



What's in an accent? Assessing the effectiveness of a regional variety in radio advertising.

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Abstract

More and more advertisers use regional accents in their commercials. A main reason for utilizing these accents is the activation of region-of-origin associations. Ideally, these associations transfer to the product advertised, which has a positive influence on attitude and purchase intention of the recipients. Standard language mostly is considered as more prestigious, whereas non-standard language can be considered appealing to personal integrity values (i.e. feelings of warmth and belongingness). Additionally, advertisers can also incorporate emotional appeals in their advertisements, which can elicit feelings of prestige and warmth and increase the persuasiveness of an ad. The purpose of this study was to investigate the effect of the regional accent Brabant on the persuasiveness of commercials, influenced by emotional appeal. In a two (accents: standard Randstad Dutch vs. non-standard Brabant) by two (appeal: prestige vs. personal integrity) design, 156 participants evaluated four different commercials on attitude towards product, attitude towards advertisement, behavioral attitude and behavioral intention. Inconsistent with the literature and hypotheses, no effects were found for either congruence (combination of variety and appeal) and language variety, which means that both language varieties scored equally high on attitude towards product, attitude towards advertisement, behavioral attitude and behavioral intention. Furthermore, the standard variety outperformed the non-standard variety on the brand recall task. The only influence was that of emotional appeal; advertisements appealing to personal integrity values, were rated more positively, which lead to higher purchase intention.

Introduction

For a relatively small country, there are multiple accents and varieties spoken in the Netherlands. The majority of the population speaks the standard language Dutch. However, some communities speak regional varieties; ‘Limburgs’ and ‘Brabants’ in the south, ‘Twents’ in the east and other varieties throughout the country. Advertisers sometimes use these non-standard varieties to sell their product or service. For example, the food company Mora uses a commercial with a southern accent to sell their snacks¹. The central theory for using non-standard language in advertising posits that associations regarding the country or region the variety originated from are transferred to the product that is advertised (Kelly-Holmes, 2000). An example of this is the Mora commercial, which figures a boring party in a posh neighborhood. Guests at the party look visibly bored and constantly check their phones. The

¹ <https://youtu.be/Hpcy6Ld5XRY>

host of the party has called in the help of Cora, a woman speaking a southern accent, to provide snacks and help improve the atmosphere of the party. A reason for using the southern variety in this case could be that Mora wants to transfer hospitality, geniality or belongingness associated with the southern parts of the Netherlands to their product. Using different languages and regional varieties in commercials is known as multilingual advertising.

Language varieties can elicit associations, stereotypes and attitudes. Standard language in the Netherlands is considered as more prestigious than non-standard varieties (Grondelaers, Van Hout & Steegs, 2010). Furthermore, non-standard varieties in the Netherlands are perceived as aesthetically inferior to the standard variety (Van Bezooijen, 2002). Some Dutch non-standard varieties are perceived as more friendly, honest and civilized (Grondelaers, et al., 2010) than the standard variety, which is known as Randstad Dutch, spoken in the major cities Amsterdam, Rotterdam, The Hague and Utrecht (Grondelaers, van Gent & van Hout, 2015). The finding that some varieties are perceived as more friendly, honest and civilized is in agreement with how members of the Brabant speech community perceive their core values: *gezelligheid* (which is a Dutch concept related to belongingness), hospitality and geniality are considered important to the Brabant speech community (Swanenberg, 2006). Advertisers might use regional varieties to transfer these associations to the product advertised. The purpose of this study is to investigate the effect of employing a Brabant accent in a radio commercial on purchase intention.

Accents and emotions

The use of non-standard varieties in advertisements can elicit certain emotions in recipients of the advertisements. For example, the use of an accent in a commercial can appeal to feelings of warmth in recipients. Janssens and De Pelsmacker (2005) differentiate between two types of appeals: emotional and informative. Emotional appeals can be employed using humor, language, warmth, music and fear appeals. On the other hand, informative appeals focus on the formal aspects of the product such as features, characteristics, factual data and objective selling arguments. These appeals can be incorporated in distinct advertising formats, i.e. demonstrations, testimonials, slice-of-life, comparative ads and endorsements (Janssens & De Pelsmacker, 2005). Advertisers employ appeals to increase the effectiveness of the advertisement. For example, a warmth appeal leads to more favorable attitudes towards brand and advertisements (Aaker, Stayman & Hagerty, 1986; De Pelsmacker & Geuens, 1996; Geuens & De Pelsmacker, 1998)

Appeals in commercials can be processed centrally or peripherally, according to the elaboration likelihood model (Cacioppo & Petty, 1984). Central processing occurs when recipients are highly involved in comprehending and processing the commercial, which can lead to a lasting positive or negative attitude change (e.g. attitude towards the product). Several processes can lead to elaboration, such as motivation, ability to process and nature of processing (Petty & Briñol, 2012). Examples of the latter are initial attitude, type of argument or argument quality. Contrastingly, peripheral or secondary processing occurs when recipients have low involvement and without much cognitive processing, which mostly occurs through persuasive cues or heuristics. This will according to the model, not result in a lasting attitude change: recipients will either retain their initial attitude, or the changed attitude is relatively temporary and unpredictable of behavior (Petty & Briñol, 2012).

According to Donnelly (1996), emotional appeals can be processed centrally due to emotional executions. This means that imagination and affective reactions towards the brand can be elicited by feelings evoked by the advertisement. Thus, if the commercial successfully elicits positive emotions (i.e. emotional executions), central processing might take place. However, these emotions can also be negative, resulting in a negative attitude change. Non-standard varieties can elicit certain associations, which could act like a strengthening of the emotional appeal. These associations are influenced by the region or country the variety originates from (Kelly-Holmes, 2000). The combination of an emotional appeal and a non-standard variety increases the likelihood of central processing, leading to more favorable attitudes. However, appeals can also be processed via the peripheral route: as persuasive signals or heuristic cues. In this case, recipients will simply accept or reject the commercial, which will not necessarily lead to an attitude change (Cacioppo & Petty, 1984).

In conclusion, if the appeals combined with the varieties successfully evoke emotional executions, central processing occurs. This might lead to a positive or negative lasting attitude change. These attitudes are more likely to persist and might have an impact on behavior. If the appeals are processed peripherally, either there might not be an attitude change or a weaker non-lasting change. Thus, if in this study participants are positive and inclined to buy the product advertised, most likely central processing occurred (Petty & Briñol, 2012).

Multilingual advertising

The assumption in multilingual advertising is that associations of the country that the variety originates from, are transferred to the product advertised (Kelly-Holmes, 2000). This is also known as the country-of-origin effect (COO). For example, a company may consider using German words or sentences in an advertisement to elicit associations regarding Germany. The

effectiveness of this strategy is based upon the *cultural competence hierarchy* (Kelly-Holmes, 2000). This hierarchy posits whether products that supposedly originate from certain countries can legitimately claim to possess the competences or qualities associated with this country. Germany can be considered as technical and maintaining high quality. Hence, a car commercial with German words would most likely have a positive effect. The connection between the competences/quality of certain countries and products is based upon “our most deep-rooted conceptions and perceptions about [these countries]” (Kelly-Holmes, 2000, p.71). If a product matches with the country, then the combination is congruent. However, sometimes the matchup is incongruent, i.e. a mismatch between product and country. For example, a commercial with German words selling perfume, which is a typically French product, might not be effective.

The regional equivalent is known as the region-of-origin effect (ROO) (Van Ittersum, 2002), which operates through the same mechanisms as the COO effect. However according to Van Ittersum (2002) a big difference arises: Marketers are able to exploit the regional associations more effectively than with country specific associations. Region specific associations are internally consistent (Farquhar 1989, Kapferer 1992). Mostly, because countries can be considered more heterogeneous than regions. Countries are home to lots of different cultures and subgroups, whereas regions tend to be rather alike. The homogeneous characteristics of a region can be exploited better and thus might be more effective than commercials targeting countries. Thus, the associations regarding the region of the variety are transferred to the product and can be positive, neutral or negative. If these are positive, then the product might be evaluated as positive.

The effects of multilingual advertising

Empirical research regarding multilingual advertising has been carried out in abundance. Some studies have focused on comparing foreign languages (e.g.: Morales, Scott & Yorkston, 2012; DeShields, Kara & Kaynak, 1996), where other studies have focused on comparing regional accents (e.g. Martín-Santana, Muela-Molina, Reinares-Lara and Rodríguez-Guerra, 2015). In the next section, the principal findings of the effect of standard versus non-standard varieties in advertising will be discussed.

Martín-Santana, et al., (2015) investigated the effect of a Canarian accent on the effectiveness of a radio commercial. The authors found that the use of a Spanish standard accent led to more favorable attitudes towards the brand and ad. However, the use of a standard accent did not significantly improve the purchase intention in comparison with the

Canarian accent. Furthermore, the Spanish accent led to higher levels of recognition and recall than the use of the Canarian accent. The finding of Martin-Santana, et al., (2015), might have been influenced by the type of language, since the Canarian accent is relatively unknown. This could have resulted in more attention towards the accent and less to the advertisement, due to the fact that the accent stands out.

