

Master Thesis: Language Use in Fashion Advertising

**Choose or You Lose - The Attitude of Portuguese Consumers towards
different Language Strategies in Fashion Advertising**

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Abstract

Different language use in advertising is important to consider when making international marketing strategies, because it could have an effect on the consumer's attitude (Krishna & Ahluwalia, 2008). Especially when using English language in advertising in a non-native English speaking country such as Portugal, with relatively low proficiency in English compared to other European countries. Moreover, there could be differences between young and old consumers as well. This study investigated to what extent language use played a role in the effectiveness of the advertisement among Portuguese consumers and whether there was a difference between young and old consumers. Furthermore, it was also investigated whether the consumers' comprehension of English and attitude towards English influenced the effectiveness of the advertisement and if there was a difference between the two age groups. To measure the effectiveness of language use in advertising in Portugal, a 3 x 2 x 2 between-subject design was used. The independent variables were language (English, Portuguese or mix), age group (young vs. old) and country of residence (Portugal or abroad). The effectiveness of the advertisements was measured in terms of attitude towards the product, attitude towards the advertisement and purchase intention as dependent variables. Moreover, two extra variables were measured to find out whether they had an influence on the effectiveness of the advertisement as well, namely comprehension of English and attitude towards English. The results of the present study indicated that language, age and country of residence had little influence on the effectiveness of the advertisements. The results showed that young consumers aged between 18 and 35 years old had a more negative attitude towards the advertisement and a lower purchase intention when the advertisement contained Mix language compared to the all-English or all-Portuguese ads. No differences were found between the English and Portuguese versions. Therefore, when advertising to young Portuguese consumers, it is advised to opt for either English or Portuguese language use, but not use a mixed language strategy. Moreover, consumers who had good comprehension of English had a more positive attitude towards the product. Hence, comprehension of English is found to some extent to play a role in the effectiveness as well. More research is necessary on different language use in advertising in Portugal to determine effective advertising strategies.

Keywords: Language use in advertising; International marketing strategy; Fashion; Portugal; Comprehension; Attitude; Purchase intention

Introduction

The number of companies operating on a global market is growing. Companies operating in various countries have to consider a variety of strategies for each country and one relevant strategic decision is which language to use in their advertising taking into account each country's native language. Many companies opt for using English in their advertisements. The economic advantage of the strategy for an overall international advertising campaign maintaining the same language is clearly due to its cost effectiveness (Melewar & Vemmervik, 2004). The English language could also enable multinationals to establish one global brand image with similar positioning in different markets (White, 2000). The same campaign in different countries leads to a coherent global brand image. In addition, by employing the English language for its symbolic value the company benefits equally from positive associations such as modernity and youthfulness (Piller, 2003). Mostly, the English language is used because it is assumed to be spoken and understood all over the world. However, in certain cases it is more beneficial to translate the advertisement into the local language to enhance the image of the company and create a better understanding of the message and appreciation of the product. This is particularly true for those consumers who prefer to be addressed to in their own language. Another strategy would be mixed language use, which includes using both the local language as well as English (Jia-Ling, 2008). This strategy could benefit both from the positive associations the English language has and at the same time increase the comprehension of the message. Especially in a country where the proficiency in English is low, consumers probably understand the message better in their native language. Portugal is such a country, where the proficiency in English is on average lower than in other European countries (EF, 2017). Furthermore, there could be differences in proficiency in English between different age groups, due to changes in the Portuguese educational system. Only after 1986, English was implemented as a mandatory language in secondary schools (Barroso, 2003). Hence, consumers above 35 years are less likely familiar with the English language and might have different attitudes towards the language. Therefore, this study attempted to research the effectiveness of different language strategies in advertising in Portugal. In addition, it considered the role of comprehension of English and identified differences between age groups.

Language use in advertising

Globalisation has led to an increased use of the English language in international advertising. It has become especially popular to use the English language when advertising in non-native

English speaking countries (Micu & Coulter, 2010). Gerritsen et al. (2007) carried out a corpus-study in five non-English speaking European countries in which they found that in roughly 2000 different magazine ads more than 50% of the advertisements contained English. The English language in advertising can be used for various reasons. First of all, the English language is widely spoken in many different countries over the world. This leads to the assumption that non-native English consumers would be able to understand the English language used in advertising. Therefore, the advertisement can be made in English and this version can be used in different countries. Creating one version could potentially be cheaper compared to having to translate each advertisement to the local language of each country (Melewar & Vemmervik, 2004). But more importantly than the economic advantage, using only one kind of advertisement in different countries could contribute to a coherent image of the brand (White, 2000). If the brand is displayed in the exact same manner in different countries, it will be easier to be recognized. For example, when a global company is advertising in different countries in Europe, they can make one version of the advertisement in English and spread it out in various countries. Moreover, the English language can also be used for its symbolic function. This means, the English language is assumed to bring about different positive associations, such as modernization and internationalism (Bhatia, 1992). These perceptions could have a positive impact on the image of the product and also on the price that could be asked for the product (Piller, 2003).

Baumgardner (2006) interviewed different staff members of international companies in Mexico and found that they used English language in their advertisements because Mexican consumers associated products advertised in English with modernization and status. The consumers also perceived products advertised with English slogans as more reliable and superior (Baumgardner, 2006). Nevertheless, an experimental study in five European countries found that the use of English in advertising did not lead to a more modern and more expensive perception of the product (Gerritsen et al., 2010). In this study, 715 female students from The Netherlands, Belgium, Germany, France and Spain were either shown an ad in English or an ad in their local language. The results indicated that for none of the countries the respondents found the product advertised in English to be associated with modernity, nor did they view the products as more expensive (Gerritsen et al., 2010). Some authors have suggested that the proficiency in English language is not important because it is used as a global language in advertising due to the associations people have with the English language. These associations or the so called symbolic function of the use of English means that when using the English language, it could for example add authenticity and credibility to the product advertised (Kelly-

Holmes, 2000). In this case, authenticity and credibility are seen as positive associations of the English language. Kelly-Holmes (2000) suggested in her study that consumers do not have to understand the language used in an advertisement for it to be effective. Nederstigt and Hilberink-Schulpen (2017) call attention to the fact that it is essential to take the consumer's existing attitude towards the language into account as well when the foreign language in an advertisement to evoke different associations the consumer has with that language. If the consumer has a negative attitude towards the English language, the attitude towards the product or ad could potentially be negative as well (Nederstigt & Hilberink-Schulpen, 2017). Other research contributed to these findings, stating that foreign language use in advertising evokes individual associations that consumers have with that language which can be different for each individual consumer (Kelly-Holmes, 2000). Although there are general associations linked to the English language, this does not mean that it is the same for each consumer.

