

English Use in Slogans



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Abstract

The present study focused on the translatability of an English slogan into Dutch and its effect on consumers' perception in terms of difficulty and attitude towards the slogan. The difficult comprehension of a foreign slogan may lead to dissatisfaction and therefore have a negative effect on consumer's appreciation of the slogan (Hornikx et al., 2010). It is believed that when consumers evaluate slogans used by companies, their main focus is on the language used, as opposed to the content of the message itself (Lin & Wang, 2016). Therefore, one research question that was proposed for this topic was What is the effect of slogan translatability on consumers perception of slogan difficulty? and the second research question was What is the effect of translatability on the attitude towards the slogan? Both the pre-test and main experiment were conducted in the form of an online questionnaire created with Qualtrics and followed a between-subject design. For the two types of slogans: translatable and non-translatable one type of questionnaire was created. An independent samples t-test showed a significant difference between translatable and non-translatable slogans with regard to the difficulty $t(103) = 14,03, p < .001$. Thus, non-translatable slogans ($M = 4.80; SD = 1.09$) were perceived as being more difficult to comprehend than translatable slogans ($M = 2.22; SD = .75$). This is in line with the findings of Hornikx et al. (2010), which found that easy English slogans were appreciated the most. This entails that the perceived difficulty of comprehension of an English slogan plays an important role in appreciating the slogan (Hornikx et al., 2010)

Keywords: translatability, slogans, attitude towards the slogan, difficulty of comprehension, glocalization

Background information

A slogan represents an appealing phrase that has the role of helping consumers to remember a company, brand or product (Pelsmacker, Geuens & Bergh, 2018). Slogans have a marketing function, with the definitive role of accessing the memory of the consumer when they are faced with the decision of choosing between multiple brands. In marketing, stimulating brand recall and top-of-the-mind awareness increases the chances that person will switch between brands (Pelsmacker et al., 2018). Therefore, slogans play an important role in suggesting the minimal functions or qualities that the brand possess.

With the rise of globalization, important international companies had to acquire a new paradigm in respect to international business (Levitt, 1983). Globalization played a role in imposing this new paradigm by making all products available to anyone. Following this, companies were forced to make a distinction between their products and the competitor's products that were available on the market, and also portray their brand as being flexible and responsive (Grigorescu & Zaif, 2017). Therefore, companies sought to cease the use of standardized products, designs, packaging and promotions, in order to create a forceful brand image in the mind of the consumers (Grigorescu & Zaif, 2017). This measure has been implemented as global corporations received distinctive reactions from consumer that were in different countries, who did not feel in touch with the company's global marketing strategy. For the slogans, this meant adapting them to the local language in order to display flexibility of the brand, which was demanded by consumers (Pelsmacker et al., 2018). Because big companies had to take into account differences in the economic, social and cultural environment of the location where their products were advertised, marketers had to change their strategy from "global" to "glocal" (Dumitrescu & Vinerean, 2010). "Glocal" in this context synthesizes the following idea: "think global, but act local" (Pelsmacker et al., 2018).

As a result, glocalization has become the new paradigm in the communication between brands and markets, with the focus on adapting strategies and products to the local marketplace (Grigorescu & Zaif, 2017).

The slogan, logo and brand name represent the key elements of brand identity, which functions as a communication tool with the world (Kohli, Suri, & Thakor, 2002). Research on the relationship between brands and slogans has shown that marketers started to invest substantial figures into slogans as a way to increase brand identity and maintain brand presence (Dahlén & Rosengren, 2005). In general, slogans are seen as a connection between a brand's heritage and its developing image, because is seen as the most flexible element of a brand's identity. For example, Dahlén & Rosengren's (2005) study revealed that brands with a powerful slogan were evaluated more positively, which underlines the ability of the slogans in placing the brands. These findings enhance the central role of a slogan in a marketing strategy and enlighten the reason why ads nowadays are signed off with their brand slogan, which has become a popular practice in the industry.

Literature Review

While names and logos of a brand are difficult to change, the slogan remains the single element that can be easily reformed, without implicating tremendous financial consequences (Kohli, Leuthesser & Suri, 2007). For example, Pepsi has changed its slogan roughly 10 times over the duration of a century, coming up with 1902 original catchphrases such as "Twice as Much for a Nickel" or "Its the Cola"/"Dare for More", in order to get to the most well-known one "The Joy of Pepsi" (Kohli et al., 2007). This example illustrates the constant change that brands are faced with when their brand evolves and a necessity to comply to the changes of the market arises.

One negative aspect of changing the slogan of a brand would be the possible separation of a slogan from the brand, in the mind of the consumer (Burke & Srull, 1988), by

forming incorrect links between slogan and the brand (Dahlén & Rosengren, 2005). This anticipated risk is the result of the competition between brands that offer the same products (Burke & Srull, 1988). Basically, the market saturation forces brands to differentiate from each other. However, a brand should not be discouraged to consider a change of slogan, in order to stand out from its competitors. Mathur & Mathur (1995) study revealed that companies that announced a change of slogan were seen as more attentive with respect to changes affected by consumer preferences and the competitive setting. One more reason why some companies should consider changing their slogan would be the beneficial function of slogans, as part of a long-term strategy for increasing brand identity (Kohli et al., 2007). As discussed above, slogans are one of the easiest elements of brand identity to be changed in time. Even more so, slogans should be changed accordingly as brand's image evolve to adopt a contemporary look that is relevant to the consumers (Kohli et al., 2007).

As discussed above, one role of the slogan is the ability to evoke the brand with which it is associated in the mind of the consumer. Brand recall is one of the indicators of brand awareness and has been defined as the capacity of consumers to remember the brand without any suggestions (Kohli et al., 2007). The latter authors specify in their paper that incorrect recall with respect to slogans is one of the most common issues in marketing. Katz and Rose (1969) share the same view in their study, which has shown that recall is relatively low in products that are being excessively advertised and that are hard to distinct from other products within the same category e.g. cigarettes.

A practical solution for this would be to have a strong connection between slogan and brand name. Therefore, less emphasis should be put on the slogan being memorable, and more emphasis should be put on the correct association between the slogan and the brand (Kohli et al., 2007). For example, KFC's slogan "It's finger lickin' good", makes consumers think about food when they encounter the catchphrase. The literature review on this specific

topic, however, shows an attention to brand recall as being the most common measure for slogans in order to assess the degree of brand awareness (Kohli, Thomas & Suri, 2013). A study conducted in 1993 by Molian, which was based on main advertisers, found that the most important feature of a slogan is the effortlessness with which a slogan can be remembered. This phenomenon is furthermore explained by Dahlén & Rosengren (2005), who claim that consumers are able to relate the slogan to its brand when the brand name is not exhibited to them, through constructive memory. In this case, familiarity of slogans serves as a motivator factor for consumers to remember which brand the slogan is part of, and where they have seen it.