Morales, et al., (2012) investigated the influence of using a standard accent (British English) and a non-standard accent (Southern American) on effectiveness and brand name recall. Interestingly, the authors regard British English as a standard accent in this study. However, this notion is debatable, since British English is a foreign accent in the United States of America. It might be that the researchers consider British English more standard than the southern accent. The findings suggest that participants who listened to a non-standard accent recalled the brand name more often than participants who listened to a standard accent. This might have been caused by the increased attention towards the ad. If participants listen to a non-standard accent, they hear something out of the ordinary, and focus their attention on the advertisement. This finding is interesting with regard to the study conducted by Martin-Santana, et al. (2015), which states that participants who listened to a standard Spanish accent had recalled the brand name more often than participants who listened to a Canarian accent. Contrastingly, the standard accent received higher ratings on liking than the non-standard accent. Moreover, product and brand were evaluated less favorable when advertised using a non-standard accent. In conclusion, the authors state “when choosing a spokesperson’s accent, there is a trade-off: increasing brand preference by using a standard accent or improving memory by using a more familiar, nonstandard accent.” (Morales, et al., 2012, p.33).

A study with similar results as Morales, et al., (2012) is the study from Lalwani, Lwin & Li (2005), where the researchers compared an English accent with a Singaporean English accent. The authors found that the standard English accent outperformed the non-standard accent in terms of attitude towards ad, attitude towards brand, spokesperson credibility and purchase intention. Interestingly, the Singaporean English accent did evoke more attention towards the ad. However, more attention towards the ad did not lead to more recall and recognition. Favorable attitudes towards a standard English accent might be explainable due to the colonial influence of Britain.

DeShields, et al., (1996) support the notion that a standard accent is evaluated more positively than non-standard accents. The researchers used non-standard foreign accented (Cuban English and Nicaraguan English) and standard accented (American English) spokespersons to measure the effect of the language varieties on attitude and purchase

intention. They found that American English elicits a higher purchase intention than the non-standard varieties. Moreover, standard language spokespersons were regarded as more competent and of a higher status. This result could be explained due to associations evoked by the varieties, which can be positive, neutral or negative. For example, a stereotype about speakers of Spanish in the USA is that they are ‘a poor, discriminated minority’ (Piller, 1999, p. 334), which can be regarded as a negative stereotype. A study confirming that language varieties can elicit associations was carried out by Hornikx, Meurs and Starren (2007). They found that associations regarding French, German and Spanish can also be positive, neutral or negative. For example, in their study they found that 40% of the associations elicited by German were negative for Dutch participants. Given the fact that foreign languages elicit certain associations, it can be expected that regional varieties also elicit associations, which can be positive, neutral or negative. This is also in line with the ROO effect, where associations regarding the region are activated.

In conclusion, past studies mostly focus on foreign accents (e.g. Lalwani, et al., 2005 & DeShields, et al., (1996), with exception of Martin-Santana et al., (2015). These studies show that using a standard variety in multilingual advertising is more effective than using a non-standard variety. Furthermore, some studies show that using a non-standard variety in advertisement does improve brand recall. In these studies, the effect of language varieties is tested on several variables such as, brand name recall, attitude towards product, brand and advertisement, etc. Interestingly, there seems to be no research regarding the use of regional accents in the Netherlands to date; so far studies in the Netherlands mostly focus on the effect of a foreign accent. Therefore, this master thesis will try to fill the research gaps. Given the findings of the studies mentioned, the following hypotheses will be tested:

H1: Participants who listen to radio commercials with a Randstad accent will have a more positive attitude towards product and advertisement than participants who listen to radio commercials with a Brabant accent.

H2: Participants who listen to radio commercials with a Brabant accent will have a better brand recall than participants who listen to the commercials with a Randstad accent.

Combining advertisements and appeals

Advertisers can use an emotional appeal to strengthen the effectiveness of their advertisement. Those appeals can be focused on certain feelings, such as luxurious, prestigious or warmth, which might lead to more favorable attitudes. Advertisers can also employ different language

varieties in an advertisement. For example, an English foreign accent to elicit country-of-origin effects, or a Dutch regional variety to elicit region-of-origin effects. If these appear where to be combined with a regional variety, the associations elicited by the regional variety might strengthen the emotional appeal. For example, a variety eliciting feelings of belongingness and warmth in combination with an advertisement with a ‘warmth’ emotional appeal, might be effective, whereas an advertisement with a prestigious or luxurious emotional appeal, might be effective in combination with a standard variety eliciting the same associations.

More specifically, in this thesis two varieties will be tested: Randstad Dutch, which elicits associations related to prestige and the Brabant variety, which elicits feelings of personal integrity, as described in Grondelaers, et al., (2010). The Brabant accent is chosen since it is perceived as more pleasantly sounding, friendly, honest and civilized than the mid-country variety, the Randstad variety and the Northern variety (Grondelaers, et al., 2010) and, thus, can be combined with a commercial eliciting corresponding values. These varieties will be used in two commercials, which either have a ‘warmth’ or a ‘prestige’ emotional appeal. The combination between the variety and commercial will either be congruent with the emotional appeal and language associations (Randstad Dutch-prestige emotional appeal vs. Brabant-warmth emotional appeal) or non-congruent (Randstad Dutch-warmth emotional appeal vs. Brabant-prestige emotional appeal). Thus, the following hypothesis will be tested in this master thesis:

H3: Participants who listen to radio commercials which are congruent with the language variety, will have a more positive attitude towards product and advertisement than participants who listen to radio commercials which are not congruent.

Alternatively, there might be a neutral or negative effect if a commercial appealing to prestige, combines with a non-standard variety eliciting warmth or if a commercial appealing to warmth, combines with a standard variety eliciting prestige.

Behavioral attitude and purchase intention

Attitude towards the product and advertisement can be considered indirect predictors of behavioral intention. A high attitude towards advertisement or product does not necessarily lead to a higher behavioral intention. Some studies in multilingual advertising have found an effect of the use of a non-standard variety on attitude towards product, advertisements (e.g.: DeShields et al., 1996) or behavioral intention (e.g.: Lalwani, et al., 2005). However, many

studies did not find a difference on purchase intention (e.g.: DeShields et al., 1996; Martín-Santana et al., 2015). The lack of behavioral intention can be caused by several variables not controlled for in these studies.

There are multiple distal variables influencing whether a person exhibits certain behavior, according to the integrative model of behavioral prediction (Fishbein & Yzer, 2003). An adapted version of the model is featured schematically in Figure 1. Demographic variables, culture, attitude towards targets, stereotypes, associations, etc., can influence behavioral beliefs. These are mentally evaluated on desirability and probability. This evaluation can be negative or positive. These behavioral beliefs in turn influence behavioral attitude, which can be described as the attitude towards the outcome of certain behavior. If the behavioral beliefs are positive, then the behavioral attitude will also be positive. The behavioral attitude has a direct influence on purchase intention. The latter is one step further in the chain and not solely influenced by behavioral attitude, but also by the perceived norm and self-efficacy. Thus, behavioral attitude is the attitude towards the outcome of certain behavior, whereas behavioral intention is the willingness to carry out certain behavior. Purchase intention is a specific form of behavioral intention, but it is postulated in this study that when recipients of an advertisement think it is good idea to buy the product (i.e. behavioral attitude), they are also inclined to buy the product advertised (i.e. behavioral intention). Thus, these terms are used interchangeably in this study.



Figure 1: Simplified version of integrative model of behavioral prediction (adapted from Fishbein & Yzer, 2003)

For example, a man is watching television and suddenly a hilarious commercial for a lottery is coming on. The man is amused by the commercial (distal variable). He evaluates whether it is smart to participate in the competition, where he could win a million euros. Winning a million euros is highly desirable, but not very likely (behavioral beliefs). The man decides that it is not smart to participate in this lottery (behavioral attitude) and thus has no intention to participate (behavioral intention). Even though the commercial was highly amusing, it didn't necessarily lead to the man participating in the lottery.

In this study, attitude towards advertisement and product can be considered distal variables, which influence behavioral attitude, which in turn is a direct predictor of behavioral intention. Thus, to investigate the relationship between attitude towards ad/product and

behavioral intention, behavioral attitude will also be measured in this study, resulting in the following hypotheses:

H4: Participants who listen to radio commercials with a Randstad accent will have a higher behavioral attitude and behavioral intention than participants who listen to radio commercials with a Brabant accent.

H5: Participants who listen to radio commercials which are congruent with the language variety, will have a higher behavioral attitude and behavioral intention than participants who listen to radio commercials.

H6: Attitudes towards advertisement and product are predictors of behavioral attitude.

H7: Behavioral attitude is a predictor of behavioral intention.

H9: Attitudes towards advertisement and product are indirect predictors of behavioral intention mediated by behavioral attitude.

The effects of using regional accent in a commercial influenced by congruence will be researched in this study. The central research question of the study is:

What is the effect of a regional accent versus a standard accent influenced by emotional appeal in commercials on participants?

The expected model of this study is featured schematically in Figure 2. Participants first need to recognize the accent used in the advertisement. The associations elicited by the variety will be transferred to the product influencing attitude towards advertisement and product, influenced by congruence. Attitude towards advertisement and product are predictors of behavioral attitude, which in turn predicts behavioral intention.

An implication of this master thesis could be that using accents in advertisement might have a negative effect on attitude towards product, advertisement and behavioral intention. This thesis will provide knowledge for Dutch marketing companies. They will know how the mechanism underlying regional advertising in the Netherlands works, and furthermore have an idea what the effect might be of regional variety combined with an emotional appeal on persuasiveness and attitude with similar conditions to this study. This study will also add to the body of research about multilingual advertising, especially regarding accent and appeal congruence in the Dutch market and the use of regional accents in multilingual advertising.