When the text in an advertisement is used to transfer a message, thereby having an informative function, it is important consumers have a certain command of the language in order to be able to process the information. In this case, the level of proficiency in the language could have an effect on the consumer's attitude towards the ad and product, and the purchase intention. Even more so, if the consumer does not understand the message communicated. Therefore, when using English language for advertising purposes in a certain country, it is important to consider the level of proficiency in English in this country. Eagly (1974) found that a message that is less understood, is also less appreciated. In Eagly's study it was found that subjects had more difficulty accepting the message when the subjects had bad comprehension of the message (Eagly, 1974) This could mean that a consumer who does not understand the message in an advertisement, is more likely to not act on it or appreciate it. A relevant argument for communicating in the local language is supported by Alm (2003), who suggested that using the local language of a country shows appreciation for the localized culture and lifestyle. Moreover, Alm (2003) stated that the people in Ecuador who had a lower comprehension of English could feel left out when presented with an all-English advertisement. To sum up, if the consumer does not understand the language or has a negative attitude towards the language, the consumer might also have a negative attitude towards the advertisement and product. Consequently, it is equally important to know which effect the language used in advertising has on consumers and to determine the influence of proficiency in the language or attitude towards the language.

The level of proficiency in a language can be interrelated to age group disparity. In 2017, Education First realized a global study on the level of Proficiency in English language in

different countries around the globe and concluded that, in general, young people have a better command of English than older people (EF, 2017). This relation between the level of proficiency in English and age is an important aspect to take into account when designing the marketing-strategy. If the target market is young, using English might not be problematic as young people tend to have a better command of the language. However, when targeting older consumers, it might be more effective to translate the message to its local language. Nevertheless, age might not be the only predictor of the level of proficiency in English. Geographical location as well defines the consumer's proficiency in English, even among the various European countries. According to the statistics of Education First (2017), Northern European countries score the highest with regard to English language proficiency. Southern European countries, such as Portugal and Spain, score significantly lower when it comes to English language proficiency. Especially in a country like Portugal, where the English language proficiency is lower than in other European countries, it will be useful studying the different effects language choice has in advertising, the role comprehension of English plays and whether there is a difference between different age groups.

Sometimes it can be more beneficial to translate the advertisement into the local language. When consumers prefer to be addressed in their local language, the translation of the message could enhance the brand and product image. Furthermore, the language used in the ad can be perceived differently by the consumer if the message is in the native language. Krishna and Ahluwalia (2008) conducted a study on the use of local language (Hindi) versus English language in advertising among Indian consumers. The results of their study indicated that Indian consumers associated products advertised in their native language with belongingness, and products advertised in English with sophistication (Krishna & Ahluwalia, 2008). Puntoni, De Langhe and Van Osselaer's study (2009) among bilinguals in Belgium was conducted by showing participants slogans in their first (French) and second (Dutch) language. They found that the respondents perceived slogans in their first language as more emotional than their second language. This means, emotional benefits (such as taste) could weigh more than cognitive benefits (such as health) in a person's native language. These results indicate that the use of the local language can trigger emotional effects different than the use of a second or foreign language is likely to trigger. However, it should be noted that in this case the Indian and Belgian consumers were bilingual and their second language is not considered a foreign language. Hence, it is interesting to determine the effects of using English or the local language in advertising for non-native English speakers.

Jia-Ling (2008) also suggested using a mixed language strategy, which involves using the local language as well as English. Mixed language could have the advantage of both strategies, by ensuring message comprehension and simultaneously the specific associations that the English language employs (Bhatia, 1992). Domzal, Hunt and Kernan (1995) point out that a foreign language in advertising can be used to capture the consumer's attention, as the language deviates from the norm unexpectedly. Switching from one language to another in the same sentence creates a sudden awareness, a proven tactic to catch the reader's attention (Luna & Peracchio, 2005). The results of this study are consistent with the Markedness Model from Luna and Peracchio (2005), which makes a distinction between the marked and unmarked language. The marked language is what consumers expect and therefore they are focused on the content, which is literally processed, whereas the unmarked language is unexpected and therefore the consumer is more likely to focus on the language itself and its associations (Krishna & Ahluwalia, 2008; Luna & Peracchio, 2005). Hooft, Meurs and Spierts (2016) conducted a study in which they investigated the language choice in advertising in Egypt. Results showed that the attitudes toward the ad and the product were less positive for mixed English-Arabic ads than for all-Arabic and all-English ads (Hooft, Meurs & Spierts, 2016).

To conclude, each strategy has its own advantages and disadvantages. In order to decide on which strategy would be most effective for a certain market, it is important to consider the different effects the language could possibly have on consumers. Moreover, the company should take into account the level of proficiency in English and the attitude towards the English language of the target-market as well. On the basis of the abovementioned considerations, the present study investigates the effectiveness of language use in advertising in Portugal.

English language in Portugal

Portugal is a country that has received little attention in the area of academic research. After geopolitical isolation, moving towards a democracy, Portugal has benefitted from economic, social and cultural stability after joining the European Union in 1986 (Magone, 2004). After an economic crisis in 2008, which hit Portugal hard, the country's economy has been improving. Tourism is developing as well, creating attractive conditions for foreign investors (Cavaco, 1995). When looking at the purchasing power of the Portuguese population, there has been a noticeable increase over the past few years (Index Mundi, 2017). According to the statistics from Index Mundi the GDP per capita in Portugal in 2013 was only 22.900 dollars compared to 30.300 dollars in 2017. This is a significant increase within a five-year period, which shows that contemporary Portugal develops into a prospective destination for international marketing

strategies. If people have more to spend, they are also more likely to purchase new and trendy goods. Although the abovementioned indicated that Portugal has been developing economically, there are also some factors that could influence their attitude and comprehension of the English language. The level of English language proficiency is most likely to have been affected by the change in the national Portuguese school system. After the dictatorship of Salazar ended in 1976, it was followed by an unstable time of revolution (Barroso, 2003). Only in 1986, the new Basic Law of the Educational System came into effect, which included the implementation of English as a mandatory foreign language (Barroso, 2003). The old school system did not include English as a mandatory language, therefore old consumers might not be as familiar with the English language and have different attitudes towards it. This means that the past characteristics of Portugal might have created a big gap between Portuguese consumers under 35 years and above 35 years old. A study by Azevedo and Farhangmehr (2012) in Portugal indicated that, in terms of language use, Portuguese youngsters, in the age range from 15 to 25 years old, had a preference towards brands that originated in Portugal, but had a foreign name (Azevedo & Farhangmehr, 2012). The foreign name used was associated with perceptions of sophistication. These results are particularly interesting for this study because they indicate that in some cases brands would benefit from using a foreign language. Azevedo and Farhangmehr (2012) found that Portuguese consumers in general prefer buying products that were made in Portugal, compared to buying imported products. The researchers explained that Portuguese products are normally associated with lower prices and they are also believed to favour the Portuguese economy (Azevedo & Farhangmehr, 2012). In this case, using the Portuguese language could enhance the brand image among Portuguese consumers.

