of English, Arabic or mixed language in advertisements in Egypt?

3 Method

3.1 Research design

In a mixed 3x3 design, with as between subject factor the language version and as within factor product price category were measured. Three language versions were used, which were English, Arabic and mixed language. Each participant was asked to evaluate advertisements in only one language condition.

The product price category consisted of 3 levels: cheap product, mid-luxury product, expensive product. Each participant evaluated products of all of those three levels.

Both online and paper questionnaires were used to collect data. Participants were Egyptian native speakers of Arabic. Each participant was asked to evaluate advertisements of three different product price categories but only in one language condition.

3.2 Materials

Three different product advertisements of products with different price categories (cheap, mid-luxury and expensive) were designed. There were three different language versions which contained all three advertisements. Every participant was therefore exposed to all three advertisements but to one language version only. The advertisements contained fictional brands and brand names. The product groups were chosen after a pretest was done among a group consisting of 8 native Egyptian students between 20 and 28 years old. These participants were asked to evaluate the products in terms of price category and results confirmed the product price groups. In the final survey control questions about the price category were asked to participants in order to measure how the different products were perceived to be. The advertisements were based on real product images retrieved from the internet. The choices for the products in the advertisements were based on existing products in Egypt. The original images on which the stimuli were based and the proof of existing comparable Egyptian advertisements can be found in appendix B. The chosen pictures were manipulated to remove brand names and add fictional brand names. Products from existing advertisements were used in order to create an authentic apparent. The advertisements then were manipulated to add a fictional brand in order to avoid any brand associations by participants of the study. This fictional brand name was added in order to still maintain the image of an authentic advertisement to participants.

After the advertisements in English were designed, slogans and brand names were translated into Arabic by a native Arabic speaker of English. The manipulated advertisements and their translations can be found in appendix C.

The first advertisement, advertisement A, was a product in a mid-luxury product category. The advertisement displayed a mobile phone, the brand name *"VEVO"* and the slogan *"the world in your hands"* were displayed next to this smartphone. The second advertisement, advertisement B, showed a juice package, which is considered to be a product in the cheap price category, the brand name *"fritz juice"* and slogan *"the taste of nature"*. The third product, advertisement C, displayed a car, which was considered to be in the expensive product group. The car with brand name *"RD motors"* and slogan *"takes you everywhere"* was shown in the advertisement. All three advertisements in the three language versions can be found in appendix C.

A control question in the final questionnaire measured the perceived product price category of the products displayed by the participants using a 7-point likert scale *("cheap"-"expensive")*. The expensive product was found to be evaluated significantly higher than the other two products, while the mid-luxury product was found to be significantly higher than the cheap product ($p >.05$)

3.3 Subjects

A total of 132 Egyptians living in Cairo participated in this study, of which 30 on paper and 102 online. Initially 170 respondents started the survey, thus the response rate was 77.6 percent. The respondents were equally divided in the different language versions (Arabic, mixed and English), which led to 44 respondents in each group. The respondents were native Egyptian speakers of Arabic. The groups were found to be comparable in terms of age, gender, educational background and perceived language proficiency.

Age

The range of the age of the participants to this study was $15 - 60$. The mean age was 26.7 ($SD = 9.05$). An ANOVA showed no significant differences between the different versions ($F (2, 129) = 1.54$, $p = .218$).

Gender

There were 62 male participants (47 %) and 69 female participants (52.3 %). A chi square test showed no significant differences between the three different versions in gender ($\chi^2 = 0.20$, $p = .91$).

Education

To measure the educational background of the participants, the type of education (governmental, private,

language school) was asked. In total, 58 participants (43.8 %) attended governmental education, 18 participants (13.6 %) attended private education, 17 participants attended a language school (12.9 %), 28 participants (21.2 %) a private language school and finally 10 participants (7.6 %) attended an international school. A Chi Square test showed no differences between the three language versions in type of education ($\chi^2 = 4.19$, $p = .84$)**.**

Perceived language proficiency

The mean perceived Arabic proficiency was 4.49 (*SD* = .87) and the perceived English proficiency was 3.69 (*SD* = 1.09) (1 = very low proficiency, 5 = very high proficiency). A chi square test showed no significant differences between the three different versions in perceived Arabic proficiency ($\chi^2 = 19.26$, $p = .74$) and perceived English proficiency ($\chi^2 = 37.70$, $p = .10$).

Thus, it can be concluded that the three language version were comparable in terms of age, gender, educational background and perceived language proficiency.

3.4 Instruments

A questionnaire was used to measure the participants' attitudes towards the attractiveness of the advertisement, attitudes towards the text, attitudes towards the product, purchase intention, language attitudes, comprehension and language competence.

The language of the survey was Arabic for all participants. The questionnaire was translated from English to Arabic and back to English by native Arabic university students of Ain Shams University and the American University in Cairo using back-translation method. The original English text of the survey can be found in appendix D, the complete questionnaire in Arabic can be found in appendix E and the English, Arabic and back translation combined can be found in appendix F.

Attitude towards the advertisement

In order to investigate the participants' attitude towards the advertisement, the attractiveness of the text was measured. The scale for attitude towards the advertisement is based on Maes, Ummelen and Hoeken (1996).