This thesis will also add to the scarce research regarding regional advertising in the Netherlands. Furthermore, it will be investigated if region-of-origin effects can be elicited by a regional language variety and not solely due to the product or advertisement. Also, it will be investigated if the integrative model of behavioral prediction can be applied to multilingual advertising, and possibly be used as a framework in future research.

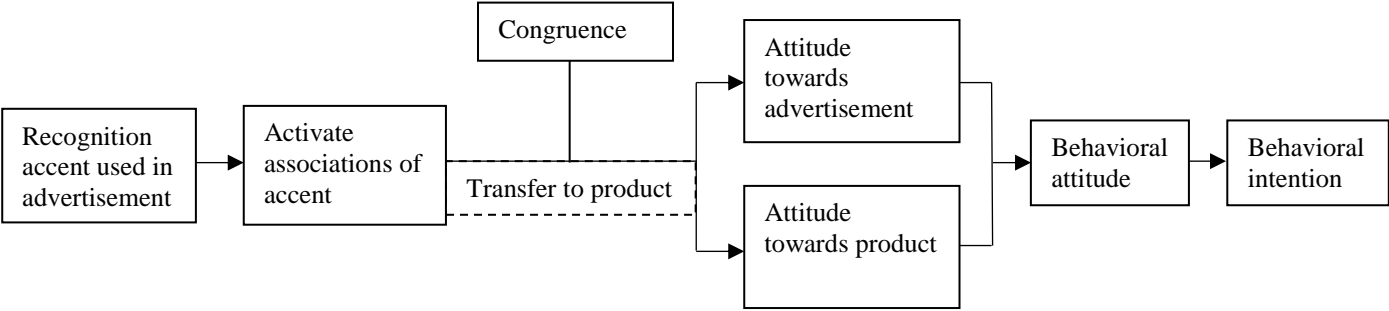


Figure 2: Schematic overview of current study

Method

Materials

Four radio commercials were recorded to test the effects of using regional and standard accents in a commercial influenced by appeal. Two commercials appealed to prestige and two commercials to personal integrity. The independent variables were language variety (Brabant vs. Randstad) and emotional appeal (personal integrity vs. prestige).

A pretest was conducted to investigate whether products reflect personal integrity or prestige values. In the pretest 20 participants were given a list of products, which was based upon the categories of Best product of the year (2017). For every product, participants needed to rate whether the product reflects prestige and personal integrity associations. The product who did not differ on both scales, was selected for this research, because in this way the product can either be appealing to prestige and personal integrity values. Paired sample t-tests showed that cheese was the only product with the same values on prestige a personal integrity, thus cheese was selected for this study. The details of the pretest are in Appendix 1.

A second pretest was conducted to select an appropriate brand name for the given product. A list of made up brand names will be given to 20 participants to measure the favorability of a brand name. A randomizer function in Excel was used, where Dutch prefixes and affixes were combined to create brand names. The ten most natural sounding brand names were chosen to be tested in the second pretest. Participants needed to rate the brand name on fit with product and attractiveness. *Vermeë* was chosen as the brand name for this thesis. The details of the pretest are in Appendix 1.

Emotional appeals were constructed using the scales of personal integrity and prestige. Thus, the prestige commercials reflected prestige, status and luxury values. To elicit these associations, the setting of the commercial was at a posh cocktail party with servants who are handing out the cheese. The product is centered as a delicatessen. In contrast the commercials with a personal integrity appeal were framed with associations reflecting friendliness, honesty and belongingness. The commercial was set in a small gathering of friends next to a firepit and was focused on friendship and inclusiveness. An overview of the different advertisements is in Table 1. The scripts of the commercials are in Appendix 2.

Table 1: Radio commercials combined with product personality

Commercial	Accent	Emotional appeal	Congruence
1	Brabant	Personal integrity	✓
2	Brabant	Prestige	✗
3	Randstad	Personal integrity	✗
4	Randstad	Prestige	✓

Lambert's (1967) matched guise technique was applied to the materials. This means that every fragment was recorded by the same person. This person can both speak with a Randstad accent and a Brabant accent. Applying this technique minimizes the interpersonal differences in speech patterns. Therefore, it can be concluded that the differences in evaluations of the varieties are due to the manipulation of the accent.

The materials were all recorded by a professional voice actor, who had extensive experience recording commercials. A voice actor was chosen because the quality of the recording needed to be equal across the commercials. In this way any difference on the measurements can be attributed due to the manipulation.

Subjects

For this research 156 participants were used. Per condition 39 participants evaluated the commercials. The majority of the participants were female; 98 females versus 58 males (63% vs. 37%). A Chi-square test showed no significant relation between version and gender ($\chi^2(3) = 6.70, p = .082$). This means that the male-female distribution was equal across the versions.

The mean age of the participants was 29.88 year old ($SD = 12.53$), distributed between 19 and 86. The one-way ANOVA with factor Condition (Fragment A, B, C or D) showed no significant main effect of age ($F(3, 152) < 1$). This means that the distribution of the age of the participants was the same across the groups.

Most of the participants went to university ($N = 89, 57\%$), following 46 participants who went to HBO (30%), 11 participants to MBO (7%) and 10 participants to high school (6%). A Chi-square test showed no significant relation between version and level of education ($\chi^2(9) = 5.38, p = .800$). This means that the distribution of the level of education was equal among the versions.

Of the 156 participants 24 participants were born in Brabant (15%). A Chi-square test showed no significant relation between version and originating from Brabant ($\chi^2(3) = 5.31, p = .150$). This means that every version had the same distribution of Brabant born participants.

Of all the participants 17 participants have lived in Brabant the past five years (11%). A Chi-square test showed no significant relation between version and having lived in Brabant

the past five years ($\chi^2(3) = 2.50, p = .475$). This means that every version had the same distribution of Brabant born participants.

Design

The experiment employed a 2 (accent: Brabant vs. Randstad Dutch) x 2 (appeal: Personal integrity vs. prestige) between subjects design. There were 4 different fragments used in the study to measure the effect of language variety on attitude towards advertisement and product, behavioral attitude and behavioral intention.

Instruments

This section will discuss the instruments used in the questionnaire in the order in which they were investigated. A Dutch translation of the questionnaire is in Appendix 3.

Manipulation check 1 – perceived prestige commercial

To measure whether the commercials indeed reflected prestige values, the following manipulation check was tested in the questionnaire: Perceived prestige advertisement was measured with three 7-point Likert scales anchored by ‘completely disagree vs. completely agree’ (based on Grondelaers et al., 2010 and Grondelaers, et al., 2015) following the statements: I think the commercial is ... ‘luxurious’, ‘prestigious’, ‘of a high status’ ($\alpha = .87$).

Manipulation check 2 – perceived personal integrity commercial

To measure whether the commercials indeed reflected personal integrity values the following manipulation check was tested in the questionnaire: Perceived personal integrity advertisement was measured with three 7-point Likert scales anchored by ‘completely disagree vs. completely agree’ (based on Grondelaers et al., 2010 and Grondelaers, et al., 2015) following the statements: I think the commercial is ... ‘gezellig’, ‘warm’, ‘cordial’ ($\alpha = .90$).

Attitude towards advertisement

Attitude towards advertisement was measured with four 7-point Likert scales anchored by ‘completely disagree vs. completely agree’ (based on Atkin and Block, 1983) following four statements: I think the commercial is ... ‘good’, ‘effective’, ‘interesting’, ‘nice’ ($\alpha = .90$).

Attitude towards product

Attitude towards product was measured with three 7-point Likert scales anchored by ‘completely disagree vs. completely agree’ (adapted from the scale ‘attitude towards brand’ as

used in Atkin and Block, 1983) following three statements: I think the commercial is ... 'good', 'nice', 'superior' ($\alpha = .80$).

Behavioral attitude

Behavioral attitude was measured with four 7-point Likert scales anchored by 'completely disagree vs. completely agree' (as used in Hendriks, Starren, Hoeken, Van den Brandt, le Pair and Nederstigt, 2005) following four statements: I think it is ... 'sensible', 'good', 'smart', 'useful' to buy this product ($\alpha = .91$)

Behavioral intention

Behavioral intention was measured with two 7-point Likert scales anchored by 'completely disagree vs. completely agree' (based on Hoeken, Hornikx and Hustinx, 2012) following the statements: 'I am planning to buy this product', 'I will buy this product' ($\alpha = .88$)

Brand name recall

The following open question was used in this questionnaire to measure the brand name recall question will be used to measure whether participants recall the brand name: 'What is the brand name of the product from the commercial?'

Supposed origin speaker

To verify whether participants recognized the accent of the speaker as coming from the Brabant or the Randstad, the questionnaire also contained the following question: 'Which province do you think the speaker originates from?'

Manipulation check 3 – perceived prestige speaker

To measure whether the Randstad Dutch accent indeed reflects prestige values the following manipulation check was tested in this questionnaire: Perceived prestige speaker was measured with three 7-point Likert scales anchored by 'completely disagree vs. completely agree' (based on Grondelaers et al., 2010) following the statements: I think the speaker sounds like ... 'King Willem-Alexander', 'the prime minister', 'a news-anchor' ($\alpha = .71$).

Manipulation check 4 – perceived personal integrity speaker

To measure whether the Brabant accent indeed reflects personal integrity values the following manipulation check was tested in this questionnaire: Perceived personal integrity speaker was measured with three 7-point Likert scales anchored by 'completely disagree vs. completely agree' (based on Grondelaers et al., 2010) following the statements: I think the speaker sounds ... 'friendly', 'cordial', 'warm' ($\alpha = .87$).

Procedure

This questionnaire was developed online using Qualtrics. The biggest advantage of using this tool, is the speed by which responses can be collected. With an offline approach, participants need to fill it in person for person, whereas when using an online tool, multiple participants can fill it in simultaneously. Furthermore, reaching prospected participants is considerably easier, since a link can be spread easily. The biggest disadvantage of using an online questionnaire is that the researcher cannot supervise the procedure. This lack of control might have led to complexities, for example; participants might not have full attention or motivation. Social media groups were used to reach participants.

To reach a diverse audience of the Dutch population, the language of the questionnaire was in Dutch. Different groups on social media were used to reach participants. To increase motivation to take part, participants had a chance to win a bol.com voucher worth 25,-. Furthermore, they filled in the questionnaire individually. On average, participants completed the questionnaire within 6 minutes.

Statistical analysis

A two-way ANOVA was used to analyze the results for H1 till H6. A regression mediation analysis was used to analyze the results for H7 and H8.

Results

In this section the results of the experiment will be explained. The descriptive statistics for the dependent variables are in Table 2 and for the manipulation checks in Table 3.

Table 2: Means and standard deviations (between brackets) for the effect of commercial (prestige appeal vs. personal integrity appeal) and language variety (Randstad Dutch vs. Brabant) on attitude towards ad and product, behavioral attitude and behavioral intention (1 = very negative, 7 = very positive).

	Randstad Dutch			Brabant			Total		
	Prestige appeal n = 39	Personal Integrity appeal n = 39	Total n = 78	Prestige appeal n = 39	Personal Integrity appeal n = 39	Total n = 78	Prestige appeal n = 78	Personal Integrity appeal n = 78	Total n = 156
Attitude towards advertisement	3.69 (1.38)	4.53 (1.39)	4.11 (1.44)	3.94 (1.47)	3.96 (1.16)	3.95 (1.32)	3.81 (1.42)	4.24 (1.30)	4.03 (1.38)
Attitude towards product	3.94 (1.00)	4.53 (1.05)	4.24 (1.06)	3.90 (1.25)	3.95 (0.96)	3.92 (1.11)	3.92 (1.12)	4.24 (1.04)	4.08 (1.09)
Behavioral Attitude	3.75 (1.38)	4.44 (1.20)	4.10 (1.33)	3.81 (1.11)	4.12 (0.89)	3.96 (1.01)	3.78 (1.24)	4.28 (1.06)	4.03 (1.18)
Behavioral intention	2.94 (1.42)	4.18 (1.33)	3.56 (1.51)	3.10 (1.31)	3.88 (1.48)	3.49 (1.44)	3.02 (1.36)	4.03 (1.40)	3.53 (1.47)

Table 3: Means and standard deviations (between brackets) for the effect of commercial (prestige appeal vs. personal integrity appeal) and language variety (Randstad Dutch vs. Brabant) on the manipulation checks (1 = very negative, 7 = very positive).

	Randstad Dutch			Brabant			Total		
	Prestige appeal n = 39	Personal Integrity appeal n = 39	Total n = 78	Prestige appeal n = 39	Personal Integrity appeal n = 39	Total n = 78	Prestige appeal n = 78	Personal Integrity appeal n = 78	Total n = 156
Perceived prestige	4.12 (1.54)	3.20 (1.24)	3.66 (1.46)	3.09 (1.25)	2.95 (1.23)	3.02 (1.24)	3.60 (1.49)	3.07 (1.23)	3.34 (1.39)
Perceived personal integrity	4.20 (1.26)	5.21 (1.48)	4.71 (1.41)	4.91 (1.45)	5.15 (1.02)	5.03 (1.25)	4.56 (1.40)	5.18 (1.21)	4.87 (1.34)
Prestige speaker	3.31 (1.09)	2.91 (1.42)	3.11 (1.01)	1.65 (0.86)	1.42 (0.60)	1.53 (0.75)	2.48 (1.28)	2.17 (1.07)	2.32 (1.19)
Personal integrity speaker	5.17 (1.07)	5.52 (0.91)	5.35 (1.00)	5.06 (1.34)	5.38 (0.80)	5.22 (1.11)	5.12 (1.21)	5.45 (0.86)	5.28 (1.06)

Manipulation check – manipulation commercials

A one-way ANOVA with factor Commercial (Prestige and personal integrity) showed a significant main effect on perceived prestige commercial ($F(1, 154) = 5.87, p = .017$). The commercial appealing to prestigious values was indeed perceived as more prestigious ($M = 3.60, SD = 1.49$) than the commercial appealing to personal integrity values ($M = 3.07, SD = 1.23$). Furthermore, another one-way ANOVA with as between subject factor Commercial showed a significant main effect of the manipulation check Perceived personal integrity commercial ($F(1, 154) = 9.02, p = .003$). The commercial appealing to personal integrity values was perceived as appealing more to personal integrity values ($M = 5.18, SD = 1.21$) than the commercial appealing to prestige values ($M = 4.56, SD = 1.40$).

However, a one-sample t-test was run to determine whether perceived prestige associations in the prestige appeal was different to neutral, defined as a perceived prestige score of 4.0. Mean perceived prestige associations ($M = 3.60, SD = 1.49$) was lower than the average score of 4.0 ($t(77) = 2.36, p = .021$). Furthermore, this also seems to be the case for the personal integrity appeal. Mean perceived personal integrity associations ($M = 3.07, SD = 1.23$) was lower than the average score of 4.0 ($t(77) = 6.64, p < .001$). Thus, it can be stated that neither appealed to prestige values, which shows that the manipulation of the prestige appeal was not successful.

The one-sample t-test was run to determine whether perceived personal integrity associations in the prestige appeal was different to normal, defined as a perceived prestige score of 4.0. Mean perceived prestige associations ($M = 4.56, SD = 1.40$) was higher than the average score of 4.0 ($t(77) = 2.36, p = .021$). Furthermore, this also seems to be the case for the personal integrity appeal. Mean perceived personal integrity associations ($M = 4.56, SD = 1.40$) was higher than the average score of 4.0 ($t(77) = 6.64, p < .001$). Hence, it can be stated that the manipulation of the personal integrity appeal was successful, since it appealed to personal integrity values. However, this is also the case for the prestige appeal, which means that the prestige appeal also elicited associations regarding personal integrity.

Recognition origin speaker

The first step in activating the associations regarding the varieties is the recognition of the accent used in the advertisement. Participants needed to identify the province the speakers of the advertisement supposedly originated from. Answers for accent category Randstad Dutch were correct if respondents answered Utrecht, Noord-Holland or Zuid-Holland, whereas answers in the accent category Brabant were correct if respondents thought the speaker

originated from Brabant. A Chi-square test showed no significant relation between province and accent ($\chi^2(1) = 3.67, p = .055$). Participants who listened to the advertisement with the Randstad Dutch variety correctly identified the supposed origin of the speaker for 62.8%, whereas participants who listened to commercials with the Brabant variety correctly identified the origin of the speaker 76.9%. This shows that the respondents in general accurately identified the accents in the commercial. The Brabant accent was mostly placed within the province of Brabant, whereas the Randstad Dutch accent was placed within provinces where the Randstad municipality is located. The descriptive statistics of the brand recall task are in Table 4.

Interestingly, if Limburg is included as a correct answer for the Brabant accent variety, the results are different. Limburg is a southern province in the Netherlands where people speak with an accent closely resembling the Brabant accent (for non-natives of those provinces). A Chi-square test showed a significant relation between province and accent ($\chi^2(1) = 13.92, p < .001$). Participants who listened to the advertisement with the Brabant variety relatively correctly identified the supposed origin of the speaker (88.5%) more than participants who listened to the commercials with the Randstad Dutch variety (62.8%), which means that participants label the Brabant variety as more southern than the Randstad Dutch variety. These results demonstrate the ability of the participants to correctly identify the supposed origin of a speaker based upon an accent only. The results are in Table 5.

Table 4: observed counts and percentage of correctly identified origin speaker.

Province	Accent					
	Randstad Dutch		Brabant		Total	
	n	%	N	%	n	%
Correct	49 _a	62.8%	60 _a	76.9%	109	69.9%
Incorrect	29 _a	37.2%	18 _a	23.1%	47	30.1%
Total	78	100.0%	78	100.0%	156	100%

Each subscript letter denotes a subset of Correctly identified province categories who do not differ significantly from each other at $p < .05$

Table 5: observed counts and percentage of correctly identified origin speaker, including Limburg.