Moreover, it should be taken into account that the internet access in a country could also have an impact on the comprehension of English or the attitude towards English. EF stated in their 2017 global report that the level of English is positively correlated to the internet access people have in a certain country. For example, in countries where the internet access is high, the level of proficiency of English is also higher (EF, 2017). According to Internet World Stats (2017), in countries such as Germany, Belgium and the Netherlands, the percentage of the population that has access to the internet is 85% or higher. For example, in the Netherlands 94.8% of the population has internet access, whereas in Portugal it is only 72.4% (Internet World Stats, 2017). Portugal in these cases has significantly lower scores compared to more northern European countries such as Germany and The Netherlands (EF, 2017; Internet World Stats, 2017). People that do not spend that much time on internet or do not have easy access to the internet, could be less familiar with the English language because English is the most used

language online. In Portugal, this could have led to different attitude towards the English language.

The above-mentioned shows that, due to the Portuguese school system, the internet access and the national English language proficiency, people might not be as familiar with the English language in Portugal as in other European countries. Therefore, it is interesting to investigate the effects of English language use in advertising in Portugal. Moreover, language proficiency or attitude towards the language could have an effect on the attitude of the consumer and therefore should be taken into account as well. In addition to that, country-level factors such as access to internet and the Portuguese school system can play an important role in the effects of the language used. The present study will focus on the fashion industry. Fashion retailers are identified as being among the most important international companies around the globe (Moore & Burt, 2007). In recent years, fashion retailers have taken advantage from positioning themselves as global brands, reaching out to different consumers regardless of their culture or background (Moore & Burt, 2007). Especially now that Portugal is becoming a player in the global economy, more and more multinational brands are likely to invest in advertising in Portugal. Therefore, this study is highly relevant to determine successful international marketing strategies, including determining which language to use. To date, no research has been done on the effectiveness of language choice in fashion advertising on the attitude of Portuguese consumers. To fill this gap, the present study tries to answer the following two research questions:

RQ1 To what extent does language choice (English, Portuguese and mixed language) play a role in the effectiveness of the advertisement among Portuguese consumers?

RQ2 To what extent is there a difference in the effectiveness of language choice between young (18 – 35 years) and old (36 – 65 years) Portuguese consumers?

Keeping in mind that personal characteristics of the consumer, such as the English language proficiency and the existing attitude towards the English language might influence the effectiveness as well, the following two extra research questions were created:

RQ3 To what extent is the effectiveness of the English language or Mix language use in advertising influenced by the Portuguese consumers' comprehension of English between young and old Portuguese consumers?

RQ4 To what extent is the effectiveness of the English language or Mix language use in advertisement influenced by the Portuguese consumers' attitude towards the English language between young and old Portuguese consumers?

Method

Materials

The present study measured the effectiveness of language choice in fashion advertising. For this purpose, three different fashion advertisements were created each in three different language conditions (English, Portuguese and Mix). First, three different fashion product categories were chosen, namely dresses, shoes and bags. For each product category, three different fashion images were downloaded from the internet. In total, nine different fashion images were pre-tested to ensure that the pictures for each of the products were equally attractive to both age groups. The pre-test was completed by 14 Portuguese women, aged between 18 and 65 years old. No significant differences were found between the different products and the different images of the products. Therefore, for each fashion product one image was randomly chosen to create the advertisements. To complete the advertisement, text in the form of a brand name and a slogan was added in the three language conditions. For this experiment non-existing fashion brand names and slogans were invented and also pre-tested to ensure equal attractiveness. Moreover, participants were asked to indicate how likely they would find the names and slogans to fit a fashion brand. 10 different brand names and five different slogans were pretested alongside the images. No significant differences between the brand names and slogans were found. Consequently, the three brand names and three slogans that were indicated by the participants as most suitable for a fashion brand were used in this experiment. The fashion images, brand names and slogans were combined to create three different fashion advertisements. For each different fashion advertisement, three language versions were created: one with English language, one with Portuguese language and one mixed version with Portuguese and English language. The Portuguese language version was created by a native Portuguese person and then translated to English by a bilingual person (PT/ENG). All fashion advertisements can be found in Appendix C. See Figure 1. below for an example of each of the product categories and language versions of the fashion advertisements.



Figure 1. Example of fashion advertisement, one of each fashion product category (Dress, Shoe and Bag) and one of each language version (English, Portuguese and Mix).

Subjects

A total of 350 respondents participated in this study. The experiment was aimed at women between 18 and 65 years old, with Portuguese nationality. Responses collected from women who did not correspond to this profile were deleted. Moreover, unfinished responses were also deleted. The respondents were randomly divided across the three different language conditions: 104 respondents saw the English language version, 96 saw the Portuguese language version and 96 saw the Mixed language version. As the survey did not enable ‘force response’ for all questions, the data file contained a significant number of missing values. The missing values were indicated and omitted for analysis. For the final analysis, data from 296 Portuguese women was used. 140 women belonged to the age group between 18 and 35 years old ($M = 28.19$) and 156 women belonged to the age group between 36 and 65 years ($M = 44.46$). This division in age groups was based upon the Portuguese educational system, which only implemented English as a mandatory language after 1986 (Barroso, 2003). Therefore, consumers above 35 years old were still enrolled in the old school system and did not have English language at school. Consumers under 35 years did have English in school, due to the new school system. This could have potentially led to a gap between the two age groups. More explanation on this can be found in the introduction. A one-way analysis of variance for age showed no significant difference in age between the different language versions ($F(42, 296) < 1$). Although all of the participants had Portuguese nationality, not all of them lived in Portugal. Thus, a distinction was made between respondents living in Portugal or Portuguese speaking countries ($n = 131$) and respondents living abroad ($n = 165$). A Chi-square test showed no significant relation

between the level of education and the different language versions ($\chi^2 (14) = 17.87, p = .213$). The average education level of the respondents was university bachelor and the majority of them were full-time workers. See table 1. and table 2. below for an overview of the number of participants per variable and per condition.

Table 1. Number of participants per independent variable.

		<i>n</i>
Language	English	69
	Portuguese	82
	Mix	71
Country	Portugal	102
	Abroad	120
Age	Young	118
	Old	104

Table 2. Number of participants per language condition.

	Portugal		Abroad	
	Young	Old	Young	Old
English	26	12	10	28
Portuguese	23	13	21	27
Mix	21	14	24	15

Design

Initially this experiment had a 3 (Language: English, Portuguese and Mixed) x 2 (Age group: Old and Young) between-subject design, but because of the different countries of residence, a new independent variable was included, namely Country of Residence (Portugal or Abroad), which resulted in a 3 x 2 x 2 design. There were six different groups used in the study to measure the effectiveness of different language use in advertising.

In addition, there were two additional variables measured: the comprehension of the English language and the attitude towards the English language.

