

# Foreign Language in Dutch Advertisements

*A Study towards the Use of the COO Marker 'Foreign Language' in  
Dutch Advertisements.*



**Bachelor Thesis – International Business**

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## 1. Abstract

In their pursuit of attracting consumers nowadays, Dutch advertisers use the COO marker ‘foreign language’ in their advertisements. However, very few motives are yet known about why advertisers use foreign language in their advertisements and therefore, this study aims to provide motives given by the advertisers and compares those motives with the motives from previous studies. Within this study, seventeen qualitative interviews have been conducted with advertisers to get to know about their motives, with the focus on the foreign language. Whereas previous studies only addressed the English language used within advertisements, this study looks from a wider perspective and includes all foreign languages used by the advertisers from the interviews in their advertisements. The interviews showed that the advertisers came up with sixteen different motives to use foreign language, of which ten motives coincided with previous studies and six were newly extracted. Some motives seem to coincide with previous studies because they were and still are most favourable for advertisers to use. This study ends with providing areas for future research, to help advertisers decide whether and why they should use foreign language within their advertisements.

**Keywords:** Advertisements, COO, Foreign Language

## 2. Background

‘*Casa di Mama*’ (Dr. Oetker), ‘*La vie est belle*’ (Lancôme), ‘*I’m Lovin’ It*’ (McDonald’s) and ‘*Vorprung durch Technik*’ (Audi) are some examples of advertisements that are regularly shown in the Netherlands (Ster.nl, 2017). The use of these foreign languages, respectively Italian, French, English and German, are examples of a particular advertising strategy as defined by Aichner (2014), and covers the strategy that includes the use of foreign languages (i.e. other languages than the Dutch language) in communication utterances.

However, literature shows that there are more strategies that advertisers use in their pursuit of conveying a message, in which almost every Dutch advertiser is deploying a specific kind of strategy in their communication utterances: so called Country-of-Origin (COO) markers (Aichner, 2014). Whether this happens via television, radio, newspapers or any other kind of information source, it is inevitable

for consumers to not being exposed to multiple of these COO markers every day via the mentioned channels and therefore, there are reasons to assume that these COO markers have their impact on the consumers and their potential (buying) behaviour (Aichner, 2014; Alden, Steenkamp & Batra, 1999; Hornikx, Van Meurs & Hof, 2013; Nijssen & Douglas, 2011; Verlegh & Steenkamp, 1999).

Taking the use of COO markers in advertisements into account, what remains unclear is what the motives of Dutch advertisers are for the use of these COO markers. Although previous research states that the use COO markers in advertisements is effective with regards to creating the right image of a product or service (Cristea, Capatina & Stoenescu, 2015; Beverland & Lindgreen, 2002; Usunier & Cestre, 2007), it is yet unknown what particular motives Dutch advertisers have for the use of COO markers.

In Baker & Van Gelder (1997) and Gerritsen, Korzilius, Van Meurs & Gijssbers (2000), the strategy of using foreign language was examined, and motives of using foreign language were extracted. However, these studies limited themselves to the use of the English language only. Hornikx & Van Meurs (2015) studied the match between the product and the language used in the advertisement, and therefore looked at different languages in general used in advertisements.

However, the advertisers' motives for the use of foreign languages in Dutch advertisements still remain very limited and thus, this study has been conducted and aims to provide this research gap of the advertisers' motives with an answer. This study therefore focuses on the advertisers' point of view regarding the motives of the use of the COO marker 'foreign language' to provide an answer for the question '*What are advertisers' motives for the use of foreign language in Dutch advertisements?*'. Besides, a comparison between the motives from the conducted interviews will be held with the motives mentioned in the literature, and therefore this study also aims to provide an answer for the question: '*To what extent do the motives from the conducted interviews with Dutch advertisers coincide with the motives mentioned in previous studies?*'.

### 3. Theoretical Framework

Although the growing worldwide society, as part of the modern day globalisation, advertisers often seem to stress local and regional elements in their advertising. The emphasis on local or regional environments expresses itself in the way in which the advertisements are set up. An example is the use of the Italian language in olive oil advertisements. In such advertisements, the Italian language is used to put emphasis on the Italian roots the olive oil has. Besides the reference to the country of origin of the oil, in this case Italy, a foreign language attracts and arises curiosity (Domzal, Hunt & Kernan, 1995; Hornikx & Starren, 2008; Hornikx & Van Meurs, 2015; Piller, 2001; Nickerson, Gerritsen, & Van Meurs, 2005). The combination of these two factors, i.e. a reference to the country of origin of the product and curiosity, can lead to specific attention towards the product and ultimately towards (potential) buying behaviour of consumers towards the olive oil (Verlegh & Steenkamp, 1999). The different elements referring to a specific country, so-called Country-of-Origin (COO) markers, are the visual elements of the use of COO markers in advertisements. Also, the country-of-origin effect (Al-Sulaiti & Baker, 1998) is the reason for the use of COO markers in advertisements, because this country-of-origin effect is the impact that the country of origin of a product has on consumers' perceptions of the product (Leclerc, Schmitt & Dubé, 1994; Schooler, 1965; Verlegh & Steenkamp, 1999). It is of importance that the advertisers highlight this country-of-origin effect because marketers need to find new strategies to obtain a most favourable position in the mind of their consumers, time after time. Thus, the use of COO markers can influence the quality, brand loyalty, brand choice and brand preference as perceived by the customers of the brand (Moradi & Zarei, 2012). Several studies, including Aichner (2014) and Alden et al. (1999), made frameworks of these different kinds of COO markers and presented them in lists that realise the identification of culture specific elements and culture positioning strategies used in advertisements. This identification of culture specific elements and culture positioning strategies is an important informational cue in consumers' product evaluation, because of the assumption that consumers can have positive associations with a country or culture. Therefore, international companies can benefit from the effect of COO markers by revealing a product's country-of-origin in their advertisements (Agrawal & Kamakura, 1999; Aichner, 2014; Akaka & Alden 2010; Domzal et al. 1995; Hornikx et al. 2013).

Besides, the idea that a most effective chosen COO marker, i.e. a COO marker that links the product with its specific region or country, contributes towards the advertisers' aim of selling their product, since consumers are willing to spend more money on products when the image of the COO is favourable with the product (Aichner, 2014).

### **3.1. COO Effect**

Since there are multiple different COO markers, and even combinations of these strategies, the question that arises is why advertisers are making use of the COO markers, and maybe even more important what the effects of (the use of) these COO markers are. Do the COO markers have to arise curiosity or particular positive connotations of the product with a particular country, a lifestyle, a certain place or certain values? As mentioned before, consumers are being exposed to a wide variety of (different) COO markers, which are all part of a larger spectrum of possibilities to communicate the message of a, in the eyes of the advertiser, most successful advertising campaign. In this spectrum, the advertisements have to communicate a COO marker to refer to a local, foreign or global consumer culture (Alden et al., 1999; Aichner, 2014) and because of this exposure to a particular culture, the underlying thought of what these COO markers evoke is important to notice, since this factor causes the so called COO effect (Hornikx, Starren & Van Meurs, 2007).

Taking a closer look at this COO effect, the awareness of the fact that ethno cultural products in particular enquire the use of COO marker in their advertisements has to be present (Haarmann, 1989; Trimble & Fisher, 2006). In other words, products that are originally from a particular region or country enquire the use of COO marker to emphasis the region or country where the product is from, and therefore emphasis the original product's background. Since advertisers want to sell these products that originally come from a different (cultural and geographical) background, the COO effect has to be taken into account. This awareness of the COO effect means that the use of COO markers has to be well considered by advertisers to make the COO markers convey the background of the product well in consumers' minds.