Province	Accent					
	Randstad Dutch		Brabant (including Limburg)		Total	
	n	%	N	%	n	%
Correct	49 _a	62.8%	69 _b	88.5%	118	75.6%
Incorrect	29 _a	37.2%	9 _b	11.5%	38	24.4%
Total	78	100.0%	78	100.0%	156	100%

Each subscript letter denotes a subset of Correctly identified province categories who do not differ significantly from each other at $p < .05$

Manipulation check - Associations elicited by accents

After respondents recognize the varieties, personal integrity and prestige associations should be elicited. The one-way ANOVA with as between subject factor Accent (Randstad Dutch and Brabant) showed a significant main effect of the manipulation check Prestige speaker attitude ($F(1, 154) = 122.87, p < .001$). The Randstad Dutch accent was perceived as more prestigious ($M = 3.11, SD = 1.01$) than the Brabant accent ($M = 1.52, SD = .75$). Furthermore, another one-way ANOVA with as between subject factor Accent (Randstad Dutch and Brabant) showed no significant main effect of the manipulation check Personal integrity speaker attitude ($F(1, 154) < 1$). The Brabant accent was not perceived as more personal integer ($M = 5.22, SD = 1.11$) than the standard Randstad Dutch accent ($M = 5.35, SD = 1.00$). This shows that only the standard accent was perceived as more prestigious than the Brabant accent, but not less warm and cordial.

Attitudes and intention

A two-way multivariate analysis for attitude towards advertisement, attitude towards product, behavioral attitude and behavioral intention with as between subject factors Commercial (prestige- and personal integrity appeal) and Accent (Brabant and Randstad Dutch), found a significant multivariate effect of commercial ($F(4, 149) = 5.71, p < .001$). However, there was not a significant multivariate effect of accent ($F(4, 149) = 1.20, p = .312$). Furthermore, the multivariate interaction effect turned out to be non-significant ($F(4, 149) < 1$). In the following paragraphs, the effects of commercial on attitude towards ad and product, behavioral attitude and behavioral intention will be reported.

Attitude towards advertisement and product

The univariate analyses showed an effect of commercial on attitude towards advertisement ($F(1,152) = 3.97, p = .048, \eta^2 = .025$). Irrespective of accent, participants rated the commercials appealing to personal integrity more positively ($M = 4.24, SD = 1.30$) than participants who listened to the commercials appealing to prestige ($M = 3.81, SD = 1.42$). Furthermore, the univariate analyses showed no significant effect of commercial on attitude towards product ($F(1,152) = 3.51, p = .063$). This means that the participants who listened to the prestige and personal integrity commercial did not rate the product differently.

Behavioral attitude and intention

The univariate analyses showed an effect of commercial on Behavioral attitude ($F(1,152) = 7.19, p = .008, \eta^2 = .045$). Irrespective of accent, participants who listened to the commercial appealing to personal integrity values had a higher behavioral attitude ($M = 4.28, SD = 1.06$) than participants who listened to the commercial appealing to prestige values ($M = 3.78, SD = 1.24$).

The univariate analyses showed an effect of commercial on behavioral intention ($F(1,152) = 20.78, p < .001, \eta^2 = .120$). Irrespective of accent, participants who listened to the commercial appealing to the prestige values had less intention to buy the product ($M = 3.02, SD = 1.31$) than participants who saw the commercial appealing the personal integrity values ($M = 4.03, SD = 1.40$).

The attitude towards the ad and product of the participants who listened to the commercials with the Brabant accent were equivalent compared to participants who listened to commercials with the Randstad Dutch accent. Since participants who listened to an advertisement with a Randstad Dutch accent did not favor the advertisement and product more than participants who listened to the advertisements with the Brabant accent, hypothesis 1 is rejected: participants who listen to the commercials with a standard accent will rate the product and ad more positively than participants who listen the commercials with the Brabant accent.

Furthermore, congruence did not influence attitude towards product and advertisement. Thus, hypothesis 3 is not supported: participants who listen to congruent commercials will rate the product and ad more positively than participants who listen to incongruent commercials.

No difference was found on behavioral attitude and intention across the different accents. Participants who had listened to the commercial with a Randstad accent did not find

it more sensible to buy the product advertised, and where not more inclined to purchase Vermee cheese. These findings reject hypotheses 4: participants who listen to the commercials with a standard accent will have a higher behavioral attitude and intention than participants who listen the commercials with the Brabant accent.

Finally, this is also not influenced by congruence with the appeal. Therefore hypothesis 5 is not supported: participants who listen to congruent commercials will have a higher behavioral attitude and intention than participants who listen to incongruent commercials.

Brand name recall

To investigate whether a non-standard variety increases brand recall the following open question was asked in the questionnaire: What was the name of the brand in the commercial? Answers which are phonetically similar² to the brand name, but not spelled correctly, were also graded as correct. A Chi-square test showed a significant relation between accent and brand name recall ($\chi^2 (1) = 6.65, p = .010$). The recall score per accent of the respondents is in Table 6. Respondents who had listened to the commercial with the Randstad accent recalled the brand name more often than respondents who had listened to the commercial with the Brabant accent.

Table 6: observed counts and percentage of correct brand recall per accent.

Province	Accent					
	Randstad Dutch		Brabant		Total	
	n	%	N	%	n	%
No recall	59 _a	75.6%	71 _b	91.0%	130	83.3 %
Recall	19 _a	24.4%	7 _b	13.0%	26	16.7 %
Total	78	100.0%	78	100.0%	156	100 %

Each subscript letter denotes a subset of Correctly identified province categories who do not differ significantly from each other at $p < .05$

Given these results the following hypothesis 2 is rejected: participants who listen to radio commercials with a Brabant accent will have a higher brand recall than participants who listen to the commercials with a Randstad accent.

² I.e. Vermea, Vermé, Vermey and Vermeen, but not Vermeer or Verbeemd

Predictive value of the model

The model as described in Figure 2, states that attitude towards ad and product are predictors of behavioral attitude. The latter is a direct predictor of behavioral intention, whereas attitude towards ad and product are indirect predictors. To test whether the model used in this survey is valid, a mediation analysis was computed using Hayes' PROCESS analysis. In this analysis, behavioral attitude is considered the mediating variable between attitude towards product and advertisement and behavioral intention.

The analysis showed that the variables, attitude towards ad and attitude towards product, entered in the model explained 56% of the variance in behavioral attitude ($F(2, 153) = 97.89, p < .001$). Attitude towards advertisement was shown to be a direct significant predictor ($B = .22, p = .002$) of behavioral attitude. When attitude towards advertisement goes up with 1 point, behavioral attitude goes up with .22 points, given that attitude towards product is kept constant. Additionally, attitude towards product was shown to be a direct significant predictor ($B = .58, p < .001$) of behavioral attitude. This means that when attitude towards product rises a point, behavioral attitude goes up with .58 points, given that all other variables are kept constant. The details of this regression analysis are in Table 7.

Table 7: Mediation analysis for attitude towards advertisement and attitude towards product as predictors of behavioral attitude ($N = 156$)

Variable	<i>B</i>	<i>SE B</i>	<i>t</i>
Intercept	.79	.24	
Attitude towards advertisement	.22**	.07	3.10
Attitude towards product	.58***	.09	6.52
R^2	.56		
F	97.89***		

* = $p < .05$

** = $p < .01$

*** = $p < .001$

Secondly, the mediation analysis showed that the variables, attitude towards ad, attitude towards product and behavioral attitude, entered in the model explained 48% of the variance in behavioral intention ($F(3, 152) = 46.84, p < .001$). Attitude towards advertisement was shown to be a direct significant predictor ($B = .48, p < .001$) of behavioral intention. When attitude towards advertisement goes up with 1 point, behavioral intention goes up with almost a half point, given that all other variables are kept constant. Attitude towards product was not

a direct significant predictor ($B = .07, p = .63$) of behavioral intention. Finally, behavioral attitude was a direct significant predictor ($B = .33, p = .004$) of behavioral intention. This means that when behavioral attitude goes up with 1 point, behavioral intention rises with .33 points, given that all other variables are kept constant. There was a significant indirect effect of attitude towards advertisement on behavioral intention through behavioral attitude, $b = 0.07$, BCa CI [0.012, 0.152], which means that when behavioral attitude goes up with 1 point, 0.07 of the total effect goes through behavioral attitude. The details of this regression analysis are in Table 8.

Table 8: Mediation analysis for attitude towards advertisement, attitude towards product and behavioral attitude as predictors of behavioral intention ($N = 156$)

Variable	<i>B</i>	<i>SE B</i>	<i>T</i>
Intercept	.01	.34	
Attitude towards advertisement	.48***	.10	4.85
Attitude towards product	.07	.137	0.48
Behavioral attitude	.33**	.11	2.96
<i>R</i> ²	.48		
<i>F</i>	46.84		

* = $p < .05$

** = $p < .01$

*** = $p < .001$

The mediation analysis results in the following model in Figure 3. It can be concluded that behavioral attitude was predicted by attitude towards product and attitude towards ad, where attitude towards product was the strongest predictor. These results confirm hypothesis H6: Attitudes towards advertisement and product are predictors of behavioral attitude.

Furthermore, attitude towards advertisement was also shown to be a significant predictor (direct and indirect) of behavioral intention, whereas attitude towards product only influenced behavioral intention, mediated through behavioral attitude. This result proves hypothesis H9: Attitudes towards advertisement and product are indirect predictors of behavioral intention mediated by behavioral attitude. Additionally, as expected, behavioral attitude was a significant predictor of behavioral intention, confirming hypothesis H7: Behavioral attitude is a predictor of behavioral intention.

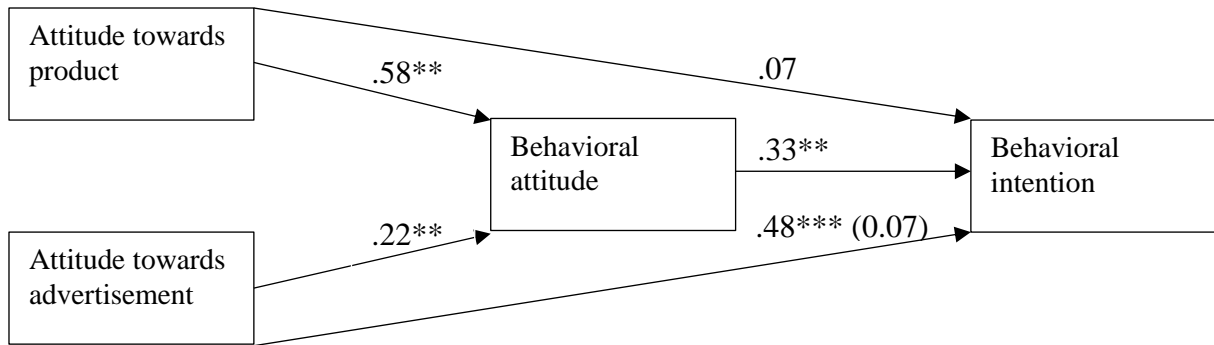


Figure 3: Model of attitude towards product and attitude towards advertisement as predictors of behavioral intention, mediated by behavioral attitude, where B-direct (B-indirect). The confidence interval for the indirect effect is a BCa bootstrapped CI based on 5000 samples.

* = $p < .05$

** = $p < .01$

*** = $p < .001$

Conclusion & discussion

The purpose of this study was to investigate the effect of a regional accent in radio advertising. One of the main reasons to investigate this, is that advertisers sometimes use regional accents in their commercials. The central proposition behind employing a non-standard variety in advertising, is that associations regarding the country or region transfer to the product that is advertised. If these associations are positive, then the product should be appreciated more, which should result in a higher purchase intention. Furthermore, advertisers can construct an advertisement using emotional appeals. Those appeals can be focused on certain feelings, such as luxury, prestige or warmth, which will lead to more favorable attitudes. If advertisers were to combine an effective emotional appeal with a language variety eliciting the same values, recipients might evaluate the advertisement higher. To investigate this proposition, an experiment has been conducted in which four advertisements have been tested. The advertisements employed two different language varieties; the standard variety Randstad Dutch and the non-standard variety Brabant, which, according to literature from Grondelaers, et al., (2010), elicit respectively personal integrity and prestige values.

Additionally, to investigate the possible interaction between emotional appeal and language variety, two different appeals were used for the advertisements. These reflected both personal integrity and prestige values. These four advertisements were used in an experimental questionnaire to investigate the effect of the combination of emotional appeal and language variety on attitude towards product, attitude towards advertisement, behavioral attitude and purchase intention.

Attitude towards product and advertisement

Unexpectedly, the use of a standard Randstad Dutch accent did not lead to more favorable attitudes towards advertisement or product than the non-standard Brabant accent. Thus, the hypotheses that standard language is evaluated more positively, was not confirmed in this study. Furthermore, the combination of emotional appeal and accent did not significantly differ across conditions. This means that the congruent combination (i.e. Randstad Dutch-prestige commercial and Brabant-personal integrity commercial) was not evaluated more positively than the non-congruent combination (i.e. Randstad Dutch-personal integrity commercial and Brabant-prestige commercial). Interestingly, the commercials did elicit more favorable attitudes. The commercials appealing to the personal integrity values were evaluated more positively on attitude towards ad and product than commercials appealing to prestige, which means that participants seem to favor cheese commercials, with similar

conditions as the ones used in this study, eliciting cordial, warm and friendly values. The lack of effect of language variety on attitude towards advertisement and product is in not in line with Morales, et al., (2012), Lalwani, et al., (2005) and Martín-Santana, et al., (2015). In these studies, the authors did find a difference between standard and non-standard language, where the latter was evaluated as less favorable.

Behavioral intention and attitude

The use of a standard Randstad Dutch accent did not lead to higher scores on behavioral attitude as opposed to the use of a Brabant accent. Participants who listened to a commercial with a Randstad Dutch accent did not perceive it as more sensible to buy Vermeë cheese. Furthermore, this is the same for congruence of appeal and language variety; the combination of a Brabant accent with a personal integrity appeal, or a Standard Dutch accent with a prestige appeal, did not lead to higher ratings on behavioral attitude as opposed to a mismatch of congruence. The only difference found was due to emotional appeal; participants who listened to the commercial with a personal integrity appeal thought it was more sensible to buy the cheese, than participants who listened to the commercial with the prestige appeal. This also applies to behavioral intention; participants who listened to the commercials in the congruent condition, were not more inclined to buy the product than participants who listened to the incongruent advertisements. Also, participants who listened to advertisements with the Randstad Dutch were not more prone to buy Vermeë Cheese. Again, only the type of advertisement had a significant effect on behavioral intention. No difference was found on behavioral attitude and intention in this thesis, which is in agreement with DeShields, et al., (1996) and Martín-Santana, et al., (2015). However, research from Lalwani, et al., (1996) did find a difference: the standard accent outperformed the non-standard variety on behavioral intention.

Brand name recall

Employing a non-standard language variety in the advertisements did not increase brand recall. Participants who listened to the commercials with Randstad Dutch correctly identified the brand name more often, than participants who listened to the commercials with the Brabant accent.

Predictive value model

There was a significant relationship between attitude towards product and advertisement and behavioral attitude. Attitude towards product and advertisement were significant predictors of behavioral attitude, which means that when participants were positive about the commercial

and product, they would also find it more sensible to buy the product. Furthermore, behavioral attitude was a significant predictor of behavioral intention, which means that when participants did think it was sensible to buy a product, they were more inclined to do so. This result is in accordance with the integrative model of behavioral prediction (Fishbein & Yzer, 2003). Furthermore, attitude towards advertisement was also shown to be a significant predictor (direct and indirect) of behavioral intention, whereas attitude towards product only influenced behavioral intention, mediated through behavioral attitude. Thus, it can be concluded, if participants were positive about the advertisement, they were also inclined to buy the product advertised.

Explanation results

Attitude towards product, advertisement, behavioral attitude and purchase intention

The lack of effect of the congruence between emotional appeal and language varieties on attitude and intention, may have been explained due to the mis activation of the associations. Participants rated the voice actor across all language varieties (i.e. Randstad Dutch and Brabant) equally high on personal integrity values: both accents were considered evenly friendly, gezellig and warm. This might have been caused by the fact that the materials were recorded by a voice actor, since a voice actor generally needs to have a ‘nice’ and ‘friendly’ voice. Unexpectedly, both varieties were not considered prestigious. Prestige varieties can be considered the varieties with the highest status in society. It could be that Randstad Dutch has not got the highest status in the Dutch society, because it might be that a posh accent might be of a higher status than Randstad Dutch. In line with reasoning, it may have been that the participants did not consider standard language the most prestigious. More concretely, the aim of the study was to combine a standard variety reflecting prestige values with a prestigious commercial and a non-standard variety reflecting personal integrity values combined with a commercial reflecting the same values. However, if the varieties both elicit the same high values on personal integrity and the same low values on prestige, then it is logical that there is no difference on attitude and intention. The fact that the commercials reflecting personal integrity values were evaluated more positively, than commercials reflecting prestige values, exemplifies this. The results showed that when a commercial reflecting personal integrity values was combined with a variety (in this case Brabant and Randstad Dutch) eliciting the same values, there was a positive effect on attitude towards advertisement, behavioral attitude and behavioral intention, than compared to a commercial reflecting prestige values combined

with varieties eliciting personal integrity values (i.e. Brabant and Randstad Dutch). This result is exemplified in Figure 4.

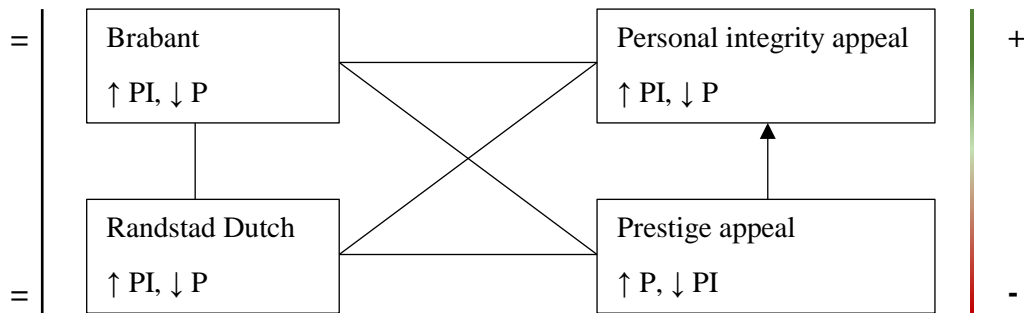


Figure 4: Schematic representations of the actual scores of PI (personal integrity) and P (prestige) for the independent variables accent (Brabant vs. Randstad Dutch) and appeal (personal integrity appeal vs. prestige appeal)

The results of attitude towards ad and product, behavioral attitude and intention can also be explained using the elaboration likelihood model. This model posits that recipients of an advertisement can process the advertisement centrally or peripherally (Petty and Cacioppo, 1984). When processing an ad centrally, recipients are involved in comprehending the commercial, which results in an attitude change. Peripheral processing takes place when recipients are not involved and thus process the ad incomprehensively, where they rely more on persuasive cues or heuristics. This does not result in an attitude change. In this study, the accent was supposed to strengthen the emotional appeal, since the accent was supposed to evoke positive emotions and region of origin effects, which should lead to more favorable attitudes. However, it appears that only the emotional appeals, i.e. the content of the commercial, were processed centrally, since there was an attitude change. The advertisement and product in the personal integrity commercials were rated more positively than in the prestige commercials, which indicates some degree of elaboration. Contrastingly, it appears that accents seem to be processed peripherally, since no attitude change occurred. It is possible that the accents were considered persuasive cues, thus not evoking certain emotions. Recipients might simply reject the Brabant accent because it is not the same accent they speak. In this case the activation of the associations and region-of-origin effects does not take place. In this case, the accent is to be considered exclusive to the emotional appeal, and not inclusive.

The lack of effect on behavioral attitude and intention can also be explained with the integrative model of behavioral prediction (Fishbein & Yzer, 2003). In this model attitude towards target, in this case attitude towards ad and product, are significant predictors of behavioral attitude. This means that when participants were positive about the product and ad,

they also thought it was sensible to buy the product advertised. Furthermore, in accordance with the model, behavioral attitude is a direct predictor of behavioral intention. This means that when participants thought it was sensible to buy a product, they were inclined to buy the product. It is logical to assume in this line of reasoning, that when there is not a significant mean difference in attitude towards an ad/product, there is also no significant difference in behavioral attitude and intention, since these concepts are related. More concretely, when participants were not positive about Vermeë Cheese and the advertisement, they also did not find it sensible to buy the product. If participants thought that it was a bad idea to buy a product, they were less inclined to do so.

Brand name recall

This result is in accordance with the research Martin-Santana, et al., (2015), however not with Morales, et al., (2012). A possible explanation of this result could be that participants were distracted by the accent and not paying attention to the brand name in the commercial. However, scores for both the Randstad Dutch accent and Brabant accent were quite low, which might have been caused by the fact that participants were paying less attention towards the advertisement altogether. The low scores on the brand name recall task could also be caused by the number of occurrences of the brand name in the advertisements. Vermeë cheese was only mentioned one time, which might not have been enough to store it properly in the memory of the participants.

In conclusion, there was no effect of a regional accent versus a standard accent influenced by emotional appeal in commercials on the participants. Participants were only influenced by the type of appeal; the advertisements eliciting warm, cordial and friendly values were evaluated more positively on attitude and intention than the advertisements eliciting luxurious, prestigious and of a high-status values. These findings result in the revision of the model used in this thesis, which is schematically featured in Figure 5.

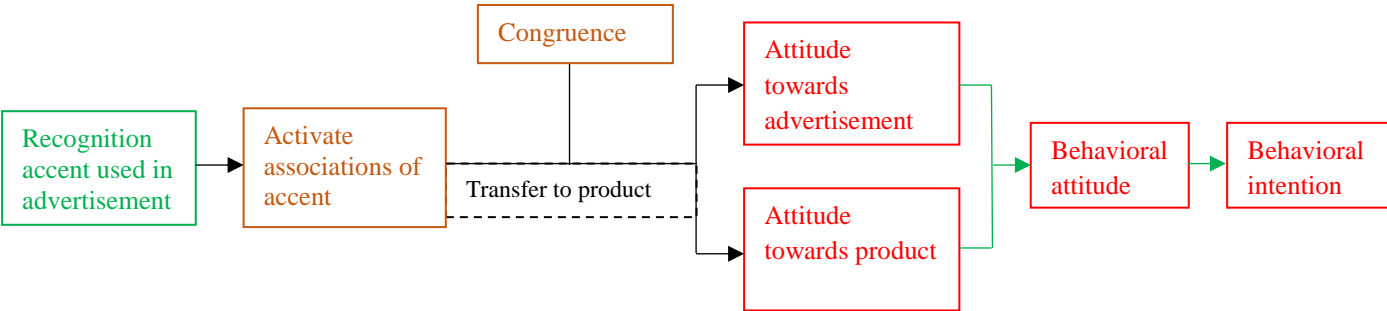


Figure 5: Revised schematic overview of master thesis

Limitations and recommendations for future research

The first limitation of this study is the choice of language varieties. Two different varieties were selected for this study: Brabant and Randstad Dutch. Associations regarding prestige were not activated for Randstad Dutch. Furthermore, both accents were equally high in personal integrity. Thus, if different varieties had been chosen with stronger appeals to the values (i.e. a variety which is more prestigious and one which is more appealing to personal integrity values) it might have had a positive effect on attitude and intention. Future research might use a posher accent, because prestigious associations might then be activated. This could lead to the desired effect of the congruent conditions: a commercial reflecting prestigious values combined with a prestigious accent versus a commercial reflecting personal integrity values with a variety eliciting the same values. It might also be interesting to test a more modern accent, for example youth language or slang. Researchers could test different dimensions, such as dynamism which is associated with modern speech and combine a modern commercial with a modern accent.

Moreover, the results of the brand name recall task illustrate the lack of attention towards the commercial. This could have been caused by two things. Firstly, participants could have had a lack of attention towards the experiment itself. The problem of using an online questionnaire is that the researcher cannot check whether participants have full attention towards the task. Secondly, it could also be that participants were not involved with the product, since cheese can be considered a low involvement product. Thus, future researchers could use high involvement products in the advertisement, which might also increase attention towards the advertisement. Attention towards the ad can be measured using the scales from Lalwani, et al., (2005). Future researchers would be wise to employ the following 2x2x2 design: language variety (prestigious- vs. personal integrity varieties) x emotional appeal (reflecting prestigious – vs. reflecting personal integrity values) x involvement product (high- vs. low involvement). Furthermore, single occurrence of the brand name in the script might have limited the results on the brand name recall task. Therefore, researchers should let the brand name occur multiple times in the advertisement.

This master thesis has attempted to investigate the effect of the Dutch regional accent on the persuasiveness of radio commercials. The main reason to undertake this was that research regarding Dutch regional accents in advertising is non-prevalent. This thesis lays a foundation for research into this area, and in doing so, might persuade researchers to further dive into this

subject. Even though the use of regional accents is not extensively researched, Dutch advertising companies employ regional varieties in their commercials. This research shows that the use of the Brabant variety in a food commercial is not more or less detrimental for the persuasiveness of that commercial, as compared to Randstad Dutch. Further research is needed to investigate whether this also applies to varieties other than those spoken in Brabant and the Randstad, and with product categories other than food. This study can still be considered important, even though the hypotheses were not confirmed. Mainly, because it provides validation that an accent in an advertisement most likely does not influence the persuasiveness of the commercial.

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Appendix 1: Details pretests

The details of the pretests are discussed in this appendix. In Table 9 are the products which were tested in the first pretest, derived from Best product of the year (2017). The following Table 10 features the constructs tested in the pretest. The third Table 11 describes the statistics and statistical tests of the first pretest. If the variables are grouped together, that means that $\alpha > .7$. The following Table 12 shows the brand names tested in this questionnaire with corresponding means and standard deviations. If the variables are grouped together, that means that $\alpha > .7$. The highest scoring brand names were compared using t-tests, which is reported in Table 13. Only Vermeë, the highest scoring name, differed significantly from the fifth brand name Vernaar. Therefore, Vermeë was selected for the materials.

Table 9: Product categories and products as used in pretest 1

Product	Product translation
Bier	Bier
Bread	Brood
Crisps	Chips
Chocolate bar	Chocoladereep
Ice cream	IJsje
Cola	Cola
Cheese	Kaas
Cookie	Koekje
Coffee	Koffie
Water	Water

Table 10: Constructs tested in pretest 1

Construct	Variable 1	Translation	Variable 2	Translation	Variable 3	Translation
Personal integrity	Friendly	Vriendelijk	Cordial	Hartelijk	Warmth	Warm
Prestige	Luxurious	Luxe	Prestigious	Prestigieus	High status	Hoge status

Table 11: M difference, SD difference and *p* of pretest 1

Product	Personal integrity	Prestige	Mean difference	Std. Deviation difference	t	df	Sig. (2-tailed)
Beer	Friendly	Prestige	-1.35	1.12	-5.39	19	< .001
	Warmth	Prestige	-1.20	1.25	-4.28	19	< .001
	Cordial	Prestige	-1.60	0.92	-7.77	19	< .001
Bread	Friendly	High status	1.70	1.17	6.47	19	< .001
	Friendly	Luxe	1.70	0.66	11.57	19	< .001
	Friendly	Prestigious	1.90	1.02	8.32	19	< .001
	Warmth	High status	1.65	1.23	6.02	19	< .001