Instruments

All variables were measured by means of an online questionnaire created with Qualtrics in the native language of the respondents (Portuguese). To ensure measurement equivalence, the survey was first created in the English language and translated to Portuguese by a bilingual person (PT/ENG). Afterwards, the survey was back-translated to English by a Portuguese

native. Words that were not equivalent were changed to reach complete equivalence. The dependent variables in this study measured the effectiveness of the language used in fashion advertising in terms of ‘attitude towards the advertisement’, ‘attitude towards the product’ and ‘purchase intention’.

Attitude towards the product

The dependent variable attitude towards the product was measured with three items adapted from Gerritsen et al. (2010). Participants had to answer the following question: “I think the advertised product is?” followed by three different items, namely “trendy”, “innovative” and “old-fashioned” by choosing between 1 = “agree” and 7 = “disagree” on a seven-point Likert scale. The reliability of the items per language and per condition ranged from lowest $\alpha = .622$ to highest $\alpha = .984$. For the Portuguese language version, the Cronbach’s α was found to be lower than the other languages, namely $\alpha = .622$. However, when using fewer items to measure a dependent variable, a lower Cronbach’s alpha is acceptable (Briggs & Cheek, 1986). Please refer to the table in Appendix B. for an overview of all Alpha’s.

Attitude towards the advertisement

The dependent variable attitude towards the advertisement was measured with three items adapted from Planken et al. (2010). Participants had to answer the following question: “In my opinion, the text of the advertisement is?” followed by three different items, namely “functional”, “irritating” and “attractive” by choosing between 1 = “agree” and 7 = “disagree” on a seven-point Likert scale. The reliability of the items per language and per condition ranged from lowest $\alpha = .968$ to highest $\alpha = .985$. Please refer to the table in Appendix B. for an overview of all Alpha’s.

Purchase intention

The dependent variable attitude towards the advertisement was measured with two items adapted from van Hooft et al. (2016). Participants had to answer the following questions: “I would consider purchasing the advertised product.” and “I would definitely purchase the advertised product” by choosing between 1 = “agree” and 7 = “disagree” on a seven-point Likert scale. The reliability of the items per language and per condition ranged from lowest $\alpha = .961$ to highest $\alpha = .985$. Please refer to the table in Appendix B. for an overview of all Alpha’s.

Attitude towards the English language

The additional dependent variable attitude towards the English language was measured with three items adapted from van Schoel et al. (2013). Participants, including those with the Portuguese language version, had to answer the following question: “In my opinion, the English language is?” followed by three different items, namely “appealing”, “old-fashioned” and “pleasant” by choosing between 1 = “agree” and 7 = “disagree” on a seven-point Likert scale. The reliability of ‘attitude towards the English language’ consisting of the 3 items was sufficient: $\alpha = .79$.

Comprehension of English language

To measure the comprehension of the English language, all respondents had to answer the following two questions adapted from van Planken et al. (2010): “I understood the text present in the advertisement well.” and “I would be able to describe the text in my own words.” by choosing between 1 = “agree” and 7 = “disagree” on a seven-point Likert scale. The reliability of ‘comprehension of English language’ consisting of the two items for all languages in general was sufficient: $\alpha = .79$.

Finally, the respondents were asked about their gender, age, level of education, place of residence and occupation.

Procedure

The participants took part in an online survey. Respondents were recruited online, via email and social media, with a direct link to access the online survey. In the end, the online survey ended up on a social media page for Portuguese expats. Therefore, more than half of the respondents were not living in Portugal at the time of the research. Thus, a distinction was made between Portuguese living in Portugal or Portuguese speaking countries (such as Brazil or Angola) and Portuguese living in foreign countries. This division has resulted in a lower total number of participants per language condition. The respondents participated completely voluntarily. The intention of the experiment was not shared with the subjects, so that during the survey they would not give special attention to particular elements. The survey had to be completed on a computer, laptop or mobile phone individually and it took the respondents on average seven minutes to complete the survey. At the end of the survey, the respondents were thanked for their participation. The English version of the survey can be found in Appendix. A.

Statistical Treatment

All statistical analyses were conducted using SPSS 24. In order to answer the four research questions, separate ANOVA's were conducted with as between-subject factors language, age and country of residence. Additional two-way ANOVA's and Post-Hoc tests were conducted to explore the interaction effects. A Multivariate analysis was conducted to discover whether attitude towards English and Comprehension of English language had an effect on the attitude towards the product, attitude towards the advertisement and purchase intention.

Results

Attitude towards the product

A multivariate analysis with as independent variable 'Attitude towards the Product' and as between subject factors Language (English, Portuguese or Mix), Age (Young or Old) and Country of Residence (Portugal or Abroad) showed no significant main effect of Language ($F(2, 222) < 1$), Country of Residence ($F(1, 222) < 1$) and Age ($F(1, 222) < 1$). Moreover, there were no significant interaction effects found for Language and Country of Residence ($F(2, 222) = 1.27, p = .283, \eta^2 = .012$), Language and Age ($F(2, 222) = 1.12, p = .328, \eta^2 = .011$) and Language, Country of Residence and Age ($F(2, 222) = 2.11, p = .123, \eta^2 = .020$).

The multivariate analysis for 'Attitude towards the Product' did show a significant interaction effect of Country of Residence and Age ($F(1, 222) = 4.13, p = .043, \eta^2 = .019$). However, separate univariate analyses showed there were no significant effects for Age for both Portugal ($F(1, 109) = 2.87, p = .093, \eta^2 = .026$) and Abroad ($F(1, 125) < 1$). See table 3. below for all means and standard deviations (between brackets) regarding the attitude towards the product.

Table 3. Means and standard deviations (between brackets) of the Portuguese respondents' attitude towards the product (1 = very positive attitude, 7 = very negative attitude).

		English	Portuguese	Mix
Old	Portugal	M = 3.43 (.89)	M = 3.41 (.77)	M = 3.59 (1.17)
	Abroad	M = 4.06 (1.10)	M = 3.77 (.72)	M = 3.74 (1.03)
Young	Portugal	M = 3.57 (.90)	M = 4.14 (.73)	M = 3.77 (.77)
	Abroad	M = 3.51 (1.00)	M = 3.42 (.84)	M = 4.09 (1.06)

Attitude towards the advertisement

A multivariate analysis with as independent variable 'Attitude towards the Advertisement' and as between subject factors Language (English, Portuguese or Mix), Age (Young or Old) and Country of Residence (Portugal or Abroad) showed no significant main effect of Age ($F(1, 222) < 1$). There was also no significant interaction effect of Language and Country of Residence ($F(2, 222) = 1.44, p < .239, \eta^2 = .014$) and no significant 3-way interaction effect between Language, Country of Residence and Age ($F(2, 222) < 1$).

But the analysis did show a significant main effect of Language ($F(2, 222) = 8.33, p < .001, \eta^2 = .073$) and Country of Residence ($F(1, 222) = 7.12, p = .008, \eta^2 = .033$). These main effects were qualified by two interaction effects.