The attractiveness of the text was measured by the following items: *"interesting"-"uninteresting", "appealing"-"distant", "inviting"-"uninviting", "engaging"-"boring", "personal"-*

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"impersonal", *"varied"*-*"monotonous"* using 7 point semantic differentials. Reliability analysis for the scale "attractiveness" was good for product A (α = .91), product B (α = .90) and product C (α = .95). The overall reliability of attractiveness was good (α = .95).

Attitude towards the text of the advertisement

In order to investigate the participants' attitude towards the text of the advertisement, the intelligibility of the text was measured. The scale for attitude towards the text of the advertisement is based on Maes, Ummelen and Hoeken (1996).

The intelligibility of the text *("easy"*-*"difficult"*, *"simple"*-*"complex"*, *"clear"*-*"unclear"*, *"well-organized"*-*"poorly organized"*, *"logically structured"*-*"not logically structured"*, *"concise"*-*"wordy")* was measured using 7 point semantic differentials. The reliability of "intelligibility" was good for product A (α = .86), product B (α = .92) and product C (α = .93). The overall reliability of intelligibility was good (α = .94).

Attitude towards the product

In order to measure the attitude towards the product, participants were asked to rate the product on attitude towards the product using a 7 point Likert scale *("trendy"*, *"innovative"*, *"old-fashioned")*, and using 7 point semantic differentials *("very good"* – *"very bad"*, *"high quality"* – *"low quality")*. The reliability of "attitude towards the product" was low to moderate for product A (α = .61), product B (α = .66) and product C (α = .70). The overall reliability of attitude towards the product was good (α = .85). The scale for attitude towards the product is based on Planken, van Meurs and Radlinska (2010) and Van Hooft and Truong (2012).

Purchase intention

Purchase intention was measured using two questions on a 7 point Likert scale: *"I would consider buying this product"* and *"I definitely want to buy this product"*. The reliability of behavioral intention was good for product A (α = .86), product B (α = .91) and product C (α = .81). The overall reliability of purchase intention was good (α = .83). The scales for purchase intention are based on Van Hooft and Truong (2012).

Perceived language competence

In order to measure the perceived language competence, participants were asked to rate their language competence for reading, writing, speaking and listening in English and Arabic (5 points: excellent, good, sufficient, a little bit, poor). This scale for self-rated language competence was based on Flaitz (1992). The reliability of the self-perceived language proficiency scale was good for English (α = .94) and Arabic (α = .95).

Language attitudes

Finally, the questionnaire measured the language attitudes towards English and Arabic. Eleven items of Schoel et al. (2012)'s language attitude scale were used (*pleasant-unpleasant, Inelegant-elegant, beautiful-ugly, appealing-abhorrent, clumsy-graceful, choppy-fluent, harsh-soft, smooth-raspy, logical-illogical, unstructured-structured, precise-vague).* The four remaining items of Schoel et al (2012)'s scale *(flowing-abrupt, angular-round, unambiguous-ambiguous, systematic-unsystematic)* were left out because of translation problems or ambiguity.
The reliability of language attitudes towards English (α = .92) and Arabic (α = .86) was good.

Symbolic values of English

For the English language, symbolic values based on background research were measured using a 7 point Likert scale: *"symbol of urban growth" (*Graddol, 2006) *"modernization and internationalism"* (Bhatia, 1992; Piller, 2003) *"young, dynamic and international"* (Gerritsen et al., 2000) *"prestige and technological superiority"* (Martin, 2002) *"superior to local products"* (James & Hill, 1991). The reliability of symbolic values of English was good (α = .88). A chi square test showed no significant differences between the three different versions in symbolic value of English (χ^2 = 85.17, *p* = .06).

3.5 Procedure

Respondents were approached online or face-to-face in Cairo and were asked to fill out the questionnaire. All participants filled out the questionnaire anonymously.

Online questionnaires

For the online survey, prospective participants were approached online and incidentally in person where they were asked to follow the link that was sent to them. This link led to a common welcoming page in which the questionnaire was explained. They were told that they would remain anonymous and had the

right to stop the questionnaire whenever they wanted. Also, they were asked to read the text carefully. Respondents were told that it would take approximately 10 minutes to fill out the survey and they were asked to give their opinion and never to return to a previous page. Moreover, they were told that there were no right or wrong answers. From there, they were automatically distributed to one of three versions at random. This welcoming text along with the complete questionnaire in Arabic and English can be found in appendices D (English) and E (Arabic).

Paper questionnaire

For the paper questionnaire, respondents were approached in Cairo and asked to fill out the questionnaire. Firstly, the respondents were asked to read the text carefully. Respondents were told that it would take approximately 10 minutes to fill out the survey and they were asked to give their opinion and never to return to a previous page. Moreover, they were told that there were no right or wrong answers. Each respondent then filled out only one questionnaire and evaluated advertisements in either English, Arabic or mixed-language but evaluated all three different products.

3.6 Statistical treatment

Statistical analyses were done using IBM Statistical Package for the Social Sciences (SPSS). Variables using Likert scales were recoded where required. Composite means were computed for scales when Cronbach's alpha was >.7 (see 3.4). Next, Chi square tests and ANOVA of variance were done to determine if the different respondent groups were equal in terms of age, gender and education (see 3.3). In order to answer the first four research questions, repeated measures analyses were conducted with as between subject factor language version and as a within subject factor product price category. Further analyses on the findings were done using a one-way ANOVA of variance. Finally, in order to find significant relationships and answer the final research questions, correlations analyses using Pearson's r were done. Interpretation of Pearson's r was done based on Cohen (1998, pp. 79-82).