Persuasion plays an important factor in designing slogans. When creating slogans, copywriters have to think about how to persuade people into buying the products advertised (Utomo & Suprajitno, 2018). In order to enhance the persuasiveness of the message, the slogan has to be effective in the sense that it must hold the power of creating a need for the product in order to be purchased (Benazir, 2014). An example of creating necessity of the product in the consumer's mind is illustrated in the Folgers's slogan "The best part of waking up is Folgers in your cup" (Utomo & Suprajitno, 2018). The slogan elicits the need for coffee in the morning in a humorous way by the use of an easy rhyme between the words "cup" and "up". The persuasion in this example is prompted by the association of the consumer's morning routine with a cup of Folgers coffee (Utomo & Suprajitno, 2018).

Although there is a plateau of strategies in designing the best slogan so that brand awareness can be enhanced at a high level, the present study looks at different ways in which globalization can benefit the brand. As previously stated, companies had to come up with improved strategies to handle the market-by-market variations, which also includes adapting on a cultural-linguistic ground (Sinclair & Wilken, 2009). Therefore, it should be important to look at the role of the translatability of the slogan, in the local language in which the

product is advertised. Eagly's study (as cited in Hendriks, van Meurs & Poos, 2017), showed that reduced comprehension of a message leads to reduced persuasion, which leads to a low appreciation of the message itself. To support this claim, a study conducted by Gerritsen, Korzilius, Van Meurs & Gijbbers (2000) on Dutch consumers showed that their attitude towards the products that were advertised in English on television was related to the level of the precision when transcribing the phrases heard.

Previous papers found on the topic of glocalization have not looked at the translatability of the slogan as a tool within a glocalization strategy. More specifically, previous researches overlooked the effects of easy or difficult comprehension of slogans on the consumers, and the attitude towards the slogan. Research on culturally adapted ads (glocalization) and their effect on advertisements has shown that standardization was critically viewed by consumers. Consumers believed that brands should be able to adapt their communication materials to the local culture, in order to adhere to the needs and communication preferences of the consumers (De Mooij, 2005).

A more recent study showed that translatable and comprehensible slogans are associated with positive attitudes towards the slogan. The study conducted by Hornikx, Van Meurs & de Boer (2010) focused on the preference of the local language versus English in slogans aimed at the Dutch audience. In their study, they exposed participants to the same slogan, which was either in Dutch or English. Participants were then asked if they could translate the English slogan to Dutch, in order to account for comprehensibility. Hornikx et al. (2010) revealed that the difficulty of the slogan affected the participants' choices. More specifically, English slogans were priming Dutch slogans when they were easy to comprehend, and when the comprehension of the English slogan was deemed as difficult, the English one was valued as much as the Dutch slogan. Moreover, their study disclosed that

easy English slogans showed a more positive attitude than the difficult English ones (Hornikx et al., 2010).

Furthermore, advertising agencies consider that the use of English enhances the product images as being more exclusive. This assertion is sustained in a study conducted by Lin & Wang (2016) on the choice of language in advertising for multinational corporations in Asian markets. They found that the English advertisements indicated a strong connotation with sophistication, whereas Chinese advertisements indicated strong connotations with the feeling of belongingness. Overall, translatability is a noteworthy variable to take into account as some studies have found there is evidence that English slogans elicits positive attitudes towards the message, even when the message is difficult to comprehend (Hornikx et al., 2010).

The variable “translatability” will be evaluated on the basis of a psycholinguistics model, the Revised Hierarchical Model or RHM, used to assess the consumer’s processing of marketing messages (Dufour & Kroll, 1995). In other words, the model portrays how bilinguals deal with words corresponding to two different languages. The RHM proposes that conceptual processing is less active when a word comes across in a person’s second language than when it is encountered in a person’s first language (Luna & Peracchio, 2001). Conceptual processing here refers to a brain’s system for the storage and retention of theoretical knowledge about objects, people, facts and language (Wei, Liang, He, Zang, Han, Caramazza, & Bi, 2012). Luna & Peracchio (2001) furthermore explain that the RHM infers that memory for second-language messages will be less accessible than the memory for first-language messages. However, it is widely believed that at the conceptual level, there is only one system in which words from different languages have a common representation or meaning. Dufour & Kroll (1995) explain that when people are in their early stage of learning a second language (L2), the vocabulary acquired relates to the first language (L1). By becoming better

skilled in the second language, they turn out to understand concepts directly, without relying on the first language by means of associations between words in both L1 and L2. RHM proposes that by moving forward through the more elaborate process of learning a second language, a connection is created between a more articulated bilingual's two languages (Dufour & Kroll, 1995).

This model is relevant for the translatability variable, as it has been applied to translation experiments. For example, Kroll & Curley's study (1988) asked participants to translate phrases from their first language into their second one, and vice versa. This has revealed that participants had a faster translation of texts from their L2 to L1 than from L1 to L2, therefore accurately predicting the RHM. Additionally, the model is also influenced by the type of fluency a person possesses. It is believed that persons that are less fluent in a second language are more inclined to making errors when it comes to perform translations from L1 to L2 (Dufour & Kroll, 1995). For example, in the study published by Groot, Dannenburg and van Hell (1994) the participants translation performance was due to the proficiency of the second language when translating from the first language to the second one, and vice versa. Apparently, the contextual meaning of the words and the familiarity of the participant with those words influenced the translations (Brysbaert & Duyck, 2010)

On the other hand, untranslatability could be defined by the Sapir-Whorf hypothesis, which states that language influences thought (Liu, Volcic & Gallois, 2014). More specifically, a person's first language limits the types of ideas and meanings a person could have. In this case, untranslatability of slogans can be tested using cognates. A cognate represents a word that is perceived as similar in terms of sound and spelling, in both languages (i.e. Dutch and English), but the translation differs (De Groot & Nas, 1991). For example, the English word "ankle" could be visually perceived as similar in meaning with the Dutch word "enkel". However, the meaning of word "enkel" is "only". Therefore, the use of

cognates will play an important role in testing the untranslatability of slogans, as well as Brenders, Van Hell and Dijkstra (2011) explain that cognates have been broadly used as stimuli in studies about language selectivity.

An additional aspect that is worthy of note is the attitude towards the slogan. This variable was chosen in the context of translatability, as the literature review is not clear whether there is an association between the use of a foreign slogan and the attitude that it evokes. In previous studies, the attitude was always measured in regard to the advertised brand and purchase intention (Hendriks, van Meurs & Poos, 2017). Although the authors of the latter study measured the effect of difficult comprehension on attitude towards the purchase intention and product, the difficulty of the slogan was never related to the attitude towards the slogan

Therefore, the present study aims to look at the attitude towards the slogan in relation to the difficulty of slogan comprehension based on translatability. The difficult comprehension of a foreign slogan may lead to dissatisfaction and therefore have a negative effect on consumer's appreciation of the slogan (Hornikx et al., 2010). Furthermore, Lin & Wang's study (2016) explains that in the processing of an ad message from local companies, consumers are prone to be more content oriented, due to in-group favouritism which is related to a feeling of group identity (i.e. nationalism). Hence, attitude towards a slogan is more positive if the overtone of the advertised product pairs well with the language used in the ad. Conversely, it is believed that when consumers evaluate slogans used by companies, their main focus is on the language used, as opposed to the content of the message itself (Lin & Wang, 2016).