The first significant interaction effect was between Language and Age ($F(2, 222) = 5.63, p = .004, \eta^2 = .051$). A separate univariate analysis showed that the Language, irrespective of Country of Residence, had a significant effect for the respondents aged between 18 and 35 years old ($F(2, 128) = 18.87, p < .001, \eta^2 = .027$). The Bonferroni post-hoc analysis indicated that there was a significant difference between the Mixed language version and the English and Portuguese one. For the younger group the respondents had a significantly more negative attitude towards the product when Mixed language ($M = 4.50, SD = 1.24$) was used as compared to the English ($M = 3.07, SD = .84$) and Portuguese ($M = 3.55, SD = 1.09$) language versions. There was no significant difference between the use of Portuguese and English. For the older age group language did not have any effect on the attitude towards the advertisement.

The interaction effect between Language and Country of Residence was also significant, therefore a separate univariate analysis was done. This analysis showed that Language, irrespective of Age, only had a significant effect for respondents who were living abroad ($F(2, 137) = 8.44, p < .001, \eta^2 = .112$). A Bonferroni post-hoc test indicated that there was a significant difference in means between the Mixed language advertisement and the English and Portuguese language versions. Respondents living abroad had a more negative attitude towards the advertisement when it contained Mixed language ($M = 4.50, SD = 1.23$), compared to either Portuguese ($M = 3.58, SD = 1.03$) or English language ($M = 3.84, SD = .96$). No significant differences were found between the Portuguese and English language versions. See table 4. below for all means and standard deviations (between brackets) regarding the attitude towards the advertisement.

Table 4. Means and standard deviations (between brackets) of the Portuguese respondents' attitude towards the advertisement (1 = very positive attitude, 7 = very negative attitude).

		English	Portuguese	Mix
Old	Portugal	M = 3.43 (.95)	M = 3.12 (1.03)	M = 3.24 (1.06)
	Abroad	M = 4.07 (.87)	M = 3.72 (.90)	M = 4.31 (1.29)
Young	Portugal	M = 3.12 (.81)	M = 3.70 (1.02)	M = 4.24 (1.25)
	Abroad	M = 3.15 (.91)	M = 3.39 (1.19)	M = 4.63 (1.21)

Purchase intention

A multivariate analysis with as one of the independent variables 'Purchase Intention' and as between subject factors Language (English, Portuguese or Mix), Age (Young or Old) and Country of Residence (Portugal or Abroad) showed a significant result for the Levene's Test of Equality of Error Variances. Because the number of participants per group was not equal, random subjects were deleted to reach an equal number of participants for each group. For Portugal + English ($n = 37$) two subjects were deleted, for Portugal + Portuguese ($n = 38$) three subjects were deleted, for Portugal + Mix ($n = 38$) three subjects were deleted and for Abroad + English ($n = 42$) seven subjects were deleted, Abroad + Portuguese ($n = 50$) 15 subjects were deleted and Abroad + Mix ($n = 45$) 10 subjects were deleted in order to make $n = 35$ for each group. Afterwards a separate new multivariate analysis was conducted.

A Multivariate analysis for 'Purchase intention' with as between subject factors Language (English, Portuguese or Mix), Age (Young or Old) and Country of Residence (Portugal or Abroad) showed no significant main effect of Language ($F(2, 210) = 2.99, p = .052, \eta^2 = .029$), Age ($F(1, 210) < 1$) and Country of Residence ($F(1, 210) < 1$). Moreover, the analysis showed no significant interaction effect for Country of Residence and Language ($F(2, 210) < 1$), Country of Residence and Age ($F(1, 210) = 2.16, p = .143, \eta^2 = .011$) and Language and Age ($F(2, 210) = 2.87, p = .059, \eta^2 = .028$).

There was however a significant 3-way interaction effect of Country of Residence, Language and Age ($F(2, 210) = 3.76, p = .025, \eta^2 = .037$). To analyse this 3-way interaction effect, separate univariate analyses were conducted for each of the Countries of Residence separated. The univariate analysis for participants living in Portugal indicated that Language and Age had no significant interaction effect on their Purchase intention ($F(2, 102) < 2$). The univariate analysis for participants living Abroad did show a significant interaction effect of Language

and Age on their Purchase intention ($F(2, 108) = 6.75, p = .002, \eta^2 = .117$). When splitting the data file on age, the Test of Between Subject Effects shows that the Language does not have a significant effect on the purchase intention of the old age group ($F(2, 65) = 2.68, p = .077, \eta^2 = .080$). There was however a significant effect of Language on the purchase intention of the young age group ($F(2, 43) = 5.96, p = .005, \eta^2 = .229$). To conclude, Language only had a significant effect on young consumers living abroad. When looking at the Multiple Comparisons from the Post-Hoc test, it shows us that the Mixed language version scores significantly lower than the Portuguese and English language version. The English and Portuguese versions did not differ from each other. Young Portuguese consumers living abroad had a significantly lower purchase intention when the advertisement contained Mixed language ($M = 5.36, SD = 1.19$) when compared to Portuguese language ($M = 4.14, SD = 1.05$) and English Language ($M = 4.11, SD = 1.21$). See table 5. below for all means and standard deviations (between brackets) regarding the purchase intention.

Table 5. Means and standard deviations (between brackets) of the Portuguese respondents' purchase intention (1 = very positive attitude, 7 = very negative attitude).

		English	Portuguese	Mix
Old	Portugal	M = 4.56 (.78)	M = 4.29 (1.57)	M = 5.02 (1.50)
	Abroad	M = 5.20 (.82)	M = 4.60 (1.11)	M = 4.52 (1.27)
Young	Portugal	M = 4.57 (1.31)	M = 5.03 (1.19)	M = 5.06 (1.26)
	Abroad	M = 4.11 (1.21)	M = 4.14 (1.05)	M = 5.36 (1.19)

Comprehension of English

The comprehension of English varied between 2.30 and 3.11, which means that overall the participants indicated that they had a good comprehension of the English text and would be able to describe the English text in their own words. See table 6. below for all means and standard deviations (between brackets) regarding the comprehension of English.

Table 6. Means and standard deviations (between brackets) of the Portuguese respondents' comprehension of English (1 = very good comprehension, 7 = very bad comprehension).

		English	Mix
Old	Portugal	M = 2.40 (.88)	M = 2.77 (1.09)
	Abroad	M = 2.54 (1.14)	M = 2.93 (1.83)
Young	Portugal	M = 2.98 (1.04)	M = 2.48 (1.20)
	Abroad	M = 3.11 (1.11)	M = 2.89 (1.24)

A multivariate analysis with as independent variable 'Comprehension of English' and as between subject factors Language (English or Mix), Age (Young or Old) and Country of Residence (Portugal or Abroad) showed no significant effect for Language ($F(2, 222) < 1$), nor for Country of Residence ($F(1, 222) < 1$) and Age ($F(2, 222) < 1$). In addition to that, there were no significant interaction effects for Language and Country of Residence ($F(2, 222) = 1.54, p = .216, \eta^2 = .014$), Language and Age ($F(2, 222) = 2.41, p = .092, \eta^2 = .022$), Country of Residence and Age ($F(1, 222) < 1$) and Language, Country of Residence and Age ($F(2, 222) < 1$). This showed that the comprehension of English did not influence the effectiveness of the different advertisements.