	Warmth	Luxe	1.65	0.81	9.08	19	< .001
	Warmth	Prestigious	1.85	1.04	7.96	19	< .001
	Cordial	High status	1.20	1.24	4.33	19	< .001
	Cordial	Luxe	1.20	0.95	5.64	19	< .001
	Cordial	Prestigious	1.40	1.14	5.48	19	< .001
Chips	Personal integrity	Prestige	-0.95	0.79	-5.38	19	< .001
Chocolate	Friendly	Prestige exc.					
		Prestigious	-0.23	0.75	-1.34	19	.197
	Warmth	Prestige exc.					
		Prestigious	-0.08	0.67	-0.50	19	.625
	Cordial	Prestige exc.					
		Prestigious	0.03	0.88	0.13	19	.900
	Friendly	Prestigious	-0.65	1.14	-2.56	19	.019
	Warmth	Prestigious	-0.50	0.69	-3.25	19	.004
	Cordial	Prestigious	-0.40	1.10	-1.63	19	.119
Ice cream	Friendly	Prestige	-1.12	1.08	-4.63	19	< .001
	Warmth	Prestige	0.58	0.84	3.09	19	.006
	Cordial	Prestige	-0.57	0.92	-2.74	19	.013
Cola	Friendly	Prestige	-0.83	1.17	-3.18	19	.005
	Warmth	Prestige	-0.13	0.55	-1.09	19	.288
	Cordial	Prestige	-0.38	0.88	-1.95	19	.066
Coffee	Personal integrity	Prestige	-0.45	0.87	-2.30	19	.033
Water	Personal integrity	Prestige	-0.82	0.83	-4.38	19	< .001
Cheese	Friendly	High status	0.10	1.07	0.42	19	.681
	Friendly	Luxe	-0.25	0.91	-1.23	19	.234
	Friendly	Prestigious	0.40	1.14	1.57	19	.134
	Warmth	High status	0.05	0.95	0.24	19	.815
	Warmth	Luxe	-0.30	0.87	-1.55	19	.137
	Warmth	Prestigious	0.35	1.14	1.38	19	.185
	Cordial	High status	0.05	0.89	0.25	19	.804
	Cordial	Luxe	-0.30	0.73	-1.83	19	.083
	Cordial	Prestigious	0.35	0.99	1.58	19	.130
Cookie	Friendly	High status	1.65	0.93	7.91	19	< .001
	Friendly	Luxe	1.05	1.00	4.70	19	< .001
	Friendly	Prestigious	1.60	1.14	6.26	19	< .001
	Warmth	High status	1.40	1.14	5.48	19	< .001
	Warmth	Luxe	0.80	0.89	4.00	19	.001
	Warmth	Prestigious	1.35	1.14	5.31	19	< .001
	Cordial	High status	1.35	0.99	6.11	19	< .001
	Cordial	Luxe	0.75	1.07	3.14	19	.005
	Cordial	Prestigious	1.30	0.92	6.30	19	< .001

Table 12: Means and Standard deviations of pretest 2

Brand name	N	Mean	Std. Deviation
Vermee	20	4.60	1.51
Eerle	20	4.33	1.63
Perde	20	4.15	1.48
Happer	20	4.08	1.36
Vernaar	20	3.60	1.37
Kanik	20	3.48	1.24
Agma	20	3.05	1.24
Votan_Attractive	20	2.90	1.07
Lopper	20	2.90	1.41
Votan	20	2.70	0.94
Pastam	20	2.70	1.02
Strek	20	2.60	1.24
Votan_Fit	20	2.50	1.15

Table 13: M difference, SD difference and *p* of pretest 2

Brand name	Mean difference	Std. Deviation difference	t	df	Sig. (2-tailed)
Vermee Eerle	0.28	2.08	0.59	19	.561
Vermee Perde	0.45	2.26	0.89	19	.385
Vermee Happer	0.53	1.87	1.25	19	.225
Vermee Vernaar	1.00	2.01	2.23	19	.038
Eerle Perde	0.18	2.03	0.39	19	.705
Eerle Happer	0.25	1.63	0.68	19	.502
Eerle Vernaar	0.73	1.96	1.66	19	.114
Perde Happer	0.08	2.01	0.17	19	.869
Perde Vernaar	0.55	1.82	1.35	19	.192
Happer Vernaar	0.48	1.94	1.10	19	.286

Appendix 2: Scripts advertisements

Prestige

Hallo, geweldig dat je er bent. De andere gasten staan daar bij de cocktailbar. Voordat je daarnaartoe gaat moet je echt iets proeven. Ik heb gisteren kaas gehaald bij de delicatessenwinkel in de stad en de smaak is zo indrukwekkend. Kan je je voorstellen; deze kaas is Nederlands en je kan die gewoon in de winkel halen! De bediening loopt rond om de kaas uit te delen. Wil jij ook je gasten verrassen, koop dan Vermeë kaas bij je delicatessenwinkel.

Prestige – translation

Hello, wonderful that you're here. The other guests are over there by the cocktail bar. Before you head over there I want you to taste something. I got some cheese from the delicatessen store in the city and the flavor is just so impressive. Can you imagine; this cheese is Dutch, and you can just get it at a store! The servers are handing out the cheese. Do you want to surprise your guests? Buy Vermeë cheese at the delicatessen store.

Personal integrity

Hey, gezellig dat je er bent. De anderen zitten daar bij de vuurkorf. Voordat je daarnaartoe gaat heb ik iets lekkers. Ik heb kaas gehaald bij de lokale boer om de hoek en die moet je echt even proeven! Kan je je voorstellen; ik ken die boer al sinds hij een jonge knul is. De smaak is zo goed – je wilt geen andere kaas meer! Deze kaas kon je eerst alleen halen bij de boerderij om de hoek, maar sinds kort ligt Vermeë kaas ook in het schap in de supermarkt.

Personal integrity – translation

Hey, nice that you're here. The others are over there by the fire pit. Before you head over there I want you to taste something delicious. I've picked up some cheese at the local farm around the corner and you need to try it! Can you imagine; I've known the farmer when he was just a young lad. The taste is so good – you don't want to eat different cheese! This cheese was first only available at the farm, but nowadays you can buy Vermeë cheese in the supermarket.

Appendix 3: Questionnaire

Onderzoek radioreclames

Hallo,

Bedankt dat je wilt deelnemen aan mijn onderzoek. Mijn naam is Daan Schuiveling en ik ben master student aan de Radboud Universiteit.

In dit onderzoek krijg je een radioreclame te horen. **Wacht tot het fragment tevoorschijn komt op de volgende pagina!** Over deze reclame vraag ik je om een aantal stellingen en vragen te beantwoorden. Daarna volgen er nog een paar algemene vragen. Het gehele onderzoek duurt ongeveer 5 minuten.

Je deelname aan dit onderzoek is vrijwillig, je kan dus op elk moment stoppen. Je antwoorden worden anoniem verwerkt.

Daarnaast zijn er geen goede of foute antwoorden - ga van je eerste ingeving uit.

Aan het einde van dit onderzoek wordt er een cadeaubon van bol.com ter waarde van €25,- verloot. Mocht je hier kans op willen maken kan je je e-mailadres achterlaten aan het einde van het onderzoek!

Ik heb de bovenstaande informatie gelezen, participeer vrijwillig en ben ouder dan 18 jaar.

Ja

Ik ben van plan het product te kopen

Helemaal oneens

Oneens

Enigszins oneens

Neutraal

Enigszins eens

Eens

Helemaal eens

Ik vind de reclame ...

	Helemaal oneens	Oneens	Enigszins oneens	Neutraal	Enigszins eens	Eens	Helemaal eens
luxe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
prestigieus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
een hoge status hebben	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gezellig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
hartelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
goed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
effectief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik vind het product ...

	Helemaal oneens	Oneens	Enigszins oneens	Neutraal	Enigszins eens	Eens	Helemaal eens
goed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
superieur	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik vind het ... om dit product te kopen

	Helemaal oneens	Oneens	Enigszins oneens	Neutraal	Enigszins eens	Eens	Helemaal eens
verstandig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
goed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
slim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
zinnvol	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik zal dit product kopen

- Helemaal oneens
- Oneens
- Enigszins oneens
- Neutraal
- Enigszins eens
- Eens
- Helemaal eens

Wat was de merknaam van het product uit de reclame?

Uit welke provincie denk je dat de spreker komt?

- Brabant
- Drenthe
- Flevoland
- Friesland
- Gelderland
- Groningen
- Limburg
- Noord-Holland
- Overijssel
- Utrecht
- Zeeland
- Zuid-Holland

Ik vind dat de spreker klinkt als ...

	Helemaal oneens	Oneens	Enigszins oneens	Neutraal	Enigszins eens	Eens	Helemaal eens
Koning Willem-Alexander	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
de minister-president	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
een nieuwslezer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Ik vind dat de spreker ... klinkt

	Helemaal oneens	Oneens	Enigszins oneens	Neutraal	Enigszins eens	Eens	Helemaal eens
vriendelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
hartelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
warm	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Wat is je geslacht?

- Man
- Vrouw
- Anders

Wat is je leeftijd?

Wat is je hoogst genoten opleiding?

- WO
- HBO
- MBO
- Middelbare school
- Basisschool

Waar ben je geboren?

Waar heb je de afgelopen vijf jaar gewoond?

Woon je in een stad?

- Ja
- Nee

Spreek je zelf met een accent?

- Ja
- Nee

Zo ja, hoe sterk is je accent?

- Erg zwak
- Zwak
- Neutraal
- Sterk
- Erg sterk

Ik vind mensen die spreken met een accent ...

	Helemaal oneens	Oneens	Enigszins oneens	Neutraal	Enigszins eens	Eens	Helemaal eens
leuk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
interessant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
gezellig	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
hartelijk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
prestigieus	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
van hoge status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Bedankt dat je wilde deelnemen aan dit onderzoek! In dit onderzoek onderzocht ik de effectiviteit van een accent op de overtuigingskracht van een radioreclame. Mocht je nog vragen hebben kan je mij altijd contact met mij opnemen via