Taking into account the aforementioned studies and the literature review on this particular topic, scientific literature on translatability of slogans in relation to the understandability of the slogan and the attitude of the consumer towards the slogans is scarce.

By further looking into this topic, societal relevance would be added to what composes a good slogan, in order to maximize brand identity and brand awareness. More specifically, it will provide empirical support on the practice of glocalization. In addition, the present study will also contribute to academic knowledge on this particular topic, by exploring the elements of what makes a slogan comprehensible. Finally, the study will add more specific knowledge on the topic of multilingualism, more precisely how people perceive messages that are not in their first language. Therefore, the following research questions are proposed in regard to this topic: **What is the effect of slogan translatability on consumers perception of slogan difficulty?** and **What is the effect of translatability on the attitude towards the slogan?**

Based on the study carried out by Hornikx et al. (2010) in the Netherlands, concerning the preference of the local language versus English in slogans, the following hypothesis is formulated in regard to the present study:

H1: Translatable slogans will be perceived as easier to comprehend than non-translatable ones.

The second hypothesis of this study was formulated and adapted based on the findings of Hendriks et al.'s (2017) study, which found that ads with easy slogans were preferred more than ads with difficult slogans. Therefore, the following hypothesis is proposed:

H2: Non-translatable English slogans evoke more negative attitudes than translatable slogans.

Method

Materials

A pre-test was performed to select four translatable slogans and four non-translatable slogans, for the main experiment. Translatability was operationalized based on the concept of cognates. The slogans were designed to come in pairs: translatable vs. non translatable (e.g. “Less **gobbledygook**, more action!” vs. “Less **chitchat**, more action”). One version of the

pair included a specific English word, which does have a Dutch cognate and the other version included an English word that did not have a Dutch cognate. The slogans were all made up using an online slogan generator "Free Slogan Maker – Business Slogan Generator" (2020). Therefore, a pre-test was conducted with eight English slogans that have six adjectives and two nouns which do not have Dutch cognates, and the other eight English slogans also have six adjectives and two nouns which have Dutch cognates. The Dutch cognates of the selected words that were used in the translatable and non-translatable slogans were assessed accordingly by two native Dutch speakers. In this study, the translation of the slogan was perceived as correct based on the translation approved by the researchers when designing the slogans, as Hornikx et al. (2010) did in their study.

The pre-test was conducted in the form of an online questionnaire created with Qualtrics that was administered on the Radboud University Facebook group and through fellow Dutch acquaintances at the university, with the mention that only Dutch participants were sought for this study. The questionnaire can be found in Appendix A. At the beginning of the survey, the participants were briefed about the study that was conducted, and they were also informed that their responses were recorded anonymously. After giving their consent, the respondents were assigned randomly into one of the types of slogans: translatable or non-translatable. In the pre-test, difficulty to translate the slogan was measured on a 7-point Likert scale "Difficult (7) – Easy (1)" followed by the statement "I think the translation of this slogan into Dutch is...". In addition, the participants were asked to provide the Dutch translation of the cognate used in the slogan. For example, in the following slogan, "Less **gobbledygook**, more action!", the participants were specified to translate the word "gobbledygook". If no translation could be provided, participants had to answer with a number between one and eight, when prompted.

Table 1. Means and standard deviations of pre-tested slogans on “difficulty to translate” scale (1 = easy, 7 = difficult) and percentages of correctly translated slogans.

	<i>M</i>	<i>SD</i>	Percent correct translations
Translatable slogans			
Less chit-chat , more action!	2.00	1.07	44.4
Get crazy and get ready	1.79	0.97	100
There is nothing like luck	1.96	1.15	100
For a peaceful mind	1.69	1.11	69.2
It’s just fantastic	1.26	0.48	100
For amazing people	1.74	1.04	69.2
Everything but horrible	2.30	1.52	77.8
An impressive experience	1.92	1.06	92.3
Non-Translatable slogans			
Less gobbledygook , more action!	4.03	2.20	38.5
Get giddy and get ready	5.28	1.24	0
There is nothing like serendipity	5.15	1.58	46.2
For an irenic mind	5.41	1.51	5.6

It's just marvellous	2.72	1.76	46.2
For prodigious people	5.52	1.56	0
Everything but direful	4.13	2.25	7.7
A majestic experience	2.24	1.15	0

Table 1 depicts the results of all the slogans that were measured in the pre-test, in regard to difficulty of translation. Therefore, the total number of participants for the pre-test was 31. All of the participants had a Dutch nationality, with a majority of participants being female (58.1%, $n = 18$). The average age of participants was 22 years old ($M = 5.48$, $SD = 3.51$, range = 18). Following, the most frequent current education of participants was a bachelor's degree program ($n = 18$). Based on the results of the pre-test, four translatable slogans and four non-translatable slogans were selected for the main experiment (i.e. "An **impressive** experience", "Get **giddy** and get ready").

In the main experiment, the cognate pairs were not used anymore, as the results from the pre-test did not turn out as expected in regard to the scores of the difficulty to translate scale. The four slogans that were translated correctly most frequently ($M = 98\%$) and were considered easy ($M = 1.73$) and the four slogans that were translated correctly less frequently ($M = 11\%$) and were considered difficult ($M = 5.06$) were selected for the main experiment. Table 2 depicts the means and standard deviations for the perceived difficulty of slogans' translations and the percentage of correct translations for the slogans selected.

Table 2. Means and standard deviations of translation difficulty and percentages of correct translations for pretested slogans used in main experiment (1 = easy, 7 = difficult)

		Percent Correct	Dutch translations used in the
	<i>M</i>	Translations	main experiment
	<i>SD</i>		

Translatable slogans				
Get crazy and get ready	1.79	0.97	100	Word gek en bereid je voor Ga uit je dak ken bereid je voor
There is nothing like luck	1.96	1.15	100	Er is niets zoals geluk Er is niets Zoals mazzel
It's just fantastic	1.26	0.48	100	Het is gewoon fantastisch Het is gewoon geweldig
An impressive experience	1.92	1.06	92.3	Indrukwekkende ervaring Aangrijpende ervaring
Total	1.73	0.91	98	
Non-translatable slogans				
Less gobbledygook , more action!	4.03	2.20	38.5	Minder onzin , meer actie! Minder gebrabbel , meer actie!
Get giddy and get ready	5.28	1.24	0	Word melig en maak je klaar Word vrolijk en maak je klaar
For an irenic mind	5.41	1.51	5.6	Voor vredige gedachten Voor vreedzame gedachten
For prodigious people	5.52	1.56	0	Voor geweldige mensen Voor uitzonderlijke mensen
Total	5.06	1.62	11	

Subjects

In the main experiment, 105 participants completed the questionnaire. All of the participants had a Dutch nationality, with a majority of participants being female (66.7%, $n = 70$). The average age of participants was 19 years old ($M = 25.08$, $SD = 10.50$, range = 57). Following, the most frequent current education of participants was a bachelor's degree program ($n = 49$). There were no special criteria in regard to the age of the participants other than the participants were at least 18 years old. Gender ($\chi^2(1) = .077$, $p = .782$.) and age ($t(103) = 0.273$, $p = .785$.) were equally distributed among the conditions. Finally, the participants were asked to take a LexTALE test, in order to check their proficiency in English. The result of the test showed that participants' level of proficiency was around B2 or higher, CEFR English level (91.4%). An independent t-test was run in order to check if the participants' proficiency of English was different for participants which were exposed to translatable slogans than participants which were exposed to non-translatable slogans. The results showed no significant difference in terms of proficiency of English between the two conditions ($t(103) = 0.853$, $p = .396$).