In order to be able to see whether comprehension of English had an influence on the effectiveness of the English and Mix language use in advertising, two different groups were made. Based on the mean score there was a distinction made between 'Good comprehension' (above average $M = 1 - 2.9$) and 'Bad comprehension' (below average $M = 3 - 7$). As no difference was found between the different age groups, the split was based on good and bad comprehension irrespective of age. Next, a multivariate analysis was conducted to find out whether their comprehension of the English language had an effect on their attitude towards the product, advertisement and purchase intention.

A Multivariate analysis for 'Attitude towards the product', 'Attitude towards the advertisement' and 'Purchase intention' with as between subject factor 'Comprehension of English' (good / bad) showed that there was no significant main effect of comprehension of English on the attitude towards the advertisement ($F(1, 140) = 1.46, p = .229, \eta^2 = .011$) nor the Purchase intention ($F(1, 140) = 2.01, p = .159, \eta^2 = .015$).

In addition, no significant interaction effects were found between Attitude towards the English language and Comprehension of English for Attitude towards the product ($F(1, 140) = 1.83, p = .179, \eta^2 = .013$), Attitude towards the advertisement ($F(1, 65) < 1$) and Purchase intention ($F(1, 140) < 1$).

There was a significant main effect of comprehension of English on the attitude towards the product ($F(1, 140) = 7.29, p = .008, \eta^2 = .051$). The Pairwise Comparisons showed that the respondents that had a good comprehension of English had a more positive attitude towards the advertised product ($M = 3.53, SD = .13$) in comparison to people who had relatively bad comprehension of English ($M = 3.98, SD = .11$). This means that the comprehension of English only effected the attitude towards the advertised product, but not the attitude towards the

advertisement or the intention to purchase the product. See table 7. for an overview of means and standard deviations (between brackets) per comprehension level.

Table 7. Means and standard deviations (between brackets) of the Portuguese respondents' comprehension of English (1 = very good comprehension, 7 = very bad comprehension).

Dependent Variable	Comprehension of English	
	Good	Bad
Attitude towards Product	M = 3.53 (.13)	M = 3.98 (.11)
Attitude towards Advertisement	M = 3.72 (.15)	M = 3.96 (.13)
Purchase Intention	M = 4.70 (.15)	M = 4.99 (.13)

Attitude towards English

The Attitude towards English varied between 2.22 and 3.36, which means that overall the participants indicated that they had a positive attitude towards the English language. See table 8. below for all means and standard deviations (between brackets) regarding the attitude towards English language.

Table 8. Means and standard deviations (between brackets) of the Portuguese respondents' attitude towards English (1 = very positive attitude, 7 = very negative attitude).

		English	Mix
Old	Portugal	M = 3.07 (.86)	M = 3.08 (1.23)
	Abroad	M = 2.54 (.90)	M = 3.13 (1.10)
Young	Portugal	M = 2.32 (.63)	M = 2.97 (1.04)
	Abroad	M = 2.74 (.68)	M = 3.36 (1.35)

A multivariate analysis with as independent variable 'Attitude towards English' and as between subject factors Language (English, Portuguese or Mix), Age (Young or Old) and Country of Residence (Portugal or Abroad) did not show any significant main effects for Country of Residence ($F(1, 222) < 1$) and Age ($F(2, 222) < 1$). In addition to that, there were no significant interaction effects for Language and Country ($F(2, 222) < 1$) and Language and Age ($F(2, 222) < 1$). Lastly, there was no significant 3-way interaction effect found of Language, Country of Residence and Age ($F(2, 222) < 1$).

The analysis did indicate a significant main effect of Language ($F(2, 222) = 4.72, p = .010, \eta^2 = .043$). The Bonferroni post-hoc analysis indicated that for the Attitude towards English, irrespective of age and country of residence, there was a significant difference between the respondents who saw the Mixed language version compared to those who saw either the English language version or the Portuguese language version. There is no significant difference between the English and Portuguese language version. The respondents who saw the Mixed language version had a more negative attitude towards the English language ($M = 3.15$), compared to the respondents who either saw the Portuguese version ($M = 2.66$) or English language version ($M = 2.57$).

Moreover, there was a significant interaction effect of Country of Residence and Age ($F(1, 222) = 4.81, p = .029, \eta^2 = .022$). A separate univariate analysis showed there was only a significant effect of Country of Residence for the young age group ($F(1, 135) = 6.13, p = .015, \eta^2 = .044$). The Post-hoc analysis showed that, irrespective of the Language version the subjects saw, the young respondents from Portugal had a more positive attitude towards the English language ($M = 2.49$) than the young respondents living abroad ($M = 3.09$).

In order to be able to see whether attitude towards English had an influence on the effectiveness of the English and Mix language use in advertising, two different groups were made. Based on the mean score there was a distinction made between 'Positive attitude' (above average $M = 1 - 2.8$) and 'Negative attitude' (below average $M = 2.9 - 7$) of the English language. Next, a multivariate analysis was conducted to find out whether their attitude towards the English language had an effect on their attitude towards the product, advertisement and purchase intention.

A multivariate analysis for 'Attitude towards the product', 'Attitude towards the advertisement' and 'Purchase intention' with as between subject factor 'Attitude towards English' (positive / negative) showed that there were no significant main effects for attitude towards the English language on Attitude towards the product ($F(1, 140) = 1.72, p = .193, \eta^2 = .012$), Attitude towards the advertisement ($F(1, 140) = 1.46, p = .229, \eta^2 = .011$) and the Purchase intention ($F(1, 140) < 1$). See table 9. below for an overview of means and standard deviations (between brackets) for the attitude towards English language.

Table 9. Means and standard deviations (between brackets) of the Portuguese respondents' attitude towards English language (1 = very positive attitude, 7 = very negative attitude).

Dependent Variable	Attitude towards English	
	Positive	Negative
Attitude towards Product	M = 3.64 (.12)	M = 3.86 (.11)
Attitude towards Advertisement	M = 3.72 (.15)	M = 3.96 (.14)
Purchase Intention	M = 4.84 (.15)	M = 4.85 (.14)

Discussion

The purpose of this experiment was to investigate to what extent language choice (English, Portuguese or mixed language) influenced the effectiveness of fashion advertisements among Portuguese consumers of different age groups (young and old). Besides, this study investigated to what extent the comprehension of English and the attitude towards the English language had an influence on the attitudes and intention of the consumers. As the online questionnaire used to measure the effectiveness in this study ended up on a social media channel for Portuguese expats, it was decided to take the country of residence into account as well. Respondents who lived abroad could be more globalized and might have different attitudes towards the English language, therefore a distinction was made between Portuguese respondents living in Portugal and Portuguese respondents living abroad.