4. Results

4.1 Attitude towards the advertisement

Egyptian non-native speakers of English were asked to evaluate the attractiveness of the advertisements. Table one shows the results for the different language versions (Arabic, Mixed, and English) and products (cheap, mid-luxury, and expensive).

Table 1. Attitude of participants towards the attractiveness of the advertisement (1= strongly agree, 7=strongly disagree)

Version	Product price category	Attractiveness		
		M	*SD*	*n*
Arabic				
	Cheap	3.07	1.56	44
	mid-luxury	3.31	1.67	44
	Expensive	2.78	1.90	44
	Total	3.05	1.52	44
Mixed				
	Cheap	3.80	1.53	44
	mid-luxury	4.02	1.34	44
	Expensive	3.77	1.84	44
	Total	3.86	1.31	44
English				
	Cheap	3.01	1.36	44
	mid-luxury	3.18	1.47	44
	Expensive	2.65	1.54	44
	Total	2.94	1.28	44

A repeated measures analysis for attractiveness of the advertisement with version as between-subject factor and product price category as within-subject factor showed significant main effects of both version (F (2, 129) = 5.88, p = .004) and product price category (F (1, 129) = 12.29, p = .001). No significant interaction effects of version and product price category were found for attractiveness of the advertisement (F (2, 129) = 5.85, p = .558).

Pairwise comparison for version showed that attractiveness of the advertisement in the mixed language version was evaluated as significantly less attractive in the mixed version (M = 3.86, SD = 1.31) than for both the English version (M = 2.94, SD = 1.28) (p = .002) and Arabic version (M = 3.05, SD = 1.52) (p = .007). No significant differences were found between the English and the Arabic version (p = .708).

Pairwise comparison for product category showed that attractiveness of the mid luxury product advertisement (M = 3.51, SD = 1.55) was evaluated as significantly less attractive than the expensive product advertisement (M = 3.05, SD = 1.84) (p = .001). No differences were found between the cheap product advertisement and the expensive product advertisement and between the cheap product advertisement and the mid luxury product advertisement (p's > 0.58).

Further analyses with one-way ANOVA of variance showed that for all three product price groups the mixed version was evaluated significantly less positively than the English and Arabic version (LSD correction, p <.050), while no significant differences were found between the English and Arabic version in all three product price categories (p's > .681).

4.2 Attitude towards the text of the advertisement

Secondly, the participants evaluated the intelligibility of the text of the advertisements. Table two shows the results for the different language versions (Arabic, Mixed, and English) and products (cheap, mid-luxury, and expensive).

Table 2. Attitude of participants towards the text of the advertisement (1= strongly agree, 7=strongly disagree)

Version	Product price category	Attitude towards the text		
		M	*SD*	*n*
Arabic				
	Cheap	1.92	1.13	44
	mid-luxury	2.04	1.17	44
	expensive	1.75	1.07	44
	Total	1.90	1.00	44
Mixed				
	Cheap	2.18	1.10	44
	mid-luxury	2.58	0.99	44
	expensive	2.43	1.37	44
	Total	2.40	0.91	44
English				
	Cheap	1.96	1.08	44
	mid-luxury	1.94	0.95	44
	Expensive	1.96	1.02	44
	Total	1.95	0.91	44

A repeated measures analysis for attitude towards the text of the advertisement with version as between-subject factor and product price category as within-subject factor showed a significant main effect of version (F (2, 129) = 3.64 p = .029). No main effect of product price category was found (F (1, 129) = 2.30, p = .132). Also, no significant interaction effects of version and product price category were found for attitude towards the text (F (2, 129) = 1.00, p = .370).

Pairwise comparison for version showed that the text of the advertisement was evaluated lower for the mixed language version (M = 2.40, SD = 0.91) than for both the English (M = 1.95, SD = 0.91) (p = .030) and the Arabic language version (M = 1.90, SD = 1.00) (p = .016). No significant differences were found between the English and the Arabic version (p = .80).

4.3 Attitude towards the product

Next, participants' attitude towards the products displayed in the advertisements was analyzed. Table three shows the results of attitude towards the product for the different language versions (Arabic, Mixed, and English) and products (cheap, mid-luxury, and expensive).

Table 3. Attitude towards the product (1= strongly agree, 7 = strongly disagree)

Version	Product price category	Product attitude		
		M	*SD*	*n*
Arabic				
	Cheap	3.02	1.12	44
	mid-luxury	3.51	0.95	44
	Expensive	2.89	1.20	44
	Total	3.14	1.01	44
Mixed				
	Cheap	3.53	1.06	44
	mid-luxury	4.01	0.86	44
	Expensive	3.47	1.01	44
	Total	3.67	0.83	44
English				
	Cheap	3.01	1.03	44
	mid-luxury	3.57	0.72	44
	Expensive	3.11	1.12	44
	Total	3.23	0.79	44

A repeated measures analysis for attitude towards the product with product price category as between-subject factor and product price category as within-subject factor showed a significant main effect of version (F (2, 129) = 4.54, p =.012) and product price category (F (1, 129) = 47.93, p <.001). No significant interaction effects of version and product price category were found for attitude towards the product (F (2, 129) < 1).

Pairwise comparison for version showed that the mixed language advertisement ($M = 3.67$, $SD = 0.83$) was evaluated lower than both the English ($M = 3.23$, $SD = 0.79$) ($p = .021$) and the Arabic advertisement ($M = 3.14$, $SD = 1.01$) ($p = .006$). No differences were found between the English and the Arabic advertisement ($p = .630$).