Design

The main experiment followed a between-subject design. For the two types of slogans: translatable and non-translatable, one type of questionnaire was created.

Instrumentation

The main experiment was conducted in the form of an online questionnaire created with Qualtrics. The questionnaire can be found in Appendix B. Participants evaluated the slogans on the following dependent variables: difficulty to translate the slogan, slogan difficulty and attitude towards the slogan.

Difficulty to translate

The variable “difficulty to translate” was used as a dependent variable for a subsequent manipulation check to see whether the manipulation of translatability has indeed worked. “Difficulty to translate” was measured by asking the participants to provide a translation of the cognate/noncognate word (e.g. This slogan has the word “impressive” in it. Write your Dutch translation of this word) and by asking the participants to evaluate how difficult the translation was on a 7-point Likert scale “Easy (1) – Difficult (7)”. The results of this questions were used in the statistical analysis.

Slogan Difficulty

The variable “slogan difficulty” was measured using three 7-point semantic differentials, following the statement “I think this slogan is”: “easy (1) –difficult (7)”, “incomprehensible (7) –comprehensible (1)” and “complicated (7) –simple (1)” (Hendriks et al., 2017).

Attitude towards the slogan

The variable “attitude of the slogan” was measured with a 7-point semantic differential scale, following the statement: “I find this slogan”: “not nice (7) –nice (1)”; “engaging (1) – boring (7)”; “not original (7) –original (1)”; “not attractive (7) –attractive (1)”; “interesting (1) –not interesting (7)” (Hendriks et al., 2017).

Finally, participant’s proficiency of English was tested using LexTALE. Participants were requested to check a list of 63 words and report if the words exist in English (Lemhöfer & Broersma, 2012). The answers were recorded with “Yes/ No” statements.

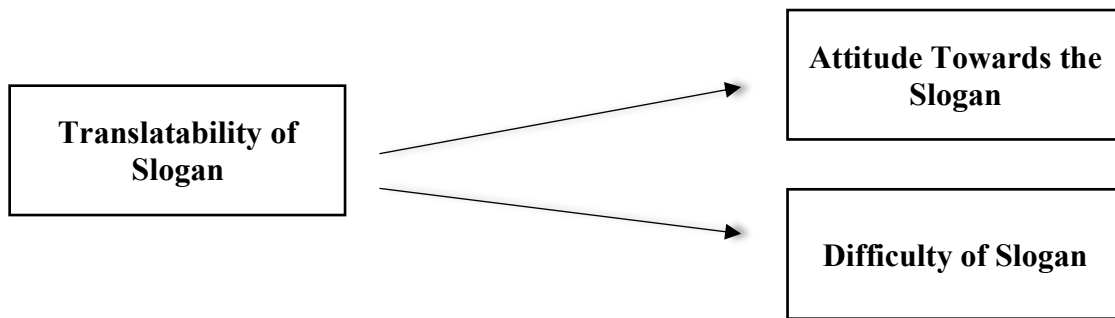


Figure 1. Conceptualisation of the relationship between the independent and the dependent variables

Procedure

The online data was gathered using a random sampling method. The same procedure was used as in the pre-test. After giving their consent, the respondents were assigned randomly into one of the types of slogans: translatable or non-translatable. Then, the respondents were exposed to four English slogans which fall either in the category of translatable or non-translatable slogans. For each of the cognates/non-cognates present in the slogans, the participants were asked to provide the correct translation of the word in Dutch, as well as to assess the difficulty to translate the slogan, the slogan difficulty and their attitude towards the slogan. Finally, demographic data like gender, age and education, was collected at the end of the questionnaire. The average time to complete the survey was $M = 716.70$; $SD = 540.612$.

Statistical treatment

Following, an independent samples t-test was conducted to assess the difficulty of translation of the slogan, as part of the manipulation check. Finally, two independent sample t-tests were conducted in order to see if translatable slogans were perceived as easier than non-

translatable ones, and if non-translatable slogans evoke more negative attitudes than translatable ones.

Results

Manipulation Check

The present study focused on the translatability of English slogans into Dutch, and if people's attitude towards the slogan is influenced based on the difficulty of the translation. To see whether the participants in the main experiment did find the translatable slogans as easier to translate than the non-translatable ones, an independent samples t-test was run with slogan type (i.e. translatable, non-translatable) as a between-subject factor and translation difficulty as the dependent variable, in order to check the manipulation. The analysis showed a significant difference between translatable and non-translatable slogans with regard to the difficulty of translation ($t(103) = 19.10, p < .001$). Therefore, non-translatable slogans ($M = 5.60; SD = 1.01$) were perceived as being more difficult to translate than translatable slogans ($M = 2; SD = .92$).

Slogan Difficulty

Following, an independent samples t-test was run with slogan type as independent variable and perceived difficulty of slogan as the dependent variable, in order to test the first hypothesis. The analysis showed a significant difference between translatable and non-translatable slogans with regard to the difficulty $t(103) = 14.03, p < .001$). Thus, non-translatable slogans ($M = 4.80; SD = 1.09$) were perceived as being more difficult to comprehend than translatable slogans ($M = 2.22; SD = .75$).

Attitude towards the slogan

Finally, an independent samples t-test was run with slogan type (i.e. translatable, non-translatable) as independent variable and attitude towards the slogan as the dependent variable, in order to test the second hypothesis. The analysis showed a non-significant

difference between translatable and non-translatable slogans with regard to the attitude towards the slogan ($t(103) = .40, p = .70$). Thus, there was no difference in attitude towards translatable ($M = 3.93; SD = .72$) and non-translatable slogans ($M = 3.87; SD = .96$)

Discussion & Conclusion

The present study investigated if the translatability of a slogan had an effect on consumers' perception in terms of difficulty of the slogan and if translatability affected the attitude towards the slogan. The results show that indeed, translatable slogans are perceived as easier to comprehend than non-translatable ones. This is in line with the findings of Hornikx et al. (2010), which found that easy English slogans were appreciated the most. This entails that the perceived difficulty of comprehension of an English slogan plays an important role in appreciating the slogan (Hornikx et al., 2010). Another study that replicated the present results is Hendriks et al.'s (2017) study. Their study also showed a more positive preference for easy English slogans rather than difficult ones. Based on these results, it can be concluded that consumers place important attention to understanding the advertised message expressed in their L2.

The second research question of this study is related to the translatability of a slogan and its effect on the attitude towards the slogan. The hypothesis related to this research question was not confirmed. Therefore, there was no difference in terms of attitude towards the slogan between translatable and non-translatable slogans. This is surprising as Hendriks et al.'s (2017) study showed that ads with easily comprehensible slogans were perceived more positively than ads with difficult comprehensible slogans. In the context of translatability, this could mean that being able to understand and translate the slogan in consumers' L1, does not suggest a more positive attitude towards the slogan. Another factor that could explain this result is related to brand equity. Dahlén & Rosengren's (2005) study showed that brand

equity influences the slogan evaluation. More specifically, their study results make a distinction between slogans for well-known brands and slogans for less familiar brands. In the present study, all of the slogans used did not exist and a link between the slogans and a brand was non-existent. Therefore, this could explain why Dahlén & Rosengren (2005) found that slogans for well-known brands scored a more positive attitude than slogans matched with unfamiliar brands.

The purpose of this study was to provide more insight into glocalization strategies that can benefit the brand. Although Hornikx, Van Meurs & de Boer (2010) found that translation and difficulty of slogan are associated with positive attitudes towards the slogan, in the present study there was no correlation made between difficulty of slogan and attitude towards the slogan. Future research should focus on correlating the latter two, outside the context of translatability. Furthermore, the present study showed that translatability does not affect attitude towards the slogan. This could be due to the fact that the slogans chosen for the main experiment, did not come in pairs. The slogans varied in length and meaning, which can affect the consumer's cognitive ability in the decision-making process (Todd & Benbasat, 1992). More specifically, if the information takes longer than expected to be processed, liking the source of information is minimalized. Based on this, the length of a slogan can indeed affect the attitude towards the slogan (Dass, Kohli, Kumar & Thomas, 2014). This imposes a challenge in analyzing data on slogans, as there is a high chance of unobserved variable bias, in this case, the variations of length and meaning. Therefore, the slogans were comparable only on how difficult they were perceived. Future research should focus on constructing pairs of translatable and non-translatable slogans so that there is little room for other variables to manipulate the results when measuring attitude.

Another limitation of this study could be due to the fact that only slogans were manipulated. This was done on the basis that slogans are seen as the most flexible element of a brand's identity (Dahlén & Rosengren, 2005). Adaptation of the language was only focused on slogans, which represent a small unit of the brand's image. Therefore, future research should aim to adapt more marketing elements of a product. Finally, another limitation of this study would be the focus on comparing English slogans with the Dutch language. By doing this, inferences about English advertisements can be made only with respect to Dutch consumers (Hornikx et al., 2010). Therefore, future research should take into account other local languages in order to provide more understanding on the effects of English in international advertising.

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Appendix A

Intro

Dear participant,

You are invited to participate in a research project about English slogans, for which you are asked to complete this questionnaire. This research project requires Dutch participants only and is being conducted by International Business Communication students from Radboud University. Filling out this questionnaire should take approximately 10 minutes.

The data collected during this study is anonymous and cannot be traced back to you. Such data will be used as part of data sets, articles and presentations exclusively for the purpose of this research.

Your participation in this research is voluntary. You can withdraw your participation and consent at any time without giving a reason and all collected data from you will be permanently deleted.

Should you want more information about this research or in case you have any questions/complaints, please send an email to Marco.FurtadoAndrade@student.ru.nl.

I am at least 18 years old, have Dutch nationality, have read the above information and voluntarily agree to participate (1)

1ESlogan Pay attention to the following slogan

1ELogo Do you recognise the brand logo?

Yes (1)

No (0)

1EScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

1EScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

1EScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

1ETranslate This slogan has the word "chit-chat" in it.

Write your Dutch translation of this word. If you cannot, just write "1".

1ETranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

2ESlogan Pay attention to the following slogan

2ELogo Do you recognise the brand logo?

Yes (1)

No (0)

2EScaleE I think the slogan is...

Easy (1)

Moderately easy (2)

Slightly easy (3)

Neither easy nor difficult (4)

Slightly difficult (5)

Moderately difficult (6)

Difficult (7)

2EScaleS I think the slogan is...

Complicated (7)

Moderately complicated (6)

Slightly complicated (5)

Neither complicated nor simple (4)

Slightly simple (3)

Moderately simple (2)

Simple (1)

2EScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

2ETranslate This slogan has the word "crazy" in it.

Write your Dutch translation of this word. If you cannot, just write "2".

2ETranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

3ESlogan Pay attention to the following slogan

3ELogo Do you recognise the brand logo?

- Yes (1)
- No (0)

3EScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

3EScaleS I think the slogan is...

- Complicated (7)
 - Moderately complicated (6)
 - Slightly complicated (5)
 - Neither complicated nor simple (4)
 - Slightly simple (3)
 - Moderately simple (2)
 - Simple (1)
-

3EScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

3ETranslate This slogan has the word "luck" in it.

Write your Dutch translation of this word. If you cannot, just write "3".

3ETranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

4ESlogan Pay attention to the following slogan

4ELogo Do you recognise the brand logo?

- Yes (1)
- No (0)

4EScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

4EScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

4EScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

4ETranslate This slogan has the word "peaceful" in it.

Write your Dutch translation of this word. If you cannot, just write "4".

4ETranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

5DSlogan Pay attention to the following slogan

5DLogo Do you recognise the brand logo?

- Yes (1)
- No (0)

5DScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

5DScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

5DScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

5DTranslate This slogan has the word "marvelous" in it.

Write your Dutch translation of this word. If you cannot, just write "5".

5DTranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

6DSlogan Pay attention to the following slogan

6DLogo Do you recognise the brand logo?

- Yes (1)
- No (0)

6DScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

6DScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

6DScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

6DTranslate This slogan has the word "prodigious" in it.
Write your Dutch translation of this word. If you cannot, just write "6".

6DTranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

7DSlogan Pay attention to the following slogan

7DLogo Do you recognise the brand logo?

- Yes (1)
- No (0)

7DScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

7DScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

7DScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

7DTranslate This slogan has the word "direful" in it.

Write your Dutch translation of this word. If you cannot, just write "7".

7DTranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

8DSlogan Pay attention to the following slogan

8DLogo Do you recognise the brand logo?

- Yes (1)
- No (0)

8DScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

8DScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

8DScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

8DTranslate This slogan has the word "majestic" in it.
Write your Dutch translation of this word. If you cannot, just write "8".

8DTranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

1DSlogan Pay attention to the following slogan

1DLogo Do you recognise the brand logo?

- Yes (1)
- No (0)

1DScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

1DScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

1DScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

1DTranslate This slogan has the word "gobbledygook" in it.
Write your Dutch translation of this word. If you cannot, just write "1".

1DTranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

2DSlogan Pay attention to the following slogan

2DLogo Do you recognise the brand logo?

- Yes (1)
- No (0)

2DScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

2DScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

2DScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

2DTranslate This slogan has the word "giddy" in it.

Write your Dutch translation of this word. If you cannot, just write "2".

2DTranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

3DSlogan Pay attention to the following slogan

3DLogo Do you recognise the brand logo?

- Yes (1)
- No (0)

3DScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

3DScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

3DScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

3DTranslate This slogan has the word "serendipity" in it.
Write your Dutch translation of this word. If you cannot, just write "3".

3DTranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

4DSlogan Pay attention to the following slogan

4DLogo Do you recognise the brand logo?

- Yes (1)
- No (0)

4DScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

4DScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

4DScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

4DTranslate This slogan has the word "irenic" in it.

Write your Dutch translation of this word. If you cannot, just write "4".

4DTranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

5ESlogan Pay attention to the following slogan

5ELogo Do you recognise the brand logo?

- Yes (1)
- No (0)

5EScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

5EScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

5EScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

5ETranslate This slogan has the word "fantastic" in it.

Write your Dutch translation of this word. If you cannot, just write "5".

5ETranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

6ESlogan Pay attention to the following slogan

6ELogo Do you recognise the brand logo?

- Yes (1)
- No (0)

6EScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

6EScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

6EScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)
-

6ETranslate This slogan has the word "amazing" in it.

Write your Dutch translation of this word. If you cannot, just write "6".

6ETranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

7ESlogan Pay attention to the following slogan

7ELogo Do you recognise the brand logo?

- Yes (1)
- No (0)

7EScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

7EScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

7EScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

7ETranslate This slogan has the word "horrible" in it.

Write your Dutch translation of this word. If you cannot, just write "7".

7ETranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

8ESlogan Pay attention to the following slogan

8ELogo Do you recognise the brand logo?

- Yes (1)
- No (0)

8EScaleE I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

8EScaleS I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

8EScaleC I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

8ETranslate This slogan has the word "impressive" in it.

Write your Dutch translation of this word. If you cannot, just write "8".

8ETranslateScale I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

Age Select your age

▼ 18 (1) ... 110 (93)

Gender Select your gender

- Male (1)
- Female (2)

Education Select your highest completed education

- None (1)
- Primary School (2)
- High School (3)
- Professional School (4)
- Bachelor Degree (5)
- Masters Degree (6)
- Doctorate Degree (7)

Nationality Select your nationality

▼ Afghanistan (1) ... Zimbabwe (1)

TranslationTool Did you use any translation tool (e.g. google translator) during this questionnaire?

Yes (1)

No (0)

Appendix B

Intro

Dear participant,

You are invited to participate in a research project about English slogans, for which you are asked to complete this questionnaire. This research project requires Dutch participants only and is being conducted by International Business Communication students from Radboud University. Filling out this questionnaire should take approximately 10 minutes.

The data collected during this study is anonymous and cannot be traced back to you. Such data will be used as part of data sets, articles and presentations exclusively for the purpose of this research.

Your participation in this research is voluntary. You can withdraw your participation and consent at any time without giving a reason and all collected data from you will be permanently deleted.

Should you want more information about this research or in case you have any questions/complaints, please send an email to Marco.FurtadoAndrade@student.ru.nl.

I am at least 18 years old, have Dutch nationality, have read the above information and voluntarily agree to participate (1)

S1D Pay attention to the following slogan

S1D_Easy I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

S1D_Simple I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

S1D_Comprhensible I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

S1D_Translation This slogan has the word "gobbledygook" in it.
Write your Dutch translation of this word. If you cannot, just write "1".

S1D_Translation_Easy I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

S1D_Engaging I think this slogan is...

- Engaging (1)
- Moderately engaging (2)
- Slightly engaging (3)
- Neither engaging nor boring (4)
- Slightly boring (5)
- Moderately boring (6)
- Boring (7)

S1D_Interesting I think this slogan is...

- Not interesting (7)
- Moderately not interesting (6)
- Slightly not interesting (5)
- Neither not interesting nor interesting (4)
- Slightly interesting (3)
- Moderately interesting (2)
- Interesting (1)

S1D_Original I think this slogan is...

- Not original (7)
- Moderately not original (6)
- Slightly not original (5)
- Neither not original nor original (4)
- Slightly original (3)
- Moderately original (2)
- Original (1)

S1D_Attractive I think this slogan is...

- Attractive (1)
- Moderately attractive (2)
- Slightly attractive (3)
- Neither attractive nor not attractive (4)
- Slightly not attractive (5)
- Moderately not attractive (6)
- Not attractive (7)

S1D_Nice I think this slogan is...

- Nice (1)
- Moderately nice (2)
- Slightly nice (3)
- Neither nice nor not nice (4)
- Slightly not nice (5)
- Moderately not nice (6)
- Not nice (7)

S2D Pay attention to the following slogan

S2D_Easy I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

S2D_Simple I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

S2D_Comprehensible I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

S2D_Translation This slogan has the word "giddy" in it.

Write your Dutch translation of this word. If you cannot, just write "2".

S2D_Translation_Easy I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

S2D_Engaging I think this slogan is...

- Engaging (1)
- Moderately engaging (2)
- Slightly engaging (3)
- Neither engaging nor boring (4)
- Slightly boring (5)
- Moderately boring (6)
- Boring (7)

S2D_Interesting I think this slogan is...

- Not interesting (7)
- Moderately not interesting (6)
- Slightly not interesting (5)
- Neither not interesting nor interesting (4)
- Slightly interesting (3)
- Moderately interesting (2)
- Interesting (1)

S2D_Original I think this slogan is...

- Not original (7)
- Moderately not original (6)
- Slightly not original (5)
- Neither not original nor original (4)
- Slightly original (3)
- Moderately original (2)
- Original (1)

S2D_Attractive I think this slogan is...

- Attractive (1)
- Moderately attractive (2)
- Slightly attractive (3)
- Neither attractive nor not attractive (4)
- Slightly not attractive (5)
- Moderately not attractive (6)
- Not attractive (7)

S2D_Nice I think this slogan is...

- Nice (1)
- Moderately nice (2)
- Slightly nice (3)
- Neither nice nor not nice (4)
- Slightly not nice (5)
- Moderately not nice (6)
- Not nice (7)

S4D Pay attention to the following slogan

S4D_Easy I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

S4D_Simple I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

S4D_Comprehensible I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

S4D_Translation This slogan has the word "irenic" in it.

Write your Dutch translation of this word. If you cannot, just write "3".

S4D_Translation_Easy I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

S4D_Engaging I think this slogan is...

- Engaging (1)
- Moderately engaging (2)
- Slightly engaging (3)
- Neither engaging nor boring (4)
- Slightly boring (5)
- Moderately boring (6)
- Boring (7)

S4D_Interesting I think this slogan is...

- Not interesting (7)
- Moderately not interesting (6)
- Slightly not interesting (5)
- Neither not interesting nor interesting (4)
- Slightly interesting (3)
- Moderately interesting (2)
- Interesting (1)

S4D_Original I think this slogan is...

- Not original (7)
- Moderately not original (6)
- Slightly not original (5)
- Neither not original nor original (4)
- Slightly original (3)
- Moderately original (2)
- Original (1)

S4D_Attractive I think this slogan is...

- Attractive (1)
- Moderately attractive (2)
- Slightly attractive (3)
- Neither attractive nor not attractive (4)
- Slightly not attractive (5)
- Moderately not attractive (6)
- Not attractive (7)

S4D_Nice I think this slogan is...

- Nice (1)
- Moderately nice (2)
- Slightly nice (3)
- Neither nice nor not nice (4)
- Slightly not nice (5)
- Moderately not nice (6)
- Not nice (7)

S6D Pay attention to the following slogan

S6D_Easy I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

S6D_Complicated I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

S6D_Compreensible I think the slogan is...

- Compreensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

S6D_Translation This slogan has the word "prodigious" in it.
Write your Dutch translation of this word. If you cannot, just write "4".

S6D_Translation_Easy I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

S6D_Engaging I think this slogan is...

- Engaging (1)
- Moderately engaging (2)
- Slightly engaging (3)
- Neither engaging nor boring (4)
- Slightly boring (5)
- Moderately boring (6)
- Boring (7)

S6D_Interesting I think this slogan is...

- Not interesting (7)
- Moderately not interesting (6)
- Slightly not interesting (5)
- Neither not interesting nor interesting (4)
- Slightly interesting (3)
- Moderately interesting (2)
- Interesting (1)

S6D_Original I think this slogan is...

- Not original (7)
- Moderately not original (6)
- Slightly not original (5)
- Neither not original nor original (4)
- Slightly original (3)
- Moderately original (2)
- Original (1)

S6D_Attractive I think this slogan is...

- Attractive (1)
- Moderately attractive (2)
- Slightly attractive (3)
- Neither attractive nor not attractive (4)
- Slightly not attractive (5)
- Moderately not attractive (6)
- Not attractive (7)

S6D_Nice I think this slogan is...

- Nice (1)
- Moderately nice (2)
- Slightly nice (3)
- Neither nice nor not nice (4)
- Slightly not nice (5)
- Moderately not nice (6)
- Not nice (7)

S2E Pay attention to the following slogan

S2E_Easy I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

S2E_Complicated I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

S2E_Compreensible I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

S2E_Translation This slogan has the word "crazy" in it.

Write your Dutch translation of this word. If you cannot, just write "1".

S2ETranslation_Easy I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

S2E_Nice I think this slogan is...

- Nice (1)
- Moderately nice (2)
- Slightly nice (3)
- Neither nice nor not nice (4)
- Slightly not nice (5)
- Moderately not nice (6)
- Not nice (7)

S2E_Engaging I think this slogan is...

- Engaging (1)
- Moderately engaging (2)
- Slightly engaging (3)
- Neither engaging nor boring (4)
- Slightly boring (5)
- Moderately boring (6)
- Boring (7)

S2E_Attractive I think this slogan is...

- Attractive (1)
- Moderately attractive (2)
- Slightly attractive (3)
- Neither attractive nor not attractive (4)
- Slightly not attractive (5)
- Moderately not attractive (6)
- Not attractive (7)

S2E_Original I think this slogan is...

- Not original (7)
- Moderately not original (6)
- Slightly not original (5)
- Neither not original nor original (4)
- Slightly original (3)
- Moderately original (2)
- Original (1)

S2E_ Interesting I think this slogan is...

- Not interesting (7)
- Moderately not interesting (6)
- Slightly not interesting (5)
- Neither not interesting nor interesting (4)
- Slightly interesting (3)
- Moderately interesting (2)
- Interesting (1)

S3E Pay attention to the following slogan

S3E_Easy I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

S3E_Simple I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

S3E_Comprehensible I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

S3E_Translation This slogan has the word "luck" in it.

Write your Dutch translation of this word. If you cannot, just write "2".

S3E_Translation_Easy I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

S3E_Engaging I think this slogan is...

- Engaging (1)
- Moderately engaging (2)
- Slightly engaging (3)
- Neither engaging nor boring (4)
- Slightly boring (5)
- Moderately boring (6)
- Boring (7)

S3E_ Interesting I think this slogan is...

- Not interesting (7)
- Moderately not interesting (6)
- Slightly not interesting (5)
- Neither not interesting nor interesting (4)
- Slightly interesting (3)
- Moderately interesting (2)
- Interesting (1)

S3E_ Original I think this slogan is...

- Not original (7)
- Moderately not original (6)
- Slightly not original (5)
- Neither not original nor original (4)
- Slightly original (3)
- Moderately original (2)
- Original (1)

S3E_Attractive I think this slogan is...

- Attractive (1)
- Moderately attractive (2)
- Slightly attractive (3)
- Neither attractive nor not attractive (4)
- Slightly not attractive (5)
- Moderately not attractive (6)
- Not attractive (7)

S3E_Nice I think this slogan is...

- Nice (1)
- Moderately nice (2)
- Slightly nice (3)
- Neither nice nor not nice (4)
- Slightly not nice (5)
- Moderately not nice (6)
- Not nice (7)

S5E Pay attention to the following slogan

S5E_Easy I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

S5E_Complicated I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

S5E_Compreensible I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

S5E_Translation This slogan has the word "fantastic" in it.
Write your Dutch translation of this word. If you cannot, just write "3".

S5E_TranslationEasy I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

S5E_Engaging I think this slogan is...

- Engaging (1)
- Moderately engaging (2)
- Slightly engaging (3)
- Neither engaging nor boring (4)
- Slightly boring (5)
- Moderately boring (6)
- Boring (7)

S5E_Interesting I think this slogan is...

- Not interesting (7)
- Moderately not interesting (6)
- Slightly not interesting (5)
- Neither not interesting nor interesting (4)
- Slightly interesting (3)
- Moderately interesting (2)
- Interesting (1)

S5E_Original I think this slogan is...

- Not original (7)
- Moderately not original (6)
- Slightly not original (5)
- Neither not original nor original (4)
- Slightly original (3)
- Moderately original (2)
- Original (1)

S5E_Attractive I think this slogan is...

- Attractive (1)
- Moderately attractive (2)
- Slightly attractive (3)
- Neither attractive nor not attractive (4)
- Slightly not attractive (5)
- Moderately not attractive (6)
- Not attractive (7)

S5E_Nice I think this slogan is...

- Nice (1)
- Moderately nice (2)
- Slightly nice (3)
- Neither nice nor not nice (4)
- Slightly not nice (5)
- Moderately not nice (6)
- Not nice (7)

S8E Pay attention to the following slogan

S8E_Easy I think the slogan is...

- Easy (1)
- Moderately easy (2)
- Slightly easy (3)
- Neither easy nor difficult (4)
- Slightly difficult (5)
- Moderately difficult (6)
- Difficult (7)

S8E_Simple I think the slogan is...

- Complicated (7)
- Moderately complicated (6)
- Slightly complicated (5)
- Neither complicated nor simple (4)
- Slightly simple (3)
- Moderately simple (2)
- Simple (1)

S8E_Comprehensible I think the slogan is...

- Comprehensible (1)
- Moderately comprehensible (2)
- Slightly comprehensible (3)
- Neither comprehensible nor incomprehensible (4)
- Slightly incomprehensible (5)
- Moderately incomprehensible (6)
- Incomprehensible (7)

S8E_Translation This slogan has the word "impressive" in it.

Write your Dutch translation of this word. If you cannot, just write "4".

S8E_Translation_Easy I think the translation of this slogan into Dutch is...

- Difficult (7)
- Moderately difficult (6)
- Slightly difficult (5)
- Neither easy nor difficult (4)
- Slightly easy (3)
- Moderately easy (2)
- Easy (1)

S8E_Engaging I think this slogan is...

- Engaging (1)
- Moderately engaging (2)
- Slightly engaging (3)
- Neither engaging nor boring (4)
- Slightly boring (5)
- Moderately boring (6)
- Boring (7)

S8E_ Interesting I think this slogan is...

- Not interesting (7)
- Moderately not interesting (6)
- Slightly not interesting (5)
- Neither not interesting nor interesting (4)
- Slightly interesting (3)
- Moderately interesting (2)
- Interesting (1)

S8E_ Original I think this slogan is...

- Not original (7)
- Moderately not original (6)
- Slightly not original (5)
- Neither not original nor original (4)
- Slightly original (3)
- Moderately original (2)
- Original (1)

S8E_Attractive I think this slogan is...

- Attractive (1)
- Moderately attractive (2)
- Slightly attractive (3)
- Neither attractive nor not attractive (4)
- Slightly not attractive (5)
- Moderately not attractive (6)
- Not attractive (7)

S8E_Nice I think this slogan is...

- Nice (1)
- Moderately nice (2)
- Slightly nice (3)
- Neither nice nor not nice (4)
- Slightly not nice (5)
- Moderately not nice (6)
- Not nice (7)

Q342 This next part consists of about 60 trials, in each of which you will see a string of letters. Your task is to decide whether this is an existing English word or not. If you think it is an existing English word, you select "yes", and if you think it is not an existing English word, you select "no".

If you are sure that the word exists, even though you don't know its exact meaning, you may still respond "yes". But if you are not sure if it is an existing word, you should respond "no".

We use British English rather than American English spelling. For example: "realise" instead of "realize"; "colour" instead of "color", and so on. Please don't let this confuse you. This questionnaire is not about detecting such subtle spelling differences anyway.

You have as much time as you like for each decision. This part of the questionnaire will take about 5 minutes. If everything is clear, you can now start.

LT1 platery

Yes (1)

No (0)

LT2 denial

Yes (1)

No (0)

LT3 generic

Yes (1)

No (0)

LT4 mensible

Yes (1)

No (0)

LT5 scornful

Yes (1)

No (0)

LT6 stoutly

Yes (1)

No (0)

LT7 ablaze

Yes (1)

No (0)

LT8 kermshaw

Yes (1)

No (0)

LT9 moonlit

Yes (1)

No (0)

LT10 lofty

Yes (1)

No (0)

LT11 hurricane

Yes (1)

No (0)

LT12 flaw

Yes (1)

No (0)

LT13 alberation

Yes (1)

No (0)

LT14 unkempt

Yes (1)

No (0)

LT15 breeding

Yes (1)

No (0)

LT16 festivity

Yes (1)

No (0)

LT17 screech

Yes (1)

No (0)

LT18 savoury

Yes (1)

No (0)

LT19 plaudate

Yes (1)

No (0)

LT20 shin

Yes (1)

No (0)

LT21 fluid

Yes (1)

No (0)

LT22 spaunch

Yes (1)

No (0)

LT23 allied

Yes (1)

No (0)

LT24 slain

Yes (1)

No (0)

LT25 recipient

Yes (1)

No (0)

LT26 exprate

Yes (1)

No (0)

LT27 eloquence

Yes (1)

No (0)

LT28 cleanliness

Yes (1)

No (0)

LT29 dispatch

Yes (1)

No (0)

LT30 rebondicate

Yes (1)

No (0)

LT31 ingenious

Yes (1)

No (0)

LT32 bewitch

Yes (1)

No (0)

LT33 skave

Yes (1)

No (0)

LT34 plaintively

Yes (1)

No (0)

LT35 kilp

Yes (1)

No (0)

LT36 interfate

Yes (1)

No (0)

LT37 hasty

Yes (1)

No (0)

LT38 lengthy

Yes (1)

No (0)

LT39 fray

Yes (1)

No (0)

LT40 crumper

Yes (1)

No (0)

LT41 upkeep

Yes (1)

No (0)

LT42 majestic

Yes (1)

No (0)

LT43 magrity

Yes (1)

No (0)

LT44 nourishment

Yes (1)

No (0)

LT45 abergy

Yes (1)

No (0)

LT46 proom

Yes (1)

No (0)

LT47 turmoil

Yes (1)

No (0)

LT48 carbohydrate

Yes (1)

No (0)

LT49 scholar

Yes (1)

No (0)

LT50 turtle

Yes (1)

No (0)

LT51 fellick

Yes (1)

No (0)

LT52 destription

Yes (1)

No (0)

LT53 cylinder

Yes (1)

No (0)

LT54 censorship

Yes (1)

No (0)

LT55 celestial

Yes (1)

No (0)

LT56 rascal

Yes (1)

No (0)

LT57 purrage

Yes (1)

No (0)

LT58 pulsh

Yes (1)

No (0)

LT59 muddy

Yes (1)

No (0)

LT60 quirky

Yes (1)

No (0)

LT61 pudour

Yes (1)

No (0)

LT62 listless

Yes (1)

No (0)

LT63 wrought

Yes (1)

No (0)

Age Select your age

▼ 18 (18) ... 110 (110)

Gender Select your gender

Male (1)

Female (2)

Education Select your highest completed education

None (1)

Primary School (2)

High School (3)

Professional School (4)

Bachelor Degree (5)

Masters Degree (6)

Doctorate Degree (7)

Nationality Select your nationality

▼ Afghanistan (1) ... Zimbabwe (1)

TranslationTool Did you use any translation tool (e.g. google translator) during this questionnaire?

Yes (1)

No (0)

Statement of own work

Student name: Iulia Colici
Student number: s1044954

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