Research question 1 aimed to determine to what extent language choice (English, Portuguese or mixed language) played a role on the Portuguese consumers' attitude towards the product, attitude towards the advertisement and their purchase intention. It can be concluded that language choice has little influence on the attitude towards the advertisement and the intention to buy the product. No significant effects of language choice were found for the attitude towards the product.

Research question 2 intended to determine to what extent there is a difference in the effectiveness of language choice between young (18 – 35 years) and old (36 – 65 years) Portuguese consumers? It can be concluded that age to some extent influences the attitude toward the advertisement and the intention to buy the product. No significant effects of age were found for the attitude towards the product.

Attitude towards the product

In the present study, no effects of language choice, age or country were found on the attitude towards the product. From this it can be concluded that the Portuguese consumers' attitude towards the product does not change if the consumer is older or younger, if the consumer is living in Portugal or abroad or if the language in the advertisement changes. Previous studies had found that using the English language in advertising could be used to enhance the image of the product, because consumers associated the products advertised in English with positive associations such as modernization, status, reliability and superiority (Baumgardner, 2006). However, in this study the use of English language did not lead to a more positive attitude towards the product. This is in line with an experimental study by Gerritsen et al. (2010), who also found that the use of English did not enhance a modern and more expensive product image (Gerritsen et al., 2010). A possible explanation for this could be the fact that English, as it has become such a globalized language, is no longer considered unique and therefore does not employ these special positive associations. However, more research is needed to determine if this is the case and to determine what kind of associations Portuguese consumers have with the English language. An earlier study done in Portugal by Azevedo and Farhangmehr (2012) indicated that young consumers had a preference towards brands that had a foreign name. However, in this study no differences were found between the two age groups. One limitation of this study was that the advertisements were entirely focused on fashion products. Fashion might not have equal meaning to all consumers, therefore future research should also incorporate other product ranges to get a broader perspective on the effects of language use in advertising. Moreover, the subjects in this study were only female as the fashion advertisements used in this study were aimed at women. Future research could also research the effects of language choice on men.

Attitude towards advertisement

The results of this experiment indicated that Language and Age had a significant effect on the Portuguese consumers' attitude towards the advertisement. It was found that young consumers aged 18 to 35 years old in general had a more negative attitude towards the advertisements containing mixed language. For old consumers aged 36 till 65 years language had no significant effect. It was also found that consumers living abroad had a more negative attitude towards the Mix language version compared to those containing either English or Portuguese language. Earlier research suggested that a Mix-language strategy could benefit both from the positive associations the English language has and at the same time increase the comprehension of the

message. The findings of this study seem to contradict these earlier assumptions, as the Mixed version was perceived as more negative than the all-English or all-Portuguese language versions. The results of this study conform with the results of Hooft et al. (2016), who also found that the attitudes toward the ad were less positive for mixed English-Arabic ads than for all-Arabic and all-English ads among Egyptian consumers. It should be considered that the amount of text in the advertisements was quite small, as usual for fashion purposes. Hence, subjects might have focused more on the fashion images than on the actual language used. Future studies might opt for using more text to really determine the influence of language, by adding not only a slogan but also some body text.

Purchase intention

For the purchase intention, language choice, age and country of residence did play a role in the effectiveness of the advertisements. An interaction effect of language, age and country of residence indicated that young consumers living abroad had a lower purchase intention when presented with the Mixed language version as compared to the same group who saw the all-English or all-Portuguese language versions. No effects were found for the older age group or for the respondents living in Portugal. These results do show that there is a difference between the two age groups. Previous literature refers to the Markedness Model (Krishna & Ahluwalia, 2008; Luna & Peracchio, 2005), which makes a distinction between the marked language and the unmarked language in Mixed language strategy. The Marked language (local language) is what consumers expect and therefore they are focused on the content, which is literally processed, whereas the unmarked language (English language) is unexpected and therefore the consumer is more likely to focus on the language itself and its associations. In this case the mixed language was perceived differently than the English or Portuguese language versions, however it is unclear why the attitude was more negative. Future research could invest in one-on-one interviews with subjects to further determine the underlying attitudes towards the Mixed language version.

Research question 3 was aimed at determining to what extent the effectiveness of the English language or Mix language use in advertising was influenced by the Portuguese consumers' comprehension of English and the difference between the two age groups (young and old). It can be concluded that the comprehension of the English language has little influence on the consumers attitude towards the product, however no difference between the age groups was found.

Comprehension of English

Overall the respondents indicated that they had a good understanding of the English text and that they would be able to describe the text in their own words. No differences between age or country of residence were found. A few country factors would have led to assume that there could have been a gap between the two age groups, with regards to the English language comprehension in Portugal. These country factors include geographical location and internet access (EF, 2017), as well as the Portuguese school system (Barroso, 2003). Moreover, young people in general have a better understanding of English than older people (EF, 2017). Despite all these arguments, no differences in age or country of residence were found in this study with regard to the English language comprehension. This could be explained by the fact that in the end respondents who participated in the study were not all living in Portugal. More than half of them were expats and actually living abroad, which could have resulted in different attitudes. However, the results of the study indicated that the respondents who had a good comprehension of English also had a more positive attitude towards the product compared to those who had relatively bad comprehension of English. This could be explained by the fact that it is found that a message that is less understood, is also less appreciated (Eagly, 1974). In this case, it seems that the people who understood the English language better, also had a more positive attitude towards the product. Furthermore, EF (2017) indicated that the internet access is positively related to the comprehension of English. Another limitation of this study is that the comprehension of English was only measured in terms of self-assessed comprehension. Future research could take the actual comprehension of English of the consumers into account to get more reliable results when investigating English language use in Portugal.

Research question 4 aimed to determine if the attitude towards the English language influenced the effectiveness of the English and Mix language use in fashion advertising and if there is a difference between the young and old age groups. It can be concluded from this study that the effectiveness of the language use in advertising was to some extent influenced by the consumers' attitude towards English. In addition to that, age and country of residence also seemed to have played a role in this.