Pairwise comparison for product category showed that attitude towards the product of the mid luxury product advertisement ($M = 3.69$, $SD = 0.87$) was evaluated as significantly less positive than the cheap product advertisement ($M = 3.19$, $SD = 1.10$) and the expensive product advertisement ($M = 3.16$, $SD = 1.13$) ($p < .001$). No differences were found between the cheap product advertisement and the expensive product advertisement ($p = .641$).

Further analyses with one-way ANOVA of variance showed that for all three product price groups the mixed version was evaluated significantly less positively than the English and Arabic version (LSD correction, $p < .050$), while no significant differences were found between the English and Arabic version in all three product price categories (p's $> .630$).

4.4 Purchase intention

Next, the purchase intention of participants was measured. Table four shows the results of purchase intention for the language versions (Arabic, Mixed, English) and different product price categories (cheap, mid-luxury, and expensive).

Table 4. Purchase intention of participants (1 = strongly agree, 7 = strongly disagree).

Version	Product price category	Purchase intention		
		M	*SD*	*n*
Arabic				
	cheap	3.84	2.44	44
	mid-luxury	3.99	2.06	44
	expensive	4.21	2.21	44
	total	4.02	1.89	44
Mixed				
	cheap	3.35	1.66	42
	mid-luxury	3.85	1.54	42
	expensive	3.57	1.56	42
	total	3.51	1.50	42
English				
	cheap	2.43	1.27	44
	mid-luxury	2.86	1.48	44
	expensive	3.52	2.18	44
	total	2.94	0.96	44

A repeated measures analysis for purchase intention with version as between-subject factor and product price category as within-subject factor showed a significant main effect of version (F (2, 127) = 6.19, p = .003). No main effect of product price category was found (F (1, 127) = 9.49, p = .057). Also, no significant interaction effects of version and product price category were found for purchasing intention (F (2, 127) = 1.42, p = .245).

Pairwise comparison for version showed that the purchasing intention was higher for the English (M = 2.94, SD = 0.96) than for the Arabic version (M = 4.02, SD = 1.89) (p = .001) and for the mixed language version (M = 3.51, SD = 1.50) (p = .040). No difference were found between the mixed version and the Arabic version (p = .172).

4.5 Language attitudes and symbolic values

Language attitudes towards English and Arabic were measured in this study. Table 5 below displays the results.

Table 5. Language attitudes towards Arabic and English (1 = positive attitude, 7 = negative attitude).

Language	Language attitude		
	M	*SD*	*n*
Arabic	3.15	1.16	132
English	2.21	0.99	132

A T-test showed a significant difference for language attitudes (T (131) = 25.58, p <.001). The English language attitudes (M = 2.21, SD = 0.99) were found to be higher than the Arabic language attitudes (M = 3.15, SD = 1.16).

4.6 Symbolic values of English

Next, the evaluation of the symbolic values of English were analyzed. Table 6 shows means and standard deviations of each of the symbolic values.

Table 6. Participants' evaluations of the different symbolic values of English (1=positive attitude, 7=negative attitude)

Symbolic value of English	*M*	*SD*
modern	2.39	1.76
international	1.85	1.39
young	2.03	1.38
dynamic	2.30	1.41
a symbol of urban growth	2.34	1.66
a sign of prestige	2.73	1.66
technological superiority	2.72	1.78
superior to local languages	3.11	1.84
All symbolic values of English	2.43	1.21

As made visible in table 6, of all the symbolic values that the participants were asked to evaluate, the English language was most perceived to be international, young, dynamic, modern and a symbol of urban growth by all participants, whereas the English language was least perceived to be superior to local languages, a sign of prestige and a sign of technological superiority. However, all symbolic values were found to have a positive attitude by Egyptians.

4.7 Correlations for English language attitudes, symbolic values, educational background and perceived English proficiency.

Next, correlations between the language attitudes and symbolic values of English, educational background and perceived English proficiency, and the attitudes towards the attractiveness of the advertisement, text, product and purchase intention were measured using Pearson's *r* correlations. Table 7 shows the correlation coefficients (Pearson's *r*) for the English language version.

Table 7. Correlations (*r*) between language attitude, language proficiency, education type, attitude towards the ad, attitude towards the text, attitude towards the product and purchase intention for the English advertisements.

Variable	Language attitude English	Symbolic values English	English language proficiency	Education type
Att. ad	.57**	.38*	.002	.13
Att. text	.55**	.29	-.15	-.52
Att. product	.66**	.64**	.11	.25
purchase intention	.30*	.29	.21	.20

* p < .05, ** p < .01

4.7.1 English language attitudes correlations for English version

As made visible in table 7, for the English version a strong significant positive correlation was found between language attitude towards English and attitude towards the English advertisement (*r* (44) = .57, *p* <.001), the attitude towards the text (*r* (44) = .55, *p* <.001), the attitude towards the product (*r* (44) =

.66, $p < .001$), and the purchase intention ($r (42) = .66$, $p = .046$).

A higher evaluation of the English language led to a more positive attitude towards the English advertisement, text and product and the purchase intention.

4.7.2 Symbolic values correlations for English version

As it is shown in table 7, there is a medium significant positive relationship between the symbolic values of English and the attitude towards the advertisement ($r (44) = .38$, $p = .011$). A strong significant positive relationship was found between the symbolic values and the attitude towards the product ($r (44) = .64$, $p < .001$). No significant relations with the attitude towards the text and the purchase intention were found (p's $> .058$).

Furthermore, correlations between the language attitudes and symbolic values of English, educational background and perceived English proficiency, and the attitudes towards the attractiveness of the advertisement, text, product and purchase intention were measured using Pearson's r correlations. Table 8 shows the correlation coefficients (Pearson's r) for the mixed language advertisement.

Table 8. Correlations (r) between language attitude, language proficiency, education type, attitude towards the ad, attitude towards the text, attitude towards the product and purchase intention for the mixed language advertisements.

Variable	Language attitude English	Symbolic values English	English language proficiency	Education type
Att. Ad	.34*	.59**	.23	-.001
Att. text	.31*	.24	-.26	-.19
Att. product	.40**	.73**	.24	.17
purchase intention	.36*	.75**	.27	.15

* $p < .05$, ** $p < .01$

4.7.3 English language attitudes correlations for the mixed language version

Table 8 shows the results of the correlation for the mixed language version, in which the slogan was in English and the brand name in Arabic. A medium significant positive correlation was found between language attitude towards English and attitude towards the advertisement ($r (44) = .34$, $p = .025$), the

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attitude towards the text (r (44) = .31, p = .044), the attitude towards the product (r (44) = .40, p = .007), and the purchase intention (r (42) = .36, p = .019). A higher evaluation of the English language led to a more positive attitude towards the mixed language advertisement, text and product and the purchase intention.

4.7.4 Symbolic values correlations for the mixed language version

Table 8 shows a strong positive relationship for the mixed version between the symbolic values of English and the attitude towards the advertisement (r (44) = .59, p <.001), the attitude towards the product (r (44) = .73, p < .001) and the purchase intention (r (42) = .75, p < .001). No significant relationship was found for the attitude towards the text (p = .123).

Table 9 shows the r and Z scores for the English and mixed language version for the correlations between language attitudes and attitude towards the advertisement, text, product and purchase intention.

Table 9. r and z scores for correlations between language attitudes and attitude towards the advertisement, text, product and purchase intention for the English and mixed language version.

	Correlations of English language attitudes with			
language version	Attitudes towards the advertisement	Attitudes towards the text	Attitudes towards the product	Purchase intention
English				
r	.57	.55	.66	.30
z	0.65	0.62	0.79	0.31
Mixed				
r	.34	.31	.40	.36
z	0.35	0.32	0.42	0.38
Total				
p	.177	.093	.093	.764

As shown in table 9, no significant differences in correlations were found between the English and the mixed language version between English language attitudes and attitude towards the advertisement, text,

product, and behavioral intention (p's > .093).

Table 10 shows the r and Z scores for the English and mixed language version for the correlations between symbolic values and attitude towards the advertisement, text, product and purchase intention.

Table 10. r and z scores for correlations between symbolic values of English and attitude towards the advertisement, text, product and purchase intention for the English and mixed language version.

| *language version* | Correlations of symbolic values with | | | |
	Attitudes towards the advertisement	Attitudes towards the text	Attitudes towards the product	Purchase intention
English				
r	.38	.29	.64	.29
z	0.40	0.30	0.76	0.30
Mixed				
r	.59	.24	.73	.75
z	0.68	0.25	0.93	0.97
Total				
p	.208	.810	.441	0.003

Table 10 shows the differences in correlations between the English and the mixed version. It is visible that there is a significant difference for purchase intention (p = .003). The mixed language advertisement has a significantly higher correlation between symbolic values of English and the purchase intention (r = .75) than the English version (r = .29). No significant differences were found for attitude towards the advertisement, text and product (p's > .208).

4.7.5 Language proficiency

As it was made visible in table 7 and 8, no significant relations were found for the English or mixed language version between language proficiency in English and the evaluation of the advertisement and purchase intention (p's > .089).

4.7.6 Education type

As shown in table 7 and 8, no significant relations were found for the English or mixed language version between education type and the evaluation of the advertisement and purchase intention (p's > .409).

Conclusion & discussion

This research **aimed** to investigate the effectiveness of the use of English, Arabic or mixed language in advertisements in Egypt on Egyptian customers' attitude towards the product, attitude towards the advertisement and purchase intention and the influence of product price category, type of education and perceived language proficiency on this effectiveness.

Main **findings** showed that the advertisement, text and product were evaluated lower for the mixed version than for the Arabic and English version, whereas the latter two did not differ significantly. For purchase intention, it was found that Arabic and English versions did differ: the purchase intention for the English version was found to be significantly higher than for the Arabic version. Finally, significant positive relationships were found between language attitudes towards English and symbolic values and advertisement evaluation for all products, while there were no significant influences of product price category, educational background and perceived language proficiency.

In this section, each of the research questions will first be answered and linked to theoretical framework. After that, the possible explanations, limitations, recommendations and theoretical and practical implications of this research will be discussed.

The first research question focused on the attitude towards the advertisement, text, product, and the purchase intention:

RQ1. What is the effect of English, Arabic or mixed language use in advertisements in Egypt on:

a) Egyptian customers' attitudes towards the attractiveness of the advertisement;

b) Egyptian customers' attitudes towards the text;

c) Egyptian customers' attitudes towards the product;

d) the purchase intention of Egyptian customers.

Previous similar studies in Europe and the Arab world found no significant differences in this effectiveness between advertisements in English or a local language (Gerritsen et al., 2010; Planken, van Meurs and Radlinska, 2010; Nickerson & Camiciottoli, 2013) while a corpus study in Egypt showed that English advertisements were found to be seen as a threat to local culture and language (Keenan &

Shoreh, 2000). However, no previous research conducted a comparable study in Egypt.

Findings of the current study revealed that the attitudes towards the attractiveness of the advertisement (RQ1a), text (RQ1b) and product (RQ1c) were significantly higher for the Arabic and English advertisements than for the mixed version. No significant differences in attitudes were found between English and Arabic versions. Hence, findings for attitudes towards the advertisement, text and product concur with previous studies in which also no differences were found between English and a local language.

A significant difference between the English and Arabic was found for purchase intention (RQ1d). The English advertisements were evaluated significantly higher than the Arabic and the mixed advertisements. This finding does not concur with previous research. This outcome implies that even though attitudes towards the advertisement and product did not differ, the purchase intention for English advertisements is higher than for Arabic advertisements.

For the first research question, it can be concluded that even though no differences were found between English and Arabic for attitudes towards the advertisement, text and product, the English language can be seen as a more feasible choice for advertising in Egypt because the purchase intention was significantly higher. The mixed version was found to be the least satisfactory option because it was evaluated significantly lower.

A possible explanation why the mixed language version was evaluated significantly lower is that it can be considered as marked, unexpected language use. As mentioned before, the markedness model shows that code switching in an advertisement is less expected and can lead to more attention (Luna & Peracchio, 2005; Pieters, Warlop & Wedel, 2002). However, according to the markedness model this leads to a more positive perception of the advertisement, whereas the present study found a more negative evaluation of the mixed language advertisement. A possible explanation is that the mixed version possibly led to incongruity. The mixed version consisted of an Arabic brand name and an English slogan. The Arabic brand name might have indicated to respondents that the brand was a local Arabic brand which chose to use an English language slogan. This possibly created incongruity to respondents. If the brand name would have been in English and the slogan in Arabic, this would have indicated an international brand trying to adapt partially to the local market by using an Arabic slogan. The present study is limited because it did not investigate a mixed advertisement with an English brand name and an Arabic slogan. Future research could include both mixed language versions.

A possible explanation why the English language version was found to have a higher purchase

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intention than the Arabic version, even though the attitudes towards the advertisement were not significantly different, is that there are possible factors other than the evaluation of the advertisement that influence the purchase intention. An example of such a factor is English language associations and consequently trust. As mentioned before, symbolic values of English create language associations which lead to a certain brand image (Gerritsen et al., 2000; Kelly-Holmes, 2000; 2005). This brand image can lead to trust. Previous studies found a positive relationship between trust and purchase intention in advertising and business contexts (Chen, 2012; Chen & Barnes, 2007; Doney & Cannon, 1997, Mayer, Davis & Schoorman, 1995). Results of this study showed a significantly higher language attitude towards English than towards Arabic, and a high evaluation of symbolic values of English. Thus, it is possible that these language attitudes led to language associations and a brand image, which consequently might have led to more trust. This trust can be a possible explanation for the higher purchase intention. Future research could emphasis on the relationship between language associations, trust, and purchase intention and on the possible other factors influencing purchase intention and advertisement evaluation.

The second research question in this study focused on the influence of product price category:
RQ2. What is the influence of product price category on the evaluation of English, Arabic or mixed language advertisements in Egypt?
Previous studies found that English language use was more effective for luxurious products (van Hooft & Truong, 2012; Krishna & Ahluwalia, 2008) whereas a local language was found to be more effective for basic necessity products (Krishna & Ahluwalia, 2008).

Findings of the present study showed no differences for product price category between the different language versions. However, it was found that the overall attitude towards the advertisement and product was significantly lower for the mid-luxury product than for the expensive and cheap product for all language version. This finding implies that, regardless of language version, the mid-luxury product advertisement was evaluated less positive. This is a methodological limitation to this study.

To answer the second research question it can be said that there was no influence of product price category for the English and Arabic language versions, whereas the mid-luxury product was found to be evaluated less attractive regardless of language version. As from previous studies it was expected that Arabic would be evaluated higher for cheap product and English would be evaluated higher for the expensive product group, it can be concluded that findings are not in accordance with expectations and

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with previous studies.

A possible explanation for these opposing results is the finding that the mid-luxury product was evaluated less positive regardless of language version, because this indicates that the mid luxury product advertisement (a mobile phone advertisement) was less attractive than the cheap and expensive product. This is a methodological limitation to this study. There are possible factors that might have influenced this result. A control question showed that the different products were significantly correctly distinguished by participants in terms of price. Hence, this cannot explain the results. However, one of the possible factors influencing the results for product price category could be the order in which the products were presented. The mid-luxury product was presented first, preceding the cheap product and lastly the expensive product. This order was randomly chosen instead of using a logical order (e.g. cheap – mid-luxury-expensive) so that participants would not straightforwardly cognize the intention of the study. Hence, participants did not know the purpose of the experiment and when evaluating the first advertisement they were not yet exposed to the other advertisements. Consequently, while evaluating the first product they did not have another advertisement to compare it to, while when evaluating the second and third advertisement, participants could compare them to each other.

Another possible explanation is that the product price groups used in the experiment were solely distinguished in terms of price, while previous studies compared necessity products to luxury products (Krishna & Ahluwalia, 2008) or merely expensive products (Hooft & Truong, 2012). Therefore, results of the present study cannot entirely be compared to previous studies.

The next research question covered the English language attitudes and symbolic values and the influence of the latter two on attitudes towards the advertisement, text, product and purchase intention:

RQ3. What is..

a) the attitude of Egyptians towards the Arabic language and the English language;

b) the attitude of Egyptians towards symbolic values of English;

c) the influence of English language attitudes on the evaluation of English or mixed language advertisements in Egypt;

d) the influence of symbolic values of the English language on the evaluation of English or mixed language advertisements in Egypt?

Previous studies found that the English language has an international symbolic value which could positively influence the evaluation of advertisements (Gerritsen et al., 2000; Kelly

Holmes, 2000; 2005). However, as mentioned before, previous research in Egypt showed negative attitudes of Egyptians towards English in advertisements in Egypt and to English use in Egypt in general because it was perceived to be a threat to the Arab culture and language (Keenan & Shoreh, 2000).

Firstly, findings for RQ3a showed that the English language attitudes were significantly higher than the Arabic language attitudes. This implies that Egyptians have a more positive attitude towards English than towards their local language Arabic. As previous studies found negative attitudes towards English in Egypt, findings of the present study are contradictory to what was found by previous research. A possible explanation for this finding could be the time span between the previous studies (e.g. Schaub, 2000 and Keenan & Shoreh, 2000) and the present study, which is at least 15 years. Considering the developing globalization and the revolution of the internet in those 15 years, for example, it is extremely probable that the language attitudes towards English changed along with the language situation, resulting in contradictory results.

Secondly, findings for RQ3b that the Egyptian attitudes towards English matched the international symbolic values of English as mentioned by literature. The English language was found to be highly international, modern (Bhatia, 1992; Gerritsen et al., 2000; Piller, 2003) and dynamic (Gerritsen et al., 2000), whereas it was less strongly found to be a sign of prestige, technological superiority (Martin, 2002) and superior to local (James & Hill, 1991). It can be concluded that findings are in accordance with previous studies about the international symbolic value of the English language.

Next, findings for RQ3c showed a significant positive relation between language attitudes towards English and the attitude towards the advertisement, text and product, and purchase intention for both the English and the mixed version. This implies that there is a strong relationship between the language attitudes towards English and the evaluation of advertisements. However, no significant differences were found between the English and mixed version for these relationships. Hence, more English use in an advertisement does not particularly lead to a significantly stronger relationship between the attitudes towards the English language and the evaluation of the advertisement.

Finally, for RQ3d a significant relationship was found for the English advertisement between the symbol values and the attitude towards the advertisement and the product, whereas no significant relationship was found with the attitude towards the text and the purchase intention. For the mixed language advertisement, significant strong relationships were found with the attitude towards the advertisement and product and the purchase intention, while no significant relationships with the attitude

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towards the text were found. The mixed language version was found to have a significantly higher correlation between the symbolic values and the purchase intention than the English language version. This means that for the mixed version participants purchase intention and symbolic values of English were more related than for the English version. A possible explanation for this finding is that the mixed version enlarged the contract between English and Arabic for the participants, as they were exposed to both languages in the advertisements, whereas the other participants were exposed solely to the English language. This contrast might have increased participants' attitudes towards the symbolic values of English. For example, it is likely that the English language might have seemed more "international" in an advertisement when compared to Arabic.

The final research question focused on the influence on educational background and language proficiency of Egyptians on the evaluation of English or mixed language advertisements.

RQ4. What is the influence of:

a) educational background;

b) perceived language proficiency

on the attitudes towards the use of English, Arabic or mixed language in advertisements in Egypt? Previous research suggested that based on class, education and generation, there may be a difference in attitudes towards English in advertisements between high class Egyptians that got private education in English and middle and low class Egyptians that went to Arabic public schools (Haeri, 1997).

Findings of the present study showed no significant relationship between type of education and perceived language proficiency, and attitudes towards the advertisement, text, product and the purchase intention of English and mixed language advertisements. Hence, it can be concluded from this study that there is no influence of educational background (RQ4a) and perceived language proficiency (RQ4b) on the evaluation of advertisements.

Firstly, a possible explanation for these findings is that, considering the time span between the literature and the present study, it is feasible that these suggested differences in groups based on class and education have faded because of the revolution of the internet, which has become more and more accessible for not only high class Egyptians, especially in Egypt's capital city Cairo.

Another possible explanation and limitation to this study is that the respondents were not representative for the Egyptian population in several ways. First of all, all participants were Cairo residents, which means that they are not geographically representative for the Egyptian population.

Next, the participants to this study were not representative to all the different education groups and age groups in Egypt.

A possible explanation for the results for perceived language proficiency (RQ4b) is that the findings did not match with literature. As mentioned before, the language proficiency in Egypt was marked as "very low proficiency" (EF English proficiency index, 2014). However, the average perceived English language proficiency of participants to this study was 3.69 (1= very low proficiency, 5 = very high proficiency) which can be described as sufficient to good. This is a divergent result to what was expected based on literature about language proficiency in Egypt, and it implies that the proficiency level of participants to this study was higher than the Egyptian average. This would imply yet again that the respondents of this study are not representative for the Egyptian population. On the other hand, however, as it was a self-perceived proficiency, it is possible that participants perceived and rated their own proficiency higher than their actual proficiency. The actual proficiency was not measured in this study to keep the survey length as short as possible to maintain interest and focus of participants. Nonetheless, it is a limitation to this study that the actual proficiency was not measured.

Limitations and recommendations for future research

This research was limited in several ways. First of all, although this study and the theoretical framework mainly focused on MNC's, the final products used in the experiment were not clearly international or local brands, but rather fictional brands without any brand associations. This means that the effectiveness of language use for foreign companies versus local companies was not analyzed. Further research could focus on this effectiveness.

Next, as mentioned before, the product price categories used in this study were not entirely comparable to previous studies. Previous studies compared necessity products to luxurious products whereas the comparison in the present study was based on product price (Hooft & Truong, 2012; Krishna & Ahluwalia, 2008). This limits the study because a clear comparison cannot be made.

Another limitation is that, as mentioned before, the mixed version in the present study included an Arabic brand name and an English slogan which could indicate for participants that it is an Arabic brand using an English slogan. The present study initially aimed to investigate the effect for international companies but it did not investigate a mixed advertisement with an English brand name and an Arabic slogan. Consequently, this is a limitation. Future research could include both mixed language versions to create an insight in the differences in the evaluation of both mixed language

options.

A methodological limitation to this study is that the translation of the questionnaire was done carefully by native speakers of Arabic using back translation method from English to Arabic and back to English. Nevertheless, translations can never be entirely accurate and therefore a limitation to this study is that mistranslation may have happened which may have led to a varied meaning and use of words. This may have had an influence on the results. However, scale reliabilities for the attitudes of respondents were found to be very high, so the reliability did not seem to be affected by possible mistranslation.

Another methodological limitation of this research is that, as mentioned before, the participants cannot be generalized to the Egyptian population in terms of geographical location, age, education type and language proficiency.

An additional limitation is that the product advertisements used in the experiment cannot be entirely free from associations by respondents, which may have an influence on the results. Although the design of the different products was similar, findings did show that the mid-luxury product advertisement was evaluated lower than the cheap and expensive product.

The present study showed a significant positive relationship between language attitudes towards English and the evaluation of English and mixed language advertisements. However, the causal direction of this relationship was not analyzed. This is a limitation to this study.

Finally, a limitation related to the literature is the lack of recent up to date literature about Egypt which resulted in a rather outdated background to this study. More research into the Arab world and specifically Egypt is needed in order to obtain more knowledge about advertising and English in Egypt and the Arab world.

Recommendations for future research

Firstly, future research could focus on the relationship between language attitudes and evaluation of advertisements. The present study found an interesting relationship between the language attitudes towards English and the evaluation of the mixed and English advertisements. This relationship suggests a causal relationship which can be discovered using a regression analysis. Future research could further investigate the relationship between the language attitudes towards English and the evaluation of advertisements.

The present study used designed advertisements non-existent fictional brands. As a result, it was

not very clear to participants if brands were international or local brands. Further research could use existent and famous brands for which participants can distinguish easily if they are international or local brands. This would lead to more specific findings and implications for MNC's versus local brands.

Another recommendation for future research is to focus on the effectiveness of language use in online advertising, a new but expanding market for advertising. In countries like Egypt, this is a rapidly developing market in which research is scarce. Also, it could lead to implications that can be compared and combined to findings of the present study and previous studies into the effectiveness of mainly offline advertisements.

The present study compared Egyptian people based on education type and perceived English proficiency. Future research could include other possible factors such as income, class and actual English proficiency. Research in international advertising is limited for many regions outside of the western countries. For both international as well as local companies research is needed to create insight in the effectiveness of language in advertising.

Theoretical and practical implications for International Business Communication
The important choice for MNC's to either standardize their corporate language to English or to adapt to local languages in non-native English countries has been an essential and relevant topic in international advertising in the past years (Krishna & Ahluwalia, 2008; Ryans, Griffith & Jain, 2008; Welch, Welch & Piekkari, 2005). The present study aimed to research this issue in Egypt.

In line with previous studies in other, mainly western, countries no differences between standardization to English and adaptation to a local language were found in this study (Gerritsen et al, 2000; Krishna & Ahluwalia, 2008; Nickerson & Camiciottoli, 2013; Planken, van Meurs & Radlinska, 2010). Consequently, an implication for international business and MNC's cannot straightforwardly recommend either standardization or adaptation. Nevertheless, as standardization to English can be seen as a cheaper and easier option, this might be the most economical option for companies, which does not lead to a more negative evaluation of the advertisement and product (Gerritsen & Nickerson, 2010). Moreover, the present study found that the purchase intention for English products was higher than for Arabic products. This also leads to the recommendation to use English and thus standardize the language use to English in Egypt. The third option offered next to standardization and adaptation was a mixed language version. Although previous research showed that it could be the perfect solution (Bhatia, 1992; Hashim, 2000) the present study found that mixed language use is evaluated less positively and thus this

mixed language use in Egypt can be discouraged.

This study leads to practical implications for International Business Communication practices. Clear recommendations concerning language use in advertising in Egypt, for both international companies advertising in Egypt, as well as local companies can be given. For products of all price categories it can be recommended to use either English or Arabic language, while mixed language advertisements can be dissuaded. Findings can be of interest to both international companies as well as local Egyptian companies which are faced with the decision of language choice in advertising. Insights gained in the present and previous research on this topic can directly make a contribution to International Business Communication practices.

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