Therefore, a look at the consumers' minds is required, and since consumers make use of product-country related images to evaluate products, images are often referred to as product-country images when they are associated with a COO (Verlegh, Steenkamp & Meulenberg, 2005). The impact of a product's COO is therefore called the COO

effect (Aichner, 2014), and it explains the coherence between product and COO of the concerning product.

Taking the COO effect into account, it is important to notice that the consumer should not only have positive connotations with a certain country, but also with a specific product related to the concerning country. Therefore, the country and the product have to evoke shared associations (Roth & Romeo, 1992). In other words, the COO effect should not only address a specific country; it should also be product category specific (Lampert & Jaffe, 1998; Rosenbloom & Haefner, 2009). An example is Turkey. The country has a product category reputation of fine (Persian) carpets, but has not (yet) established itself as a country that has created a strong connotation with these carpets. In this case, the country has a strong product image, but a weak brand image (Diamantopoulos, Schlegelmilch & Palihawadana, 2011). This example therefore illustrates that countries do not naturally evoke associations with particular country related products. In this case, Turkey does not naturally connote to carpets, but carpets do connote to Turkey. A favourable use of COO markers in advertisements including carpets from Turkey could therefore increase the COO effect of Turkey and carpets, and could therefore increase the coherence between country and product. Adding to this example, it is stated that COO does in matter in particular when consumers evaluate low-involvement food products. However, when the products have to be evaluated in combination with a higher-involvement, where other factors such as price and brand become more important, the impact of the COO is weak and the brand itself becomes the determining factor (Ahmed et al., 2004). Examples of matching COO markers with products are e.g. Italy with fashion, because of their stylishness and good taste, France with perfumes, because of their elegance, beauty and attractiveness and Germany with technology, because of their quality, precision and reliability (Chiaro 2009; Haarmann, 1989; Hornikx et al., 2007; Kelly-Holmes 2000; 2005). Therefore, consumers are likely to associate e.g. leather purses with Italy, perfumes and make-up with France and cars with Germany. Eventually, the associations might lead to a buying behaviour from the consumer, in which the associated product from the organisation using certain countries in their advertisements is being bought on the basis of COO markers. As stated, these matches between country and product arise because consumers link certain countries with certain values and characteristics, which make the product, in the consumers' minds, applicable and adjustable to certain standards (Jaffe &

Nebenzahl, 2001; Usunier & Cestre, 2007).

### 3.2. Foreign Language

As a result of favourable associations consumers have with a country or culture, international companies can benefit from revealing the product's COO in their advertisements (Gerritsen et al., 2007). In general, country-related aspects, and therefore COO markers, can be considered as having a certain cultural identity, a political climate, a certain language, a history, a typical landscape, certain economic and technological developments, a religion or (a stereotype of) certain people (Kaynak, Kucukemiroglu & Hyder, 2000). Since there are so many different kinds of COO markers, think about a particularly used accent or language, an environment or the use of symbols, Aichner (2014) introduced a list of strategies in which he made distinctions between different kinds of COO markers. Aichner (2014) developed his list and included eight different indicators. Table 1 provides an overview of the eight strategies of Aichner (2014), including a definition of the different strategies and an example of each strategy. An additional ninth, by Aichner (2014) not mentioned COO marker, is one that is clearly distinguishable from the other eight, but as said before is not specifically mentioned as an individual strategy by Aichner (2014). Since this ninth strategy is an often-used strategy as well, this extra strategy could be described as the following: a strategy in which the COO of a product is mentioned, by simply referring to the COO. A possible reference to this added strategy could be the so-called 'Reference to COO and its inhabitants' (not to be confused with the 'Made in' statement).

**Table 1.** COO strategies by Aichner, 2014

Strategy	Example
1. 'Made in...'	'Made in China.'
2. Quality and Origin Labels	Prosciutto di Parma (PDO Label)
3. COO embedded in the Company Name	Garuda Indonesia
4. Typical COO Words Embedded in the Company Name	Husky Energy
5. Use of the COO Language	'Das Auto' (Volkswagen)
6. Use of Famous or Stereotypical People from the COO	Paturain

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7. Use of COO Flags and Symbols	Pizza boxes with Italian flags
8. Typical Landscapes or Famous Buildings	Leaning Tower of Pizza
9. Reference to COO and its Inhabitants	<i>'Pizza according Italian recipe.'</i>

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Since this study specifically focuses on the COO marker 'foreign language', Aichner's (2014) fifth strategy, a more complete view on this element is required. The implementation of this strategy into a organisation's benefit can be done via several ways, e.g. in the organisation's brand name itself, in the organisation's slogans or potentially even in the organisation's advertisements (Aichner, 2014). Research has been conducted to examine the use of a COO language in advertisements. It has been shown that a foreign language can implicitly raise a COO (Aichner, 2014; Alden et al. 1999) and that a foreign language in advertisements does catch the attention (Domzal et al. 1995; Piller, 2001). Hornikx & Van Meurs (2015) presented an overview of the effects of (the use of) a foreign language, where the coherence between the product and the language plays a crucial role in the effectiveness and reckoning of the advertisements (Hornikx & Hof, 2008; Hornikx & Van Meurs, 2015; Hornikx et al. 2013). Hornikx & Starren (2006) conducted research on the importance of the understanding of the foreign language in advertisements, and highlighted the special case that the English language is, since English often refers to internationality instead of referring to a specific country. This leads to different conceptions about English being used in advertisements, because as said it can refer to an English speaking country, but it can also be a reasons to stress the internationality of the product or service that the organisation wants to stress.

Now that the meaning of the COO marker 'foreign language' is briefly sketched, a closer look can be held at the main focus of this study; the use of the COO language, and the advertiser's motives of the use of this particular strategy. A study that supports the idea that the English language is penetrating more and more advertisements across European countries that do not have English as their main language is the study by Gerritsen (1995); a study that shows the use of the English language in product advertisements in newspapers, newsmagazines, family magazines and glossies in Spain, Italy, France, Germany and the Netherlands. The results of this study shows the percentages of English language in the countries' advertisements, namely 7% for Spain, 6% for Italy, 22% for France and 19% for both Germany and

the Netherlands.

Several reasons can be provided by advertisers for the use of a foreign language in their advertisements, and firstly, several studies show that ‘people can accurately assess their ability to recognise items that they cannot recall in a test of paired-associate memory’ (Tversky & Kahneman, 1973). According to this finding, new, and yet unknown, items immediately make their impact in a person’s mind. Also, waves of recognition play a role in the human mind, and thus in the perception and reception of new items a human being is being exposed to, even more when a new and unknown item is being recognised after the first time someone has seen it. This recognition might be the main reason for the repeating chosen strategy of the use of COO in advertisements, in which exposure of the COO markers arises this recognition. This idea is supported by multiple research that state that specifically foreign languages, and thus the unknown element of foreign language, are effective when including them in advertisements (Hornikx & Van Meurs, 2015; Hornikx et al., 2013; Nijssen & Douglas, 2011; Piller, 2001; Nickerson et al., 2005), although the product and the language have to match (Domzal et al., 1995; Hornikx & Hof, 2008; Hornikx & Starren, 2006; 2008; Hornikx et al., 2007; Maheswaran, 1994; Neelankavil, Mummalaneni, & Sessions, 1995; Usunier & Cestre, 2007; Verlegh et al., 2005).

Secondly and adding to this finding of the unknown element that a foreign language brings, it is also stated that a foreign language stimulates readers to pay attention to a message brought to consumers in an unfamiliar way, e.g. a message in a foreign language (Alm, 2003).

Thirdly, building on the idea that a message is not only about the content, but also about the way it is presented, Eastman & Stein (1993) introduced the so called ‘*language display*’ theory. This theory indicates that foreign languages used for advertising purposes not only communicate a meaning, but also associations with the speakers of the foreign language. Thus, it can be said that the use of a foreign language, besides its content, also has a symbolic function. Haarmann (1989) even goes one step further, stating that in some cases only the symbolic function of the communication utterance is of any importance, leaving the complete literal meaning of the utterance out.