Attitude towards English

Overall the respondents indicated having a rather positive attitude towards the English language and no differences were found in age or country of residence. Furthermore, belonging to a younger or older age group did also not make a difference. These results are quite unexpected,

as it was assumed that due to country-factors such as school system and internet access there would have been a difference in attitude towards the language in the two different age groups. In this case, Portugal was found to have lower scores on internet access and comprehension of English compared to other European countries. Yet, the questionnaire of this experiment was completed online. Consequently, it could be assumed that the subjects also had internet access. Therefore, future research could use paper questionnaires and collect subjects in more remote areas to find out whether this has an influence on the effectiveness of the language used. It was found however that overall respondents who saw the Mixed language version had a more negative attitude towards the English language. This could indicate that by having seen the English language mixed with the Portuguese language, this created a more negative attitude towards the English language than for the respondents who saw all-English advertisements. Additionally, country and age also seemed to have an effect on the attitude towards English of the respondents. The young consumers had a more positive attitude towards English when living in Portugal than those young consumers living abroad. This is very unexpected as one would assume that people living abroad use English more and are more familiar with the language, therefore having a more positive attitude towards the language. This could be explained by the fact that in some cases expats move to another country only for economic reasons, therefore they might associate the English language with having to live in a foreign country away from family and friends to be able to make a living. Whereas people in Portugal could associate the English language with going on vacation or modernization, which would lead to a more positive attitude towards the language. Nonetheless, having a positive or negative attitude towards the English language did not have an influence on the overall effectiveness of the advertisements. In this study, the results seem to contradict the claims of Nederstigt & Hilberink-Schulpen (2017). They suggested that having a negative attitude towards the English language, could lead to a negative attitude towards the product or ad advertised in English as well.

General conclusion

The findings of the present study indicated that different language strategies in advertising did have an influence on the effectiveness of the overall advertisement. For companies advertising in Portugal, especially for female and young consumers, it is advised to opt for either all-English advertisements or all-Portuguese advertisements. Using a mix language strategy could potentially lead to a lower purchase intention and attitude towards the advertisement. In

addition, comprehension of English did seem to play a role in the attitude towards the product. The results showed that consumers who indicated having a relatively good comprehension of English also had a more positive attitude towards the products advertised in English. Future research is necessary to build upon this study to be able to draw more precise conclusions.

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Appendix A.

Survey

Dear participant,

First of all, I would like to thank you for participating in this study. This survey is part of the master International Business Communication at the Radboud University in Nijmegen in the Netherlands.

The questionnaire will start by showing you a fashion advertisement. First, I would like to ask you to take a good look at the advertisement. After this, I would like to ask you some questions regarding the advertisement. Lastly, you will be asked to fill in some demographic information.

Let me remind you that this questionnaire is completely anonymous and there are no right or wrong answers. Your answers will only be used for the purpose of this study. If you would like to stop the participation, you can close the screen at any given moment.

If you have any questions, please contact me at a.meursing@student.ru.nl.

Best regards,

Armida Meursing

Before starting, I would like to make sure you qualify for this study. What is your first language?

1. Portuguese
2. Other, namely ...

To which gender do you identify yourself?

1. Female
2. Other, namely ...

What is your age?

1. Between 18 and 35
2. Between 36 and 65
3. Other, namely...

Next, I will show you 3 different fashion advertisements. Please take a good look. After each of the advertisements, I would like to ask you to answer the questions. Let me remind you that there are no right or wrong answers, please give me your honest opinion.

ADVERTISEMENT

PART 1

Attitude towards the ad:

I believe the text of the advertisement is:

	Very Strongly Agree	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Very Strongly Disagree
Functional	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Irritating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Attractive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PART 2

Attitude towards the product:

I believe the product advertised is:

	Very Strongly Agree	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Very Strongly Disagree
Modern	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Old-fashioned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Innovative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

PART 3

Purchase intention:

Indicate to which degree you agree with the following statements:

I would consider purchasing the advertised product.

Very Strongly Agree	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Very Strongly Disagree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I will definitely purchase the advertised product.

Very Strongly Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	Agree <input type="radio"/>	Neither Agree nor Disagree <input type="radio"/>	Disagree <input type="radio"/>	Strongly Disagree <input type="radio"/>	Very Strongly Disagree <input type="radio"/>
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PART 4

Comprehension of English

Indicate to which degree you agree with the following statements:

I understand this text well.

Very Strongly Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	Agree <input type="radio"/>	Neither Agree nor Disagree <input type="radio"/>	Disagree <input type="radio"/>	Strongly Disagree <input type="radio"/>	Very Strongly Disagree <input type="radio"/>
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I would be able to describe the text in my own words.

Very Strongly Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	Agree <input type="radio"/>	Neither Agree nor Disagree <input type="radio"/>	Disagree <input type="radio"/>	Strongly Disagree <input type="radio"/>	Very Strongly Disagree <input type="radio"/>
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PART 5

Attitude towards the English language

I believe the English language is:

	Very Strongly Agree <input type="radio"/>	Strongly Agree <input type="radio"/>	Agree <input type="radio"/>	Neither Agree nor Disagree <input type="radio"/>	Disagree <input type="radio"/>	Strongly Disagree <input type="radio"/>	Very Strongly Disagree <input type="radio"/>
Pleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Old-fashioned	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Demographics:

What is your age? ...

What is your place of residency? ...

What is your level of education?

1. Primary school
2. High school
3. Professional course
4. Bachelor (Polytechnic)
5. Bachelor (University)
6. Master (University)
7. PhD
8. Other, namely ...

What is your occupancy?

1. Student
2. Working part-time
3. Working full-time
4. Unemployed
5. Other, namely...

Appendix B.

The reliability in terms of the Cronbach's Alpha measured per item used.

Items	Cronbach's Alpha
ENG Product Ad 1	.622
ENG Advertisement Ad 1	.968
ENG Purchase Ad 1	.972
ENG Product Ad 2	.976
ENG Advertisement Ad 2	.978
ENG Purchase Ad 2	.968
ENG Product Ad 3	.976
ENG Advertisement Ad 3	.982
ENG Purchase Ad 3	.972
PT Product Ad 1	.972
PT Advertisement Ad 1	.979
PT Purchase Ad 1	.985
PT Product Ad 2	.984
PT Advertisement Ad 2	.982
PT Purchase Ad 2	.981
PT Product Ad 3	.984
PT Advertisement Ad 3	.986
PT Purchase Ad 3	.981
MIX Product Ad 1	.964
MIX Advertisement Ad 1	.978
MIX Purchase Ad 1	.961
MIX Product Ad 2	.982
MIX Purchase Ad 2	.968
MIX Product Ad 3	.978
MIX Advertisement Ad 3	.978
MIX Purchase Ad 3	.977
ALL Product Ad 1	.708
ALL Advertisement Ad 1	.755
ALL Purchase Ad 1	.852
ALL Product Ad 2	.719
ALL Advertisement Ad 2	.766
ALL Purchase Ad 2	.903
ALL Product Ad 3	.784
ALL Advertisement Ad 3	.780
ALL Purchase Ad 3	.925

Appendix C.

Different versions of the advertisements.

1. Bag (English)



2. Bag (Portuguese)



3. Bag (Mix)



1. Dress (English)



2. Dress (Portuguese)



3. Dress (Mix)



1. Shoes (English)



2. Shoes (Portuguese)



3. Shoes (Mix)



Appendix D.

Declaration plagiarism and fraud

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

Armida Meursing, 1002398

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

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

Place and date:

Nijmegen, 18 juli 2018

Signature:

