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The Effects of Native, Foreign-Accented and Foreign Slogans in Radio Commercials

*An Experimental Study into the Effects of the Language Type
of Slogans on the Attitudes towards the Commercial, Slogan,
Product and the Purchase Intention.*

Master's Thesis International Business Communication

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Abstract

In commercials, foreign language slogans and foreign-accented slogans are often employed to associate a product with favourable aspects of a Country of Origin (COO). When a customer evaluates the COO positively, the product originating from that country would be evaluated more positively as well. Until now, the effects of using foreign, foreign-accented or native language slogans have never been compared. Therefore, the aim of this study was to examine the differences in effect of the use of native, foreign-accented and foreign slogans on the attitudes towards the commercial, slogan, product and purchase intention. Two COOs were examined and each country was combined with a congruent product: Germany (beer) and France (wine). For each country, three commercials were created, consisting of a Dutch main text and a native, foreign-accented or foreign slogan. A total of 400 Dutch participants were randomly assigned to one of the six radio commercials about which they filled in a questionnaire. The results showed that the native slogan led to more positive evaluations than the foreign-accented slogan. The foreign slogan led to the best recognition of the product's COO and evoked more positive effects than the foreign-accented slogan. Furthermore, the participants indicated that they considered accent to be a significant cue that enabled them to recognise the product's COO; language was not explicitly indicated to be such a cue. In addition, the attitude towards products produced in the Netherlands/Germany/France was a predictor of the attitude towards the product. Lastly, the participants mentioned foreign language and foreign accent as factors that determined their attitude towards the commercial. This paper provided new insights into the effectiveness of native, foreign-accented and foreign slogans. The study also provided empirical evidence for the function of foreign languages and accents as cues for the development of consumer attitudes and for the recognition of the COO.

Keywords: Foreign Language Slogans; Foreign-Accented Slogans; Country of Origin; Radio Commercials; Congruence; International Advertising

Introduction

Marketers often make use of foreign languages and foreign accents in their commercials. This is done to associate a product with favourable aspects of its Country of Origin (COO) (Kelly-Holmes, 2005). Consumers' knowledge about a product's COO is considered to have a great influence on their evaluation of goods (Al-Sulaiti & Baker, 1998; Schooler, 1965). When a consumer evaluates the country positively, the product originating from that country is likely to be evaluated more positively as well. This logic is based on the knowledge the consumer might have about a country and the related positive associations, country image or stereotypes (Aichner, 2014). Germany for example, would be associated with quality and reliability (Kelly-Holmes, 2005), and France would be associated with elegance (Kelly-Holmes, 2005) and refined taste (Haarmann, 1984). A positive evaluation of products could increase the consumer's purchase intention (Saminee, 1994), which is why advertisements often contain references to a COO. Although foreign languages and foreign accents are often employed to indicate a product's COO, little is known about the effects of using these language strategies. Studies have shown that foreign languages (Hornikx & Hof, 2008; Hornikx, Van Meurs & Hof, 2013; Raedts & Dupré, 2015) and foreign accents (Hendriks, Van Meurs & Van der Meij, 2015) can lead to more positive evaluations than native slogans for products that are congruent with the COO. However, as far as is known, foreign languages and foreign accents have only been investigated separately; the effects of native, foreign-accented and foreign slogans have never been compared. There are indications that the use of foreign language would lead to the best recognition of the product's COO. It can be assumed that many cognitive steps are necessary to be able to recognise the COO when listening to a foreign-accented slogan. Fewer steps may be needed when listening to a foreign slogan, which could enable the listener to identify the COO better. Moreover, since

foreign-accented speech could be seen as incorrect language by native speakers (Hendriks et al. 2015), it may be that foreign languages are evaluated more positively than foreign accents. It is expected that these differences in evaluations could be of influence on the effectiveness of foreign-accented and foreign slogans. The aim of the current study is to test the aforementioned expectations and to investigate the differences in effect of the use of native, foreign-accented and foreign slogans on the attitude towards the commercial, slogan, product and purchase intention.

Literature Review

Aichner (2014) discusses several strategies to communicate the COO of a product, the so-called COO strategies. One of the strategies is to directly state from which country the product originates, by using the phrase “Made in...” (Bilkey & Nes, 1982). Due to legal regulations, however, it is not always possible to employ this strategy. To communicate the COO of the product, Aichner (2014) mentions it is also possible to use ‘national elements’ such as flags or landscapes in advertisements. Stereotypical or famous people from the COO can also be asked to endorse the product. Another option is to indicate the COO by using the corresponding foreign language. Aichner (2014) proposes that the COO language strategy can be applied to brand names, entire advertisements or slogans. A brand name such as L’Oréal could be perceived as French and could therefore profit from the positive country-related stereotypes. This seems to be an effective strategy. However, a brand name often remains unchanged over the years. For that reason, employing a foreign brand name could be perceived as a less flexible method to indicate a product’s COO, compared to using foreign language or accents. The latter can be applied in multiple ways for different markets; companies can decide for which markets they do and do not use foreign language. The brand Philadelphia for instance, recently launched a television

commercial about the ‘food selfie’. This commercial was adapted to several markets. For the Dutch audience, an English-spoken commercial with Dutch subtitles was used (Mondelez - Philadelphia - Foodselfie - NL - 30", 2016), whereas for the French market, a French voice-over was employed (Philadelphia Food Selfie FR, 2016). Other companies choose to create commercials in only one language, such as Nike. This American company repeatedly produced television commercials that are entirely in English. These are broadcast in countries all over the world, often accompanied by subtitles in the language of the target country (Nike: Unlimited You, 2016). The Italian coffee brand Lavazza chose to adapt their already existing Italian commercial specifically to the Dutch market (Lavazza nu in Nederland - Reclame (2016), 2016). Instead of using subtitles, Lavazza decided to use a voice-over with an Italian Dutch accent for the whole commercial.

Another frequently used strategy to indicate a product’s COO is to use a foreign language slogan or a foreign-accented slogan at a strategic point in a commercial text (Sussex, 1989). The brand Paturain chose to advertise their cheese on Dutch television with a French accented slogan: “Paturain, da’s pas fijn” (Paturain TV Commercial ‘Wees voorbereid’, 2014) (Hendriks, Van Meurs & Van der Meij, 2013). An example of a commercial in which a foreign language slogan is used is Opel’s Dutch television commercial for the Opel Astra, which contained a German slogan at the end: “Opel, Wir leben Autos” (Reclame – Opel Astra 2010, 2010). Opel uses this slogan in print advertisements as well (Opel, 2015).

Foreign languages and accents are often employed in advertising and are applicable in different types of media. Although companies often choose this strategy because they intuitively believe that it has a positive influence (Hornikx et al., 2013), relatively little is known about the

actual effects of the use of foreign languages and foreign accents in commercials. The following paragraphs will elaborate on previous studies that have investigated this subject.

Foreign slogans are frequently used in print advertisements, either as part of a logo (Opel, 2015) or to advertise a specific product (Mentos, 2016). This is done to draw extra attention to an advertisement (Piller, 2001) or to create a certain international image (Gerritsen, Korzilius, Van Meurs & Gijbers, 2000). The theory of foreign-language display (Haarmann, 1984; Hornikx et al., 2013) predicts that foreign language in advertising is more effective when there is a fit between the language and the product than when there is no fit. This so-called 'fit' is also referred to as congruency. To expand knowledge about product-language congruency, Hornikx et al. (2013) investigated the premise of foreign-language display theory. The authors examined the role of congruence in the effectiveness of foreign language slogans in printed Dutch advertisements. Three languages were studied, German, French and Spanish. For each language, two products were selected: one product that was congruent and one product that was incongruent with the country where the language is typically spoken. The products that were paired with German were sausage (congruent product, since there is a fit with Germany) and olive oil (incongruent product, since there is no fit with Germany). For French, wine (congruent) and beer (incongruent) were selected, and for Spanish the products were oranges (congruent) and a washing machine (incongruent). The authors compared the effectiveness of foreign-language display in advertisements for congruent and incongruent products. The results show that foreign-language display is indeed more effective for congruent products than for incongruent products. This was found to be the case for all tested languages. For congruent products, the use of foreign language slogans led to a higher perceived product quality, a better attitude towards the product and a higher purchase intention.

Raedts and Dupré (2015) examined product-language congruency as well. They investigated the effectiveness of the use of Italian slogans in Dutch print advertisements for a congruent product, Italian wine. The authors took into account the results of Hornikx and Starren (2006) and Hornikx, Van Meurs and De Boer (2010), who found that that the comprehension of the language plays a role in the evaluation of the commercial. Easy slogans were appreciated more than difficult slogans. Therefore, Raedts and Dupré (2015) chose to employ a relatively easy Italian slogan. The results of their study showed that the language of the slogan had no influence on the viewers' attitudes towards the slogan. Language had also no effect on the attitude towards the commercial and the brand. Raedts and Dupré (2015) argue that the visual components in the commercials might have been more prominent than the textual components. Therefore, the participants might have based their evaluations more on the visuals than on the text. Another finding was that the purchase intention was higher when the Italian slogan was used than when the Dutch slogan was used. The authors suggest that this resulted from the congruence between the language and the product, as Hornikx et al. (2013) have discussed as well.

As discussed so far, foreign languages can be used in advertisements to create an international image. Another way to give a foreign touch to a commercial is to use foreign-accented speech. In order to apply this efficiently, it is useful to have knowledge about the general perceptions about accents. DeShields, Kara and Kaynak (1996) investigated which effects a salesperson's accent has on the purchase intention of the listener. The authors concluded that salespeople with a standard English accent have a more positive impact on native English consumers' purchase intentions than salespeople with a foreign accent. However, the study by DeShields et al. (1996) did not take into account that the attitude towards accented

speech might be different when the characteristics of the spokesperson are in line with the product that is advertised. When accented speech is used to indicate the COO of a product, it could have the same positive effects as foreign language-product congruency in print advertising (e.g. Hornikx et al., 2013; Raedts & Dupré, 2015). However, little is known about this. It seems that the impact of a salesperson's accent in television advertising has not been investigated at all (Birch & McPhail, 2005). In comparison with television commercials, radio commercials seem to be a more suitable type of medium to study the effects of spoken foreign languages and foreign accents. The effects can be measured without the exposure to visual elements, which could be distracting (Chaiken & Eagly, 1976; Jacoby, Hoyer & Zimmer, 1983). There is one study that examined the effects of foreign-accented speech using radio commercials (Hendriks et al., 2015). In this study, congruent and incongruent products were tested to investigate whether the positive effects of language-product congruence also apply to accent-product congruence. This was done by adding a German or French accent to the whole Dutch commercial text, for either a congruent or incongruent product. Since Hornikx et al. (2013) tested which products were found to be congruent and incongruent for Germany and France, the same products were used in the study of Hendriks et al. (2015). For their study, the products for the German-accented commercials were sausage (congruent) and olive oil (incongruent) and the products for the French-accented commercials were wine (congruent) and beer (incongruent). The accented commercial versions were compared to the commercials where no accent was applied. The results show that the foreign-accented commercials with congruent products led to more favourable evaluations than the foreign-accented commercials with incongruent products. The foreign-accented commercials with the congruent products led to better attitudes towards the

commercial, better attitudes towards the product, higher purchase intentions, and the speaker affect and competence was evaluated better as well.

In the study by Hendriks et al. (2015), the foreign accent was applied throughout the whole audio clip. Accented speech could also occur at a strategic point in a commercial, for example in a slogan at the end of the commercial to express a final statement about the product (Sussex, 1989). Hendriks et al. (2015) indicated that the application of an accent at a specific point in a commercial could have a different impact than when accented speech is applied in the entire commercial. Therefore, the authors suggested that another study should be conducted similar to their study, with an alternative accent format. This could be done by investigating the effects of foreign-accented slogans in otherwise unaccented commercials. As far as is known, no studies have been conducted that examine the effects of foreign-accented slogans in radio commercials. In addition, little is known about foreign language slogans in spoken advertisements as well. Hornikx and Hof (2008) and Raedts and Dupré (2015) found that foreign language slogans in print advertisements could increase the attitude towards the product and the purchase intention for congruent products. It would be interesting to investigate whether the same results would occur when foreign language slogans are applied in spoken advertisements, such as radio commercials. Wright (1974) indicated that processing information is related to the amount of exposure to the message. When information is conveyed via the radio, listeners cannot control the amount of exposure to the message; a commercial cannot easily be replayed. In contrast, printed information can be read multiple times and can be processed more easily than audio recordings. Moreover, Chaiken and Eagly (1976) found that it is better to communicate difficult information via written messages than via audio recordings, since written information could enhance the comprehension and the persuasiveness of the message. Therefore, print

advertisements may be more effective than radio commercials to convey a message. This could mean that foreign language slogans in radio advertising would not evoke the same positive evaluations as in print advertisements. However, it is still unclear what the effects are of the use of foreign language slogans in radio commercials and therefore, this would be worth investigating.

More importantly, there are no insights yet about the differences in effect between the use of foreign language slogans, foreign-accented slogans and native language slogans. Since using the mother tongue of the target audience in advertising is very common, listeners could expect to hear their native language in commercials. The native language would be considered the default language. When foreign languages or foreign accents are employed in a commercial, they stand out next to native speech. Studies have shown that foreign languages (Hornikx & Hof, 2008; Hornikx, Van Meurs & Hof, 2013; Raedts & Dupré, 2015) and foreign accents (Hendriks et al., 2015) can have more positive effects than native slogans for congruent products. However, there are also indications that commercials with native speech could be evaluated more positively than foreign-accented commercials (DeShields et al., 1996). Spokespersons with a standard accent would evoke more favourable judgements, would be found more credible (Tsalikis, DeShields & LaTour, 1991) and more intelligible (Stibbard & Lee, 2006) than spokespersons with a non-native accent. Moreover, since an accent deviates from the pronunciation norm of native speakers, accented speech could be seen as less correct and thus less convincing than native speech (Hendriks et al., 2015). Foreign language also deviates from the default language, the native language of the listeners. However, in contrast with foreign-accented speech, foreign language would not be seen as incorrect language. Therefore, it is expected that foreign language

would evoke more positive reactions than foreign-accented speech. However, this has not been studied yet.

Since there is no definitive answer to the question what the differences in effect are of employing native, foreign-accented and foreign language slogans, further research is necessary. Based on previous studies, the main differences in effect of the language type of slogans are expected to be shown in the attitude towards the commercial, the attitude towards the slogan, the attitude towards the product and the purchase intention. To investigate the effects on these dependent variables, the following research question was formulated:

RQ1: What are the differences in effect of employing native, foreign-accented or foreign language slogans in radio commercials on the attitude towards the commercial, the attitude towards the slogan, the attitude towards the product and the purchase intention?

Studies have shown that people are good at linking a foreign language to the country where it is typically spoken (e.g. Melnyk, Klein & Volckner, 2012). People also link products to countries that are known for producing these specific products; for example, high quality watches are often linked to Switzerland (Aichner, 2014). However, little is known about the connection between the foreign language in the commercial, the product that is advertised and the recognition of the product's COO. Hornikx and Van Meurs (2016) investigated whether foreign language in commercials is a cue to recognise the COO. This was tested for products that were either congruent or incongruent with a COO. The results show that the foreign language was indeed a cue to be able to recognise the COO, although the participants recognised the product's COO more often when there was congruency between the product and the COO. Foreign language seemed to be an indirect cue to recognise the product's COO. Alden,

Steenkamp and Batra (1999) suggest that foreign accents could be an indication of the COO as well, although there is no empirical evidence for this yet. Moreover, as far as is known, there are no studies that have shown whether foreign languages or foreign accents lead to the best recognition of a product's COO.

It is expected that it is more difficult to recognise the COO through listening to foreign-accented speech than by listening to foreign language. When a foreign accent is used in a commercial, the listeners should first be able to notice that the accented speech deviates from their native pronunciation. Then, the accent should be recognised, either as a regional or foreign accent. Finally, the listeners should be able to make the connection between the foreign language origin of the accent and in which country this language is typically spoken. Thus, when a foreign accent is applied in a slogan, recognising the COO could be difficult; many cognitive steps are necessary to be able to identify the product's COO. The recognition of the product's COO should be simpler when a foreign language is applied in a commercial. It is expected that the foreign language can be identified relatively quickly and that the connection with the foreign country where the language is typically spoken can be made more easily. Once the country is recognised, it can be identified as the product's COO.

Since there is no definite answer yet to the question which slogan language type would lead to the best recognition of the COO, the following research question was formulated:

RQ2: Which type of slogan (the native, foreign-accented or foreign slogan) leads to the best recognition of the product's COO?

The current study will also investigate which aspects of the radio commercial, for instance the language or accent used in it, are viewed by the target audience as cues for the

recognition of the COO. Since foreign languages and foreign accents are often employed in advertising to indicate the COO, it is assumed that the COO is recognised through language or accent. However, it is not clear whether this is indeed the case. Hornikx and Van Meurs (2016) found that that the COO is often identified through combining information about the language that is used in the commercial and a product-country connection. It is not clear which of these aspects would provide the most information in order to recognise the COO. This could be studied by examining participants' open-ended answers to a question on the basis of which information they were able to recognise the COO of the product. The research question that will be used to investigate which aspects of radio commercials are considered to be cues for the recognition of the product's COO, is formulated below:

RQ2b: Which aspects of the radio commercial do listeners mention as cues for the recognition of the product's COO?

In addition to studying the effects of employing slogans in different language types in commercials, it would be interesting to investigate which factors are of influence on the attitudes towards the commercial, slogan, product and purchase intention. There is reason to believe that the participants' Attitude towards the COO could be a predictive factor of the aforementioned attitudes and the purchase intention. Foreign languages and accents are often used in commercials in order to indicate the COO of a product. The intention of this employment is that the recognition of the COO would have a positive effect on the evaluation of the commercial, product (Al-Sulaiti & Baker, 1998; Schooler, 1965) and eventually the purchase intention (Saminee, 1994). Referring to the COO of a product is thought to be effective only when there is a positive attitude towards the COO. Otherwise, the product will not be associated with

favourable aspects of its COO (Aichner, 2014). Therefore, it is expected that the potential customer's attitude towards the COO could be a predictive factor of their response to the radio commercial. The attitude towards the COO is often measured by the items *Attitude towards the Language, Attitude towards the Country, Attitude towards Products Produced in the Country and Attitude towards a Specific Product Produced in the Country* (Liu & Johnson, 2005). There are no insights yet into which of these factors are of influence the most on the customer's attitudes towards the commercial, slogan, product and purchase intention. Therefore, it would be interesting to test the four different items that constitute the attitude towards the COO separately. Since it is not clear to what extent the attitude towards the COO would be of influence on the dependent variables, the third research question of the current study was formulated as follows:

RQ3: *To what extent do components of the attitude towards the COO (Attitude towards the Language, Attitude towards the Country, Attitude towards Products Produced in the Country and Attitude towards a Specific Product Produced in the Country) predict the attitude towards the commercial, the attitude towards the slogan, the attitude towards the product and the purchase intention?*

Finally, this study will examine the aspects of a radio commercial that determine people's attitude towards the commercial. It is believed that foreign languages and foreign accents could be factors that influence the attitude towards the commercial, since noticing a foreign language or foreign accent in a commercial could evoke certain associations (Hornikx & Van Meurs, 2016). These associations lead to either a positive or negative evaluation of the commercial. However, there is no empirical evidence yet that foreign language and foreign accents actually determine the attitude towards the commercial; perhaps other factors, such as the clarity of the

commercial, are of influence as well. Through investigation of participants' written comments about the radio commercial, it can be established which specific aspects are mentioned as factors that determine people's attitude towards the commercial. This will be examined by using the following research question:

RQ4: Which aspects of the radio commercial do listeners mention as factors that determine their attitude towards the commercial?

The current study focuses on aspects of international advertising. Therefore, this paper is particularly relevant for marketers who wish to promote a product or service abroad. Foreign languages and foreign accents are often applied in international advertising because these strategies intuitively seem to have positive effects on the commercial, the product and in turn the purchase intention. This study tests these intuitions and sheds light on the actual effectiveness of the use of foreign languages and foreign accents in radio advertising.

Method

Research Design

This study had a 2 (Product: Beer and Wine) x 3 (Language Type Slogan: Native, Foreign-accented and Foreign Language) between-participants design. In total, there were six radio commercials in which the aforementioned factors were combined (see Table 1). The native language of the participants was Dutch, which is why the main text of the commercial and the native slogans were in Dutch. The commercials were randomly assigned to the participants. Each participant listened to one commercial.

Table 1. The commercials that were used in this study

Beer (congruent with Germany)	Wine (congruent with France)
Main text + Native slogan	Main text + Native slogan
Main text + Native slogan with German accent	Main text + Native slogan with French accent
Main text + German slogan	Main text + French slogan

Meuffels and Van de Bergh (2005) indicated the importance of testing multiple variations per condition. The results of a study can be generalised more when it is investigated whether a certain phenomenon occurs in more than one setting. Therefore, the conditions of the current study were tested with two different products and their corresponding countries/languages. The two variations were beer and Germany/German, and wine and France/French. With regard to the generalisability, it was ensured that the selected countries and corresponding languages were equally familiar to the participants of this study. German and French were chosen because these languages are taught in Dutch secondary schools. Moreover, German and French are spoken in neighbouring countries of the Netherlands. This supports the assumption that the participants could be equally familiar with both languages. Another reason to choose German and French was that the comprehension, recognition of and the attitude towards a Germanic and a Romance language could be different, especially because the Dutch participants speak a Germanic language themselves. The last argument for choosing German and French was that several previous studies on the use of foreign languages and accents in advertising (e.g. Hendriks et al., 2015; Hornikx & Hof, 2008; Hornikx et al., 2013;) investigated German and French. Choosing the same languages in the current study enables a better comparison of the results.

Previous research has indicated that foreign languages (Hornikx et al., 2013; Raedts & Dupré, 2015) and foreign accents (Hendriks et al., 2015) are more effective when used in advertisements for congruent products. Therefore, congruent products were employed in the current study. A congruent product for Germany is beer (Hendriks et al., 2015; Hornikx et al., 2013) and a congruent product for France is wine (Domzal, Hunt, & Kernan, 1995; Hendriks et al., 2015; Hornikx & Hof, 2008). Since beer and wine are similar products, both alcoholic beverages, around the same price range and drunk by both men and women, these are suitable for comparison and were therefore chosen for this study.

Materials

The materials that were used in the current study are six radio commercials. The radio commercial consisted of a main text and a slogan. The main text for beer and wine was a constant and was recorded in Dutch. Then a slogan followed: either a Dutch slogan, a Dutch slogan with a German or French accent, or a German or French slogan.

The main text was based on a previous study by Hendriks et al. (2015). A few adjustments were made, which resulted in the following commercial text:

U wilt toch ook maximaal genieten? Ons [bier, wijn] behaalt de ene na de andere onderscheiding. Niet alleen van kenners, maar ook namens U, de [bierproever, wijnproever] waar het allemaal om draait. Probeer het zelf maar eens: Arcoda. [De smaak van het leven, Der Geschmack des Lebens, Le goût de la vie].

An English translation of this text is:

Do you want to get maximum enjoyment? Our [beer, wine] has won one award after the other. Not only from experts, but also on behalf of you, the [beer, wine] consumer, who is our primary concern. Try it for yourself: Arcoda. The taste of life.

In the original text, a remark about the low price of the product was included (“U wilt minimaal betalen, maar maximaal genieten?” or in English, “Do you want to pay the minimum but get maximum enjoyment?”). This part was deleted in the new commercial text since the indication of a low price could influence how participants evaluate the product and this could have an effect on their purchase intention.

Another part that was changed was the brand name of the product. In the original text, the name ‘Heerders’ was used. This Dutch-sounding brand name was probably employed because the entire commercial was recorded with a foreign accent. By using a Dutch-sounding brand name, the listener would understand that a Dutch product was advertised. However, since the brand name ‘Heerders’ was incongruent with the use of foreign language in the commercial, it could have influenced the participants’ evaluation of the advertisement, the products and their purchase intention. Therefore, a neutral brand name, ‘Arcoda’, was used in the current study. The brand name was neutral in the sense that it is not linked to Germany, France or any other country or region. The name was also selected because it was thought to suit beer and wine equally well. Another criterion was that the product name would be pronounced in the same way by both German and French speakers. This was tested by filling in the names in Google Translate and then listening to the pronunciation of the German and the French version. The last criterion was that the brand name had no meaning or a neutral or positive meaning in another language. The brand name ‘Arcoda’ met all criteria.

The last part that was changed in the original text was the slogan at the end. A new slogan was created: “De smaak van het leven”, in English translation: “The taste of life”. Since Hornikx and Starren (2006) and Hornikx et al. (2010) have shown that comprehension is an important factor in the attitude towards the product, a relatively easy slogan was created. The Dutch slogan was translated into German and French by native speakers of each language and native speakers of Dutch with a more than average level of German and French. By comparing each individual translation, the final slogans were created. The eventual German translation that was used was “Der Geschmack des Lebens” and the eventual French translation was “Le goût de la vie”.

The radio commercials were created in collaboration with voice over agency Tiptop Voices and all commercials were recorded by a professional voice actor, Jeroen Muller. The foremost reason why one voice actor recorded all versions was that all commercials would sound similar. This way, the participants’ evaluation of the commercial and the product could not be influenced by a another voice actor’s voice characteristics. In addition, foreign slogans in radio commercials are seldom recorded by native speakers of the foreign language (Tiptop Voices, personal communication, June 3, 2016). Therefore, the voice actor that was selected for this study was not a native speaker of German and French. However, to ensure that the foreign (accented) slogans would sound authentic, a prerequisite for the voice actor was that he was able to speak German and French like a native speaker. The voice actor that was selected for this study has a high proficiency in German and French, as was indicated by Tiptop Voices. He is also a native speaker of Dutch, which was important for recording the main text in Dutch.

In the radio commercial, background music was used to make the commercial more realistic. The music was the same in all six commercials. By keeping the music constant, the participants could not develop different attitudes towards the commercials based on the music.

An effort was made to ensure that all commercial versions sounded as realistic as possible. The commercial text was created in collaboration with an advertising agency and the commercials were recorded by a professional voice actor in a recording studio. The hyperlinks to the radio commercials can be found in Appendix B.

Participants

In total, there were 400 Dutch participants, of whom 50.5 per cent were female ($N = 202$). The average age of the participants was 47.39 ($SD = 12.57$; range 18-66). The majority of the participants were non-students (90.8%). The finished education level ranged from secondary education to university, and most participants had attended higher professional education (58.5%). The current education level of the students among the participants ranged from secondary education to university. The majority of the student participants studied at a university (59.5%).

The Dutch language proficiency of participants who evaluated the commercials with the native (Dutch) slogan was between good and very good ($M = 4.56$, $SD = 0.44$). The German and French language proficiency of participants who evaluated the commercials with a foreign-accented slogan (German or French accent) ($M = 3.07$, $SD = 0.83$) or a foreign slogan (German or French) ($M = 3.09$, $SD = 1.05$) was between mediocre and good.

The participants' Attitude towards the COO of the Product was fairly positive for all countries (the Netherlands $M = 5.26$, $SD = 0.77$; Germany $M = 4.98$, $SD = 0.88$; France $M = 4.93$, $SD = 0.88$).

The participants were recruited based on the criteria that they had no professional relations with the food or advertising industry and that they were native speakers of Dutch without a second mother tongue. To generate a diversity of attitudes towards and knowledge of the German and French language, the participants were recruited from all regions of the Netherlands and not just from the border areas.

Chi-square tests showed that there were no significant differences in the distribution of student/non-student status ($\chi^2(5) = 7.20$, $p = .206$) and education level ($\chi^2(15) = 12.55$, $p = .637$) over the commercial versions. There was, however, a significant difference in the distribution of gender ($\chi^2(5) = 11.85$, $p = .037$). The commercial version beer with the native slogan was more often evaluated by women (22.8%) than by men (13.6%). The commercial for wine with the foreign slogan was more often evaluated by men (20.2%) than by women (11.4%). For the other commercials, gender was equally distributed over the versions. In addition, a one-way ANOVA showed that age was distributed unequally over the versions of the commercials ($F(5, 393) = 2.33$, $p = .042$). The average age for the wine commercial with the foreign slogan ($M = 50.98$, $SD = 12.09$) was higher than the average age for the beer commercial with the foreign slogan ($M = 44.03$, $SD = 13.01$) (Bonferroni correction, $p = .024$).

Instruments

The questionnaire consisted of seventeen questions that were measured with 7-point Likert scales, five questions that were measured with 7-point semantic differentials, four

questions that were measured with 5-point semantic differentials, six multiple choice questions and four open-ended questions. The dependent variables were *Attitude towards the Commercial*, *Attitude towards the Slogan*, *Attitude towards the Product*, and *Purchase Intention*. In addition, one question was asked about the recognition of the COO of the product. Finally, background questions were asked. The full questionnaire can be found in Appendix A, followed by an English translation.

Attitude towards the Commercial. Attitude towards the Commercial was measured with multiple items. A principal component analysis with oblimin rotation revealed a two-factor solution, explaining 66.96% of the variance. The two factors were *Clarity* and *Attractiveness*. The reliability of ‘Clarity’ was acceptable: $\alpha = .79$ and the reliability of ‘Attractiveness’ was excellent: $\alpha = .90$.

Clarity. Within the dimension Clarity, there were three items. The participants were asked to indicate to what extent they agreed or disagreed with the following propositions: “The commercial is understandable” (Maes, Ummelen & Hoeken, 1996), “The commercial is easy to understand” (Maes, Ummelen & Hoeken, 1996) and “The commercial is clearly audible” (Van der Meij, 2011). A 7-point Likert scale was used (‘completely disagree’ – ‘completely agree’).

Attractiveness. Within the dimension Attractiveness, there were seven items. The participants were asked to indicate to what extent they agreed or disagreed with the following propositions: “The commercial is pleasant to listen to” (inspired by Van der Meij, 2011), “The commercial appeals to me” (inspired by Hornikx & Hof, 2008), “The commercial is original” (Hornikx & Hof, 2008), “The commercial is nice” (Hornikx & Hof, 2008) and “The commercial is convincing”. A 7-point Likert scale was used for these items (‘completely disagree’ – ‘completely agree’). Furthermore, the participants were asked to complete the following

sentence: “I would rate the commercial in total as:”. The participants could answer by using a 7-point semantic differential scale (‘very bad’ – ‘very good’). They had the opportunity to comment on their answer, which was not mandatory. The answers were coded by two coders. When the coders disagreed, they discussed until they reached mutual agreement about the code. The codes that were used were based on the references that were made in the comments. Six categories were used: foreign language, foreign accent, clarity, attractiveness, other topics and no references.

The last question that was used to measure Attractiveness was: “How realistic was the commercial?”. The participants answered on a 7-point semantic differential scale (‘very unrealistic’ – ‘very realistic’). Again, the participants had the opportunity to comment on their answer, which was not mandatory. These answers were not coded, but they were used to interpret the participant’s evaluation of how realistic the commercial was.

Attitude towards the Slogan. Attitude towards the Slogan was measured by asking the participants whether they disagreed or agreed with the following two statements: “The way the sentence *De smaak van het leven / Der Geschmack des Lebens / Le goût de la vie* was pronounced sounded natural” (Hoeken, 1998) and “The way the sentence *De smaak van het leven / Der Geschmack des Lebens / Le goût de la vie* was pronounced sounded credible” (inspired by Van der Meij, 2011). These questions were measured with 7-point Likert scales (‘completely disagree’ – ‘completely agree’). The reliability of ‘Attitude towards the Slogan’ comprising two items was good: $\alpha = .89$.

Attitude towards the Product. Attitude towards the Product was measured with three items; the reliability was good: $\alpha = .80$. The participants were asked to indicate to what extent they agreed or disagreed with the following propositions: “The product in the commercial is

attractive” (Hornikx & Hof, 2008), “The product in the commercial is of good quality” (Hornikx & Hof, 2008) and “The product from the commercial appeals to me”. These items were measured with 7-point Likert scales (‘completely disagree’ – ‘completely agree’).

Purchase Intention. Purchase Intention was measured with three items; the reliability was good: $\alpha = .86$. The participants were asked to indicate to what extent they agreed or disagreed with the following propositions: “If it were possible, I would buy the product for myself” (Raedts & Dupré, 2015), “If it were possible, I would buy the product for someone else” (inspired by Raedts & Dupré, 2015) and “I would recommend the product to others” (Hornikx & Hof, 2008). These questions were measured with 7-point Likert scales (‘completely disagree’ – ‘completely agree’).

Recognition of the Country of Origin. To examine from which country the participants thought the product originated, the following question was asked: “From which country do you think the product originates?”. This was an open-ended question, which was coded afterwards. It was coded whether the COO was recognised (in)correctly, for which three categories were used: correct, incorrect, almost correct. The code ‘almost correct’ was used when a Germanic-language country (excluding the Netherlands and Germany) was filled in, such as Switzerland, for the commercial versions Beer + foreign-accented slogan and Beer + foreign slogan. For the commercial versions Wine + foreign-accented slogan and Wine + foreign slogan the code ‘almost correct’ was used when a Romance-language country (excluding France) was mentioned, such as Italy.

The participants frequently motivated why they thought the product originated from a certain country. Their comments were coded by two coders. In the few cases of disagreement, the coders discussed their reasoning until they reached mutual agreement about one code. Six

categories were used: accent, language, confusion, products that were produced in a certain country, product name and no references.

Background questions. Finally, the participants were asked to fill in questions about their gender, age, nationality, mother tongue, whether they were students or non-students, their current educational level (only for students) and their highest completed education.

Furthermore, the participants were asked to self-assess their knowledge of Dutch, German or French, depending on the language/accent used in the commercial that was presented to them. The reliability of ‘Language Proficiency’ comprising four items, was excellent: $\alpha = .96$. The participants could indicate their level of proficiency for reading, speaking, listening and writing (Stoll, 2014) on four 5-point semantic differential scales (‘very bad’ – ‘very good’).

In addition, Attitude towards the Country of Origin of the products in the commercials was measured. The reliability of ‘Attitude towards the COO’ comprising four items was acceptable: $\alpha = .71$. The first two items that measured Attitude towards the COO were: “How do you feel about the Netherlands/Germany/France?” (inspired by Liu & Johnson, 2005) and “How do you feel about the Dutch/German/French language?” (Liu & Johnson, 2005). The participants answered on a 7-point semantic differential scale (‘very negative’ – ‘very positive’). After this, the participants were asked to what extent they agreed or disagreed with the following statements: “Overall, I believe that products that are made in the Netherlands/Germany/France are of good quality” (Liu & Johnson, 2005) and “Beer that was made in the Netherlands/Germany is of good quality / Wine that was made in the Netherlands/France is of good quality” (Liu & Johnson, 2005). These questions were measured with 7-point Likert scales (‘completely disagree’ – ‘completely agree’).

Procedure

The participants for this study were recruited via email, which contained the hyperlink to the online questionnaire. On the first page of the questionnaire, instructions were shown. The participants were asked to listen to a radio commercial and evaluate it by filling in questions. Each participant was randomly assigned to one commercial version. The audio file for the commercial was incorporated in the questionnaire form to limit possible distractions. The participants were allowed to listen to the commercial multiple times, because it was important for the study that every participant listened carefully to the commercial. Once the participants reached the questions, they could not return to the audio file to listen to the commercial again. Each radio commercial lasted 20 seconds. Completing a questionnaire took approximately eight minutes. After the participants completed the questionnaire, they were thanked for their participation. The questionnaire was created using the online application Qualtrics.

The participants filled in the questionnaire individually, at a location of their choice. Therefore, it cannot be guaranteed that there were no distracting factors during their participation. Only questionnaires with a reasonable completion time and serious answers were included in the data set. Participants who completed the questionnaire in less than three minutes were considered to not have taken enough time to contemplate their answers. Therefore, these questionnaires were taken out of the data set (ten questionnaires). To test whether the questionnaires were filled in seriously, all answers to the open-ended questions were evaluated. Questionnaires of participants who appeared to answer their questions in a joking fashion (e.g. "I drank a lot of beer today, so my opinion about your commercial is very, very, positive.") were not included in the data set (4 questionnaires). The statistical tests were carried out on the remaining data.

Statistical Treatment

The statistical analyses that were used to measure the effects of employing slogans with different language types on the dependent variables were multivariate ANOVAs and univariate ANOVAs. The reliability of the variables was tested with Cronbach's alpha tests. The predictive factors of the dependent variables were analysed with multiple and single regressions. Furthermore, the answers to the open-ended questions were coded and were analysed with Chi-square tests. These tests provided insight into which type of slogan led to a better recognition of the product's COO, which elements were mentioned as factors that determined the attitude towards the commercial and which cues enabled the participants to recognise the COO of the product. All statistical analyses were carried out with the statistical programme SPSS version 21.

Results

This study examined what the effects were of the use of native, foreign-accented and foreign slogans in terms of the dependent variables Attitude towards the Commercial, Attitude towards the Slogan, Attitude towards the Product and Purchase Intention. In addition, it was studied which type of slogan (the native, foreign-accented or foreign slogan) led to better recognition of the product's COO and which aspects of the radio commercial were seen as cues for the recognition of the COO. Furthermore, it was investigated to what extent the Attitude towards the COO was of influence on the dependent variables. Lastly, through investigation of the answers to the open-ended questions, it was examined which aspects of the radio commercial were mentioned by participants as factors that determined their Attitude towards the Commercial. In this result section only the significant results will be discussed. In Appendix C, all significant and insignificant results can be found.

Research Question 1: The Effects of the Language Type of the Slogan

To analyse the effects of the use of native, foreign-accented and foreign slogans, a two-way multivariate analysis was conducted for Clarity, Attractiveness, Attitude Commercial, Attitude Slogan, Attitude Product and Purchase Intention, with Product and Language as factors. Table 2 shows the means and standard deviations of the aforementioned factors, divided per type of slogan, along with the results of the univariate tests.

Table 2. Evaluations of native, foreign-accented and foreign slogans (1 = very negative attitude, 7 = very positive attitude)

	Native slogan <i>n</i> = 136 <i>M</i> (<i>SD</i>)	Foreign-accented slogan <i>n</i> = 134 <i>M</i> (<i>SD</i>)	Foreign slogan <i>n</i> = 130 <i>M</i> (<i>SD</i>)	Univariate test results
Attitude towards the Commercial	3.70 (0.96)	3.29 (0.95)	3.60 (1.05)	$F(2, 394) = 6.39, p = .002, \eta^2 = .03$
Clarity	4.79 (1.26)	4.26 (1.31)	4.58 (1.35)	$F(2, 394) = 5.58, p = .004, \eta^2 = .03$
Attractiveness	3.23 (1.07)	2.88 (1.02)	3.18 (1.13)	$F(2, 394) = 4.48, p = .012, \eta^2 = .02$
Attitude towards the Slogan	3.72 (1.29)	2.32 (1.23)	3.64 (1.56)	$F(2, 394) = 44.47, p < .001, \eta^2 = .18$
Attitude towards the Product	3.47 (1.24)	3.33 (1.12)	3.48 (1.28)	$F(2, 394) = 7.07, p = .494, \eta^2 = .004$
Purchase Intention	2.58 (1.29)	2.14 (1.05)	2.36 (1.23)	$F(2, 394) = 5.05, p = .007, \eta^2 = .03$

The two-way multivariate analysis showed a significant multivariate main effect of Language ($F(10, 782) = 10.38, p < .001, \eta^2 = .12$).

Clarity. The univariate analyses showed a main effect of Language on Clarity ($F(2, 394) = 5.58, p = .004, \eta^2 = .03$). The native slogan ($M = 4.79, SD = 1.26$) was found to be clearer than the foreign-accented slogan ($M = 4.26, SD = 1.31$) (Bonferroni correction, $p = .003$).

Attractiveness. The univariate analyses showed a main effect of Language on Attractiveness ($F(2, 394) = 4.48, p = .012, \eta^2 = .02$). The native slogan ($M = 3.23, SD = 1.07$) was found to be more attractive than the foreign-accented slogan ($M = 2.88, SD = 1.02$) (Bonferroni correction, $p = .020$).

Attitude towards the Commercial. The univariate analyses showed a main effect of Language on Attitude Commercial ($F(2, 394) = 6.39, p = .002, \eta^2 = .03$). The native slogan ($M = 3.70, SD = 0.96$) had a more positive effect on Attitude towards the Commercial than the foreign-accented slogan ($M = 3.29, SD = 0.95$) (Bonferroni correction, $p = .002$). The foreign slogan ($M = 3.60, SD = 1.05$) had a more positive effect on Attitude towards the Commercial than the foreign-accented slogan (Bonferroni correction, $p = .034$).

Attitude towards the Slogan. The univariate analyses showed a main effect of Language on Attitude Slogan ($F(2, 394) = 44.47, p < .001, \eta^2 = .18$). The attitude towards the native slogan ($M = 3.72, SD = 1.29$) was better than the attitude towards the foreign-accented slogan ($M = 2.32, SD = 1.23$) (Bonferroni correction, $p < .001$). The attitude towards the foreign slogan ($M = 3.64, SD = 1.56$) was better than the attitude towards the foreign-accented slogan (Bonferroni correction, $p < .001$).

Purchase Intention. The univariate analyses showed a main effect of Language on Purchase Intention ($F(2, 394) = 5.05, p = .007, \eta^2 = .03$). The use of the native slogan ($M = 2.58, SD = 1.29$) resulted in a higher Purchase Intention than the use of the foreign-accented slogan ($M = 2.14, SD = 1.05$) (Bonferroni correction, $p = .008$).

Research Question 2: The Recognition of the Product's COO

To examine which type of slogan (the native, foreign-accented or foreign slogan) would lead to the best recognition of the product's COO, a Chi-square test was employed. This showed a significant relation between Language Type Slogan and (In)correct Recognition of the Product's COO ($\chi^2(4) = 166.85, p < .001$). Table 3 shows how often the participants correctly, incorrectly or almost correctly recognised the product's COO, divided per language type of the slogan.

Table 3. The observed count and (percentages) of the correct, incorrect and almost correct recognition of the product's COO, per language type of the slogan

	Native slogan <i>n</i> = 136	Foreign-accented slogan <i>n</i> = 134	Foreign slogan <i>n</i> = 130	Total <i>n</i> = 400
Correct recognition COO	47 (34.6%) ^a	35 (26.1%) ^a	111 (85.4%) ^b	193 (48.3%)
Incorrect recognition COO	89 (65.4%) ^a	61 (45.5%) ^b	16 (12.3%) ^c	166 (41.5%)
Almost correct recognition COO	0 (0.0%) ^a	38 (28.4%) ^b	3 (2.3%) ^a	41 (10.3%)

Note: different superscript letters denote column proportions which differ significantly from each other at the .05 level.

Participants who had listened to a commercial with a foreign slogan (85.4%) correctly identified the COO of the product relatively more often than participants who had listened to a commercial with a native slogan (34.6%) or a foreign-accented slogan (26.1%).

Participants who had listened to a commercial with a native slogan (65.4%) identified the COO of the product incorrectly relatively more often compared to participants who had listened to a commercial with a foreign-accented slogan (45.5%) or a foreign slogan (12.3%). The participants who had listened to a commercial with the foreign-accented slogan also incorrectly identified the COO of the product relatively more often compared to participants who had listened to the commercials with the foreign slogan, but not as often as the participants who had listened to the commercial with the native slogan.

Participants who had listened to a commercial with a foreign-accented slogan (28.4%) identified the COO of the product ‘almost correctly’ relatively more often than participants who had listened to a commercial with a native slogan (0.0%) or a foreign slogan (2.3%). An example of an ‘almost correctly’ identified COO is when a Romance-language country such as Italy was written down when the participant listened to the French-accented slogan. The foreign-accented slogan was a cue for the identification of the product’s COO, even though the participants could not identify the COO correctly.

Research Question 2b: Cues for the Recognition of the Product’s COO

This study also investigated which aspects of the radio commercial are considered to be cues for the recognition of the product’s COO. All answers to the open-ended questions were coded, based on the references that were made by the participants. The codes were analysed with a Chi-square test to find out which topics were considered to be cues for the recognition of the COO. The test showed a significant relation between Language Type Slogan and References related to the Product’s COO ($\chi^2 (10) = 25.46, p = .005$). Table 4 displays how often the

participants mentioned certain topics as cues for the recognition of the product's COO, divided per language type of the slogan.

Table 4. The observed count and (percentages) of topics that were mentioned by participants as cues for the recognition of the product's COO, divided per language type of the slogan

	Native slogan <i>n</i> = 136	Foreign-accented slogan <i>n</i> = 134	Foreign slogan <i>n</i> = 130	Total <i>n</i> = 400
Accent	0 (0.0%) ^a	6 (4.5%) ^b	0 (0.0%) ^a	6 (1.5%)
Language	1 (0.7%) ^a	0 (0.0%) ^a	4 (3.1%) ^a	5 (1.3%)
Confusion	0 (0.0%) ^a	1 (0.7%) ^a	0 (0.0%) ^a	1 (0.3%)
Products that were produced in a certain country	2 (1.5%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	2 (0.5%)
Product name	6 (4.4%) ^a	2 (1.5%) ^a	3 (2.3%) ^a	11 (2.8%)
No references	127 (93.4%) ^a	125 (93.3%) ^a	123 (94.6%) ^a	375 (93.8%)

Note: different superscript letters denote column proportions which differ significantly from each other at the .05 level.

Participants who had listened to a commercial with a foreign-accented slogan (4.5%) made relatively more references to Accent compared to participants who had listened to the commercials with the native slogan (0.0%) or the foreign slogan (0.0%).

Research Question 3: The Influence of the Attitude towards the COO on the Dependent Variables

To investigate to what extent the Attitude towards the COO is of influence on the dependent variables, a multiple regression analysis was run. To investigate which specific items within Attitude towards the COO have an effect on the dependent variables, the four items that measured Attitude towards the COO were analysed separately. The items were: Attitude towards the Language, Attitude towards the Netherlands/Germany/France, Attitude towards Products produced in the Netherlands/Germany/France and Attitude towards Beer/Wine Produced in the Netherlands/Germany/France. The outcome of the regression is shown in Table 5.

Table 5. The predictors of the dependent variables

	Attitude towards the Commercial	Attitude towards the Slogan	Attitude towards the Product	Purchase Intention
Attitude towards the COO	$F(4, 395) = 3.32, p = .011^*$	$F(4, 395) = 1.79, p = .130$	$F(4, 395) = 4.82, p = .001^{**}$	$F(4, 395) = 1.65, p = .162$

Note * none of the individual items that constitute the Attitude towards the COO were significant predictors of Attitude towards the Commercial

** Attitude towards Products produced in the Netherlands/Germany/France was a significant predictor of Attitude towards the Product ($\beta = .13, p = .026$)

The multiple regression analysis showed that the variables entered explained 3.7% of the variance in Attitude towards the Product ($F(4, 395) = 4.82, p = .001$). Attitude towards Products produced in the Netherlands/Germany/France ($\beta = .13, p = .026$) was shown to be a significant predictor of Attitude towards the Product. If Attitude towards Products produced in the Netherlands/Germany/France increases by 1 *SD*, then Attitude towards the Product goes up by .13 *SD*, given that all other variables are kept constant.

Research Question 4: Factors Mentioned by Participants that Determined their Attitude towards the Commercial

Finally, this study investigated which aspects of the radio commercial were mentioned by participants as factors that determined their attitude towards the commercial. To examine this, all answers to the open-ended questions were coded. The codes that were used were based on the references that were made by the participants. The codes were analysed with a Chi-square test to find out which topics were considered to be important factors. The test showed a significant relation between Language Type Slogan and References related to Attitude towards the Commercial ($\chi^2(10) = 36.73, p < .001$). Table 6 shows how often the participants made certain references regarding their attitude towards the commercial, divided per language type of the slogan.

Table 6. The observed count and (percentages) of references that were made regarding the participants' attitude towards the commercial, divided per language type of the slogan

	Native slogan <i>n</i> = 136	Foreign-accented slogan <i>n</i> = 134	Foreign slogan <i>n</i> = 130	Total <i>n</i> = 400
Foreign Language	0 (0.0%) ^a	14 (10.4%) ^b	11 (8.5%) ^b	25 (6.3%)
Foreign Accent	0 (0.0%) ^a	8 (6.0%) ^b	0 (0.0%) ^a	8 (2.0%)
Clarity	16 (11.8%) ^a	10 (7.5%) ^a	16 (12.3%) ^a	42 (10.5%)
Attractiveness	41 (30.1%) ^a	29 (21.6%) ^a	23 (17.7%) ^a	93 (23.3%)
Other topics	6 (4.4%) ^a	4 (3.0%) ^a	4 (3.1%) ^a	14 (3.5%)
No references	73 (53.7%) ^a	69 (51.5%) ^a	76 (58.5%) ^a	218 (54.5%)

Note: different superscript letters denote column proportions which differ significantly from each other at the .05 level.

Participants who had listened to a commercial with a foreign-accented slogan or foreign slogan made relatively more references to Foreign Language (foreign-accented slogan 10.4%, foreign slogan 8.5%) compared to participants who had listened to the commercials with the native slogan (0.0%).

In addition, participants who had listened to a commercial with a foreign-accented slogan made relatively more references to Foreign Accent (6.0%) compared to participants who had listened to the commercials with a native (0.0%) or foreign slogan (0.0%).

Conclusion and Discussion

The aim of this study was to explore the differences in effect of native, foreign-accented and foreign slogans in radio commercials. More specifically, it was examined to what extent the language type of the slogan had an effect on the attitude towards the commercial, the attitude towards the slogan, the attitude towards the product and the purchase intention. In addition to this, it was investigated which slogan type (the native, foreign-accented or foreign slogan) leads to the best recognition of the product's COO and which aspects of the radio commercial were considered to be cues for the recognition of the COO. Another aspect that was examined was to what extent the attitude towards the COO predicts the participants' attitudes towards the commercial, slogan, product and the purchase intention. Furthermore, it was investigated which aspects of the radio commercial were mentioned by participants as factors that determined their attitude towards the commercial. In sum, this study aimed to answer the following research questions:

- RQ1: *What are the differences in effect of employing native, foreign-accented or foreign language slogans in radio commercials on the attitude towards the commercial, the attitude towards the slogan, the attitude towards the product and the purchase intention?*
- RQ2: *Which type of slogan (the native, foreign-accented or foreign slogan) leads to the best recognition of the product's COO?*
- RQ2b: *Which aspects of the radio commercial do listeners mention as cues for the recognition of the product's COO?*
- RQ3: *To what extent do components of the attitude towards the COO (Attitude towards the Language, Attitude towards the Country, Attitude towards Products Produced in the Country and Attitude towards a Specific Product Produced in the Country) predict the attitude towards the commercial, the attitude towards the slogan, the attitude towards the product and the purchase intention?*
- RQ4: *Which aspects of the radio commercial do listeners mention as factors that determine their attitude towards the commercial?*

Research Question 1: The Effects of the Language Type of the Slogan

The first research question was formulated to investigate the effects of the use of native, foreign-accented or foreign slogans on the factors clarity, attractiveness, the attitudes towards the commercial, slogan and product and the purchase intention. Based on the pronunciation norms of native speakers (Hendriks et al., 2015), it was expected that commercials with native speech would be evaluated more positively than foreign-accented speech (DeShields et al., 1996; Stibbard & Lee, 2006; Tsalikis et al., 1991) and that foreign language would evoke more positive reactions than foreign-accented speech. The foreign-accented slogan may be seen as incorrect

speech and the foreign slogan may not. The results of the current study are in agreement with the previous expectations.

The native slogan was found to be clearer than the foreign-accented slogan. This is in line with the study of Stibbard and Lee (2006) who found that non-native speakers are viewed as less intelligible than native speakers. The native slogan also led to a higher attractiveness of the commercial, attitude towards the commercial, attitude towards the slogan and a higher purchase intention than the foreign-accented slogan. DeShields et al. (1996) and Tsalikis et al. (1991) also found that native speech leads to more favourable evaluations than accented speech, which would mean that the spokesperson with a standard accent is more credible. The finding that native speech would be more credible than accented speech could be the reason why the use of the native slogan led to a higher purchase intention in the current study than the use of the foreign-accented slogan. An explanation for the overall positive evaluations that were evoked by the native slogan could be that the native language of the listeners is generally the default language and therefore, the native language would be expected to be heard in a commercial. Accented speech on the other hand, would be unexpected and could be viewed as strange and thus negative. In addition, foreign accents could be seen as incorrect speech (Hendriks et al., 2015), which may result in less positive evaluations as well.

Another finding of the current study was that the foreign slogan led to a higher attractiveness of the commercial and to a higher attitude towards the slogan than the foreign-accented slogan. In contrast with foreign-accented speech, it is possible that the foreign language was not seen as incorrect language, but rather as an interesting feature of the commercial. In addition, this study has shown that listeners could more easily recognise the product's COO through the foreign slogan than through the foreign-accented slogan (see RQ2). Therefore, the

commercial with the foreign language slogan might have profited more from the positive country-related associations than the commercial with the foreign-accented slogan. Eventually, this may have led to more positive effects of the foreign slogan.

Research Question 2: The Recognition of the Product's COO

The second research question was formulated to examine which slogan type (the native, foreign-accented or foreign slogan) would lead to the best recognition of the product's COO. It was expected that the foreign slogan would enable the participants to correctly identify the COO more than the foreign-accented slogan, since the least cognitive steps would be necessary to be able to recognise the COO when listening to a foreign slogan. The results show that this expectation was correct.

The participants who listened to the commercials with the foreign slogans were able to correctly identify the product's COO the most. Since Melnyk et al. (2012) indicated that people are good at linking a foreign language to the country where it is typically spoken, this finding is not that surprising; the only step necessary to recognise the products' COO was linking the foreign language to the country where it is typically spoken.

It seems that for the participants who listened to the foreign-accented slogans, the recognition of the COO may have been more difficult. More cognitive steps might have been necessary for the identification of the COO via the foreign-accented slogan compared to when participants listened to a foreign slogan. This difference in difficulty level of recognising the COO could explain the highest number of almost correctly identified COOs among participants who listened to the foreign-accented slogan. An example of an almost correctly identified COO is when a Romance-language country such as Italy was written down when the participant

listened to the French-accented slogan. Alden et al. (1999) expected that the use of foreign-accented speech could be a cue for the recognition of the COO. This expectation was confirmed by the finding of the current study that showed that people who listened to the foreign-accented slogan almost identified the COO quite often. Even though the participants could not identify the COO entirely correctly, they were pointed in the right direction, which would mean that foreign-accented speech was indeed a cue for the recognition of the product's COO.

Lastly, the native slogan led to the most often incorrectly identified COOs. In the commercials with the native slogans, no information was presented about the origin of the product. An occasional correct identification of the COO would be based on the participant's former knowledge about a product and country. In order to attain consistently correct results in the recognition of a product's COO, it seems that a (language) cue is necessary. Out of the three language types that were tested, employing a foreign slogan in a commercial was the most effective to indicate the COO of the product.

Research Question 2b: Cues for the Recognition of the Product's COO

Research question 2b was formulated to examine the aspects of the radio commercial that were mentioned by listeners as cues for the recognition of the product's COO. Since foreign languages and foreign accents are often employed in order to indicate the COO, it was expected that the COO would be recognised on the basis of the information that language and accent provide. Furthermore, as Hornikx and Van Meurs (2016) indicated, the link between the product that is advertised and the country where it is typically produced could be a reference point as well.

This study found that participants only considered accent to be a significant cue to recognise the COO of the product; language was not explicitly indicated as a cue. As discussed before, this study showed that the foreign language slogan led to the best recognition of the COO (see RQ2). Despite this, accent was mentioned most frequently by the participants as a cue that enabled them to recognise the COO. The reason for this might be that people could have been more familiar with foreign languages in commercials than with foreign accents. Therefore, participants may have found that the foreign accent was more worth mentioning than the foreign language as a cue for the recognition of the COO.

In addition, the topic ‘products that were produced in a certain country’ was not mentioned as a cue to recognise the COO. This is in contrast with the hypothesis of Hornikx and Van Meurs (2016), who indicated that the link between the product and the country where it is typically produced may be a reference point for the identification of the product’s COO. However, it may have been the case that participants are so used to making a connection between a product and a country where it is often produced (Aichner, 2014), that the participants thought that it was not important to write a comment about the product-country link that may have informed them about the product’s COO.

Finally, the brand name of the product was not seen as a cue to recognise the product’s COO. This may indicate that the brand name that was selected for this study, ‘Arcoda’, had no connection with the Netherlands, Germany or France because the participants did not base the identification of the COO on the brand name.

Research Question 3: The Influence of the Attitude towards the COO on the Dependent Variables

The third research question was formulated to investigate to what extent the attitude towards the COO is of influence on the attitudes towards the commercial, slogan, product and purchase intention. This factor was expected to be a predictor of the dependent variables because referring to a product's COO would only be beneficial for the commercial when the listener has a positive attitude towards the COO (Aichner, 2014). The four factors that constitute the attitude towards the COO were analysed separately, because there were no insights yet into which of these factors are of influence the most. The results show that only Attitude towards Products produced in the Netherlands/Germany/France was a significant predictor of the attitude towards the product. Attitude towards the Language, Attitude towards the Netherlands/Germany/France and Attitude towards Beer/Wine Produced in the Netherlands/Germany/France were not predictors of the attitudes towards the commercial, slogan, product and purchase intention. This would imply that the knowledge about the general quality of a product that is produced in a certain country is more important than the knowledge about a specific product produced in a country to determine the attitude towards the product. This would for example mean that if Germany is known for delivering quality and reliability (Kelly-Holmes, 2005), the attitude towards products made in Germany would be positive as well.

It is argued that foreign languages and foreign accents are mostly used in commercials because of the positive attitude towards the country that would be evoked (Kelly-Holmes, 2005). Products could benefit from this positive attitude (Al-Sulaiti & Baker, 1998; Schooler, 1965). It seems that in general it is assumed that the attitude towards the COO as a whole is an important factor that influences the attitudes towards a product (e.g. Hastak & Hong, 1991). The current

study argued that some of the individual items that constitute the attitude towards the COO could have more influence on the attitudes towards a product and some could be of a lesser influence. The results showed that mainly the attitude towards products that are produced within a certain country is a predictor of the attitude towards the product. However, the percentage of variance explained was not high. The attitude towards the product was apparently also predicted by other factors, which are still unknown.

Research Question 4: Factors Mentioned by Participants that Determined their Attitude towards the Commercial

The fourth research question was formulated to investigate which aspects of the radio commercial, such as a foreign language or foreign accent used in it, were considered to be factors that determined people's attitude towards the commercial. It was expected that foreign languages and foreign accents could be factors that determine the attitude towards the commercial, since noticing a foreign language or foreign accent in a commercial could evoke certain associations (Hornikx & Van Meurs, 2016), which would lead to positive or negative evaluations of the commercial. The expectation that foreign languages and foreign accents could be factors that determine the attitude towards the commercial was supported by the current study.

Among the participants who listened to the commercials with the foreign slogans or the foreign-accented slogans, Foreign Language was mentioned as a factor that determined the participants' attitude towards the commercial. In a previous study by Hornikx and Van Meurs (2016) foreign language appeared to be an information source for the recognition of the COO. The current study found that foreign language is also a factor on the basis of which the attitude towards the commercial is developed. Furthermore, among the participants who listened to the

foreign-accented slogan, Foreign Accent was also mentioned as a factor that determined the attitude towards the commercial.

Although the percentages of the number of times Foreign Language and Foreign Accent were mentioned were not very high, the functionality of the use of foreign language slogans and foreign-accented slogans as determining factors for the attitude towards the commercial has been proven. Since this study has shown that the attitude towards the language that is spoken in a certain country was not of influence on the listeners' attitude towards the commercial (see RQ3), the evaluation of foreign languages or foreign accents in general might have been of influence on the attitude towards the commercial. Foreign language and foreign accents stand out next to native speech and studies have shown that a native spokesperson evokes more positive evaluations than non-native speakers (e.g. Tsalikis et al., 1991). Foreign-accented speech in particular could be evaluated more negatively in general, since it could be seen as incorrect language by native speakers (Hendriks et al., 2015). However, whether foreign accent and foreign language were seen as (in)correct language was not explicitly investigated in the current study and thus, it is still unknown whether the general evaluation of foreign languages and foreign accents was of influence on the listeners' attitude towards the commercial.

Contribution to Theory

The current study contributed to the existing theory by investigating multiple aspects of international advertising for which no empirical evidence existed yet. This study was the first to examine the differences in effect of using native, foreign-accented or foreign slogans. It was expected that there would be large differences between the effects of the different slogans, mainly between the foreign and foreign-accented slogans. This study showed that the foreign

slogan only evoked better results than the foreign-accented slogan for the items attractiveness of the commercial and attitude towards the slogan. More differences were found between the native and foreign-accented slogan. The native slogan evoked more positive evaluations than the foreign-accented slogan, which is in line with the studies of DeShields et al. (1996), Stibbard and Lee (2006) and Tsalikis et al. (1991) who found the same result.

Furthermore, this study examined whether the foreign or foreign-accented slogan would be most effective for the identification of a product's COO. The results show that the foreign slogan led to the best recognition of the COO. Although this was expected, based on the assumption that fewer cognitive steps might be necessary to identify the COO through foreign language than through foreign accent, it had not been empirically proven before.

Moreover, this study investigated the function of foreign languages and foreign accents as cues for the recognition of the product's COO. It was known that foreign language could be a cue (Hornikx & Van Meurs, 2016), but it was not yet known whether foreign accent could be a cue as well, although this was assumed by Alden et al. (1999). The current study examined this and has found that foreign accents could indeed be a cue for the COO. In addition, this study investigated the comments of the participants in which they argued why they thought the product originated from a certain country. This analysis provided the new insight that the participants identified accent as cues for the recognition of the COO as well.

This study also was the first to examine the individual items that constitute the attitude towards the COO as predictors of the attitudes towards the commercial, slogan, product and purchase intention. The items of attitude towards the COO were analysed separately because there were no insights yet into which of these factors are of influence the most on the dependent variables. The results indicate that only the attitude towards products that are produced within a

certain country is of influence on the attitude towards the product, whilst other studies (e.g. Hastak & Hong, 1991) assumed that attitude towards the COO as a whole would be an important factor that influences the attitudes towards a product.

Lastly, this study investigated which aspects were mentioned by participants as factors that determined their attitude towards the commercial. This had not been studied before. The results showed that both foreign language and foreign accent are viewed as factors that determine the attitude towards the commercial.

Limitations and Suggestions for Further Research

The current study has a number of limitations. First of all, the commercial text that was employed in this study was based on a text from a previous study (Hendriks et al., 2015). Some changes were made in order to improve the text. For example, a reference to the price of the product was removed from the commercial text, because this could influence how the participants viewed the quality of the product. When the participants were asked how realistic the commercial was, they indicated that it was not very realistic, since practical information such as the price of the product or in which stores the product can be bought was not included in the commercial. Furthermore, neutral background music was added to the commercial, so that the participants would base their evaluations mostly on the language that was used. Although neutral music was used for the research purposes, it appeared to be of negative influence on the overall evaluation of the commercial. Participants indicated that they would rather expect a type of background music that fits the product, for example the sound of a busy café with clinking glasses. The neutral background music was found to be unsuitable.

Although this study found differences in the effect of using native, foreign-accented and foreign slogans, in the future it could be investigated whether similar results appear if the commercial that is used has more resemblances with a real radio commercial. Creating a more realistic radio commercial could be done by using background music that fits the product and by adding information about the price (not too high, not too low), how the product tastes and where it can be bought. It is expected that the different language types of the slogans may evoke more positive evaluations when applied in realistic commercials, since it is assumed that the overall evaluation of a realistic commercial might be better as well.

Furthermore, this study found that it was more difficult to recognise the product's COO through listening to the foreign-accented slogan than through the foreign slogan. A possible explanation for this could be that the participants are less used to hearing and identifying accents than foreign languages. Another possibility is that more cognitive steps might be necessary for the identification of the COO via the foreign-accented slogan compared to the foreign slogan. However, these are assumptions and there is no empirical evidence for it yet. Therefore, further research could investigate the reason why the foreign-accented slogan does not always lead to the correct recognition of the COO. This could be studied by examining the processing time of each type of slogan and asking participants which cognitive steps they took in the process of identifying the COO.

Another reason emerged as to why the foreign-accented slogan did not always lead to the correct recognition of the COO. The accents in the commercials were not always noticed or were not recognisable, which was another limitation of this study. The slogan in which the accent was applied was quite short; it consisted of only five words. A suggestion for further research would be to repeat the current study with longer slogans. If the participants are able to listen to the

accent longer, the language origin of the accent may be recognised better and eventually, the link with the product's COO could be made more easily. Before employing a certain language slogan it would be necessary to conduct a pretest in order to find out if the intended manipulation is strong enough.

Lastly, the present study investigated the effects of different slogans in radio commercials. There were no other stimuli that could have indicated the COO of the product than the foreign language and foreign-accented slogans. Television commercials often contain visual aspects, such as landscapes or national flags (Aichner, 2014), that could indicate the product's COO. The combination of using visual aspects and foreign languages or accents in television commercials has not been studied yet (Birch & McPhail, 2005). Therefore, it would be interesting to examine whether this combination could lead to a better recognition of the product's COO. A better recognition of the COO would in turn mean that the product and the commercial could benefit from the positive country-related associations (Aichner, 2014). Since there is no empirical evidence yet for the higher effectiveness of using both visual stimuli and foreign languages or foreign accents in television commercials to indicate the product's COO, such further research would be necessary.

Practical Implications

The current study focussed on aspects of international advertising. The expectations were confirmed that foreign slogans are most effective to indicate a product's COO and that foreign slogans lead to more positive attitudes amongst the target audience than foreign-accented slogans. In addition, it was found that native slogans lead to more positive evaluations than foreign-accented slogans. These findings are particularly relevant for marketers who wish to promote a

product abroad. It would be recommended for marketers to employ foreign slogans over foreign-accented slogans in otherwise native language commercials. Using a foreign slogan would enable the target audience to correctly identify the product's COO and to associate the advertised product with positive country-related aspects, which may lead to positive evaluations. The foreign-accented slogan does not always lead to a correct recognition of the COO and may not lead to positive evaluations. Therefore, the foreign-accented slogan is not recommended to be employed. Although the native slogan does not lead to a correct recognition of the product's COO, native slogans, however, evoke positive evaluations and are therefore suitable to be used in commercials.

There is, however, an ethical dilemma attached to this marketing strategy. When a product is marketed by employing a foreign slogan whilst the product does not originate from the country where the language is typically spoken, the consumer would be misled. Although the commercial does not falsely inform the consumer in a direct way (e.g. Made in Germany), the use of foreign language still suggests that the product originates from a certain country. This may be viewed as unethical.

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Appendix A

The Dutch questionnaire that was used in this study. The English translation follows underneath.

Instructies

Beste lezer,

Hartelijk dank dat u wilt deelnemen aan mijn onderzoek naar radioreclame.

Ik ben benieuwd naar uw mening over de radioreclame die u zo meteen gaat horen. Het invullen van de vragen duurt ongeveer vijf minuten. Uw antwoorden zullen anoniem worden verwerkt.

U kunt op elk gewenst moment stoppen met het invullen van de vragenlijst. Door het invullen van deze vragenlijst geeft u toestemming om uw antwoorden te gebruiken voor onderzoeksdoeleinden.

Vriendelijke groeten,

Linda Brouwers

Door op de rode knop ‘**Volgende**’ te klikken begint u met het onderzoek.

U gaat nu luisteren naar een radioreclame. Controleer of uw geluid aan staat.

Start het geluidsfragment door op het driehoekje te klikken.



Als u de radioreclame **goed** heeft beluisterd, ga dan naar de volgende pagina.

Notitie: De onderstaande vragen zijn ingedeeld per onderzoekscategorie. Er werd een andere volgorde gehanteerd in de vragenlijst die getoond werd aan de deelnemers aan dit onderzoek.

Houding tegenover de Reclame

Duidelijkheid

Ik vind de radioreclame goed te begrijpen. volledig oneens 0 0 0 0 0 0 0 volledig eens

Ik vind de radioreclame makkelijk. volledig oneens 0 0 0 0 0 0 0 volledig eens

Ik vind de radioreclame goed verstaanbaar. volledig oneens 0 0 0 0 0 0 0 volledig eens

Aantrekkelijkheid

Ik vind de radioreclame prettig om naar te luisteren. volledig oneens 0 0 0 0 0 0 0 volledig eens

De radioreclame spreekt me aan. volledig oneens 0 0 0 0 0 0 0 volledig eens

Ik vind de radioreclame origineel. volledig oneens 0 0 0 0 0 0 0 volledig eens

Ik vind de radioreclame leuk. volledig oneens 0 0 0 0 0 0 0 volledig eens

Ik vind de radioreclame overtuigend. volledig oneens 0 0 0 0 0 0 0 volledig eens

De radioreclame in zijn geheel beoordeel ik als: heel slecht 0 0 0 0 0 0 0 heel goed

U kunt uw mening over de gehele radioreclame hieronder toelichten.

[Open vraag]

Hoe realistisch vond u de radioreclame?

helemaal onrealistisch 0 0 0 0 0 0 0 helemaal realistisch

U kunt uw antwoord hieronder toelichten:

[Open vraag]

Houding tegenover de Slagzin

De manier waarop *De smaak van het leven / Der Geschmack des Lebens / Le goût de la vie* uitgesproken werd, vond ik natuurlijk.

volledig oneens 0 0 0 0 0 0 volledig eens

De manier waarop *De smaak van het leven / Der Geschmack des Lebens / Le goût de la vie* uitgesproken werd, vond ik geloofwaardig.

volledig oneens 0 0 0 0 0 0 volledig eens

Houding tegenover het Product

Ik vind het product uit de radioreclame aantrekkelijk.

volledig oneens 0 0 0 0 0 0 volledig eens

Ik denk dat het product uit de radioreclame van goede kwaliteit is.

volledig oneens 0 0 0 0 0 0 volledig eens

Het product uit de radioreclame spreekt me aan.

volledig oneens 0 0 0 0 0 0 volledig eens

Aankoopintentie

Als ik de mogelijkheid zou hebben, zou ik het product uit de radioreclame voor mezelf kopen.

volledig oneens 0 0 0 0 0 0 volledig eens

Als ik de mogelijkheid zou hebben, zou ik het product uit de radioreclame voor iemand anders kopen.

volledig oneens 0 0 0 0 0 0 volledig eens

Ik zou het product uit de radioreclame aan iemand anders aanbevelen.

volledig oneens 0 0 0 0 0 0 volledig eens

Herkenning van het Land van Herkomst van het Product

Uit welk land denkt u dat het product uit de radioreclame afkomstig is?

[Open vraag]

Achtergrondvragen

Wat is uw geslacht? 0 Man 0 Vrouw

Wat is uw leeftijd? [Open vraag]

Wat is uw nationaliteit? 0 Nederlandse 0 Duitse 0 Franse 0 Anders, namelijk...

Wat is uw moedertaal? 0 Nederlands 0 Duits 0 Frans 0 Anders, namelijk...

0 Meertalig, namelijk...

Bent u momenteel student / leerling? 0 ja 0 nee

(Als de participant geen student was, dan werd de onderstaande vraag overgeslagen.)

Op welk onderwijsniveau volgt u uw studie?

0 Voortgezet onderwijs (MBO, MAVO, HAVO, VWO, Gymnasium)

0 Middelbaar beroepsonderwijs (MBO)

0 Hoger beroepsonderwijs (HBO)

0 Universitair onderwijs (WO)

Wat is uw hoogst afgeronde opleiding?

Basisonderwijs

Voortgezet onderwijs (MBO, MAVO, HAVO, VWO, Gymnasium)

Middelbaar beroepsonderwijs (MBO)

Hoger beroepsonderwijs (HBO)

Universitair onderwijs (WO)

Hoe goed beheerst u de volgende vaardigheden in het Nederlands/Duits/Frans?

	Zeer slecht	Slecht	Matig	Goed	Heel goed
Schrijven	<input type="radio"/>				
Lezen	<input type="radio"/>				
Luisteren	<input type="radio"/>				
Spoken	<input type="radio"/>				

Houding tegenover het Land van Oorsprong

Geef aan welk gevoel u heeft bij het land Nederland/Duitsland/Frankrijk.

zeer negatief zeer positief

Geef aan welk gevoel u heeft bij de Nederlandse/Duitse/Franse taal.

zeer negatief zeer positief

In het algemeen vind ik producten die gemaakt zijn in Nederland/Duitsland/Frankrijk van goede kwaliteit.

volledig oneens volledig eens

Bier dat in Nederland/Duitsland is gemaakt, is van goede kwaliteit. / Wijn die in Nederland/Frankrijk is gemaakt, is van goede kwaliteit.

volledig oneens 0 0 0 0 0 0 volledig eens

Slotbericht

Hartelijk dank voor het invullen van deze vragenlijst. Uw antwoorden zijn opgeslagen.

U kunt deze pagina nu sluiten.

An English translation of the questionnaire:

Instructions

Dear Sir or Madam,

Thank you for participating in this study about radio commercials.

I am interested in your opinion about the radio commercial you are about to hear. Filling out the questions takes approximately five minutes. Your answers will be processed anonymously.

You can stop filling out the questionnaire at any time. By filling out this questionnaire, you are giving consent to use your answers for research purposes.

Kind regards,

Linda Brouwers

You can start the questionnaire by clicking the red "Next" button.

You are about to listen to a radio commercial. Make sure your sound is turned on.

Click the triangle to start the audio clip.



(translation: Listen to this radio commercial.)

If you have listened **carefully** to the radio commercial, you can continue to the next page.

Note: The questions below have been divided by research category. The questions were presented in a different order to the participants of this study.

Attitude towards the Commercial

Clarity

- | | |
|---------------------------------------|--|
| The commercial is understandable. | completely disagree 0 0 0 0 0 0 0 completely agree |
| The commercial is easy to understand. | completely disagree 0 0 0 0 0 0 0 completely agree |
| The commercial is clearly audible. | completely disagree 0 0 0 0 0 0 0 completely agree |

Attractiveness

- | | |
|--|--|
| The commercial is pleasant to listen to. | completely disagree 0 0 0 0 0 0 0 completely agree |
| The commercial appeals to me. | completely disagree 0 0 0 0 0 0 0 completely agree |
| The commercial is original. | completely disagree 0 0 0 0 0 0 0 completely agree |
| The commercial is nice. | completely disagree 0 0 0 0 0 0 0 completely agree |
| The commercial is convincing. | completely disagree 0 0 0 0 0 0 0 completely agree |

I would rate the commercial in total as: very bad 0 0 0 0 0 0 0 very good

Please comment on your answer above.

[Open ended question]

How realistic was the radio commercial? very unrealistic 0 0 0 0 0 0 0 very realistic

Please comment on your answer above.

[Open ended question]

Attitude towards the Slogan

The way the sentence *De smaak van het leven / Der Geschmack des Lebens / Le goût de la vie* was pronounced, sounded natural.

completely disagree 0 0 0 0 0 0 0 completely agree

The way the sentence *De smaak van het leven / Der Geschmack des Lebens / Le goût de la vie* was pronounced, sounded credible.

completely disagree 0 0 0 0 0 0 0 completely agree.

Attitude towards the Product

The product in the commercial is attractive.

completely disagree 0 0 0 0 0 0 0 completely agree

The product in the commercial is of good quality.

completely disagree 0 0 0 0 0 0 0 completely agree

The product from the commercial appeals to me.

completely disagree 0 0 0 0 0 0 0 completely agree

Purchase Intention

If it were possible, I would buy the product for myself.

completely disagree 0 0 0 0 0 0 0 completely agree

If it were possible, I would buy the product for someone else.

completely disagree 0 0 0 0 0 0 0 completely agree

I would recommend the product to others.

completely disagree 0 0 0 0 0 0 0 completely agree

Recognition of the Country of Origin of the Product

From which country do you think the product originates?

[Open ended question]

Background questions

What is your gender? 0 Male 0 Female

What is your age? [Open ended question]

What is your nationality? 0 Dutch 0 German 0 French 0 Other, namely...

What is your mother tongue? 0 Dutch 0 German 0 French 0 Other, namely...
0 Multilingual, namely...

Are you a student at the moment? 0 yes 0 no

(If the participant is not a student at the moment, the question below was skipped.)

What is your current education?

Secondary education (MBO, MAVO, HAVO, VWO, Gymnasium)

Trade School (MBO)

Bachelor of Applied Sciences (HBO)

University (WO)

What is your finished education level?

Primary education

Secondary education (MBO, MAVO, HAVO, VWO, Gymnasium)

Trade School (MBO)

Bachelor of Applied Sciences (HBO)

University (WO)

How well do you master the following skills in Dutch/German/French?

	Very bad	Bad	Mediocre	Good	Very good
Writing	<input type="radio"/>				
Reading	<input type="radio"/>				
Listening	<input type="radio"/>				
Speaking	<input type="radio"/>				

Attitude towards the COO

How do you feel about the Netherlands/Germany/France?

very negative very positive

How do you feel about the Dutch/German/French language?

very negative 0 0 0 0 0 0 very positive

Overall, I believe that products that are made in the Netherlands/Germany/France are of good quality.

completely disagree 0 0 0 0 0 0 completely agree

Beer that was made in the Netherlands/Germany is of good quality / Wine that was made in the Netherlands/France is of good quality.

completely disagree 0 0 0 0 0 0 completely agree

Final message

Thank you for your participation. Your answers have been saved.

You can now close this page.

Appendix B

The hyperlinks to the radio commercials used in this study.

Beer (congruent with Germany)

Native slogan	https://www.youtube.com/watch?v=PJGdT1l1T8Y
Foreign-accented slogan	https://www.youtube.com/watch?v=ZLCsO78ge08
Foreign slogan	https://www.youtube.com/watch?v=CdfdZI31iT4

Wine (congruent with France)

Native slogan	https://www.youtube.com/watch?v=VMrXBRK2TS4
Foreign-accented slogan	https://www.youtube.com/watch?v=nfq9PtKYE74
Foreign slogan	https://www.youtube.com/watch?v=XBnO6asNpTI

Appendix C

All significant and insignificant results of the current study.

Research Question 1: The Effects of the Language Type of the Slogan

To analyse the effects of the use of native, foreign-accented and foreign slogans, a two-way multivariate analysis was conducted for Clarity, Attractiveness, Attitude Commercial, Attitude Slogan, Attitude Product and Purchase Intention, with Product and Language as factors. Table 2 shows the means and standard deviations of the aforementioned factors, divided per type of slogan, along with the results of the univariate tests.

Table 2. Evaluations of native, foreign-accented and foreign slogans (1 = very negative attitude, 7 = very positive attitude)

	Native slogan <i>n</i> = 136 <i>M</i> (<i>SD</i>)	Foreign- accented slogan <i>n</i> = 134 <i>M</i> (<i>SD</i>)	Foreign slogan <i>n</i> = 130 <i>M</i> (<i>SD</i>)	Univariate test results
Attitude towards the Commercial	3.70 (0.96)	3.29 (0.95)	3.60 (1.05)	$F(2, 394) = 6.39, p = .002, \eta^2 = .03$
Clarity	4.79 (1.26)	4.26 (1.31)	4.58 (1.35)	$F(2, 394) = 5.58, p = .004, \eta^2 = .03$
Attractiveness	3.23 (1.07)	2.88 (1.02)	3.18 (1.13)	$F(2, 394) = 4.48, p = .012, \eta^2 = .02$
Attitude towards the Slogan	3.72 (1.29)	2.32 (1.23)	3.64 (1.56)	$F(2, 394) = 44.47, p < .001, \eta^2 = .18$
Attitude towards the Product	3.47 (1.24)	3.33 (1.12)	3.48 (1.28)	$F(2, 394) = 7.07, p = .494, \eta^2 = .004$
Purchase Intention	2.58 (1.29)	2.14 (1.05)	2.36 (1.23)	$F(2, 394) = 5.05, p = .007, \eta^2 = .03$

The two-way multivariate analysis showed a significant multivariate main effect of Language ($F(10, 782) = 10.38, p < .001, \eta^2 = .12$). There was no significant multivariate main effect for Product ($F(5, 390) = 1.15, p = .333, \eta^2 = .02$). There was also no significant interaction between Language and Product ($F(10, 778) = 1.57, p = .111, \eta^2 = .02$).

Clarity. The univariate analyses showed a main effect of Language on Clarity ($F(2, 394) = 5.58, p = .004, \eta^2 = .03$). The native slogan ($M = 4.79, SD = 1.26$) was found to be clearer than the foreign-accented slogan ($M = 4.26, SD = 1.31$) (Bonferroni correction, $p = .003$). There were no significant differences between the native slogan and the foreign slogan (Bonferroni correction, $p = .577$) and the foreign-accented slogan and the foreign slogan (Bonferroni correction, $p = .136$).

Attractiveness. The univariate analyses showed a main effect of Language on Attractiveness ($F(2, 394) = 4.48, p = .012, \eta^2 = .02$). The native slogan ($M = 3.23, SD = 1.07$) was found to be more attractive than the foreign-accented slogan ($M = 2.88, SD = 1.02$) (Bonferroni correction, $p = .020$). There were no significant differences between the native slogan and the foreign slogan (Bonferroni correction, $p = 1.000$) and the foreign-accented slogan and the foreign slogan (Bonferroni correction, $p = .066$).

Attitude towards the Commercial. The univariate analyses showed a main effect of Language on Attitude Commercial ($F(2, 394) = 6.39, p = .002, \eta^2 = .03$). The native slogan ($M = 3.70, SD = 0.96$) had a more positive effect on Attitude towards the Commercial than the foreign-accented slogan ($M = 3.29, SD = 0.95$) (Bonferroni correction, $p = .002$). The foreign slogan ($M = 3.60, SD = 1.05$) had a more positive effect on Attitude towards the Commercial than the foreign-accented slogan (Bonferroni correction, $p = .034$). There was no significant difference between the native slogan and the foreign slogan (Bonferroni correction, $p = 1.000$).

Attitude towards the Slogan. The univariate analyses showed a main effect of Language on Attitude Slogan ($F(2, 394) = 44.47, p < .001, \eta^2 = .18$). The attitude towards the native slogan ($M = 3.72, SD = 1.29$) was better than the attitude towards the foreign-accented slogan ($M = 2.32, SD = 1.23$) (Bonferroni correction, $p < .001$). The attitude towards the foreign slogan ($M = 3.64, SD = 1.56$) was better than the attitude towards the foreign-accented slogan (Bonferroni correction, $p < .001$). There was no significant difference between the native slogan and the foreign slogan (Bonferroni correction, $p = 1.000$).

Attitude towards the Product. The univariate analyses showed that there was no main effect of Language on Attitude Product ($F(2, 394) = 7.07, p = .494, \eta^2 = .004$).

Purchase Intention. The univariate analyses showed a main effect of Language on Purchase Intention ($F(2, 394) = 5.05, p = .007, \eta^2 = .03$). The use of the native slogan ($M = 2.58, SD = 1.29$) resulted in a higher Purchase Intention than the use of the foreign-accented slogan ($M = 2.14, SD = 1.05$) (Bonferroni correction, $p = .008$). There were no significant differences between the native slogan and the foreign slogan (Bonferroni correction, $p = .412$) and the foreign-accented slogan and the foreign slogan (Bonferroni correction, $p = .387$).

Research Question 2: The Recognition of the Product's COO

To examine which type of slogan (the native, foreign-accented or foreign slogan) would lead to the best recognition of the product's COO, a Chi-square test was employed. This showed a significant relation between Language Type Slogan and (In)correct Recognition of the Product's COO ($\chi^2(4) = 166.85, p < .001$). Table 3 shows how often the participants correctly, incorrectly or almost correctly recognised the product's COO, divided per language type of the slogan.

Table 3. The observed count and (percentages) of the correct, incorrect and almost correct recognition of the product's COO, per language type of the slogan

	Native slogan <i>n</i> = 136	Foreign-accented slogan <i>n</i> = 134	Foreign slogan <i>n</i> = 130	Total <i>n</i> = 400
Correct recognition COO	47 (34.6%) ^a	35 (26.1%) ^a	111 (85.4%) ^b	193 (48.3%)
Incorrect recognition COO	89 (65.4%) ^a	61 (45.5%) ^b	16 (12.3%) ^c	166 (41.5%)
Almost correct recognition COO	0 (0.0%) ^a	38 (28.4%) ^b	3 (2.3%) ^a	41 (10.3%)

Note: different superscript letters denote column proportions which differ significantly from each other at the .05 level.

Participants who had listened to a commercial with a foreign slogan (85.4%) correctly identified the COO of the product relatively more often than participants who had listened to a commercial with a native slogan (34.6%) or a foreign-accented slogan (26.1%). Participants who had listened to the native slogan did not give significantly more correct answers than participants who had listened to a foreign-accented slogan.

Participants who had listened to a commercial with a native slogan (65.4%) identified the COO of the product incorrectly relatively more often compared to participants who had listened to a commercial with a foreign-accented slogan (45.5%) or a foreign slogan (12.3%). The participants who had listened to a commercial with the foreign-accented slogan also incorrectly identified the COO of the product relatively more often compared to participants who had

listened to the commercials with the foreign slogan, but not as often as the participants who had listened to the commercial with the native slogan.

Participants who had listened to a commercial with a foreign-accented slogan (28.4%) identified the COO of the product ‘almost correctly’ relatively more often than participants who had listened to a commercial with a native slogan (0.0%) or a foreign slogan (2.3%). An example of an ‘almost correctly’ identified COO is when a Romance-language country such as Italy was written down when the participant listened to the French-accented slogan. The foreign-accented slogan seemed to be a cue for the identification of the product’s COO, even though the participants could not identify the COO correctly. Participants who had listened to the native slogan did not give significantly more correct answers than participants who had listened to a foreign slogan.

Research Question 2b: Cues for the Recognition of the Product’s COO

This study also investigated which aspects of the radio commercial are considered to be cues for the recognition of the product’s COO. All answers to the open-ended questions were coded, based on the references that were made by the participants. The codes were analysed with a Chi-square test to find out which topics were considered to be cues for the recognition of the COO. The test showed a significant relation between Language Type Slogan and References related to the Product’s COO ($\chi^2(10) = 25.46, p = .005$). Table 4 displays how often the participants mentioned certain topics as cues for the recognition of the product’s COO, divided per language type of the slogan.

Table 4. The observed count and (percentages) of topics that were mentioned by participants as cues for the recognition of the product's COO, divided per language type of the slogan

	Native slogan <i>n</i> = 136	Foreign-accented slogan <i>n</i> = 134	Foreign slogan <i>n</i> = 130	Total <i>n</i> = 400
Accent	0 (0.0%) ^a	6 (4.5%) ^b	0 (0.0%) ^a	6 (1.5%)
Language	1 (0.7%) ^a	0 (0.0%) ^a	4 (3.1%) ^a	5 (1.3%)
Confusion	0 (0.0%) ^a	1 (0.7%) ^a	0 (0.0%) ^a	1 (0.3%)
Products that were produced in a certain country	2 (1.5%) ^a	0 (0.0%) ^a	0 (0.0%) ^a	2 (0.5%)
Product name	6 (4.4%) ^a	2 (1.5%) ^a	3 (2.3%) ^a	11 (2.8%)
No references	127 (93.4%) ^a	125 (93.3%) ^a	123 (94.6%) ^a	375 (93.8%)

Note: different superscript letters denote column proportions which differ significantly from each other at the .05 level.

Participants who had listened to a commercial with a foreign-accented slogan (4.5%) made relatively more references to Accent compared to participants who had listened to the commercials with the native slogan (0.0%) or the foreign slogan (0.0%). There were no significant differences between the answers of the participants who listened to the native slogan and the foreign slogan regarding Accent. Furthermore, there were no significant differences between the answers of participants who had listened to a commercial with a native, foreign-

accented or foreign slogan regarding Language, Confusion, Products that were produced in a certain country, Product name, or No references.

Research Question 3: The Influence of the Attitude towards the COO on the Dependent Variables

To investigate to what extent the Attitude towards the COO is of influence on the dependent variables, a multiple regression analysis was run. To investigate which specific items within Attitude towards the COO have an effect on the dependent variables, the four items that measured Attitude towards the COO were analysed separately. The items were: Attitude towards the Language, Attitude towards the Netherlands/Germany/France, Attitude towards Products produced in the Netherlands/Germany/France and Attitude towards Beer/Wine Produced in the Netherlands/Germany/France. The outcome of the regression is shown in Table 5.

Table 5. The predictors of the dependent variables

	Attitude towards the Commercial	Attitude towards the Slogan	Attitude towards the Product	Purchase Intention
Attitude towards the COO	$F(4, 395) = 3.32, p = .011^*$	$F(4, 395) = 1.79, p = .130$	$F(4, 395) = 4.82, p = .001^{**}$	$F(4, 395) = 1.65, p = .162$

Note * none of the individual items that constitute the Attitude towards the COO were significant predictors of Attitude towards the Commercial

** Attitude towards Products produced in the Netherlands/Germany/France was a significant predictor of Attitude towards the Product ($\beta = .13, p = .026$)

Attitude towards the Commercial.

A multiple regression analysis showed that the variables entered explained 2.3% of the variance in Attitude towards the Commercial ($F(4, 395) = 3.32, p = .011$). Attitude towards the Language ($\beta = .10, p = .148$), Attitude towards the Netherlands/Germany/France ($\beta = -.02, p = .758$), Attitude towards Products produced in the Netherlands/Germany/France ($\beta = .08, p = .192$) and Attitude towards Beer/Wine Produced in the Netherlands/Germany/France ($\beta = .09, p = .131$) were not significant predictors of Attitude towards the Commercial.

Attitude towards the Slogan.

A multiple regression analysis showed that the variables entered (Attitude towards the Slogan, Attitude towards the Language, Attitude towards the Netherlands/Germany/France, Attitude towards Products produced in the Netherlands/Germany/France and Attitude towards Beer/Wine Produced in the Netherlands/Germany/France) could not significantly explain any variance in Attitude towards the Slogan, since the model was not significant ($F(4, 395) = 1.79, p = .130$).

Attitude towards the Product.

A multiple regression analysis showed that the variables entered explained 3.7% of the variance in Attitude towards the Product ($F(4, 395) = 4.82, p = .001$). Attitude towards Products produced in the Netherlands/Germany/France ($\beta = .13, p = .026$) was shown to be a significant predictor of Attitude towards the Product. If Attitude towards Products produced in the Netherlands/Germany/France increases by 1 *SD*, then Attitude towards the Product goes up by .13 *SD*, given that all other variables are kept constant. Attitude towards the Language ($\beta = .08, p = .237$), Attitude towards the Netherlands/Germany/France ($\beta = -.05, p = .487$) and

Attitude towards Beer/Wine Produced in the Netherlands/Germany/France ($\beta = .11, p = .066$) were not significant predictors of Attitude towards the Product.

Purchase Intention.

A multiple regression analysis showed that the variables entered (Attitude towards the Slogan, Attitude towards the Language, Attitude towards the Netherlands/Germany/France, Attitude towards Products produced in the Netherlands/Germany/France and Attitude towards Beer/Wine Produced in the Netherlands/Germany/France) could not significantly explain any variance in Purchase Intention, since the model was not significant ($F(4, 395) = 1.65, p = .162$).

Research Question 4: Factors Mentioned by Participants that Determined their Attitude towards the Commercial

Finally, this study investigated which aspects of the radio commercial were mentioned by participants as factors that determined their attitude towards the commercial. To examine which components were considered to be cues, all answers to the open-ended questions were coded. The codes that were used were based on the references that were made by the participants. The codes were analysed with a Chi-square test to find out which topics were considered to be cues. The test showed a significant relation between Language Type Slogan and References related to Attitude towards the Commercial ($\chi^2(10) = 36.73, p < .001$). Table 6 shows how often the participants made certain references regarding their attitude towards the commercial, divided per language type of the slogan.

Table 6. The observed count and (percentages) of references that were made regarding the participants' attitude towards the commercial, divided per language type of the slogan

	Native slogan <i>n</i> = 136	Foreign-accented slogan <i>n</i> = 134	Foreign slogan <i>n</i> = 130	Total <i>n</i> = 400
Foreign Language	0 (0.0%) ^a	14 (10.4%) ^b	11 (8.5%) ^b	25 (6.3%)
Foreign Accent	0 (0.0%) ^a	8 (6.0%) ^b	0 (0.0%) ^a	8 (2.0%)
Clarity	16 (11.8%) ^a	10 (7.5%) ^a	16 (12.3%) ^a	42 (10.5%)
Attractiveness	41 (30.1%) ^a	29 (21.6%) ^a	23 (17.7%) ^a	93 (23.3%)
Other topics	6 (4.4%) ^a	4 (3.0%) ^a	4 (3.1%) ^a	14 (3.5%)
No references	73 (53.7%) ^a	69 (51.5%) ^a	76 (58.5%) ^a	218 (54.5%)

Note: different superscript letters denote column proportions which differ significantly from each other at the .05 level.

Participants who had listened to a commercial with a foreign-accented slogan or foreign slogan made relatively more references to Foreign Language (foreign-accented slogan 10.4%, foreign slogan 8.5%) compared to participants who had listened to the commercials with the native slogan (0.0%). There were no significant differences between the answers of the participants who listened to the foreign-accented slogan and the foreign slogan regarding Foreign Language.

In addition, participants who had listened to a commercial with a foreign-accented slogan made relatively more references to Foreign Accent (6.0%) compared to participants who had

listened to the commercials with a native (0.0%) or foreign slogan (0.0%). There were no significant differences between the answers of the participants who listened to the native slogan and the foreign slogan regarding Foreign Accent.

Furthermore, there were no significant differences between the answers of participants who had listened to a commercial with a native, foreign-accented or foreign slogan regarding Clarity, Attractiveness, Other topics or No references.