Also, several studies state that organisations behind advertisements try to position themselves as a global player in the world economy, an aim that can

potentially be aided via the use of the English language, since English is recognised as the world's international language (Alm, 2003; Piller, 2003). However, it has to be mentioned that the latter study only focuses on the English language. Therefore, it is not analysed whether a foreign language other than English also implies an organisation to be a global player. Besides, it is not known to what extent being a global player in the world economy plays a role in the advertisers' reasons for the use of a foreign language in their advertisements, as goes for the other reasons in favour of the use of a foreign language in advertisements. In other words, it is yet unknown what advertisers' motives are for the use of foreign languages in advertisements.

### **3.3. Motives**

What remains unclear is why advertisers use foreign languages in their advertisements, and thus what the advertisers' motives of using these foreign languages in their advertisements are. Both Baker & Van Gelder (1997) and Gerritsen et al. (2000) only addressed the English language as a foreign language. Besides, both mentioned studies are very brief concerning the given motives, and both did not systematically study motives in favour of foreign languages in advertisements. Baker & Van Gelder (1997) examined advertisements and communication utterance across the whole of Europe, but had their focus on the Netherlands. In particular, they focused on the use of the English language in Dutch advertisements, and found motives amongst the advertisers for the use of English in their Dutch advertisements. The motives included 'English is cool', 'English applies to the youth' and 'nowadays, you see English everywhere'. Another motive by the advertisers in this study was that 'English will be understood anyway' amongst the Dutch consumers, something that was proven wrong after Dutch consumers were asked about what had been said within the advertisements that included English. Adding to the findings of Baker & Van Gelder (1997), Gerritsen et al. (2000) examined broadcasted advertisements on Dutch national television (Nederland 1), and after the assembly of the advertisements, ten random advertising agencies were interviewed. The agencies mentioned that they used the English language in their advertisements because 'English is international', 'English is cool' and 'it gave 'English gives a modern flavour to an advertisement'. Besides, it was mentioned that it would be 'good for a product's image to be associated with the English language'. What the advertisers also thought, was that 'everyone in the Netherlands would understand the English language anyway', and

thus that the use of the English language only had advantages in comparison with the use of Dutch language in advertisements (a perception that, again, was proven wrong after Dutch consumers were asked about what had been said within the advertisements that included English, just as in the study by Baker & Van Gelder (1997)).

Besides the studies of Baker & Van Gelder (1997) and Gerritsen et al. (2000), Hornikx & Van Meurs (2015) conducted a study in which they attempted to find out about advertisers' motives for the use of a foreign language in advertisements. They assembled different reasons and possible effects of the use of foreign language in advertisements, which were presented in the form of claims, including four psycholinguistic claims and three sociolinguistic claims. The psycholinguistic claims consisted of the following four findings:

1. A foreign language is more difficult to understand than the consumers' first language.
2. A foreign language evokes different associations than the consumers' first language.
3. A foreign language attracts more attention than the consumers' first language.
4. A foreign language leads to different recall of the product and ad than the consumers' first language.

The three sociolinguistic claims consisted of the following three findings:

1. A foreign language evokes ethnocultural associations.
2. A foreign language is more effective for products that are congruent with the country where the language is spoken.
3. Comprehension of the foreign language is not necessary for its effectiveness.

And thus, as the findings of Hornikx & Van Meurs (2015) display, the use of foreign language in advertisements can have different effects, varying from psycholinguistic and sociolinguistic motives.

Since so little literature is available on the advertisers' motives for the use of foreign language in their advertisements, this study has been conducted. To fill this research gap, interviews with Dutch advertisers led to Research Question 1: '*What are advertisers' motives for the use of foreign language in Dutch advertisements?*'. In order to provide this research question with an answer, seventeen interviews with COO markers have been conducted with Dutch advertisers, of which fifteen included the COO marker 'foreign language'. Therefore, only the fifteen interviews that

included the COO marker ‘foreign language’ will be used to formulate an answer for Research Question 1. Besides, a comparison between the provided motives from the conducted interviews will be held with the motives mentioned in the literature by Baker & Van Gelder (1997), Gerritsen et al. (2000) and Hornikx & Van Meurs (2015). Therefore, Research Question 2 is formulated as the following: ‘*To what extent do the motives from the conducted interviews with Dutch advertisers coincide with the motives mentioned in previous studies?*’.

## 4. Method

### 4.1. Instrumentation

For this study, seventeen qualitative interviews with Dutch advertisers were conducted in order to examine the motives of using foreign language in advertisements. Though various possible research methods could have been chosen, the reason for conducting interviews as the approach towards coding was chosen because of the high quality that interviews offer, including the face-to-face contact with interrogation possibilities. The interviews consisted of in-depth questions about the advertisers’ motives to choose a particular foreign language in their advertisements. At first, more general and open questions were asked to form the basis of the interview. Later on, the interviews moved on to more language-related specific questions, to fill gaps in previous research. The majority of the interviews were conducted by one interviewer, where two interviews were conducted by two interviewers to complement each other.

The conducted interviews included questions about the theories of Aichner (2014), Van Enschot et al. (2015) and foreign languages in advertisements. On the basis of these questions and the provided answers by the advertisers, a further elaboration followed to acquire extra and in-depth answers and analyses about the advertisers’ minds, ideas and motives. When a specific theory or concept was asked about, the interviewer provided the advertiser with the necessary instructions to form an applicable answer to the question according potential jargon or underlying thoughts of the theory or concept. The exact interview questions are attached in this paper, therefore, see Appendix A.

To minimise the effect that the interviewer brought with his/her presence at the interviews, he or she only restricted him/herself to ask questions and asked for

elaboration on the answers provided by the advertisers, i.e. the interviewer did not direct the interview in a certain way, but only structured the interview by asking the beforehand chosen interview questions. Besides, before and during the interviews it was mentioned multiple times that there were no wrong answers, an idea that might have increased the reliability of the answers provided by the advertisers because it might have reduced stress to formulate for example politically correct answers.

## **4.2. Participants**

Seventeen qualitative interviews were conducted for this study, which means that seventeen different participants took part in this study (see Appendix E). All participants were advertisers and were approached on the basis of whether they used COO markers in their advertisements, because the only criterion in the selection process of the advertisers was that the advertisers used COO markers in their advertisements.

The advertisers all had different backgrounds, i.e. the organisation that they were working for. The companies did differ from each other in a way in which they varied from food companies to luxury good companies and furniture companies, and so all advertisers and companies had a different background, but did all include COO markers in their advertisements. The focus of the interviews was on the use of foreign language, to specifically find out about the advertisers' motives for the use of these foreign languages.

A total of seventeen advertisers took part in this study, of which thirteen were male and three were female. The average age of the participants was 40 years old, with the youngest advertiser being 21 years old and the oldest being 58 years old, which gave a range of 37. For one participant, his age was unknown, as was the level of education for another participant. The other participants indicated that fourteen were university educated, with five on WO level and the other nine on HBO level (note that the participants were all Dutch and educated in The Netherlands, hence the WO and HBO levels of education). Of the other two participants, one finished his secondary school education (HAVO) and the other one finished her Detailhandel. Therefore, the most frequent finished education level was the HBO (nine participants), with the lowest education being HAVO and highest WO. The experience that the participants had was unknown in three cases. The other participants varied in years of experience from one year to 37 years, and thus with a

range of 36 and an average of 12.5 years of experience.

### **4.3. Procedure**

The interviews were conducted between the 14<sup>th</sup> of April 2017 and the 10<sup>th</sup> of May 2017 on various locations, decided after an agreement was made between the interviewers and the advertiser, where the interviews were carried out face to face, with two exceptions where the interviews were carried out on a two-one basis, as a cooperation between two interviewers. The advertisers were contacted via email (for the exact email, see Appendix B) or in person in some cases. When an agreement was made about conducting an interview, a consent form had to be filled in by both the advertiser and the participants (for all the consent forms, see Appendix C). After the aim of the study was explained to the participants, and the participants' approval was asked for and confirmed, the interviews were recorded and later on transcribed. The recordings started with some general information from the interviewer in which appreciation for the participation was mentioned, it was said that the output of the study could be shared with the advertiser, the aim of the study was mentioned and the fact that there are no wrong answers was given (see the beginning of Appendix A). The actual interview about the advertisements then started by showing the participants his/her advertisement, the advertisement where the questions referred to. The interviews lasted between 45 minutes and 100 minutes.

### **4.4. Data Analysis**

After the interviews were conducted, the interviewers transcribed the recordings. What followed was the design of a most complete coding scheme that included every possible input from the transcription, until every applicable phrase from the transcriptions could be labeled and therefore would be covered by the coding scheme (see Appendix D). The process of developing this coding scheme went via an iterative process, in which trial and error with different phrases formed insights into potential missing codes and if a code missed, it was added to the coding scheme. Also, the theories of Aichner (2014) and Van Enschot et al. (2015) were used for the development of different codes. After the coding scheme was developed, two different coders then manually and independently coded 5 randomly chosen interviews to test the reliability of the interviews. This coding went in a way in which the coders had to individually identify the fragments from the transcripts and had to

label these fragments on the hand of the codings from the coding scheme. After these individual codings, the two coders compared their codings and decided how to label the codings they disagreed upon in the first place. When no consensus was reached between the two coders, the coder who led the interview had the decisive saying about the phrases and how they would be coded. The intercoder reliability was measured in percentages with an agreement in 88% of the cases.

## 5. Results

In total, fifteen of the conducted seventeen interviews included the COO marker 'foreign language' in their advertisements. Therefore, only those fifteen interviews will be included this study's results.

### 5.1. Motives for Foreign Languages

Within the fifteen interviews, the advertisers provided a total of sixteen different motives for the use of a foreign language in their advertisements, in which the advertisers were able to mention more than one motive for the use of the COO marker 'foreign language'. Therefore, the maximum of different motives for the use of foreign language was seven, whereas the minimum of motives given for the use of foreign language was two.

It occurred twice that seven motives were provided for the use of a foreign language in advertisements, with the given motives being '*Foreign Parent Organisation*', '*International Market*', '*Flair of the Language*', '*Competitors*', '*Fitting with the Target Audience*', '*Attractiveness*' and '*Authenticity*' for one advertiser, where the other advertiser gave the motives '*Not Translatable*', '*International Market*', '*Attractiveness*', '*Foreign Parent Organisation*', '*Recognition*', '*Flair of the Language*' and '*Competitors*'). It occurred five times that only two motives were given for the use of a foreign language in advertisements, with the given motives being '*International Market*' and '*Fitting with the Target Group*', '*Attractiveness*' and '*Recognition*', '*Foreign Parent Organisation*' and '*Fitting with the Product's Origin*', '*International Market*' and '*Flair of the Language*' and lastly '*Authenticity*' and '*Credibility*'. Table 2 provides an overview of all the given motives for the use of foreign language within the fifteen interviews, as well as a definition and the frequencies of the use of the motives.

**Table 2.** Advertiser's motives for the use of a foreign language in advertisements.

<b>Motives</b>	<b>Definition</b>	<b>Frequency</b>
International Market	Advertisers use foreign language because of the international market.	11
Competitors	Foreign language is used because competitors also use it, or because competitors do not use it.	8
Flair of the Language	The specific foreign language got flair.	8
Attractiveness	The use of a foreign language is attractive.	7
Foreign Parent Organisation	The parent organisation is foreign, and obliges all its branches to use the same language.	5
Recognition	Foreign language has a connotation with the product, and therefore brings recognition.	4
Authenticity	Foreign language implies that a product remains authentic and close to its origins.	3
Credibility	Foreign language increases the credibility.	2
Direct Association with the Country	Foreign language immediately associates with a specific country or region within a country.	2
Evocation of Ambience	Foreign language evokes an atmosphere that is in line with the general atmosphere in the country where that language is spoken.	2
Fitting with the Product's Origin	Foreign language is used to emphasise the product's country-of-origin.	2
Fitting with the Target Group	Foreign language is adjusted to the target group.	2
Quality	Foreign language is used to refer to the country where that language is spoken.	2
Challenge to Understand	Foreign language is used as an element to make the advertisement a challenge to understand.	1
Not Translatable	The word or phrase in a foreign language is not translatable into a Dutch word or phrase.	1

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Remembrance of the Advertisement	Foreign language is used to make consumers remember the advertisement.	1
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The most mentioned motive within the interviews was that the organisations operate on the *International Market*. This motives included that, be it on a voluntarily basis, the advertisers used a language more internationally well known or interesting, instead of their local language:

*‘English is the most used language in the world and if we want to sell our products on the international market, we have to use English to attract customers.’*

The second most mentioned motive, *Competitors*, was mentioned in a very diverse way. This means that some advertisers used a foreign language in their advertisement because their competitors did the same thing, and thus it was the trend:

*‘We have to join the current stream, otherwise we will lose customers because we seem odd or old fashioned.’*

But also, other advertisers mentioned that they used a foreign language because their competitors did not use it, and thus using a foreign language would make them appear unique in their way of advertising:

*‘We will not join the others in using a foreign language, we keep doing it our way.’*

The next motive, *Flair of the Language*, included that the specifically chosen language was seen as having flair around it. In some cases, advertisers thought the language was too obvious and tempting not to use:

*‘What fits better with a pizza advertisement than the Italian language?!’*

The motive *Attractiveness* was provided by the advertisers to mention that they thought a foreign language was attractive within advertisements. Unlike the motive

*Flair of the Language*, the motive *Attractiveness* is about foreign language is general, and thus not the use of a specific language:

*‘Using the English language attracts so much more consumers than the standard Dutch language, it just sounds better.’*

Also, even an accent within a foreign language was seen as attractive by advertisers, particularly in combination with a certain character:

*‘An Australian character with an Australian accent; it really pleases and supplements the values of our product.’*

A more or less obliged motive that advertisers provided about the use of foreign language in their advertisements, was the given that they had to use the language of their *Foreign Parent Organisation*, because this organisation wanted to use the same advertisements in all their branches across the world. Note that this motive, compared to *International Market* was obliged to be in a specific language, whereas the advertisements with the motive *International Market* were voluntarily in a foreign language.

Advertisers also stated that when a foreign language (or even a foreign language with an accent) had a connotation with a product, the language added *Recognition* towards the product:

*‘Steve Irwin was a well-known adventurer. As we want to position our product adventurous as well, an accent like his will coincide with the characteristics we want to give our product.’*

Also, the use of a foreign language could be implemented into the organisation’s advertising strategy, and the organisation would therefore be recognised by their way of using the foreign language:

*‘We used this English slogan as we always use English. Therefore, consumers will recognise us within our market because we use the English language all the time.’*

Another mentioned motive was *Authenticity*, to imply that their product remained close to its origins and that the product remained itself:

*‘We could have translated our product name within the advertisements, but this is the name we gave our product, and the way it remains.’*

Also, *Credibility* was a mentioned motive. When a language was used in an advertisement in combination with a product from a country where that language is spoken, the product’s origin from that country is seen as more credible:

*‘The language in combination with our product more or less ensures our consumers that the product comes from this specific country, something we want our consumers to realise and know.’*

When a foreign language was used to make a *Direct Association with a Country*, the language (and potential visuals) immediately created an association with a specific country:

*‘Our name referring to gardens in combination with an English landscape immediately refers to the English gardens.’*

When a language was used to *Evoke an Ambience*, the language was straight in line with the general idea of ambience in the specific country where the advertisers were aiming at:

*‘We wanted to use the language to create a certain atmosphere. It is great to see that people with the same passion for America feel attracted to this atmosphere and our products.’*

Other than a *Direct Association with the Country, Fitting with the Product’s Origin* was mentioned as a motive because the specific product was from a country where the language was spoken. Thus, no other elements than the language (in the example

below very exaggerated) were used to make a reference towards a specific country. The specific language also reflected the status of the product:

*‘We wanted to stress the American roots of our product. Over-the-Top American is what we aimed for; America comes back in every single aspect of our products and advertisements.’*

*Fitting with the Target Group* is a motive that was mentioned because the particular target group of the specific advertisement was closely related to the language:

*‘Arabic is a language that is spoken within our target group, thus this language will reach our target group more easily than the local language.’*

The motive *Quality* is used to emphasize the quality of the products from a particular country, because of the country’s or region’s specific quality labels in a certain market focus:

*‘This country is known for the product and we wanted to put emphasis on the quality from this particular country, why not using the language from that country then?’*

*Challenge to Understand* is a motive that was used to make the advertisement a bit like a challenge, in such a way that the meaning of the foreign word or phrase was not clear in first instance, but after a little thinking it was:

*‘The fact that you have to think about our advertisement, there is a bit of a challenge in it. This is what is giving us as a brand an intelligent look.’*

*Not Translatable* was used as a motive because the word or phrase that was used in a foreign language did not have an equivalent in Dutch:

The last mentioned motive, *Remembrance of the Advertisement*, is a motive in which advertisers wanted consumers to remember the advertisement on the hand of using a foreign language:

*‘Using English in stead of Dutch is not about the attention we want and get, but it is about the remembrance towards our advertisement.’*

## 5.2. Comparison with Literature

Several motives from the interviews did coincide with the recognised motives from previous studies. However, the advertisers in the conducted interviews also provided new motives. Table 3 provides an overview of all motives for the use of foreign language provided by the conducted interviews, compared to Baker & Van Gelder (1997), Gerritsen et al. (2000) and Hornikx & Van Meurs (2015).

**Table 3.** Motives for foreign language in advertisements compared with previous studies.

Motive	Baker & Van Gelder (1997)	Gerritsen et al. (2000)	Hornikx & Van Meurs (2015)
International Market		X	
Competitors	X	X	
Flair of the Language	X	X	
Attractiveness			X
Foreign Parent Organisation Recognition			
Authenticity			
Credibility		X	
Direct Association with the Country			
Evocation of Ambience			X
Fitting with the Product’s Origin			X
Fitting with the Target Group	X		
Quality			
Challenge to Understand			X
Not Translatable			
Remembrance of the			X

Note that an 'X' indicates that the motive did coincide with the concerning study

A total of ten motives coincided with the literature, of which three motives matched with Baker & Van Gelder (1997); '*Competitors*', '*Flair of the Language*' and '*Fitting with the Target Group*', four with Gerritsen et al. (2000); '*International Market*', '*Competitors*', '*Flair of the Language*' and '*Credibility*' and five with Hornikx & Van Meurs (2015); '*Attractiveness*', '*Evocation of Ambience*', '*Fitting with the Product's Origin*', '*Challenge to Understand*' and '*Remembrance of the Advertisement*'. Note that motives from previous literature also coincided with other previous literature; both Baker & Van Gelder (1997) and Gerritsen et al. (2000) extracted the motives '*Competitors*' and '*Flair of the Language*' from their studies.

A total of six motives did not occur in previous studies, and were therefore newly extracted from the interviews; '*Foreign Parent Organisation*', '*Recognition*', '*Authenticity*', '*Direct Association with the Country*', '*Quality*' and '*Not Translatable*'.

## 6. Conclusion

This study aimed to identify advertisers' motives to make use of foreign language in their advertisements. Within fifteen conducted interviews with advertisers, a total of sixteen different motives were mentioned, namely '*International Market*', '*Competitors*', '*Flair of the Language*', '*Attractiveness*', '*Foreign Parent Organisation*', '*Recognition*', '*Authenticity*', '*Credibility*', '*Direct Association with the Country*', '*Evocation of Ambience*', '*Fitting with the Product's Origin*', '*Fitting with the Target Group*', '*Quality*', '*Challenge to Understand*', '*Not Translatable*' and '*Remembrance of the Advertisement*'. The motive that was provided the most, eleven times, was '*International Market*'.

Also, this study aimed to potentially compare motives from this study's interviews with motives that were already mentioned in previous studies. A total of ten motives did coincide with motives from previous studies, namely '*Competitors*', '*Flair of the Language*' and '*Fitting with the Target Group*' (with the study of Baker & Van Gelder, 1997), '*International Market*', '*Competitors*', '*Flair of the Language*' and '*Credibility*' (with the study of Gerritsen et al., 2000) and '*Attractiveness*',

*'Evocation of Ambience', 'Fitting with the Product's Origin', 'Challenge to Understand' and 'Remembrance of the Advertisement'* (with the study of Hornikx & Van Meurs, 2015). There were six motives that did not occur in previous studies, namely: *'Foreign Parent Organisation', 'Recognition', 'Authenticity', 'Direct Association with the Country', 'Quality' and 'Not Translatable'*.

## **7. Discussion**

### **7.1. Explanation of the Results**

The findings of this study partly coincide with the findings of previous studies in such a way that ten motives extracted from this study did occur in previous studies (Baker & Van Gelder, 1997; Gerritsen et al., 2000; Hornikx & Van Meurs, 2015) and six motives did not and therefore were new. Thus, this study partly provides an expansion to the motives used by advertisers for the use of foreign language in advertisements.

As the main aim of advertising is to stimulate consumers to increase their potential (buying) behaviour towards the advertiser's product (Alden et al., 1999; Nijssen & Douglas, 2011; Verlegh & Steenkamp, 1999), the use of the COO marker 'foreign language' aids in this process of doing so. Therefore, the use of the strategy 'foreign language' within the advertisement aims to create a right image of a product or service (Beverland & Lindgreen, 2002; Usunier & Cestre, 2007). The way in which advertisers want to achieve this goal of creating a right image of a product or service might not have changed over the years, and therefore advertisers might still have the same motives for the use of foreign language in advertisements as they had in the past. Also, the motives that were extracted in this study and coincided with the motives from previous studies might just be the most popular and convincing motives in the eyes of the advertisers, hence the continued presence of those motives in advertisers' minds nowadays. Thus, the findings in this study confirm that the use of certain motives from previous studies is still applicable on today's advertisements, which indicates that these motives were and still are favourable for advertisers to use. However, new motives were also found within this study, which are expanding the knowledge from previous studies about advertiser's motives for the use of foreign language.

An explanation for the finding of new motives could be that previous studies only interviewed a restricted amount of advertisers, and therefore only acquired a few

motives, whereas other motives remained unknown. This explanation is in line with the limitations of Baker & Van Gelder (1997) and Gerritsen et al. (2000), given the fact that they did not conduct interviews on a large scale. Another explanation could be that advertisers nowadays have the feeling that they have to approach consumers differently, and therefore use foreign language now whereas they did not in the past. A last possible explanation for the use of new motives could be that certain languages other than English are becoming better known in the Netherlands, a finding that once again is in line with the findings of Baker & Van Gelder (1997) and Gerritsen et al. (2000), who's studies only concerned the English language and therefore did not address questions about motives of the use of other languages than English.

## **7.2. Limitations**

A limitation of this study was the fact that not in every interview the complete interview list was being asked, which endangered the reliability of the results. Coherent with the aforementioned limitation, the limited time for the completion of the interviews had also been a factor that limited the reliability of the interviews and the results. A third limitation was the fact that the advertisers were recorded, which might have lead to more social accepted answers. Another limitation was the personal interpretation of how the coding scheme had to be filled in by the coders, something that might have lead to different interpretations by the different coders. This possibly influenced the coding of the interviews, and thus might have lead to different interpretations of the data. A last limitation is that more interviews could have been addressed to other languages than the English language, since English can be seen as a special case (Hornikx & Van Meurs, 2015). This is due to the fact that English is seen as the number one international language, and thus English often makes a reference to internationality, not per se towards an English speaking country (Hornikx & Starren, 2006).

## **7.3. Recommendations**

As have more qualitative studies, the number of advertisers could have been more. Seventeen interviews were conducted, of which fifteen were used for this study's focus. Thus, more interviews could have possibly lead to more motives and therefore even more new insights into the advertisers' motives in general. Future research could also build on from the coding scheme used in this study, and potentially expand the

scheme when more motives occur. A replication of this study with advertisers from other countries than just the Netherlands could also lead towards different motives, something that a possible future study can focus on as well. Lastly, possible future research, potentially in other countries, could also confirm the mentioned motives by Dutch advertisers, as they can differ from the results of this study. However, by conducted future research with this research focus, a wider, international and more complete coding scheme could be developed for the use of foreign language in advertisements.

A practical recommendation for other advertisers than the ones that participated in this study can be that they take this study into account when considering the use of foreign languages in their advertisements.

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## Appendices

### Appendix A. Interview Questions (in Dutch)

#### Achtergrondgegevens

**Bedrijf:**

**Geslacht:**

**Leeftijd:**

**Opleidingsniveau:**

**Loopbaan/werkervaring:**

**Functie:**

**Inleiding:**

- Bedank je interviewee voor zijn/haar tijd en geef aan dat de input heel waardevol zal zijn voor je onderzoek. Geef ook aan dat je de resultaten kan delen indien daar belangstelling voor is.
- Voorstellen (jezelf en vragen of de ander zich voorstelt en iets vertelt over zijn/haar achtergrond en functie).
- Doel van dit onderzoek is zoals gezegd de motieven van reclamemakers achterhalen voor het inzetten van vreemde talen en andere kenmerken die verwijzen naar een ander land.
- Vermelden dat het interview opgenomen wordt, vraag of hier bezwaar tegen is.
- Vermelden dat er geen goede of foute antwoorden zijn en dat hij/zij zo vrij mogelijk kan praten aangezien het anoniem is.

#### 1. Motieven voor het gebruik van specifieke markeerders in reclame

Specifieke reclame uiting laten zien met kenmerken die je hebt omcirkeld (dit kunnen de volgende kenmerken zijn: COO, vreemde talen, Engels taalgebruik, afbeeldingen, stereotypen, bekende personen, gebouwen of landschappen).

1. Waarom heeft u 'dit kenmerk' (noem hier het specifieke element uit de advertentie) verwerkt in deze reclame? (geef eventueel als voorbeeld de betreffende COO elementen of vreemde taalelementen uit de reclame waarvoor de respondent verantwoordelijk was).
2. Wat zijn de **belangrijkste** redenen voor het gebruik van dit kenmerk in deze reclame (vreemde taal, afbeelding etc.)?
3. Heeft u overwogen om andere kenmerken te gebruiken in plaats van dit kenmerk?
  - a. Indien geen vreemde taal gebruikt is: waarom niet (Frans, Duits, of Engels)?
  - b. Indien er een afbeelding gebruikt is: waarom een afbeelding i.p.v. deze taal?

- c. Indien er geen afbeelding gebruikt is: waarom geen afbeelding?
4. Welke associaties komen het eerst in u op bij dit kenmerk?
- Denkt u dat deze associaties ook bij de doelgroep opgeroepen worden?
  - Wil u deze associaties ook met dit kenmerk oproepen? Maakt u zich bewust gebruik van deze associaties? En houdt u tijdens het ontwerpen van een reclame rekening met deze associaties?
5. Hangt voor u de keuze voor een bepaald kenmerk in de reclame af van de productsoort/productcategorie?
- Zo ja, wat zijn uw afwegingen om deze kenmerken wel in te zetten?
  - Zo nee, wat zijn uw afwegingen om deze kenmerken niet in te zetten?

## 2. Beoogde effecten van COO markeeders

- Welke effecten verwacht u te bereiken met het gebruik van dit kenmerk (COO, vreemde taal, Engels taalgebruik, afbeelding etc.)? Met andere woorden, wat wilt u overbrengen aan de doelgroep?
- In hoeverre spelen deze effecten een rol bij het ontwerpen van deze reclame?

## 3. Basis voor het gebruik van het gebruikte kenmerk in de reclame 'COO strategieën, vreemde talen, Engels taalgebruik'

- Waarom denkt u dat het kenmerk (de vreemde taal, de afbeelding, etc) die u gebruikt effectief zijn?

Daarna doorvragen:

- Baseert u het gebruik van dit kenmerk op uw intuïtie?
  - Baseert u het gebruik van dit kenmerk op wat andere adverteerders doen? Gaat u hierin mee of juist tegenin?
  - Baseert u het gebruik van dit kenmerk op eigen onderzoek?
  - Ja of nee: baseert u het gebruik van dit kenmerk op literatuur?
- i. Wetenschappelijk of niet-wetenschappelijk
- Bent u bekend met (wetenschappelijke) theorieën rond COO marketing/strategieën?  
.Ja, welke?
  - Bent u bekend met (wetenschappelijke) theorieën over het gebruik van afbeeldingen in reclame?  
.Ja, welke?
  - Maakt u bewust gebruik van theorieën met betrekking tot visuele COO markeeders?  
.Ja, welke?
- Bent u op de hoogte van de effecten van **vreemde talen** volgens de literatuur?
    - Ja: van welke effecten bent u op de hoogte?
    - Nee, leg uit: de effecten van een vreemde taal uit de literatuur kunnen zijn: het trekken van aandacht, een positief imago creëren door de associatie met een bepaald land, het beter onthouden van de advertentie en de associatie met landen.

Daarna doorvragen:

- a. Welke rol speelt de **aandacht trekkende** functie van vreemde talen bij het ontwerpen van een advertentie?
- b. Welke rol speelt het al dan niet **beter onthouden** van reclames die gebruik maken van vreemde talen bij het ontwerpen van een advertentie?
- c. Welke rol speelt **begrijpelijkheid** bij het gebruik van vreemde talen bij het ontwerpen van een advertentie?
- d. Welke rol speelt **taalvaardigheid** van de doelgroep bij het ontwerpen van een advertentie?
- e. Welke rol speelt het **oproepen van associaties** bij het gebruik van vreemde talen bij het ontwerpen van een advertentie? Leg uit: vreemde taal is namelijk vooral effectief als de associatie die de taal oproept past bij de kenmerken van een product, bijvoorbeeld Frankrijk, parfum, elegantie. Houdt u rekening met dergelijke associaties?
- f. Welke rol speelt **product congruentie** bij het ontwerpen van een advertentie? Leg uit: het gebruik van een vreemde taal in combinatie met een congruent product resulteerde namelijk in een hogere waardering van de productkwaliteit, een betere attitude ten opzichte van het product en een hogere koopintentie. Bent u hiervan op de hoogte? En houdt u hier rekening mee bij het ontwerp van een advertentie met een vreemde taal.

#### 4. Evaluatie van Aichner (2014)

1. Er zijn verschillende manieren om in een reclame aan een bepaald land te refereren. Welke elementen die u in reclame verwerkt dienen om associaties met een bepaald land op te roepen?
2. In de literatuur zijn verschillende manieren beschreven om in een reclame aan een bepaald land te kunnen refereren (laat de tabel zien op de volgende pagina, p.5).

##### Vervolgvragen tabel...

- a. Welke van deze strategieën vindt u het meest effectief? Waarom? Gebruikt u dit ook bij het ontwerp van uw reclame uitingen?
  - b. Wanneer de respondent méér dan één antwoord geeft: Welke van de zojuist door u genoemde strategieën acht u zelf het meest effectief? Waarom?
  - c. Welke effecten moeten er volgens u optreden bij de inzet van deze verschillende COO strategieën?
  - d. Welke van deze strategieën zijn volgens u meer expliciet (leg uit, verwijst direct naar het land)?
  - e. Welke van deze strategieën zijn volgens u meer impliciet (leg uit, verwijst minder direct naar het land)?
  - f. Kiest u bij het maken van een reclame bewust voor meer impliciete of meer expliciete strategieën? Waarom?
3. Deze vraag ook stellen als er geen stereotype in de reclame zijn gebruikt. Wat zijn redenen voor u om **stereotyping** (bijvoorbeeld typische mensen uit het land) te gebruiken in reclames waarin COO markeerders verwerkt zijn?
  4. Denkt u dat het gebruik van stereotypen negatieve gevolgen kan hebben?
    - a. Waarom? Waarom niet?
    - b. Welke?
    - c. Houdt u daar rekening mee bij het ontwerp van een advertentie?

'Made in' (bijvoorbeeld: in Germany)	Gebruik van taal van COO (Bijvoorbeeld: Das auto/vorsprung durch technik)
Herkomst- en kwaliteitslabels (bijvoorbeeld: schwarzwaldler schinken)	Gebruik van beroemdheden / stereotypen van COO (bijvoorbeeld: lederhosen dragende Duitser, Michael Jordan)
COO in bedrijfsnaam (Air France)	Gebruik van vlaggen / symbolen van COO (bijvoorbeeld: Italiaanse vlag op een pizzadoos)
Typische COO woorden in bedrijfsnaam (bijvoorbeeld: Husky Energy, Dollar General)	Gebruik van landschappen / gebouwen van COO (bijvoorbeeld: Eiffeltoren, Berg Matterhorn van Toblerone)
Verwijzing naar bepaald COO: <ul style="list-style-type: none"> <li>• 'naar Italiaans recept'</li> <li>• 'Op origineel Belgische wijze bereid'</li> </ul>	

## 5. Afbeeldingen/vreemde talen

1. Waarom zou u gebruik maken van afbeeldingen met COO markeerders in reclame?
  - a. Waarom zou u geen gebruik maken van afbeeldingen met COO markeerders?
2. Waarom zou u wel of geen gebruik maken van vreemde talen in reclame?
3. Waarom zou u een combinatie van vreemde talen en afbeeldingen gebruiken in reclame?
  - a. Wat is het beoogde effect van het gebruik van deze combinatie?
2. Waar kijkt u naar wanneer u een keuze maakt tussen een COO markeerder in de vorm van een afbeelding en een COO markeerder in de vorm van een vreemde taal?
3. Denkt u dat de effecten van teksten versus afbeeldingen verschillend zijn in reclames?
  - . Houdt u hier rekening mee?
6. Geeft u de voorkeur aan COO markeerders in de vorm van afbeeldingen of COO markeerders in de vorm van teksten?
7. Visuele COO-markeerders kunnen verschillende positieve effecten oproepen. Speelt bij de keuze voor een visuele COO-markeerder vooral het oproepen van de country-of-origin een rol, of baseert u zich meer op de positieve effecten van het inzetten van een afbeelding in het algemeen en is het oproepen van de COO bijzaak (of spelen beiden een even grote rol)?
8. Wanneer u de keuze maakt voor een COO afbeelding kijkt u dan naar de aantrekkelijkheid van de COO afbeelding of juist naar de relevantie van de afbeelding?

### 5. 1 Vragen over afbeeldingen vs. vreemde talen:

1. Wat denkt u dat in een reclame belangrijker is, een afbeelding of een tekst?
2. Wat denkt u dat in een reclame meer aandacht trekt, een afbeelding of een tekst?

3. Wat denkt u dat in een reclame beter onthouden wordt, een afbeelding of een tekst?
4. Gebruikt u tekst versus afbeeldingen om op een meer of minder expliciete manier te verwijzen naar een COO?

## 6. Specifieke vragen (alleen stellen als het niet eerder genoemd is)

### 6.1 Vragen over visuele COO markeerders:

1. Waarom gebruikt u afbeeldingen met COO markeerders in reclame?

Subvragen (ja/nee):

- a. Speelt het beïnvloeden van de attitude tegenover de reclame een rol?
- b. Speelt het beïnvloeden van de attitude tegenover het product een rol?
- c. Speelt het beïnvloeden van de koopintentie een rol?
- d. Speelt het beïnvloeden van de gepercipieerde productkwaliteit een rol?

2. (Als voor de reclamemaker meerdere variabelen een rol spelen) Wat speelt de belangrijkste rol?

### 6.2 Vragen over picture superiority effecten:

Naast de mogelijke positieve effecten door het oproepen van de COO, kunnen afbeeldingen zelf ook voor positieve effecten zorgen. Spelen de volgende mogelijk positieve effecten van afbeeldingen een rol bij uw keuze voor het inzetten van visuele COO strategieën?

- a. Het trekken van aandacht door het toevoegen van een COO afbeelding.
- b. Het overtuigender maken van de reclame door het toevoegen van een COO afbeelding.
- c. De emotie opwekkende kracht door het toevoegen van een COO afbeelding.
- d. Het beter laten herinneren van de advertentie door het toevoegen van een COO afbeelding.
- e. Het positief beïnvloeden van het voorstellingsvermogen van de consument door het toevoegen van een COO afbeelding.
- f. Het tegengaan van tegenargumenten door het toevoegen van een COO afbeelding. (acceptatie van visuele claims ligt hoger dan die van linguïstische)

### 6.3. Let u bij uw keuze voor het inzetten van visuele COO-markeerders op de productcategorisatie (Bijv. dure versus goedkope producten)?

1. Maakt u bij het inzetten van visuele COO, onderscheid tussen producten die gericht zijn op plezier (een mooie armband) en producten die vooral functioneel (bijv. een fietsslot) worden bevonden? (meer of minder visuele COO bij producten die op plezier gericht zijn)
2. Maakt u bij het inzetten van visuele COO, onderscheid tussen alledaagse producten (bijv. dagelijkse voedselproducten) en producten waar een langer denkproces aan vooraf gaat (bijv. een auto)? (meer of minder visuele COO bij alledaagse producten)

#### 6.4 Vragen over Engels taalgebruik

1. Kunt u een inschatting maken hoe vaak u ervoor kiest om de Engelse taal in te zetten in plaats van de Nederlandse taal?
2. Hangt deze keuze af van het product/ de doelgroep? Hoe dan?
3. Een aantal redenen die in de literatuur worden gegeven om Engels te gebruiken in advertenties zijn, 'geen vertaling vanuit het Engels mogelijk', 'straalt een internationaal karakter uit' en de besparing van vertaalkosten. Sluiten deze redenen ook aan bij uw keuze voor de Engelse taal? Heeft u nog andere motieven? (bijvoorbeeld modern, trendy, begrijpelijk en leesbaar)
4. Een andere reden die wordt gegeven is dat de Nederlandse consument over het algemeen een goede beheersing heeft van de Engelse taal. Is dit ook een reden voor u om de Engelse taal te gebruiken?
  - a. Doet u, alvorens de advertentie op te stellen, onderzoek naar de taalvaardigheid van uw doelgroep?
5. Wanneer u gebruik maakt van de Engelse of Nederlandse taal, doet u dit ook om het 'land van herkomst' aan te duiden (typisch Nederlands product of juist Engels)?

#### 6.5 Schema van Van Enschot (checklist):

In de literatuur zijn verschillende mogelijke motieven om in een reclame een bepaald kenmerk (vreemde taal, Engels taalgebruik, afbeelding, stereotypen, gebouw/landschap) te gebruiken:

- a. Welke van onderstaande kenmerken vindt u het meest belangrijk (laat tabel zien)? Waarom?

Aandacht trekken	Uitdagen tot nadenken	Passend bij merk
Onderscheiden	Gespreksstof	Passend bij product
Verrassen	Onthouden	Passend bij opdracht
Concurrentie	Capaciteit doelgroep	Nieuwheid product
Tijdsgeest	Ontwerpplezier	Nieuwheid merk
Waardering consument	Onbewust ingezet	Herkenning
Waardering collega's	Wetenschappelijk onderzoek	

## **Appendix B. Email to Advertisers to Ask for Participation** (in Dutch)

Beste heer/ mevrouw,

Mijn naam is [...] en als student(e) aan de Radboud Universiteit te Nijmegen ben ik bezig met mijn scriptieonderzoek. Mijn onderzoek gaat over het gebruik van vreemde talen en verwijzingen naar landen in reclames. Hiervoor wil ik graag mondeling interviews afnemen met Nederlandse reclamemakers over de reclames die zij bedacht of gemaakt hebben. Het interview duurt ongeveer 60 tot 90 minuten. Ik kom graag naar uw bedrijf toe om het interview af te nemen. Als u liever op een andere locatie wilt afspreken is dat uiteraard ook mogelijk. Zou u bereid zijn aan mijn onderzoek mee te werken? De resultaten worden anoniem gemaakt en uw gegevens worden alleen voor dit onderzoek gebruikt. Als u geïnteresseerd bent in de uitkomsten van het onderzoek, dan stuur ik u het rapport uiteraard toe.

Ik hoor graag van u.

Vriendelijke groeten,

Naam

## **Appendix C. Consent Form**

The Consent Forms are all on GoogleDrive. To get access to the forms, please use the following login information:

Link: <https://drive.google.com/drive/folders/0BzOsh1lAtkjHdUltVzBxcXZteGc>

Username: bachelorkring.vtir@gmail.com

Password: Scriptie123!

## Appendix D. Coding Scheme

<b>Foreign Languages, Codes</b>
Attract Attention
Attractiveness
Authenticity
Challenge to Understand
Competitors
Credibility
Direct Association with the Country
Evocation of Ambience
Fitting with the Product's Origin
Fitting with the Target Group
Flair of the Language
Foreign Parent Organisation
International Market
Not Translatable
Quality
Recognition
Remembrance of the Advertisement
Symbolises Product

## **Appendix E. Respondents**

Note that the participants who indicated to want to remain anonymous were not included in this Appendix. Also, Dutch levels of education are indicated in this Appendix.

### **Respondent 1.**

Product Categorisation: Bikes

Gender, Age, Education: Male, 22, HBO

Function: Freelancer

Communication Utterance: Web Design

### **Respondent 2.**

Product Categorisation: Food

Gender, Age, Education: Male, 24, HBO

Function: Marketing Manager

Communication Utterance: Print Advertisements

### **Respondent 3.**

Product Categorisation: Food

Gender, Age, Education: Male, 52, HBO

Function: Sales & Marketing Manager Branded Business

Communication Utterance: Online Advertisements, Packaging Advertisements, Print Advertisements

### **Respondent 4.**

Product Categorisation: Food

Gender, Age, Education: Female, 32, WO

Function: Brandmanager

Communication Utterance: Packaging Advertisements, Print Advertisements, Television/Radio Advertisements

**Respondent 5.**

Product Categorisation: Food

Gender, Age, Education: Male, 41, WO

Function: Strategy Director

Communication Utterance: Television/Radio Advertisements

**Respondent 6.**

Product Categorisation: Food

Gender, Age, Education: Male, 42, -

Function: Art Director

Communication Utterance: Television/Radio Advertisements

**Respondent 7.**

Product Categorisation: Food

Gender, Age, Education: Male, 44, WO

Function: Partner Clients and Strategy

Communication Utterance: Television/Radio Advertisements

**Respondent 8.**

Product Categorisation: Furniture

Gender, Age, Education: Female, 53, Detailhandel

Function: Owner, Office Worker

Communication Utterance: Online Advertisements, Print Advertisements

**Respondent 9.**

Product Categorisation: Clothing

Gender, Age, Education: Male, 21, HBO

Function: Owner, Designer

Communication Utterance: Online Advertisements

**Respondent 10.**

Product Categorisation: Food

Gender, Age, Education: Male, 58, HBO

Function: Partner

Communication Utterance: Television/Radio Advertisements

## **Appendix F. Transcriptions of the Interviews**

The Transcription of the Interviews are all on GoogleDrive. To get access to the transcription, please use the following login information:

Link: <https://drive.google.com/drive/folders/0BzOshllAtkjHRWpvQ1Z1bV9xeTQ>

Username: bachelorkring.vtir@gmail.com

Password: Scriptie123!

## Appendix G. Statement of Own Work (in Dutch)

### Verklaring geen fraude en plagiaat

Print en onderteken dit Verklaring geen fraude en plagiaat formulier en voeg dit formulier als laatste bijlage toe aan de eindversie van de bachelorscriptie die in papieren versie wordt ingeleverd bij de eerste begeleider.

Ondergetekende,

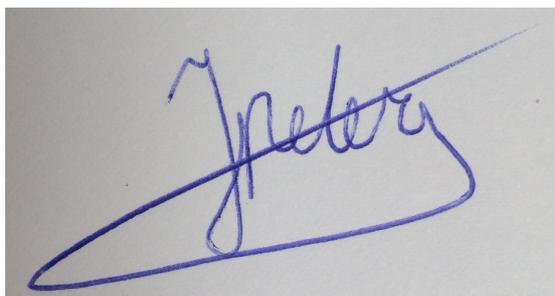
Jan Peters, 4490207

Bachelorstudent Communicatie- en Informatiewetenschappen aan de Letterenfaculteit van de Radboud Universiteit Nijmegen, verklaart met ondertekening van dit formulier het volgende:

- a. Ik verklaar hiermee dat ik kennis heb genomen van de facultaire handleiding ([www.ru.nl/stip/regels-richtlijnen/fraude-plagiaat](http://www.ru.nl/stip/regels-richtlijnen/fraude-plagiaat)), en van artikel 16 "Fraude en plagiaat" in de Onderwijs- en Examenregeling voor de BA-opleiding Communicatie- en Informatiewetenschappen.
- b. Ik verklaar tevens dat ik alleen teksten heb ingeleverd die ik in eigen woorden geschreven heb en dat ik daarin de regels heb toegepast van het citeren, parafraseren en verwijzen volgens het Vademecum Rapporteren.
- c. Ik verklaar hiermee ook dat ik geen teksten heb ingeleverd die ik reeds ingeleverd heb in het kader van de tentaminering van een ander examenonderdeel van deze of een andere opleiding zonder uitdrukkelijke toestemming van mijn scriptiebegeleider.
- d. Ik verklaar dat ik de onderzoeksdata, of mijn onderdeel daarvan, die zijn beschreven in de BA-scriptie daadwerkelijk empirisch heb verkregen en op een wetenschappelijk verantwoordelijke manier heb verwerkt.

Nijmegen, 03-07-2017

Handtekening

A photograph of a handwritten signature in blue ink on a light-colored surface. The signature is written in a cursive style and appears to read 'Jan Peters'. The signature is enclosed within a large, hand-drawn blue oval.